

COVID PANDEMIC  
**SAFELY REOPEN BUSINESSES**  
ELK RAPIDS, MICHIGAN  
MAY 2020

Elk Rapids  
Downtown Development Authority



In Partnership With:



**#StrongER**



May 15, 2020

Dear Elk Rapids Business Owners,

For more than three months, each of you have been individually and collectively managing the impact of the Coronavirus outbreak on your family, your business and our local community, today we are approaching you with a message of hope and planning for the future where commerce is slowly returning to Elk Rapids based on directives of Michigan's Governor for the State and MERC's Traverse City Region.

You may be aware that during this time the Elk Rapids DDA, along with many valuable community partners, have been actively applying our skills and resources to plan for the safe re-opening of Elk Rapids business district. The plan, titled Elk Rapids Relief & Recover, a 3-part comprehensive plan has addressed:

- Finance – helping businesses secure funds to manage unexpected costs and losses due to COVID-19
- Safety – re-opening safely, identifying messages, practices and supplies that are crucial due to COVID-19
- Communications/Events – As commerce re-opens, it is critical to set expectations for citizens, patrons & tourists, using multiple communication platforms, before they arrive in Elk Rapids

It is clear to us all, **that we cannot control the timing and pace of reopening Michigan**, our new normal is **business UNusual**; where commerce returns according to Governor's directives; and citizens, patrons & tourists move about according to those guidelines and their personal safety concerns. However, **we can control the level of preparedness in the Village of Elk Rapids** and our proactive efforts to **define what business UNusual** will look like for your businesses, for local tourism and for everyday citizen activities will only aid in everyone knowing what is expected of them while in Elk Rapids. We also believe, that **not having a plan will enable citizens, patrons & tourists to execute their own plan = disaster**

Therefore, a plan to reopen safely, is the focus on this tool kit, giving each of you resources to help in charting smart and disciplined reopening plans for your business while applying much needed consistency across all Elk Rapids businesses. This will be far from being a simple on/off switch, it is not one-size-fits all and will require coordination, sharing successes, collaboration and cross-checking to ensure success for your business and the community.

The Elk Rapids DDA is tasked with analyzing the impact of economic changes in the downtown district and developing plans in coordination with valuable community members to promote economic growth in the downtown development district. We are passionate, in these uncharted times, to protect and support our small businesses. We are your resource; please reach out to us should you have any questions or concerns.

Our best regards,

Karen Simpson  
DDA Chairperson  
Finance Sub-team

[karn.simpson58@gmail.com](mailto:karn.simpson58@gmail.com)

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DDA Contact info: <https://www.elkrapids.org/downtown-development-authority/>

## The Antrim County Business Recovery Packet

As Michigan gets back to work, it is crucial to maintain a safe work environment for your employees and for any members of the public that you may encounter. Employers are also required by EO 2020-59 to have a written preparedness and response plan.

The Antrim Promise is a plan intended to guide county and local governments, businesses, and residents through pandemic recovery. It includes analysis, recommendations, and templates for use in our recovery. The plan has no direct authority, nor can it regulate government or employer policies. The recommendations are only for guidance; it is an expression of Antrim County's Promise to its residents to lead our county and its people through pandemic recovery into a safer, stronger future.



Business  
Packet\_FINAL.pdf

The following information is being highlighted as actions specific to Elk Rapids, Michigan for the purpose of consistency across all businesses in our community. We believe that setting the same expectations for citizens, patrons and visitors will increase our ability to come through this crisis #StrongER. Thank you in advance for your participation in this critical endeavor.

### Financial Assistance

If financial assistance is needed for reopening your business safely, please consider submitting a **Grant Request from Elk Rapids Small Business Recovery Program**. Contact Karen Simpson @ [karn.simpson58@gmail.com](mailto:karn.simpson58@gmail.com)

for further details.

## Preparing the Workplace

**Workplace Readiness:** <https://www.osha.gov/Publications/OSHA3990.pdf> and <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>

### **Social Distancing & Limited Capacity**

Executive Order 2020-59:

[https://content.govdelivery.com/attachments/MIEOG/2020/04/24/file\\_attachments/1435194/EO%202020-59.pdf](https://content.govdelivery.com/attachments/MIEOG/2020/04/24/file_attachments/1435194/EO%202020-59.pdf)

Employees – Work 6ft apart from each other and customers

Customers – Stand 6ft apart from each other in and outside establishment.

Use visual floor markings for distancing, display signage, entrance limits, specialized hours, barriers for traffic flow, etc.

Executive Order 2020-59: 50k SF – must limit the number of customers in the store (excluding employees) to 4 per 1k SF.

Must create two hours of dedicated shopping time for vulnerable populations.

### **Sanitary Practices**

- Employees must wear masks when working inside public spaces and/or interacting with the public. Ensure masks are clean & sanitary. Masks available through ER DDA.
- Install sneeze guards for counter interactions
- Set-up business for contactless payment method
- Post employer/employee commitment signage, provided by ER DDA
- Place hand sanitizer dispenser & signage at entrances for employees and customers, provided and required by ER DDA
- Provide place for employees to wash hands frequently for 20 seconds using soap & water or use minimum 60% alcohol-based hand sanitizer when soap & water are not available  
<https://www.cdc.gov/handwashing/when-how-handwashing.html>
- Post restroom signage for all public restrooms, provided and required by ER DDA
- Install social distancing floor/sidewalk stickers, where applicable, provided and required by ER DDA
- Frequently clean and disinfect (EPA-Approved for Environmental Pathogens) common space surfaces, doorknobs, handles, carts, switches, tables, toilets, faucets, sinks, registers, phones, cell phones, etc.
  - Procedures: <https://www.cdc.gov/coronavirus/2019-ncov/community/reopen-guidance.html>
  - Disinfectants: <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

**The Elk Rapids DDA is making available to DDA businesses the following safety materials:** masks (disposable & reusable), gloves, disinfectant, hand sanitizer & dispensers, employee signage, customer signage, public restroom signage, social distancing floor/sidewalk stickers. **Contact Katy Caddy @ 989-891-7558.** For purchase of counter sneeze guards, please contact **Charles Lakritz 231-632-7000 to possibly purchase directly.**

## Preparing the Workforce

Establish & communicate health monitoring and reporting of exposure for employees, thermometers available through ER DDA. <http://nwhealth.org/pubs/04.14.2020%20BUSINESS%20TOOLKIT.pdf>

Determine & communicate mask policy, including if they will use businesses provided masks or be permitted to use their own as well as ensuring masks are sanitary

Ensure employees know how to properly wear masks & other required PPE

Review other policies & practices to determine if any should change, for example smoke & lunch breaks, building entry procedures, shift changes,

Determine if any new workplace procedures should be implemented

Employee Expectations within Village of Elk Rapids

- I will participate in daily health screenings performed by my employer to protect myself, my co-workers and the community
- I will work 6 feet away from my co-workers and customers
- I will frequently clean and disinfect (EPA-Approved Sanitizer) frequently touched surfaces and perform all sanitary practices as defined by the Center for Disease Control (CDC)
- I will take action to limit capacity of this business based on Executive Order 2020-59
- I will uphold and take action to help patrons & visitors uphold the “StrongER Promise”
  - To **maintain 6 feet** of social distance when in public
  - To **mask our faces** in enclosed public building
  - To **wash or sanitize our hands** thoroughly & often
  - To **be patient** while safety procedures are completed
  - To **self-quarantine** at home if we feel sick
  - To **call doctor** or local ER if we have Covid-19 symptoms

Post employer/employee commitment signage, provided by ER DDA

**The Elk Rapids DDA is making available to DDA businesses the following safety materials:** masks (disposable & reusable), gloves, disinfectant, hand sanitizer & dispensers, employee signage, customer signage, public restroom signage, social distancing floor/sidewalk stickers. **Contact Katy Caddy @ 989-891-7558.** For purchase of counter sneeze guards, please contact **Charles Lakritz 231-632-7000 to possibly purchase directly.**

Visit [www.sbam.org/ppe](http://www.sbam.org/ppe) or <https://traverseconnect.com/economic-development/covid-19-business-resources-and-recovery/workplace-resources-and-supplies/> for more information and ways to purchase PPE for your employees.

## Preparing the Community & Customers

Previously mentioned, proactive efforts to **define what business UNusual** will look like for your businesses, local tourism and everyday citizen activities will only aid in everyone knowing what is expected of them while in Elk Rapids. We also believe it is clear, that not having a plan will enable citizens, patrons & tourists to execute their own plan = disaster. To aid in helping citizens, patrons and visitors fully understand expected social norms for Elk Rapids, the StrongER Promise will be utilized broadly in marketing programs and communication across multiple platforms.

### StrongER Promise

- To **maintain 6 feet** of social distance when in public
- To **mask our faces** in enclosed public building
- To **wash or sanitize our hands** thoroughly & often
- To **be patient** while safety procedures are completed
- To **self-quarantine** at home if we feel sick
- To **call doctor** or local ER if we have Covid-19 symptoms

Review your business Facebook Page, Internet Web Page and any other publication, such as information at Elk Rapids Chamber, to update your business status, hours of operation and current service offerings.

Update your voicemail box information to accurately reflect business status, hours of operation and current service offerings.

Complete and post Hours of Operation Poster provided and required by ER DDA. Know if your business is required to have special hours dedicated for at-risk populations, if so, please post.

Post Elk Rapids Community/Customer Signage provided and required by ER DDA

Communicate to the R&R Marketing/Events Team the status of your business, hours of operation, contactless payment and current service offerings so your business can be accurately communicated.

Consider participation in pop-up parks and open-air markets if business is not located on River Street. **Contact Karen Simpson @ 231-676-0116 / [krnsimpson58@gmail.com](mailto:krnsimpson58@gmail.com)**

## REGION & BUSINESS SPECIFIC COVID RESOURCES

Construction Industry:

<https://traverseconnect.com/wp-content/uploads/2020/05/Construction-Toolkit-EO2020-70-1.pdf>

<https://www.blmcovid19.com/wp-content/uploads/2020/05/Construction-Health-Practices-May-2020.pdf>

Manufacturing Industry:

<https://view.joomag.com/mma-publication-mfg-tools-for-safe-productive-operations/0504352001588610658?short>

<https://www.blmcovid19.com/wp-content/uploads/2020/05/Industrial-Health-Practices-May-2020.pdf>

Real Estate, Law & Finance:

[http://gtchd.org/DocumentCenter/View/14050/BUSINESS-TOOLKIT\\_552020-Final?bidId=](http://gtchd.org/DocumentCenter/View/14050/BUSINESS-TOOLKIT_552020-Final?bidId=)

Restaurant Industry:

<https://traverseconnect.com/wp-content/uploads/2020/05/Food-Establishments-ToolkitV2-2.pdf>

<https://www.nrn.com/operations/national-restaurant-association-releases-coronavirus-reopening-guide-industry>

Retail:

<https://traverseconnect.com/wp-content/uploads/2020/05/Food-Establishments-ToolkitV2-2.pdf>

Short-term Rentals:

<https://www.airbnb.com/resources/hosting-homes/a/cleaning-guidelines-to-help-prevent-the-spread-of-covid-19-163>

Small Business Association of Michigan – Getting Back to Work Safely

<https://www.sbam.org/Resources/COVID-19-Resources/Get-Back-to-Work-Safely-Tips-andResources>

State of Michigan Safe Start Plan

[file:///C:/Users/Scott/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/WCLGH4TM/MI\\_SAFE\\_START\\_PLAN\\_689875\\_7.pdf](file:///C:/Users/Scott/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/WCLGH4TM/MI_SAFE_START_PLAN_689875_7.pdf)

State of Michigan COVID-19: <https://www.michigan.gov/coronavirus>

If you have additional questions, feel free to reach-out to either of us as DDA representatives.

Karen Simpson

DDA Chairperson

Finance Sub-team

[karn.simpson58@gmail.com](mailto:karn.simpson58@gmail.com)

Cathy Brubaker

DDA Vice-Chairperson

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