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When you Love Shopping Centers, it Shows

Dedicated to Our Communities,
Our Tenants and Our Customers



RE-OPENING PREPAREDNESS & RESOURCES

Dear Merchant,

As many of you are aware, governors are exploring a shift of the "stay-at-home" orders, counties and cities begin to devise plans of allowing public spaces to be utilized again and nonessential businesses to operate. This time is a new "normal" and no one can accurately predict how long this new normal will last but we want you, our tenants to begin thinking about how to operate a successful business during these times.

As we wait for our specific areas to provide guidelines, there are immediate actions you can take to ensure that you are prepared and ready to open when your category of business is permitted to do so. It is imperative that you take the steps now, as the businesses that successfully reopen with precautions in place will be first to recapture customers.



**We are here to
assist as you
navigate these
challenges.**

Below is a list of immediate actions you can take:

Hiring: If you need to rehire and ramp up staffing, we are available to publish and promote your now hiring messages on our digital assets. We can also share this information with various economic development or other appropriate entities.

Physical asset: As most of you have done already, check on your store, complete any maintenance, cleaning or reestablishment of services necessary to be prepared to reopen on short notice.

Plan: Think about how to arrange your business to accommodate groups of 10 or less in store and maintain 6' between people. Perhaps you need to remove seating, reorient floor plans or stagger appointment bookings.

Signage: Signage to help maintain social distancing and communicate your procedures will be important as you reopen. If you need a resource, tenants may contact Fast Signs #232 to easy order any of the signage in the linked catalog. Refer to the NewMark Merrill program when you call or email to receive the special pricing. Signage can be quickly turned around and shipped. Landlord cannot make representation to varied municipalities allowing certain types of signage. Order via phone at 303-422-7440 or 232@fastsigns.com.



Supplies: Have masks, gloves, thermometers, hand sanitizer/wash stations available to patrons, cleaning items and potentially stanchions or other tools to help you maintain distance in stock and on hand to execute your plan.

Reopening Supplies: We have assembled a list of vendors for you to reach out to and order supplies. These supplies will go quickly, please do not wait until reopening orders have come from the local authorities.

- **FACE MASKS** (disposable):

Loco Canopies: <https://www.lococanopies.com/far-out-face-masks> or contact 833.7Canopy

Eagle Dynamics: Contact Sherry Lopez at SherryL@Eagle411.com

- **HAND SANITIZER**

WCP Solutions: Contact Kevin Reilly at kevinr@wcpsolutions.com or 916-532-7051

Faber Sanitizer: Contact Casey Parzych at casey@gooddesigninc.com or 267-374-8714

LA Distillery: Contact Blake B. at bb@ladistillery.com or 805-402-6060

Liberty Call Distillery (San Diego) at 619-432-1848

- **POS Shields**

Borray's Plastics: <https://www.borray.com/> or contact 714-558-0564

Communicate: Now is the time to leverage all of your customer data and marketing plans to make sure your customers know your opening status and are engaged in your reopening via calls, texts, emails or other programs you have in place. Do your website and social channels communicate your plans? How about your Google My Business? As always, the shopping center will promote your messaging on all of our channels – reach out to your property manager or marketing director with your graphics, mood media and digital signage copy, social media posts, or simple messages you would like us to help amplify, where available.

Assistance: The Paycheck Protection Program (PPP) has been funded. If your bank was not successful for you in processing the last time, make sure to follow up today and see where you are in the queue, make sure your information is complete and ready to go and confirm that the bank isn't waiting on something from you as this next round of funding will be depleted quickly. Leaning on your bank to process you timely is key. If you are struggling with your bank, reach out to us as we may be able to provide a referral.

Stay up to date: Continue to actively monitor the appropriate state's website for up to date COVID-19 related information.

California: <https://www.cdph.ca.gov/>

Illinois: <https://www.dph.illinois.gov/>

Colorado: <https://www.colorado.gov/cdphe>

OSHA has also published some helpful guidelines: <https://www.osha.gov/Publications/OSHA3990.pdf>

Additional Resources: We have sorted through a plethora of information that has been provided by national associations, trade resources and other reputable sources. We have hand selected the below for your review.

[Reopening Guidance from National Restaurant Association - PDF](#)

The Retail Smart Guys webinar Thursday, April 30th at 11a.m. PST.

Register Here: <https://forms.aweber.com/form/20/1167026820.htm>



As a reminder, on our company website, we have compiled and organized a number of helpful resources including, web links, how-to videos, guidelines, and other communications, which can be accessed here at <https://www.newmarkmerrill.com/covid19/>.

These last weeks have been unlike any of us have ever experienced, but good news seems to be increasing. Reopening of businesses will likely be much different than before we are confident that those who plan, communicate and are prepared to execute will be most successful. To that end, we encourage you to reach out and let us assist in promoting these efforts.

Be safe, be well and we look forward to seeing you onsite soon.

Sincerely,

Sanford D. Sigal

President and Chief Executive Officer



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BECAUSE WE CARE

AN UPDATE REGARDING CORONAVIRUS

