

GETTING BACK TO WORK IN NEVADA

SMALL RETAILERS TIP SHEET

Your business may look very different as it begins to recover from COVID-19 impacts. To move forward, your business will need to adapt to new safety and health guidelines and respond to new and increased expectations from staff and customers. New practices and guidelines will become commonplace in order for customers to feel safe frequenting their favorite shopping stores.

To help you get started we have put together this tip sheet that focuses on four important areas: **Requirements, React, Recover, Be Resilient**. We conclude the tip sheet with a list of **Resources** to help you.

Requirements: *Nevada Phase 1 & 2 Reopening & Mandatory Masks*



On June 25, 2020 Nevada Governor Steve Sisolak [announced](#) a **mandatory face covering policy**. The [directive](#) requires that face masks or coverings must be worn by employers, employees and visitors/customers in all public spaces. Businesses are required to inform customers of the requirement and mandate the use of face coverings prior to entry into their establishments. The mandate [guidelines](#) will be enforced by Nevada OSHA.

Governor Steve Sisolak announced *The Roadmap to Recovery for Nevada: Phase 1* on May 7, 2020, and *Phase 2* on May 26, 2020. In the roadmap, retailers and indoor malls are authorized to reopen while strongly encouraged to continue online or call-in ordering, curbside, delivery, and/or pickup operations.

Retailers are allowed to open under strict social distancing requirements:

- Retailers shall require employees, customers and guests to wear face coverings while shopping or visiting
- Ensure a minimum of 6 feet distance between people; if not possible, install barriers
- Designate – with signage, tape, or by other means – six feet of spacing for employees and customers to maintain appropriate social distancing
- The number of customers in the facility must be limited to 50% or less of the *allowed* occupancy based on applicable fire code
- Stagger entry of customers and guests
- Employers must perform a daily assessment of employees for any COVID-19 symptoms (fever, cough, and trouble breathing); require employees to stay home when symptomatic
- Ask customers and guests not to enter if they are symptomatic
- Require frequent and thorough hand washing, including providing workers, customers, and worksite visitors with a place to wash their hands
- Clean high-touch items after each use (carts and baskets)
- Perform deep disinfection of high contact surfaces daily (door handles, light switches, countertops, etc)

All businesses *are encouraged* to:

- Have hand sanitizer and sanitizing products, like wipes, readily available for employees and customers
- Close common areas where personnel are likely to congregate and enforce strict social distancing
- Implement and post separate operating hours for the elderly and vulnerable customers

React: *Get ready to open your doors again!*

Be Prepared – Based on the above guidelines, below is a starter checklist of what you might need or find helpful to purchase or prepare before you reopen. **Always check with the state, your county, and your local health district for current operating guidelines because local jurisdictions can impose stricter requirements than the state:**

- Face masks for employees (and as a courtesy for customers)
- Face shields for employees, where applicable
- Nitrile gloves for employees
- EPA-approved COVID-19 cleaners & disinfectants (See RESOURCES for link)
- Touchless hand sanitizer stations
- Touchless payment systems
- Plexiglass/clear acrylic partitions
- Touchless thermometer for employee use
- Spare HVAC filters
- "No Mask No Service" signage

Recover: *Expect new ways of doing business. The new shopping experience.*

Reopening requires retailers to adapt to new operating requirements that include the above social distancing and enhanced health and safety guidelines. Some best practices and tips that may help implement the new guidelines include:

Operations

- Deep clean your store before the initial reopening and close once a week for deep cleaning
- Provide touchless hand sanitizer stations for employees and guests, particularly at entry points
- Consider posting an employee at the entry door to greet guests, explain new protocols, and open/close the entry door to minimize the number of persons touching the door handle
- Clean merchandise before stocking
- Staff should avoid touching items that have been stocked in the store
- Consider signage and a bin for customers to place items that have been touched; clean and disinfect items before restocking
- Discontinue product samples
- Consider modifying or suspending your return policy
- Returned items and items tried on in fitting rooms should be held for at least 24 hours before they are restocked
- Separate clothing racks by at least six feet
- Create one-way aisles where possible
- Install plexiglass/clear acrylic panels or barriers between customers and cashiers
- Establish new operating hours so you can close earlier and each night an employee can thoroughly clean the store using US EPA-approved COVID-19 disinfectants to limit the spread of the virus
- Payment:
 - Install and use a touchless, non-signature payment system
 - Have customers pay through an app on their phones

Employees

- Provide and require employees to wear face masks
- Provide employees with nitrile gloves to wear and/or provide instruction on proper hand hygiene to practice between interactions with each customer
- Group employees by shift to reduce exposure and make contact tracing easier between employees
- Consider no touch thermometers to conduct pre-shift employee temperature checks and do not allow anyone with a temperature over 100.4F degrees to work (keep a log of daily assessments)

Guests

- Require customers to wear face coverings; provide masks for customers not arriving with their own
- Where possible, accept customers by appointment only
 - Have customers meet with sales associates to discuss their need and have the sales associate shop with the customer and wipe/disinfect products the customer touches but does not purchase
- Post information signs regarding social distancing, face coverings, and COVID-19 symptoms at entry
- Encourage customers to do a self-assessment for symptoms and to not shop in person if symptomatic

Be Resilient: *This is all new. Adapt as necessary. Let's stay in business together.*

Business basics will be more important than ever. Evaluate your profit and loss statement. Look for ways to reduce operating and product costs. Analyze your cash flow and breakeven to evaluate the impacts of the new guidelines and best practices on your business. As Nevada reopens in phases, you may need to continually adjust your operations. Here are a few things to think about:

Get Help

- Contact a business development counselor at the Nevada SBDC by calling 800.240.7094 for help
 - Assessing your operations and deciding on best strategies for keeping your business open
 - Evaluating financial assistance options including PPP loans and maximizing loan forgiveness
- For questions about cleaning and disinfecting, strategies to control new waste streams, or other environmental questions, contact an environmental business advisor at BEP at 800.882.3233

Communicate

- Keep communicating with your customers on social media and your website with announcements about your reopening, make sure they know you are not shut down for good
- Be open about the measures you are taking to meet the Phase 1 reopening guidelines; consider signage at your entrance so customers are aware of the steps you are taking to prevent the spread of COVID-19 and to meet new industry guidelines
- Be patient, communicate openly with staff while waiting for customers to return

Expanded Services

- Increase online offerings; explore selling through existing online retail platforms such as eBay
- Offer curbside pickup and delivery for online orders
- Offer free or reduced return charges for online purchases
- Offer gift cards

Potential Cost-Saving Measures

- Reduce the amount of products in the store and only sell the best-selling, highest margin items
- Crosstrain employees to work in different areas of the store
- Reduce hours to minimize utility bills and increase time for cleaning, for example instead of staying open from 10:00 AM to 8:00 PM operate from 10:00 AM to 6:00 PM.
- Only turn on utilities that are needed – do not use all fans, lights, or air conditioners in the store when fewer people are occupying it

Creative Marketing

- Update or redesign your website; make sure it is mobile friendly
- Include online sales features on your website or use an existing online retail platform
- Create a following on social media and keep in touch with customers
- Use micro social media and focus more on the immediate neighborhood in order to bring in local customers
- Advertise through local homeowner associations and apartment and condo complexes
 - Supply homeowners associations, apartment complexes, and condos with special promotional codes to help drive business
- Place ads in the local visitors center

Resources

Below are additional resources to help retailers react, recover, and be resilient in the face of COVID-19.

Nevada SBDC Small Business Recovery Procurement List

<https://docs.google.com/spreadsheets/d/e/2PACX-1vRaNqMHmNRt3ZAIsoivMUghuvuZBOsNx8d6WG-S7HVjfPlsqrb5HfYXd6OCi2-9FA/pubhtml>

US EPA List N: Disinfectants Approved for Use Against SARS-CoV-2

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

Center for Disease Control (CDC) Guidance for Businesses and Employers

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>

Nevada Health Response | COVID-19 in Nevada

<https://nvhealthresponse.nv.gov/info/business/>

Nevada Governor's Office of Economic Development

<https://www.diversifynevada.com/covid-19-reopening-guidance-and-assistance/>

Nevada Department of Business & Industry, Occupational Safety & Health Administration

<http://dir.nv.gov/OSHA/Home/>

Small Business Federal Financial Assistance

<https://www.coronavirus.gov/smallbusiness>

Association of Small Business Development Centers | COVID-19 Small Business Resources

<https://americassbdc.org/covid19/>

U.S. Securities Exchange Commission Resources for Small Business

<https://www.sec.gov/page/covid-19-resources-small-businesses>

National Retail Federation

<https://nrf.com/resources/operation-open-doors>

Retail Association of Nevada

www.rannv.org

This tip sheet will be updated as new information becomes available.

Stay Safe to Stay Open Nevada!

The Nevada Small Business Development Center (SBDC) guides and assists Nevadans looking to start and grow businesses. We are available to counsel on business planning and management issues raised in this tip sheet. One-on-one counseling services are free and confidential.

The Business Environmental Program is affiliated with the Nevada SBDC and provides free and confidential environmental compliance and management assistance and can help your business think about cleaning and waste issues. Our focus is on making Nevada's businesses stronger and more environmentally responsible.

DISCLAIMER: This guidance document is intended as general information and is not provided nor intended to act as a substitute for legal advice or other professional services. The Nevada SBDC advises the regulated business community to read all applicable regulations and to check with state and local authorities, including local health districts, for the latest in guidelines and requirements for businesses reopening during the COVID-19 pandemic. This tip sheet is funded, in part, through a Cooperative Agreement with the US Small Business Administration and funding support from the Nevada Division of Environmental Protection. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.