



RETAIL REOPENING PLAN



Dear Artists & Fleas Family,

We wanted to share some of the new policies and procedures that we've put in place to keep our community healthy and safe. We hope this plan will help provide a sense of comfort and security during this unprecedented time, as well as help you formulate your own safety plans and new approaches to your businesses. The plan has been thoughtfully created based on CDC guidelines, City and State guidance in New York and California, and information from experts and advisors in the field.

In the pages that follow, please find the most up to date information that we can share, grouped by topic about operations and protocols, enhanced cleaning procedures, social distancing policies and other updates and modifications to our shared marketplaces with specific approaches required of each marketplace environment and physical space.

Please note that we will continue to update you as we have more information. We ask that you, as our partners, continue to be flexible and adaptable as we learn more about the "new ways of doing business." The health and safety of you, your employees and market visitors is paramount. And we are committed to ongoing iterations that keep the safety of everyone as the top priority while also ensuring that the markets are a fun, dynamic and vital place to shop and support local artists and brands. This has always been core to our mission and it will continue to be so in these new times.

We look forward to seeing you again.

Warmly,

Ronen and Amy

Ronen & Amy, co-founders



OVERVIEW



We hope this guide provides a sense of security as we all return to work and chart our new normal. As we learn more, we will update our safety procedures and communicate them clearly to all merchants. We recommend that the precautions we are implementing in the marketplace common areas be applied to your shop, as well.

We recognize that this is an evolving and complex situation. This plan is subject to change.

CONTENTS

Merchant & Shopper Procedures & Protocols	4
Enhanced Cleaning & Hygiene	6
Contact Tracing & Communication Plan	7
Merchant Guidance & Merchandising	8
Space Plan & Layout	10-12
Additional Resources	13

HEALTH & SAFETY PROCEDURES

Artists & Fleas has implemented changes within the following categories to ensure the health and safety of all merchants, team members and visitors to the market:

- Mask Usage
- Hand Sanitizing & Washing
- Market Capacity & Customer Flow
- Shared Facilities
- Guidelines For Shoppers

To inform everyone of these new requirements, we will post signs and notices before entry and throughout the market.



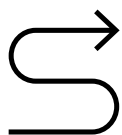
Mask Usage

New York regulations mandate mask usage in commercial building as of May 29, 2020. Artists & Fleas requires merchants, employees, market staff members, and visitors to wear masks at all times. There will be a zero tolerance policy for anyone who refuses to wear a mask.



Hand Sanitizing and Washing

Hand sanitizer will be available at points throughout the market, and we encourage each merchant to provide hand sanitizer at each “shop” for customer and employee use. We will continue to provide hand soap in all merchant restrooms, and we encourage everyone to wash their hands frequently for at least 20 seconds.

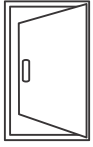


Market Capacity & Customer Flow

The market has been modified to reduce overall density and market capacity to support social distancing. For merchant shops, the changes that have been implemented allow for 1 merchant (or employee) for every 50 sq ft. Public spaces and pathways have been increased to help reduce density and create more open flow.

Please refer to the Space Plan on Page 9 for more detailed information about your specific market’s revised layout and recommendations for traffic flow.

HEALTH & SAFETY PROCEDURES



Shared Facilities

New policies and procedures will be in place that will modify or limit access to shared facilities and amenities and their use as per the below.

- **Merchant Break Rooms & Amenities**
All merchant break rooms and amenities such as microwaves, refrigerators, coffee machines, water dispensers, etc. will be removed.
- **Merchant Rest Rooms**
Restrooms will continue to be restricted to employee/merchant use only and will be cleaned on a daily basis.
- **Fitting Rooms**
Fitting rooms will be closed until further notice.



Guidelines for Shoppers

We've outlined several shopping guidelines on our website, via email & social media, and posted in-store, including:

- **Support Our Makers.**
Our local businesses are ready to help you find your next favorite thing. You can plan ahead by viewing all shops [on our website](#).
- **Keep Those Masks On.**
We'll have them on, too. It's required.
- **And Keep Those Hands Clean.**
Bring your own sanitizer or take advantage of our sanitizer stations. Opt for contactless checkout where available.
- **Reconsider Trying Before Buying.**
Please do not handle or try on any items you don't intend to purchase.
- **Discover New Things, At A Distance.**
If someone's in a booth you'd like to visit, give them space to shop and come back later. If you don't have time, grab a business card!

ENHANCED CLEANING & HYGIENE



On a daily basis, our janitorial contractors will be conducting deep cleaning of all restrooms and commonly touched hard surfaces (door handles, door knobs, light switches, handrails). They will maintain cleaning logs on site that document date, time, and scope of cleaning and those logs will be kept in the Market Office.

In addition to enhanced cleaning procedures, merchants and employees should follow established hygiene procedures and general common sense, including:

- **In the merchant bathroom, frequently wash hands using soap and water for at least 20 seconds.**
- **At your shop, use alcohol-based hand sanitizer if soap isn't available.**
- **Cough or sneeze into a tissue or flexed elbow, even if you are wearing a mask.**
- **Stay home if you are feeling ill.**

CONTACT TRACING & COMMUNICATION PLAN



Artists & Fleas will implement a communications plan for contact tracing of any new COVID-19 cases among employees, merchants, or staff in the space.

For the health and safety of all, merchants are encouraged to provide a clear sick leave policy for their staff members. If you or your staff are sick, stay home. No exceptions.

If a staff member or any new cases are diagnosed with COVID-19 after having worked in the market or had contact with anyone else who works in the market, please immediately contact the Market Leader to implement the contact tracing communication plan. That individual will not be allowed to enter the market and must be sent home with instructions to immediately contact their healthcare provider for assessment and testing.

Artists & Fleas will contact all merchants and staff that have been in contact with that individual and will notify the state and local health departments about the case if test results are positive for COVID-19.

NYC: Affected individuals should refer to the NYS DOH's Interim Guidance for Public and Private Employees Returning to Work Following COVID-19 Infection or Exposure regarding protocols and policies for those seeking to return to work after a suspected or confirmed case of COVID-19 or after the individual had close or proximate contact with a person with COVID-19.

LA: Affected individuals should refer to the County of Los Angeles Public Health's homepage regarding protocols and policies for those seeking to return to work after a suspected or confirmed case of COVID-19 or after the individual had close or proximate contact with a person with COVID-19 by clicking here.

MERCHANT GUIDANCE & MERCHANDISING



We fully recognize that this “new normal” will require thoughtful approaches to re-imagine your display, your selling techniques and your overall approach to high-touch retail.

We encourage you to explore and educate yourself on some of the best practices that other retailers within your category or space might be doing at this time. While we recognize that many merchants historically took the merchandising approach of displaying an abundance of product to the very edge of each space, it’s possible that visitors to the market may find that “less is more”.

Consider pre-packaging your frequent sellers to minimize touchpoints and contact during transactions or even consider amending your sales strategy to a concierge or personal shopper angle in which merchants or their employees may choose to bring products forward to share with a customer.

No formal guidance exists as to the requirements for your display, whether that means installing a plexiglass shield or any other barrier. In the same way that Artists & Fleas does not build out your space, we ask that you consider all scenarios that may make the most sense for you, your brand and your customers while shopping with you.

We encourage you to conduct all transactions via contactless check out and have limited inventory of Square readers for those merchants who require one. Please submit your request to the Market Leader.

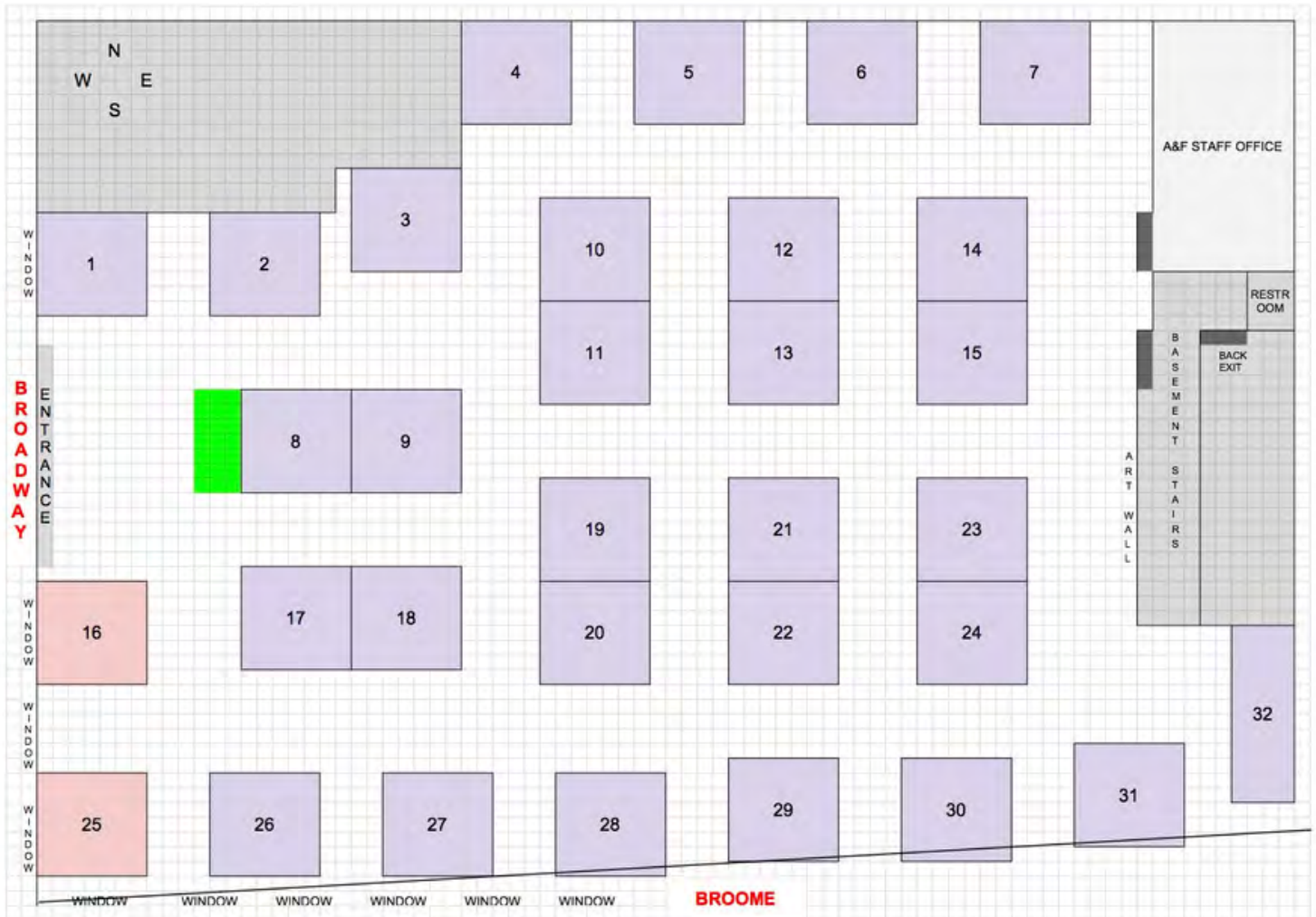
SPACE PLAN AND LAYOUT

In consultation with retail experts and advisors, we have implemented changes to the physical marketplace environments to assist in reducing density and encouraging social distancing.

- Artists & Fleas will install directional arrows and signage to encourage traffic flow and circulation throughout the market
- Artists & Fleas will reconfigure some spaces to accommodate merchant owner/employee occupancy recommendations of 1 merchant per 50 square feet
- Artists & Fleas team members will monitor occupancy and traffic flow routinely during business hours to keep occupancy under 50% of maximum capacity
- Artists & Fleas will maintain an open door / fans on policy (weather-permitting). We recognize that this may result in warmer temperatures and unpredictable indoor climate control, but we've determined this is the safest course of action for all.

Please refer to the space plans that follow.

SPACE PLAN (SOHO)



SPACE PLAN (WILLIAMSBURG)



SPACE PLAN (VENICE)





ADDITIONAL RESOURCES

If you'd like additional resources and information on reopening retail during this time, we invite you to do additional research at these links:

<https://www.governor.ny.gov/sites/governor.ny.gov/files/atoms/files/RetailMasterGuidance.pdf>

https://coronavirus.health.ny.gov/system/files/documents/2020/03/doh_covid19_cleaningdisinfectingretailstores_031620.pdf

<https://www.governor.ny.gov/sites/governor.ny.gov/files/atoms/files/GeneralRetailSummaryGuidance.pdf>

<http://publichealth.lacounty.gov/media/Coronavirus/>

<https://covid19.ca.gov/>