

RECOVERY READINESS

Reopening Checklist

Sharing Best Practices for the Future

As businesses prepare to reopen there will be a need to: re-engage with your customer: communicating safety instructions, building confidence, and enticing your consumer. These are paramount steps. Businesses will need to control every aspect of the store environment and plan, in detail, the consumer experience and journey in the store. **Businesses will be required to evaluate health and safety standards, touchless technology, new marketing and communications models.**

These new strategies will vary by location, generation, and over time as the environment changes. Preparing to reopen, provides the retail and restaurant industry with an opportunity to be transformational. **The Liberty Village BIA has prepared this checklist to help ease the transition.**

Apply to Qualifying Government Programs & Funding *Get the support you need.*

- Canada Emergency Business Account (CEBA)
- Business Credit Availability Program (BCAP)
- Canada Emergency Commercial Rent Assistance (CECRA)
- Canada Emergency Wage Subsidy (CEWS)
- Canada Emergency Response Benefit (CERB)
- Regional Relief and Recovery Fund (RRRF)
- Register for CafeTO to create or extend outdoor dining space
- Contact a business advisor through the BusinessTO support centre to get assistance of completing government funding applications

Control the Environment

Ensure the customers feel safe.

- Establish clear entrances, exits, and flow of traffic
- Develop a customer journey that is safe and experiential
- Prepare for social distancing (6 ft); understand occupancy limits
- Install safeguards – plexiglass, directional arrows etc.
- Develop a sanitization/disinfectant strategy
- Remove interactive screens or technology that do not support safety
- Remove or rearrange furniture to reduce congregation
- Implement new cleaning standards and add hand sanitizer stations
- Review product handling – delivery, unpacking, placement, and returns
- Consider technology that tracks customer traffic

Develop an Online Communications Strategy

Build an online presence.

- Articulate **hours, entrances, and special accommodations**
- Market new services** including delivery and curbside pickup
- Build loyalty** with services, product, price, and promotion
- Be transparent** – optics matter
- Develop a testing culture** for all aspects of customer engagement
- Leverage social media** to engage customers and share brand values
- Launch or relaunch an online store with the help of **Digital Main Street** for FREE
- Reduce fear and anxiety with **clear policies** – **share brand values on social media and within the store**

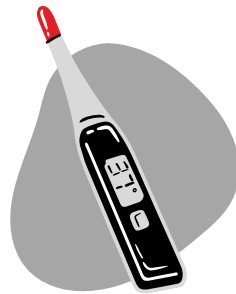
Support and Train the Team

Ensure your employees feel safe & understand the changes.

- Mitigate anxiety** by thoughtfully preparing employees to return to work
- Provide employees with **PPE**
- Adapt breakrooms, gathering areas, and storage to **support social distancing**
- Create staff communication** streams to disseminate urgent information
- Understand the **commuting challenges** for your staff
- Create customer service, marketing, and policy materials to **address new challenges**
- Formulate new schedules and staff roles** to reflect changing traffic patterns and customer interactions
- Train employees on new cleaning and customer service standards**
- Ensure **clear understanding of any new in-store technology**

Stay home if...

- You are **feeling sick**
- You have a **sick family member** at home



Take care of your emotional and mental well-being

Are you or is someone you know in crisis or feeling suicidal due to COVID-19?

If the risk is immediate, call 9-1-1

Or call 1-833-456-4566 toll free, text 45645

or visit www.crisisservicescanada.ca

WWW.LIBERTYVILLAGEBIA.COM/COVID-19

Lastly...Continue to Collaborate *Work with those around you.*

- Collaborate with vendors** of key materials like hand sanitizer or other PPE
- Share information with the BIA, landlords, lenders, and partners** – be transparent; help neighboring stores developing a broader and better experience
- Interact with the Neighbourhood** to understand concerns