

# COVID-19

# GRAND REOPENING TOOLKIT

## PREPARING TO REOPEN YOUR BUSINESS

- Prepare new safety protocol for your business (per state guidelines)
- Plan ahead for potential PPE needs and supplies
- Consider a limited menu/services
- Plan ahead for sales on past/seasonal inventory
- Thoroughly clean your business
- Visit your state's website and stay informed on your current regulations and protocols
- Keep your employees informed
  - Communicate frequently to make employees aware of the changes designed to keep everyone safe and healthy
  - Overview of what to expect when returning employees arrive like:
    - What will and will not be available and supplied
    - Instructions on bringing equipment
  - For non-essential roles, determine what WFH policy should be followed
  - Determine if and how to screen employees before they return
  - To fulfill new obligations and tasks, organizations may need to redefine the roles and responsibilities of existing staff or hire for new and different skillsets.
- Re-prepare your space
  - Complete inspections needed to reopen or complete repairs
  - Plan for possible seating rearrangement for social distancing in restaurants and salons
  - Create signage to inform customers/clients about new protocols
  - Review site inventory
  - Thoroughly inspect for any damage or issues caused by the vacancy
    - Systems should be allowed to run for a period of time with careful observation to ensure valves, switches, etc. are operating correctly
    - Air filters should be replaced after flushing the building
  - Cleaning staff should review and complete refresher training on general cleaning and site-specific protocols
- Prepare for Social Distancing Protocol
  - Consider signage that communicates key messages in high traffic areas such as main entrances, restroom facilities and so forth.
  - Plan for additional space for checkout
  - Designated foot traffic patterns/direct traffic flow - one way aisles
  - Designated entrances and exits
  - Sneeze guards at registers

## **WHAT TO DO NOW**

- Keep your social media pages (Facebook, Yelp, Instagram, Google) up to date with changing hours, products, and services
- Set up an online storefront (Wix, Square Space, and Weebly are great website platforms with free templates)
- Sign up for online delivery services (UberEats, GrubHub, DoorDash, etc.)
- Offer discounts on gift cards when they purchase now
- Offer a coupon/discount on future orders when you make a current purchase
- Be available to answer phone calls and online messages
- Give in-store virtual tours via social media
- Show your customers how you are practicing safe measures and social distancing within your business on social media

## **NEED HELP? CHECK OUT THESE RESOURCES**

- For help creating a social media account (Google, Facebook, Instagram, etc.) visit [www.renewmedia.com/quicktips](http://www.renewmedia.com/quicktips) for tutorial videos
- For help creating a coupon, signage, or menus visit [www.Canva.com](http://www.Canva.com) for a free account and access to templates
- For up-to-date resources on where to get COVID-19 relief visit [www.bcwoodproperties.com/tenant-services/covid-19-resources/](http://www.bcwoodproperties.com/tenant-services/covid-19-resources/)

