ARTISTS & FLEAS

MARKET SAFETY PLAN

State of California

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, State Public Health Offices, and County 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.

Ronen and Amy

Ronen & Amy, co-founders
January 2021

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. As such, this plan is subject to change.

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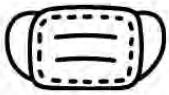
HEALTH & SAFETY PROCEDURES

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

California regulations and CDPH guidance mandate mask usage in public. Artists & Fleas requires merchants, employees, market staff members, and visitors to wear masks at all times. Staff members will be positioned at the entrance to the market to enforce compliance. 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. Hand soap is also available in nearby public 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 maximum physical / social distancing. For merchant spaces, the changes that have been implemented allow for all 10x10 tents to have 8' access on all sides (unless one of the sides is against a fence or other permanent structure). Public spaces and pathways have been increased to 8' or wider help reduce density and create more open flow.

Please refer to the Space Plan and Sample Compliant Plan 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 Common Spaces & Amenities**
  All common and shared areas are restricted in use.

- **Merchant Rest Rooms**
  Restrooms will continue to be restricted to employee/merchant use only and will be cleaned on a daily basis.

- **Fitting Rooms**
  A fitting room tent measuring 10' x 10' will be available for customer use at merchant and customer discretion for 1 person at a time.

Guidelines for Shoppers

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

- **Touch-less Payments & QR Codes.**
  Our merchants rely on the support and patronage of the public for their business and well-being and are endeavoring to accept contact-less / touch-less payments as much as possible.
- **Clean Hands, Safe Hands.**
  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!
- **Timed, Ticketed Entry.**
  To manage occupancy and assist in contact-tracing, all patrons will be required to purchase a ticket in advance (limited on-site tickets will be available) for a specific 90-minute timeframe.

ENHANCED CLEANING & HYGIENE

Our venue partners have committed to the safety and hygiene of all attendees and visitors. As such, custodial and janitorial staff will be conducting deep cleaning of all restrooms and commonly touched hard surfaces (door handles, door knobs, light switches, handrails).

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

- **In the 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 requires that all merchants, their employees and staff members complete a daily Self-Certification form prior to setting up and opening their shop for the day, complete with a temperature check. This process assists Artists & Fleas in implementing 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.

Marin County: Individuals may also refer to the Marin County website www.marinrecovers.com for additional information, resources, protocols and policies regarding reopening plans and health-related questions in the event of contact with someone believed to be infected with COVID-19.

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 such as ApplePay or PayPal QRC and are happy to assist in providing resources to support you. Please submit your request to the Market Leader.

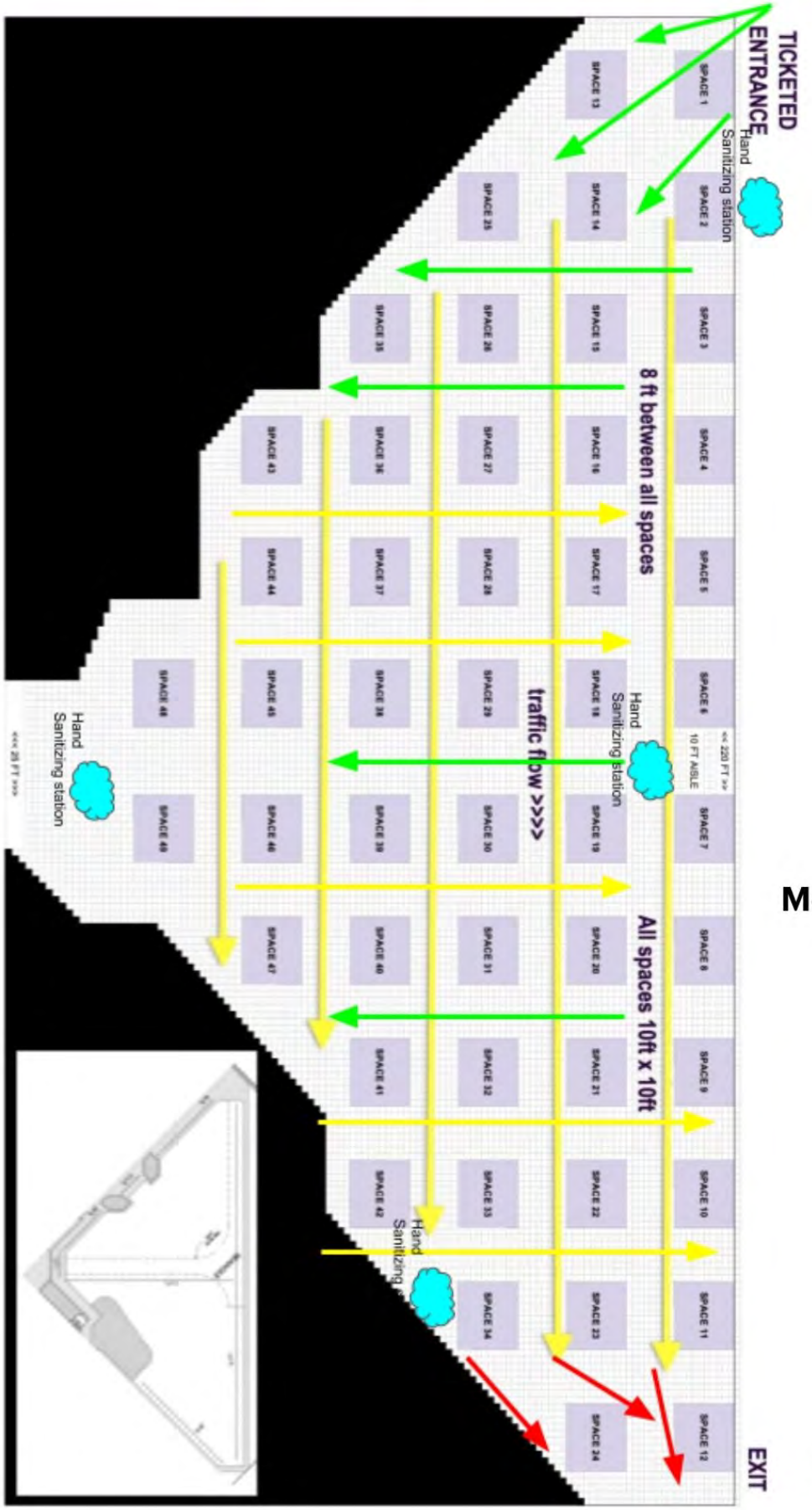
SPACE PLAN AND LAYOUT

In consultation with retail experts and advisors and as the direct result of our experience conducting in-person markets outdoors in the States of California and New York in the Fall and Winter of 2020, we have implemented changes to the physical marketplace environments to assist in reducing density and encouraging social distancing.

- Artists & Fleas will install signage to encourage one-way entry and one-way exit as well as 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
- All tents will have 8' aisles and passage ways on 3 or 4 sides, resulting in completely free-standing set-ups; please plan your display accordingly
- Artists & Fleas team members will monitor occupancy and traffic flow routinely during business hours to keep occupancy under 50% of maximum capacity

Please refer to the space plans that follow.

PROPOSED MARIN COUNTY SITE SAFETY PLAN



Merchant Tents
10' x 10'

Aisles 8'

ADDITIONAL RESOURCES

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

http://cdph.ca.gov

https://covid19.ca.gov/

https://marinerecovers.com