



# Business Response Toolkit

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# Thank You for downloading the Business Response Toolkit!

Rowan County Tourism, Rowan EDC, and the Rowan County Chamber of Commerce have all come together to provide guidance and resources for our workers and local businesses impacted by COVID-19. Our local businesses and attractions are what make Rowan County an original destination for visitors and residents alike. While our businesses are continuing to strive to accommodate our community and provide for safe operations during this time, Rowan County Tourism, Rowan EDC, and the Rowan County Chamber of Commerce would like to offer you FREE Be an Original resources. These business resources are designed to lessen the stress of developing and implementing new practices as we all prepare for a hopeful return of business.



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# Best Practice Documents

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**Guidance on Best Practices for Restaurant and Foodservice Operators:**  
Preparing for When North Carolina Begins to Reopen from COVID-19 Stay-at-Home Orders

Given the social distancing requirements that have been in place for quite some time, some consumers and guests may have a heightened awareness of safety and social distancing protocol following this crisis.

Due to this heightened awareness, it is critical for the success of every restaurant and foodservice facility that every employee follow all health and safety best practices. Further, make it crystal clear to guests what measures your organization is taking to ensure the safety of your dining guests and the general public. This includes, but is not limited to, prominently posting your health and safety measures in your facility, on your website, and social media channels. Promote health and safety.

- If you are planning to reopen when permitted, communicate and formulate a plan to ensure the safety of your facility, the food you serve, and staff.
- Continue to follow the high food safety standards required to operate a food service business in North Carolina.
- Clean, sanitize, and post publicly a full suite "ready for dine-in" cleaning and sanitizing protocol in preparation for welcoming customers.
- Continue to monitor your employees' health, including a screening at the start of their shift that, where possible, includes a temperature screening and quickly excusing from work any employee who exhibits symptoms. Actively encourage sick employees to stay home until they are free of fever (without the use of medication) for at least 72 hours (Three full days) AND symptoms have improved for at least 72 hours AND at least seven days have passed since symptoms first began.
- Create an operating plan for any instance of an employee with a suspected or confirmed case of COVID-19.
- Consider removing condiments and self-serve stations from the tables and sanitizing when the tables change over - many consider single use condiment containers, but note that reusable containers must be sanitized between customers.
- Consider converting to paper napkins or reducing the size of table linens to reduce the handling and transport of linen products to be laundered. If not possible, create a plan for safe handling, storing, and transporting them.
- Create a scheduled sanitizing procedure for all high-touch surfaces, including, but not limited to, door knobs, hand rails, bathroom fixtures, customer payment items, etc.

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**Business Re-Entry Considerations**

Responsible re-entry for a business should be as personalized as your mission statement. Your culture, your work force, and the type or size of your business will be considerations when setting a re-entry that adheres to local, state and federal requirements. Consider the following:

**Safety and Health Costs**

- Sanitation and protection of employees/patrons may have a cost associated. Bringing employees and patrons back in phases may help off-set some of the cost.
- Communications
- Transportation and contact communication will be key for a successful re-entry.
- Communication elevated priority for employee and allows them to feel empowered.

**Responsible Re-entry Phase One**  
Returning Employees

- Establish optional work plans.
  - Work remotely when feasible.
  - Return workforce in phases.
- Develop staggered schedules (shifts) between working in the office and remotely.
- Employees with a temperature should stay home. Those who feel ill should take sick time or be allowed to work from home for 72 hours.
- Consideration of working models.
- Wash hands frequently. Soap and/or hand sanitizer if available should be provided.
- Disinfect personal workstations at the start and end of the workday.

**Building Access**

- Limit central access to the entry and exit door.
- Tap-off the section/desk area to your receptionist at six feet or build a barrier.
- If your business requires outside patrons/guests, consider the following:
  - Require or provide masks and hand sanitizer as they enter the building.
  - Mark 6-foot social distance markers on the floor.

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**Retail Reopening and Operating Best Practices and Procedures**

**Requirements Specific to Retail Businesses for the State of North Carolina.**  
Retail Businesses that operate during the effective period of the Governor's Executive Order for Phase One in the State of North Carolina must:

- Limit customer occupancy to not more than 50% of stated fire capacity. Retail Businesses that do not have a stated fire capacity must limit customer occupancy to twelve (12) customers for every one thousand (1000) square feet of the location's total square footage, including the parts of the location that are not accessible to customers.
- Limit customer occupancy so that customers can stay six (6) feet apart, even if this requires reducing occupancy beneath the 50% limit stated above.
- Direct customers to stay at least six (6) feet apart from one another and from workers except at point of sale if applicable.
- Mark six (6) feet of spacing in lines of point of sale and in other high-traffic areas for customers such as at self-checkout and near high-volume products.
- Perform frequent and routine environmental cleaning and disinfection of high-touch areas with an EPA-approved disinfectant for SARS-CoV-2 (the virus that causes COVID-19).
- Provide, whenever available, hand sanitizer (at least 60% alcohol) systematically and frequently check and refill hand sanitizer stations, and provide soap and hand drying materials at sinks.
- Conduct daily symptom screening of workers using a standard interview questionnaire of symptoms before workers enter the workplace.
- Immediately send symptomatic workers home.
- Have a plan in place for immediately isolating workers from the workplace if symptoms develop.
- Post signage of the main entrance that reminds people to stay six (6) feet apart for social distancing, requests people who are or who have recently been symptomatic not to enter, and notifies customers of the Retail Business's reduced capacity.

**Additional Recommendations Specific to Retail Businesses:**

- Direct workers to stay at least six (6) feet apart from one another and from customers to the greatest extent possible.
- Provide designated lines for seniors and other high-risk populations to access services.
- Develop and use systems that allow for online, email, or telephone ordering, no-contact curbside or drive-through pickup or home delivery, and contact-free checkout.

## Best Practices Food

## Business Re-Entry

## Retail Reopening

### Summary of Best Practices for Retail Food Stores, Restaurants, and Food Pick-Up/Delivery Services During the COVID-19 Pandemic

#### BE HEALTHY, BE CLEAN

- Employees: Stay home or leave work if sick; consult doctor if sick, and contact supervisor.
- Employees: Instruct sick employees to stay home and send home immediately if sick.
- Employees: Pre-screen employees exposed to COVID-19 for temperature and other symptoms.
- Wash your hands often with soap and water for at least 20 seconds.
- If soap and water are not available, use a 60% alcohol-based hand sanitizer per CDC.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Wear mask/face covering per CDC & FDA.
- Never touch Ready-to-Eat foods with bare hands.
- Use single service gloves, deli tissue, or suitable utensils.
- Wrap food containers to prevent cross contamination.
- Follow 4 steps to food safety: [Clean](#), [Separate](#), [Cook](#), and [Chill](#).

#### CLEAN & DISINFECT

- Train employees on cleaning and disinfecting procedures, and protective measures, per CDC and FDA.
- Have and use cleaning products and supplies.
- Follow protective measures.
- Disinfect high-touch surfaces frequently.
- Use EPA-registered disinfectant.
- Ensure food containers and utensils are cleaned and sanitized.
- Prepare and use sanitizers according to label instructions.
- Offer sanitizers and wipes to customers to clean grocery cart/basket handles, or utilize store personnel to conduct cleaning/sanitizing.

#### SOCIAL DISTANCE

- Help educate employees and customers on importance of social distancing:
  - Signs
  - Audio messages
  - Consider using every other check-out lane to aid in distancing.
- Avoid displays that may result in customer gatherings; discontinue self-serve buffets and salad bars; discourage employee gatherings.
- Place floor markings and signs to encourage social distancing.
- Shorten customer time in store by encouraging them to:
  - Use shopping lists
  - Order ahead of time, if offered
  - Set up designated pick-up areas inside or outside retail establishments

#### PICK-UP & DELIVERY

- If offering delivery options:
  - Ensure coolers and transport containers are cleaned and sanitized.
  - Maintain time and temperature controls.
  - Avoid cross contamination; for example, wrap food during transport.
- Encourage customers to use "no touch" deliveries.
- Notify customers as the delivery is arriving by text message or phone call.
- Establish designated pick-up zones for customers.
- Offer curbside pick-up.
- Practice social distancing by offering to place orders in vehicle trunks.

## Best Practices FDA Chart



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# Printable Signs

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## What are they?

Our printable signs can help communicate how your business is adapting to social distancing. Whether you're changing your hours or switching to takeout and delivery only, you can customize the signs that work best for your Rowan County business.

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## How to use & access them

Click on the link below to open the specific templates to edit, print on letter size paper, and display in and around your business.

[Download Printable Signs Here](#)



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# Printable Signs

What do they  
look like?

**VISIT LOCAL** Be an original.™

## PRINTABLE SIGNS TO SUPPORT YOUR BUSINESS

Whether you're modifying your hours, making the decision to temporarily close your doors, or directing customers to your website, our toolkit can help keep your customers informed. Inside this bundle, you'll find a variety of customizable templates, allowing you to choose the ones that best fit your business.

**HOW TO USE IT**

- 1 Select the sign(s) that best fit your business. We've provided two different color options, so you can choose the ones that best fit your printing needs.
- 2 Customize by replacing the text within the brackets [xxx].
- 3 Print and display on your storefront, or within your store.

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## WE'RE OPEN!

NEW OPERATING HOURS

MON	[xxx] - [xxx]
TUE	[xxx] - [xxx]
WED	[xxx] - [xxx]
THU	[xxx] - [xxx]
FRI	[xxx] - [xxx]
SAT	[xxx] - [xxx]
SUN	[xxx] - [xxx]

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## FOR OUR STAFF & YOUR SAFETY

- 6 FEET APART Practice Social Distancing
- Wash/Sanitize Hands Frequently
- Call or Order Online When Available

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## WE NEED YOUR SUPPORT, NOW MORE THAN EVER!

Find Us Online!

- Insert [Website URL]
- Insert [www.facebook.com/\_\_\_]
- Insert [@Twitter]
- Insert [@Instagram]

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## WE NEED YOUR SUPPORT, NOW MORE THAN EVER!

To keep our customers and employees safe, we've temporarily closed our doors - but we'll reopen as soon as we can. Until then, we'll share updates on our website.

Find Us Online!

Insert [Website URL]

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## PLEASE WAIT HERE

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## TAKEOUT ONLY

Order Online or Call Us

- Insert [Website URL]
- Insert [Phone Number]

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## NOW DELIVERING

Order Online or Call Us

- Insert [Website URL]
- Insert [Phone Number]

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# Emblems

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## What are they?

Our Stay Local digital emblems are available for you to use. Use them in an email, on your company's website, or on your social media accounts to connect with your Rowan County community.

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## What do they look like?



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## How to use & access them

Click on the link below and you will find four different options to post on your chosen digital platform.

[Download Emblems Here](#)



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# Banners & Badges

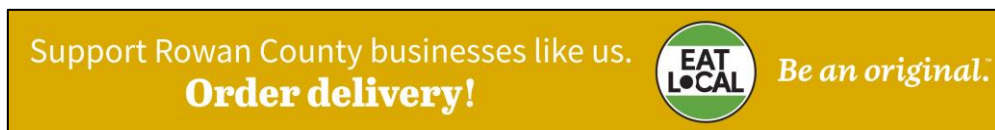
## What are they?

Our ready-to-use digital badges and banners encourage your customers to support local businesses. Post them in an email or on your company's website to connect with your Rowan County community.

## What do they look like?



*Various Versions Available*



## How to use & access them

Click on the link below and you will find different options to post on your chosen digital platform.

[Download Banners Here](#)

[Download Badges Here](#)



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# Social Media Posts

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## What are they?

Our ready-to-use social media posts allow you to tell your Rowan County community about your new hours, service options, website locations, and much more!

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## How to use & access them

Click the appropriate link below and save the images to your device in order to post them to your chosen social media platform. Use the Social Post Copy to go along with the image, or design your own to best get your communities attention. Easily post these graphics on Instagram, Facebook, Twitter, or LinkedIn to reach your Rowan County community.

[Download Retail Here](#)

[Download Restaurant Here](#)



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# Social Media Posts

What do they  
look like?



*Various Versions Available*

## Social Copy Option #1

We're thankful for support from Rowan originals like YOU! When you visit, shop, and eat at local businesses like ours, you're helping boost our local economy which adds up to great things for Rowan County. #BeAnOriginal #VisitRowanCounty #YourRowan #itsaROCOthing

## Social Copy Option #2

There's so many ways you can support Rowan County businesses right from wherever you are. Now's the perfect time to leave them a positive review online, share a photo of something you've purchased, tag them in a post, etc. Show your Rowan original pride by joining the Visit, Shop, Eat Local movement! #BeAnOriginal #VisitRowanCounty #YourRowan #itsaROCOthing

## Social Copy Option #3

Rowan County wouldn't be the same without original businesses, people, and places that make it so great! Keep sharing your love of local by supporting our homegrown originals. #BeAnOriginal #VisitRowanCounty #YourRowan #itsaROCOthing



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# Instagram Stories

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## What are they?

Our ready-to-use Instagram Stories will allow you to tell your Rowan County community about your new information for your business.

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## How to use & access them

Click the appropriate link below and save the image to your device in order to post them to your Instagram Page. After saving the image, open Instagram and slide right. In the bottom left corner, click Instagram Story image that will appear in your camera roll. Adjust your post accordingly and click “Your Story” to post.

[Download Retail Here](#)

[Download Restaurant Here](#)



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# Instagram Stories

What do they  
look like?

SHOP  
LOCAL  
ROWAN

*Be an original.™*

EAT  
LOCAL  
ROWAN

*Be an original.™*

VISIT  
LOCAL  
ROWAN

*Be an original.™*



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# Email Header & Copy

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## What are they?

Our ready-to-use email header and copy allow you to tell your Rowan County community about the new services your business offers all through an email chain.

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## How to use & access them

Click the appropriate link below to find the Email Header and sample Body Copy. Use the email Body Copy in your email chain to go along with the Email Header, or design your own to best get your Rowan County communities attention.

[Download Retail Here](#)

[Download Restaurant Here](#)



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# Email Header & Copy

What do they  
look like?



Hi [CUSTOMER NAME OR SMALL BUSINESS SUPPORTER],

When you visit, shop, and eat local in Rowan County, North Carolina you are helping to support Rowan originals. We may be neighbors, co-workers, or even friends... but we're all originals. You're helping to boost our local economy which adds up to great things for our community.

Thank you for your continued support; we can't wait to see you soon!

[CUSTOM BUSINESS NAME]



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# Business Kit

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## What is it?

Rowan County Tourism, Rowan EDC, and the Rowan County Chamber of Commerce have come together to develop a kit to help promote your business during COVID-19. These materials will allow your Rowan County community to know the key details about the safety of your business.

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## How to use & access it

Each resource has a different location and important information to inform your employees and customers. Pay attention to signage and item directions that will guide you for placement of your materials.



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# Kit Sizes & What They Include

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## Small Kit

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- ❖ COVID-19 Safety Sign (10"x15") – Qty 2
- ❖ COVID-19 Awareness Sign (10"x15") – Qty 4
- ❖ Checkout Line/Social Distancing Floor Decals (13" Round) – Qty 4
- ❖ "We're Open" Sign (12"x18") – Qty 4
- ❖ Check Presenters/Bag Stuffer – Qty 100
- ❖ Visit Local Stickers (3" Round) – Qty 20
- ❖ Spray Hand Sanitizer – Qty 1
- ❖ Spray Gel Hand Sanitizer – Qty 4
- ❖ Employee Face Masks

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## Large Kit

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- ❖ COVID-19 Safety Sign (10"x15") – Qty 4
- ❖ COVID-19 Awareness Sign (10"x15") – Qty 6
- ❖ Checkout Line/Social Distancing Floor Decals (13" Round) – Qty 8
- ❖ "We're Open" Sign (12"x18") – Qty 8
- ❖ Check Presenters/Bag Stuffer – Qty 200
- ❖ Visit Local Stickers (3" Round) – Qty 40
- ❖ Spray Hand Sanitizer – Qty 2
- ❖ Spray Gel Hand Sanitizer – Qty 8
- ❖ Employee Faces Masks



# COVID-19 Safety Sign

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## What is it?

The COVID-19 Safety Sign is a call to action to not enter the building of your Rowan County business if you have been in an area of high risk for COVID-19. It informs your community that your business is continuously monitoring updates on COVID-19 while thanking customers for shopping local.

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## How to use & access it

Use the COVID-19 Safety Sign to inform your employees and customers to not enter your business's building. Place the signs in the front of your building to inform customers that if they have been in an area of high risk for COVID-19 or have had any symptoms of the virus to not enter the building.

[Download COVID-19 Safety Sign Here](#)



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# COVID-19 Safety Sign

What does it  
look like?

# ATTENTION

PLEASE DO NOT  
**ENTER BUILDING**


IF YOU HAVE, OR HAVE HAD IN THE PAST 72 HOURS,  
A COLD, FEVER, AND/OR COUGH.

If you have been in an area of high risk for COVID-19, traveled internationally, or been in contact with anyone being evaluated for COVID-19 in the last 2 weeks, please DO NOT enter our business.


We have been, and will continue to, proactively monitor updates from local, state, and national health officials, CDC, and WHO. The situation is fluid and we will remain flexible in our approach to ensure that we are protecting our employees and customers.


**Thank you for supporting local!**


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Tourism Development Authority  
Salisbury, North Carolina  
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Partnership for  
Economic Development  
Salisbury, NC  
*Be an original.*

  
Chamber of Commerce  
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# COVID-19 Awareness Sign

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## What is it?

The COVID-19 Awareness Sign is a reminder to your customers that your Rowan County business's main goal is the safety of your customers and employees. It informs your community of the ways you are keeping your employees and customers safe and healthy.

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## How to use & access it

Use the COVID-19 Awareness Sign to inform your employees and customers on how to stay safe during this time. Place the signs in bathrooms, behind dressing room doors, in hallways, etc. Keeping your customers and employees informed on these safety precautions will help keep our Rowan County community safe and healthy.

[Download COVID-19 Awareness Sign Here](#)



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# COVID-19 Awareness Sign

What does it  
look like?

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**OUR BUSINESS'S MAIN GOAL HAS, AND WILL ALWAYS BE, THE SAFETY OF OUR CUSTOMERS AND EMPLOYEES.**

We have systems in place to safeguard the health and safety of our customers and employees. With the Coronavirus forefront in everyone's mind, we want to assure you that we are taking every precaution and are following safety guidelines set-forth by the CDC and WHO.

**COVID-19 SAFETY AWARENESS**

**STOP**  
**WASH YOUR HANDS AND WASH THEM OFTEN**  
Before starting work  
After using the restroom  
After any work break  
When soiled by work  
Before putting on clean gloves

**HOW TO WASH YOUR HANDS**  
Wet Hands • Apply Soap • Wash for 20 Seconds • Rinse Well • Dry Hands • Turn Off Tap with Towel

**HIGH TRAFFIC CONTACT AREAS**  
such as doors, tables, countertops, and restrooms are sanitized regularly.

**WE ASK OUR EMPLOYEES**  
not to come in if they are sick and have symptoms like a fever, coughing, shortness of breath, or any other flu-like symptoms.

**WE KINDLY ASK**  
that any guests experiencing any symptoms including coughing, fever, shortness of breath, etc., remain at home to help prevent the spread of possible Coronavirus or the flu.

**THANK YOU FOR YOUR COOPERATION IN HELPING US KEEP EVERYONE SAFE!**

For Local & National Updates on Coronavirus Disease (COVID-19) please visit:  
[www.rowancountync.gov/health](http://www.rowancountync.gov/health)   [www.rowancountync.gov/COVID-19](http://www.rowancountync.gov/COVID-19)   [www.cdc.gov/coronavirus](http://www.cdc.gov/coronavirus)

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# Checkout Line/Social Distancing Floor Decals

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## What are they?

The Social Distancing Floor Decals are stickers to place on the floor of your business. These placement stickers will give your customers notice on where to stand in your business while maintaining social distancing.

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## What do they look like?



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## How to use them

Use these Social Distancing Floor Decals on the ground near your register or near areas in your business where people would normally be in close proximity. These decals will tell your customers to stay six feet apart and to shop safely. They should be properly placed six feet apart from each other.

# “We’re Open” Sign

## What is it?

The “We’re Open” Sign will inform Your Rowan community that your business is open. The bright colors and large copy will grab your communities attention.

## How to use it

Use the “We’re Open” Sign on the front of your business. Having this signage placed on the front windows will be a great way to let Your Rowan community see that your business is open and they are welcome inside.

## What does it look like?



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# Check Presenters/Bag Stuffer

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## What are they?

Our ready-to-use Check Presenters/Bag Stuffer allow you to tell your Rowan County community more information about your business during the payment process. Along with your business information, the Check Presenters/Bag stuffer will have information on the importance of dining or shopping local in your community.

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## How to use & access them

Click on the link below and you will find the Check Presenter Inserts. Restaurants can put this insert in your check holder when presenting it to your customer or retail businesses can give it to your customer in their shopping bag.

[Download Check Presenter Here](#)

[Download Bag Stuffer Here](#)



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# Check Presenters/Bag Stuffer

What do they  
look like?



POSTER: THANK YOU FOR SHOPPING LOCAL IN ROWAN

Logos at top: VISIT LOCAL, BY, ROWAN EDC, ROWAN COUNTY, ROWAN CHAMBER

THANK YOU  
FOR SHOPPING  
LOCAL IN  
ROWAN

There are so many reasons why supporting our locally owned businesses is a win-win.

But there's one that tops the list...

For every

**\$1 = 67¢**

spent at small businesses      that stays in the community

Thank you for showing how originals support each other and come see us again soon!

Be an original.™

**SHOP LOCAL**



POSTER: THANK YOU FOR EATING LOCAL IN ROWAN

Logos at top: VISIT LOCAL, BY, ROWAN EDC, ROWAN COUNTY, ROWAN CHAMBER

THANK YOU  
FOR EATING  
LOCAL IN  
ROWAN

There are so many reasons why supporting our locally owned businesses is a win-win.

But there's one that tops the list...

For every

**\$1 = 67¢**

spent at small businesses      that stays in the community

Thank you for showing how originals support each other and come see us again soon!

Be an original.™

**EAT LOCAL**



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# Visit Local Stickers

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## What are they?

The Visit Local Stickers are souvenirs for your Rowan County community. These stickers are a great way to encourage your customers to continue to visit local.

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## What do they look like?



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## How to use them

Use these Visit Local Stickers to encourage your customers to visit local. Put them in shopping bags and To Go orders to remind your customers on the importance of supporting local in your Rowan County community.



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# Hand Sanitizers

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## What are they?

These Hand Sanitizers, spray gel or spay, are options to keep Your Rowan customers safe while shopping in your business. Their purpose is to decrease bacteria on the skin that could cause disease.

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## What does it look like?



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## How to use it

Keep the Visit Local Hand Sanitizer's around your business, especially near the registers. After using keypads, pens, money, and much more, having the sanitizers handy are a great resource to keep Your Rowan customers safe and healthy.

# Employee Face Masks

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## What are they?

The Employee Face Masks are a useful tool in keeping our Rowan County community safe and healthy.

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## What do they look like?



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## How to use & access them

Wear the Employee Face Masks to keep your customers and employees safe and healthy, while encouraging to visit local.



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For more information, on how to access the digital resources or to order a Business Kit go to [www.visitsalisburync.com/resources](http://www.visitsalisburync.com/resources).



This campaign is provided by:

