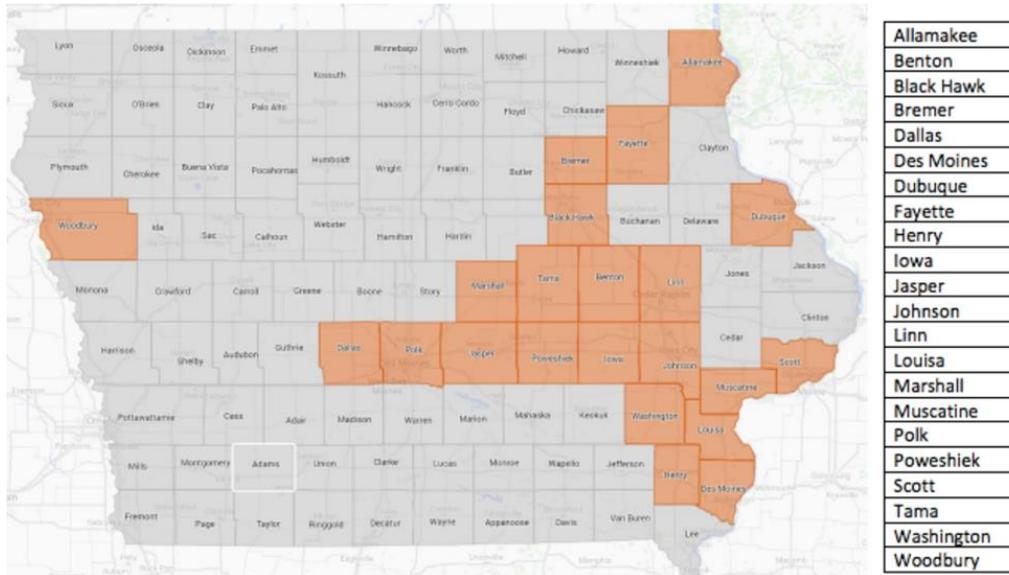




Retail Ready to Reopen Resources

Provided by the Iowa Retail Initiative

Retailers are able to reopen their stores in 77 counties in Iowa (shown in grey below) per Governor Reynolds’ new [proclamation](#) on April 27, 2020.



On May 1, 2020 retail establishments may reopen at 50% of their maximum legal occupancy capacity. Local fire code determines a retail store’s legal occupancy capacity. Retailers must also follow the [guidelines](#) from the Iowa Department of Public Health (IDPH) to reduce the risk of transmission within their retail stores which include practicing social distancing for employees and customers, increasing hygiene practices, and other public health procedures.

Communication with employees and customers is a key component to reopening. The IDPH guidelines recommend utilizing signage as a part of your retail store’s communication. Please utilize the following editable signs in your retail stores or as templates for your own needed signage.

Additional tips or considerations include:

- Consider reducing the number of customers in your store below the required 50% maximum legal occupancy capacity. This would provide customers freer movement around the store allowing them to browse merchandise while maintaining social distancing.
- Communicate to your customers and employees that you are taking extra steps to make sure your store is safe. Reference the IDPH link above for specific measures you need to take in your store.

- Implement or keep curbside pick-up for those customers not comfortable shopping in stores or for those at more risk.
- Consider making certain business times “appointment only”. This allows customers to shop at special times on their own. This would work especially well for smaller stores and provide the opportunity for specialized customer service.

For further retail assistance please contact: Lisa Bates, lbates@iastate.edu

References:

Iowa Department of Public Health. (2020, April 27). Public Health COVID-19 Reopening Guidance.

<https://idph.iowa.gov/Portals/1/userfiles/61/covid19/IDPH%20Reopening%20Guidance%204.27.20.pdf>

Office of the Governor of Iowa. (2020, April 27). Gov. Reynolds signs new proclamation continuing the State Public Health Emergency Declaration.

<https://governor.iowa.gov/press-release/gov-reynolds-signs-new-proclamation-continuing-the-state-public-health-emergency-0>

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CUSTOMERS

Please Do Not enter the store if you have any of the following symptoms or have been around anyone with a confirmed COVID-19 diagnosis in the last 14 days.

Symptoms:

Cough

Shortness of breath

Fever

Chills

Shaking with chills

Muscle pain

Headache

Sore throat

New loss of taste or smell

THANK YOU!

Thanks You For Practicing



At Least
6 Feet Apart



Social Distancing