



PORTLAND
Regional Chamber
of Commerce



BACK TO BUSINESS MAINE TOOLKIT

#BackToBusinessMaine

6/26/20
UPDATE

BACK TO BUSINESS MAINE TOOLKIT

#BackToBusinessMaine

Reopening Maine's economy requires all of us to do our part in moving forward together by following guidelines from the Maine Center for Disease Control (CDC) and the Maine Department of Economic & Community Development (DECD).

The Portland Regional Chamber encourages business owners to take a balanced approach as our community gets back to business. Careful planning, adherence to State guidelines, and a focus on the health and safety of your employees, your customers, and your vendors will be critically important as business owners look to restart their operations.

In response to businesses preparing to reopen their doors, the Portland Regional Chamber has been collecting several resources for businesses to assist in the planning process. This purpose of this toolkit is to provide a cohesive collection of information, links, materials, best practices, and other reopening resources.

WHAT'S INSIDE

[MEET YOUR REGIONAL CHAMBER](#) (PG. 2)

[REOPENING BEST PRACTICES](#) (PG. 3)

[PLANNING A SAFE REOPENING](#) (PG. 4-6)

[BADGES, POSTERS & SIGNAGE](#) (PG. 7-9)

[MARKETING IDEAS](#) (PG. 10-11)

[ADDITIONAL INFORMATION](#) (PG. 12-13)



MEET YOUR REGIONAL CHAMBER



Quincy Hentzel
President & CEO

[Email Quincy](#)



Joe Marro
Director of Advocacy

[Email Joe](#)



Corinne Mockler
Marketing Manager

[Email Corinne](#)



Dan Santos
*Membership
Development Manager*

[Email Dan](#)



Andrea Chim
*Communications &
Events Coordinator*

[Email Andrea](#)



Tommy Johnson
*Director of
Membership & Events*

[Email Tommy](#)



Mladenka Stjepanovic
Executive Assistant

[Email Mladenka](#)



Gay Snook
Finance Manager

[Email Gay](#)

THANK YOU to our 2019-20 Special Community Partners



443 Congress Street | Portland, ME | 04101
P: 207.772.2811 | F: 207.772.1179
chamber@portlandregion.com
PortlandRegion.com



REOPENING BEST PRACTICES

1. **Ensure you are in compliance with State COVID-19 Prevention Checklists and CDC guidelines.** [Please see pages 4-6 for checklists.](#)
2. **Consult local, state, and federal resources.** [Please see page 12 for resources.](#)
3. **Outline all on-premises precautions you plan to take to protect the safety of your employees, customers, and vendors.**
4. **Develop a time frame and make a plan.** This includes creating an anticipated schedule of pre-opening tasks, coordinating with vendors, and giving your customers a heads up. *(And don't forget to get input from your team!)*
5. **Communicate.** Your business will likely need to relay plans to several different audiences, and each requires a tailored approach to ensure the right message is received. [Please see pages 7-11 for communication assets.](#)
6. **Consider the security of your business.** If you have been operating remotely during the crisis and plan to continue this setup long-term, cybersecurity will need to be a priority.
7. **Once you've determined the new precautions and protocols your business will need to follow, consider your operational needs.** From limited funding to supply chain disruptions, you may encounter a few challenges as you seek to ramp up your core business activities.
8. **Pivot your strategy and make adjustments accordingly based on any changes in guidance, timelines, or feedback you receive.** Don't forget to communicate with employees, vendors, and the public as things continue to change.

PLANNING A SAFE REOPENING

COVID-19 Prevention Checklists

The prevention checklists* below were issued by the Maine Department of Economic and Community Development (DECD) to outline best practices for businesses to safely reopen and operate during the COVID-19 pandemic.

**NOTE: These checklists may be updated as new information about COVID-19 and safe business practices emerge.*

New industry checklists will be distributed ahead of each staged opening to allow businesses time to prepare.

All Businesses

If your business or organization does not have an industry-specific checklist, please use this checklist for when you are permitted to reopen.

[View the General Checklist \(PDF\)](#)

COVID-19 Prevention Form

In order to reopen, businesses must first fill out [this short, online form](#) to confirm compliance with requirements of these checklists.

NOTE: Licensed health care providers are not required to use this form.

If you have additional questions, please contact Maine DECD at business.answers@maine.gov or 1-800-872-3838.

Stage 1 Opening Checklists

EDUCATION

[Graduation Guidance from DOE](#)

ENTERTAINMENT

[Drive-in theaters](#)

HEALTH CARE

[DHHS Health Care Guidance](#)

OUTDOOR RECREATION

[Golf and Disc Golf Courses](#)

[Fishing Events & Guided Outdoor Activities](#)

[Marinas, Boatyards & Marine Manufacturers](#)

PERSONAL SERVICES

[Barber Shops and Hair Salons](#)

[Dog Grooming](#)

FITNESS (5/11/20)

Outdoor fitness classes of less than 10 people
1-on-1 fitness instruction

RELIGIOUS

Limited drive-in, stay-in-vehicle services

RETAIL/COMMERCIAL

[Auto Dealerships](#)

[Car Washes](#)

BUILDING AND CONSTRUCTION

[Construction](#)

REAL ESTATE

[Real Estate Guidance](#)

TRANSPORTATION

[Transportation Guidance](#)

PLANNING A SAFE REOPENING

continued

Rural Reopening Plan

Applies to Aroostook, Franklin, Hancock, Kennebec, Knox, Lincoln, Oxford, Piscataquis, Sagadahoc, Somerset, Waldo and Washington counties.

Certain businesses in these 12 Maine counties, that have not experienced community transmission of COVID-19, are permitted to open on the following schedule.

NOTE: The checklists below apply to all Maine retail businesses and restaurants, regardless of county and opening date.

MAY 11: ALL RETAIL

[All retail businesses](#)

MAY 18: RESTAURANTS & CAMPING

[Restaurants](#) + Guidance in: [Arabic \(PDF\)](#), [French \(PDF\)](#), [Somali \(PDF\)](#) & [Spanish \(PDF\)](#)

[DACF Wilderness campsite guidance](#)

[Sporting camps](#) (Checklist coming soon)

[Campgrounds and RV parks](#) (Open to Maine, New Hampshire, and Vermont residents, as well as [out-of-state residents who have completed 14-day quarantine guidelines](#))

JUNE 12: BARS & TASTING ROOMS

See [Restaurants checklist](#), above.

JUNE 12: GYMS & FITNESS CENTERS

[Gyms/Fitness Ctr Guidance](#)

(June 17th opening for Cumberland, York, and Androscoggin counties)

JUNE 12: PERSONAL SERVICES

[Tattoo/Piercing Guidance](#)

SUPPORT MAINE BUSINESSES HELP THOSE IN NEED

[PAYITFORWARDMAINE.COM](https://payitforwardmaine.com)

Stage 2 Openings Checklists

(June 1, All Counties)

PUBLIC GATHERINGS

[Large Social Gatherings](#)

Religious gatherings (Coming soon)

[Public/Community Buildings](#)

[Museum Guidance](#)

HOSPITALITY

[Restaurants](#) + Guidance in: [Arabic \(PDF\)](#), [French \(PDF\)](#), [Somali \(PDF\)](#) & [Spanish \(PDF\)](#)

[Lodging](#) (Open to Maine, New Hampshire, and Vermont residents, as well as other [out-of-state residents who have completed quarantine guidelines](#))

Please see the [Keep Maine Healthy Plan](#) in reference to out-of-state visitors.

OUTDOOR RECREATION

[Day Camps/Summer Recreation Programs](#)

State Park Campgrounds (Coming soon)

Coastal State Parks, with some services

[Community Sports](#)

PERSONAL SERVICES

[Tanning Salons](#)

[Barber & Cosmetology Schools](#)

[Barbering & Cosmetology - Nails](#) (Opening date for Androscoggin, Cumberland & York counties to be determined)

RETAIL

[All retail businesses](#)

PLANNING A SAFE REOPENING

continued

Stage 3 Openings Checklists (July 1, All Counties)

HOSPITALITY

Bars (Checklist coming in June)

Lodging (Please see the [Keep Maine Healthy Plan](#) for guidance)

OUTDOOR RECREATION

Charter boats/excursions - less than 50 people
(Checklist coming in June)

[Overnight Summer Camps](#)

[Outdoor Amusement](#)

INDOOR ENTERTAINMENT

[Indoor Amusement](#)

[Movie Theaters](#)

[Performing Arts Venues](#)

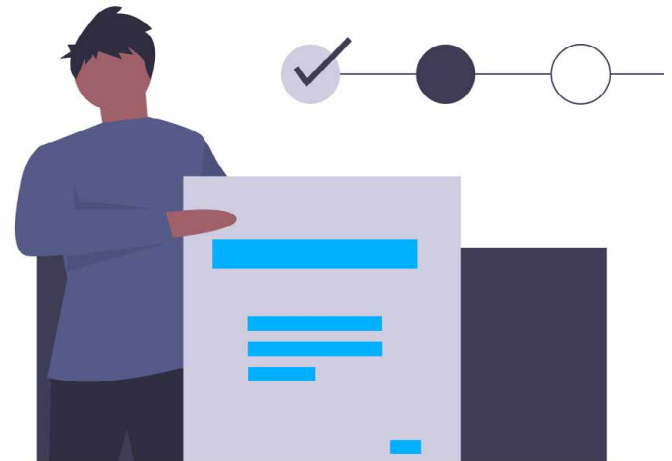
PERSONAL SERVICES

[Tattoo/Piercing Guidance](#)

[Spas and Close-Contact Personal Services](#)

[Massage Facilities](#)

Laser Hair Removal & Similar Personal Care and
Treatment Facilities & Services (Coming in June)



DON'T FORGET! COVID-19 Prevention Form

In order to reopen, businesses must first fill out [this short, online form](#) to confirm their compliance with the requirements of these checklists.

NOTE: Licensed health care providers are not required to use this form.

If you have any additional questions, please contact Maine DECD:
business.answers@maine.gov
1-800-872-3838.

STAY CONNECTED
STAY INFORMED

SUBSCRIBE TO OUR
EMAIL NEWSLETTER!



BADGES, POSTERS & SIGNAGE

The Maine DECD has created badges for businesses that have followed [the check-lists](#) and filled out the [mandatory compliance form](#).

These badges are for businesses to voluntarily post on their doors, and add to their website or social media channels, to help instill consumer confidence in the safety of their operations.

[Door sign \(PDF\)](#)

PRINT: [Black \(EPS\)](#), [White \(EPS\)](#), [Black \(JPEG\)](#)

WEBSITE: [Black \(SVG\)](#), [White \(SVG\)](#), [Black \(PNG\)](#), [White \(PNG\)](#)



BADGES, POSTERS & SIGNAGE

continued

CLICK ON IMAGES TO
DOWNLOAD FULL VERSIONS

If you have these symptoms,
please see the front desk immediately.

Patients with COVID-19 may have these symptoms:

Fever

Cough

Shortness
of breath

We may ask you to wear a mask or use tissues to cover your cough,
and offer you a separate space to wait.

Thank you for helping us protect other patients and staff.



3/15/20 March 13, 2020 12:00 PM

For more information:

Above posters from [CDC Print Resources page](#)

Open sign from [Shinebolt](#)

Stop the Spread of Germs

Help prevent the spread of respiratory diseases like COVID-19.



Stay at least 6 feet
(about 2 arms' length)
from other people.



Cover your cough or sneeze with a
tissue, then throw the tissue in the
trash and wash your hands.



When in public, wear a
mask with face covering over
your nose and mouth.



Do not touch your
eyes, nose, and mouth.



Clean and disinfect
frequently touched
objects and surfaces.



Stay home when you are sick,
except to get medical care.



Wash your hands often with soap
and water for at least 20 seconds.



cdc.gov/coronavirus

3/10/20 4:00 PM

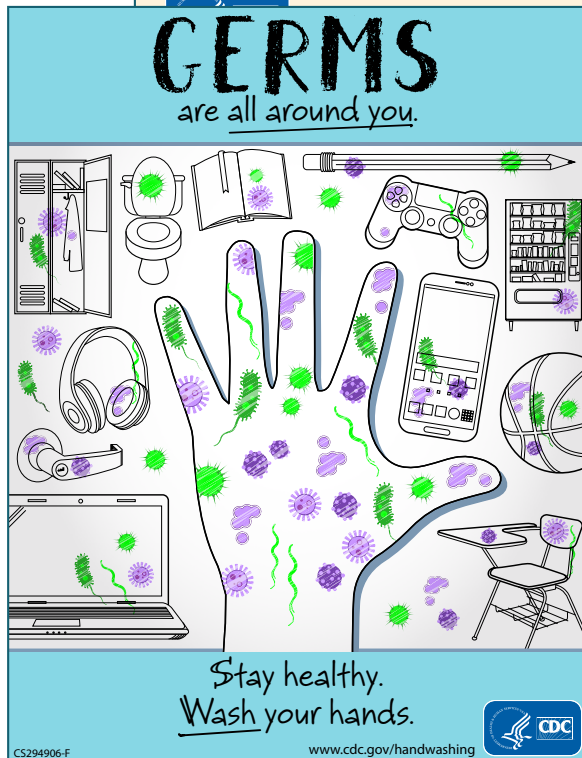
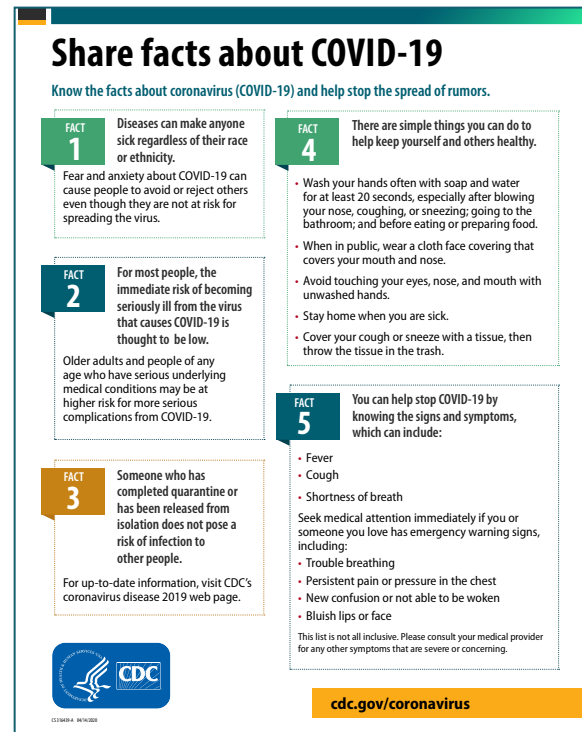
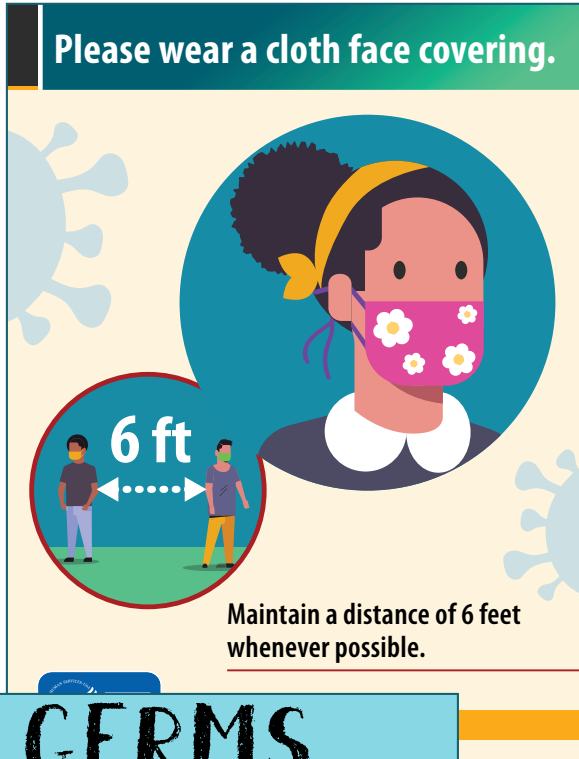


JEK4
© 2020

BADGES, POSTERS & SIGNAGE

continued

CLICK ON IMAGES TO DOWNLOAD FULL VERSIONS



All posters from the [CDC Print Resources page](#)

MARKETING IDEAS

Don't forget the hashtag! *#BackToBusinessMaine*

GOOGLE



GOOGLE YOUR BUSINESS

Google your business and make sure the sites listed on your front page results contain your current information (hours of operation, special instructions for customers, and so forth). This is the first page your customers will see when they Google information about you – make sure it's correct!

SOCIAL



UPDATE SOCIAL MEDIA

Update your business hours on your "About" page. Create a post that includes your current hours of operation, procedures on shopping, and sanitation process, if applicable, so your customers know what to expect. Pin this post to the top of your page so customers see it first.

EMAIL



EMAIL BLAST

If you have an email list, use MailChimp, Constant Contact, or a direct email (blind-copy all addresses) to **welcome your customers back, and include any new processes or procedures they can expect when visiting you.** This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

CALL



CALL CUSTOMERS

Nothing beats a personal call and talking directly to your customers and clients. Spend some time each day to **call customers and let them know that you're back in business!**

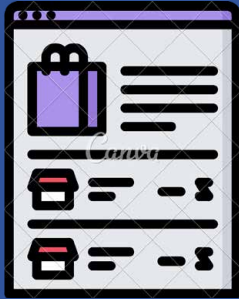


PORTLAND
Regional Chamber
of Commerce

MARKETING IDEAS

Don't forget the hashtag! *#BackToBusinessMaine*

IMPROVE YOUR ONLINE PRESENCE



This is the perfect time to start working on your online business presence. The ability to do business online gives you the flexibility to more easily pivot during a crisis. If you don't have a merchant web site set up yet, consider working on this now so you are able to sell your merchandise or services online.

Contest



Run a social media contest for a prize to reengage customers with your brand.

Check your social media platform's guidelines for contest rules.



Broadcast "LIVE" on Facebook during your first week to give customers a virtual tour around your business, showcasing any physical distancing you've put in place.



ADDITIONAL INFORMATION



VISIT THE CHAMBER'S
**CORONAVIRUS
RESOURCE PAGE**

State of Maine and U.S. CDC Guidance

- [Latest Updates from Governor Mills](#)
- [Maine Center for Disease Control COVID-19 Resources and Info](#)
- [Updates from the Maine Department of Economic & Community Development](#)
- [State of Maine COVID-19 Checklists](#)
- [Restarting Maine's Economy Plan](#)
- [Maine Department of Labor](#)
- [Maine DOL Unemployment FAQs](#)
- [CDC Business Operations COVID-19 FAQs](#)
- [U.S. CDC Reopening Guidance for Cleaning and Disinfecting Public & Private Spaces](#)

Financial and Other Assistance

- [City of Portland Business Resources](#)
- [Greater Portland Council of Governments Micro-loan Program](#)
- [Nonprofit Reopening Guidebook from Maine Association of Nonprofits \(MANP\)](#)

Additional Reopening Guidance

[MEMIC Pandemic Recovery Safety Planning](#)
[Maine SBDC Tips to Prepare for Reopening](#)
[How Will Your Work Change Post-COVID-19?](#)
[Engaging Leaders and Employees In Conversations About Change](#)
[U.S. Chamber Small Business Reopening Guide](#)
[Childcare Choices Maine](#)
[Cleaning & Disinfecting Your Card Reader](#)

PPE

[Where to Find PPE and Sanitizer in Maine](#)
[Social Screens by Transformit](#)

Industry Specific Guidance

NOTE: These guides are meant to supplement the State's Checklists, not replace.

RESTAURANTS & BARS:

- [CDC's Reopening Decision Tree](#)
- [The National Restaurant Association's Reopening Guidance](#)

RETAILERS: [The National Retail Federation's Operation Open Doors](#)

HOME SERVICE PROVIDERS: [AIHA's Reopening Guidance for At-Home Service Providers](#)

CONSTRUCTION BUSINESSES: [AIHA's Reopening Guidance for Construction](#)

GYMS AND FITNESS FACILITIES: [AIHA's Reopening Guidance for Gyms and Facilities](#)

OFFICE-BASED BUSINESSES: [AIHA's Reopening Guidance for General Offices](#)

HAIR AND NAIL SALONS: [AIHA's Reopening Guidance for Hair and Nail Salons](#)

CHILDCARE PROGRAMS: [CDC's Reopening Decision Tree for Childcare Programs](#)

CAMPS AND YOUTH PROGRAMS: [CDC's Reopening Decision Tree](#)

OSHA

[Ten Steps All Workplaces Can Take to Reduce Risk of Exposure to Coronavirus](#)

[Guidance on Preparing Workplaces for COVID-19](#)

[OSHA COVID-19 Control and Prevention Guidance](#) (includes PPE considerations and industry checklists)

ADDITIONAL INFORMATION

continued

All posters from the [CDC Print Resources page](#).

RESTAURANTS AND BARS DURING THE COVID-19 PANDEMIC

The purpose of this tool is to assist businesses in the food service industry, such as restaurants and bars, in making (re)opening decisions during the COVID-19 pandemic. It is important to check with state and local health officials and other partners to determine the most appropriate actions while adjusting to meet the unique needs and circumstances of the local community.

Should you consider opening?

- ✓ Will reopening be consistent with applicable state and local orders?
- ✓ Are you ready to protect employees at higher risk for severe illness?

ANY NO → **DO NOT OPEN**

Are recommended health and safety actions in place?

- ✓ Promote healthy hygiene practices such as hand washing and employees wearing a cloth face covering, as feasible
- ✓ Intensify cleaning, sanitization, disinfection, and ventilation
- ✓ Encourage social distancing and enhance spacing at establishments including by encouraging drive-through, delivery, curb-side pick up, spacing of tables/stools, limiting party sizes and occupancy, avoiding self-serve stations, restricting employee shared spaces, rotating or staggering shifts, if feasible
- ✓ Train all employees on health and safety protocols

ALL YES → **MEET SAFEGUARDS FIRST**

Is ongoing monitoring in place?

- ✓ Develop and implement procedures to check for signs and symptoms of employees daily upon arrival, as feasible
- ✓ Encourage anyone who is sick to stay home
- ✓ Plan for if an employee gets sick

ALL YES → **OPEN AND MONITOR**

**CLICK ON IMAGES TO
DOWNLOAD
FULL VERSIONS**

WORKPLACES DURING THE COVID-19 PANDEMIC

The purpose of this tool is to assist employers in making (re)opening decisions during the COVID-19 pandemic, especially to protect vulnerable workers. It is important to check with state and local health officials and other partners to determine the most appropriate actions while adjusting to meet the unique needs and circumstances of the local community.

Should you consider opening?

- ✓ Will reopening be consistent with applicable state and local orders?
- ✓ Are you ready to protect employees at higher risk for severe illness?

ANY NO → **DO NOT OPEN**

Are recommended health and safety actions in place?

- ✓ Promote healthy hygiene practices such as hand washing and employees wearing a cloth face covering, as feasible
- ✓ Intensify cleaning, disinfection, and ventilation
- ✓ Encourage social distancing and enhance spacing between employees, including through physical barriers, changing layout of workspaces, encouraging telework, closing or limiting access to communal spaces, staggering shifts and breaks, and limiting large events, when and where feasible
- ✓ Consider modifying travel and commuting practices. Promote

ALL YES → **OPEN AND MONITOR**

Is ongoing monitoring in place?

- ✓ Develop and implement procedures to check for signs and symptoms of employees daily upon arrival, as feasible
- ✓ Encourage anyone who is sick to stay home
- ✓ Plan for if an employee gets sick
- ✓ Regularly communicate and monitor developments with local authorities and employees
- ✓ Monitor employee absences and have flexible leave policies and practices
- ✓ Be ready to consult with the local health authorities if there are cases in the facility or in the local

ALL YES → **OPEN AND MONITOR**

GUIDANCE FOR CLEANING & DISINFECTING

PUBLIC SPACES, WORKPLACES, BUSINESSES, SCHOOLS, AND HOMES

1 DEVELOP YOUR PLAN

DETERMINE WHAT NEEDS TO BE CLEANED. Areas unoccupied for 7 or more days need only routine cleaning. Maintain existing cleaning practices for outdoor areas.

DETERMINE HOW AREAS WILL BE DISINFECTED. Consider the type of surface and how often the surface is touched. Prioritize disinfecting frequently touched surfaces.

CONSIDER THE RESOURCES AND EQUIPMENT NEEDED. Keep in mind the availability of cleaning products and personal protective equipment (PPE) appropriate for cleaners and disinfectants.

Follow guidance from state, tribal, local, and territorial authorities.

2 IMPLEMENT

CLEAN VISIBLY DIRTY SURFACES WITH SOAP AND WATER prior to disinfection.

USE THE APPROPRIATE CLEANING OR DISINFECTANT PRODUCT. Use an EPA-approved disinfectant against COVID-19, and read the label to make sure it meets your needs.

ALWAYS FOLLOW THE DIRECTIONS ON THE LABEL. The label will include safety information and application instructions. Keep disinfectants out of the reach of children.

3 MAINTAIN AND REVISE

CONTINUE ROUTINE CLEANING AND DISINFECTION. Continue or revise your plan based upon appropriate disinfectant and PPE availability. Dirty surfaces should be cleaned with soap and water prior to disinfection. Routinely disinfect frequently touched surfaces at least daily.

MAINTAIN SAFE PRACTICES such as frequent handwashing, using cloth face coverings, and staying home if you are sick.

CONTINUE PRACTICES THAT REDUCE THE POTENTIAL FOR EXPOSURE. Maintain social distancing, staying six feet away from others. Reduce sharing of common spaces and frequently touched objects.



SCAN HERE FOR MORE INFORMATION

cdc.gov/coronavirus

For more information, please visit CORONAVIRUS.GOV




CS116485B April 23, 2020 1:56 PM