

# GUIDE TO REOPENING SMALL BUSINESSES: COVID-19

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**NSGA**  
NATIONAL SPORTING GOODS ASSOCIATION®

# Big Picture

These guidelines will not apply to every situation or state. NSGA recommends each business check with local and state guidelines that could impact the ability of establishments to reopen.

# Plan Ahead: Transition Back to Work

- Assess cleaning, staffing and safety policies and practices
- Implement protocols to limit the spread of COVID-19
  - Review scheduling options and consider employee health
- Develop a response plan if an employee contracts COVID-19
  - Notification to government agencies
  - Contact tracing protocol
  - How long should the employee remain away from work?



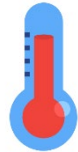
Source: NRF Operation Open Doors Checklist

# Workplace Policies & Procedures

- Provide or reimburse employees for face masks/PPE



- Screening measures for employees (temperature/symptom checks)



- Hand sanitizer available at store entrances and checkouts for customer and employee use



A **priority** for both customers and team members is the **cleanliness of your establishment.**

- Establish a cleaning program for regular store sanitizing/disinfecting frequently touched surfaces and spaces



- Shopping carts/baskets
- Door and drawer handles
- Light switches
- Shared tools (pricing guns, box cutters, etc.)
- Time clocks
- Cash register, touch screens, keyboards, mouse
- PIN pads
- Checkout counter
- Restrooms
  - Door handles and flush levers
  - Toilet bowls and toilet paper holders
  - Sinks and faucets
  - Paper towel holders and air dryers



Source: NRF Operation Open Doors Checklist

# Exterior/Interior Store Modifications

COVID-19 will also impact outdoor spaces like parking lots, sidewalks and store entrances. Temporary or permanent updates may be required as customers look to reduce interaction with others.



## Outside queue lines

Many states are limiting the number of people allowed in a store at once. Covered outside queue lines attended by store associates aid in maintaining social distancing requirements and provide an enjoyable experience for the customers waiting.



## Order Online, Pick up In Store

The ability for customers to order online and pick the items up in store will facilitate limited public contact. Consider adding dedicated parking spaces or waiting areas for customers to pick up their orders while limiting exposure.

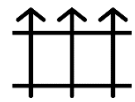


## Signage

Clearly communicate new shopping patterns and store changes with signs on the exterior and throughout the store. If store is temporarily closed, signage should be used to redirect and inform guests.

# Point of Sale in the COVID-19 Era

**Point of Sale** is where most in-store interaction takes place. Create contactless **point of sales** experiences when possible.



## Plexiglass barriers

Provide temporary, clear physical barrier between guests and cashiers. This option adds a layer of protection against the spread of germs and viruses.



## Self-checkout kiosk

Add or increase the number of self-checkout kiosks, reducing person-to-person contact and provide customer convenience. Make sanitizing wipes available at self-checkouts to keep all surfaces clean.



## Touch Free Mobile Payment

Reduce touch points and improve the customer experience by providing touch-free payment options through mobile payment systems or store apps.



## Social Distancing Signage

Strategically place signage in high traffic areas to keep guests 6 feet apart and to limit surface touching.



## Cashier Station Spacing

Promote social distancing by increasing the distance between POS stations and customers while waiting in line.

# Additional Resources

Visit the NSGA COVID-19 Information and Resource Page to stay up to date on state-by-state reopening policies and general COVID-19 Business Resources.

[NSGA State-by-State Reopening and Continued Stay-at-Home Plans](#)

[NSGA COVID-19 Information and Resources Page](#)