

PUT YOUR **MONEY**
WHERE YOUR **HOME** IS



BE THE **KEY** TO
NATCHEZ, MS • ADAMS COUNTY

OUR **RECOVERY**
VIDALIA, LA • CONCORDIA PARISH

SHOP **SMART** LOCATION
GUIDELINES

Dear local business,

As a business that has recently reopened or who is planning to reopen soon, you have a great opportunity to promote health awareness for your employees and customers. Natchez, Inc. coordinated an Economic Recovery Taskforce to jump start the effort to restart the Miss Lou economy. One of the actions that have come out of the taskforce includes a reopen strategy for our business community. We understand that there are many unknowns surrounding the business community during this pandemic, so we want to assist you in developing and implementing a plan to reopen that keeps the health and well-being of your employees and customers at the forefront. Therefore, we introduce the “**Shop Smart Miss Lou**” initiative to provide basic standards to incorporate into your reopening strategy, and to help area consumers understand that our business community is creating a smart plan to welcome their customers back into their businesses.

We encourage you to join organizations across the Miss-Lou that are putting the health and wellness of our residents first by becoming a Shop Smart location. **Shop Smart locations** implement smart changes in their businesses by meeting wellness benchmarks. This could mean doing things such as surface cleaning between customers and wearing protective masks before entering the business. Take the initiative and start the designation process to deem your business a **Shop Smart location**.

By becoming a **Shop Smart location**, you are showing your employees and patrons that they can return to work and begin shopping locally again without an increased risk of exposure to COVID-19 and other viruses. Healthy employees are happier. They miss less work and are more productive.

The designation of your business as a **Shop Smart location** entitles your business to be included in the Miss-Lou Economic Recovery marketing campaign which will promote your business as a **Shop Smart location** across local media and social media outlets. You will receive a certificate to display showing that your business has implemented a smart strategy to reopening.

It's easy to become a **Shop Smart location**, and you will not be charged a fee to be included! Businesses are designated as Shop Smart Locations after implementing wellness benchmarks as provided by the Economic Recovery taskforce. Visit www.natchezinc.com and download the checklist to take the first step in receiving your designation as a Shop Smart location.

Sincerely,

Chandler Rugg

Natchez, Inc. Executive Director

Shop **SMART** Location Designation Benchmarks

BUSINESS NAME: _____ **ADDRESS:** _____

OWNER/MANAGER: _____ **PHONE:** _____

EMAIL: _____ **BUSINESS TYPE:** _____

BASIC BENCHMARKS	CHECK	INITIAL TO VERIFY
My business requires employees and customers to wear protective masks inside the building and while interacting.		
My business provides proper PPE for its employees and enforces coughing and sneezing etiquette.		
My business requires employees to wash hands/use hand sanitizer between each customer interaction and multiple times throughout shifts.		
My business provides hand sanitizing stations at the entry/exit of the building and at high traffic areas of the business.		
My business requires employees to clean surfaces between customers and does not allow employees to use another employee's phone or workstation without conducting proper sanitizing methods.		
My business requires employees to stay home if they are sick, if they have an immediate member of their family sick, or if they have been exposed to COVID-19. My business will accommodate employees as needed under these circumstances.		
My business will limit the number of people inside to 50% of the approved occupancy, allowing at least 6 feet between each person inside.		
My business has limited in-person interaction by providing alternatives to employees and customers allowing a work from home option to employees and online or curbside services for customers. **If this option is not feasible for your business type, please mark N/A.		
My business has educated and trained all employees on our new business practices and on the health and safety standards provided by the CDC on preventing the spread of the coronavirus.		
My business will comply with all local, state and industry specific guidelines to re-open in a manner to maintain the health and safety of our employees and customers.		
My business has informed customers of our new business practices.		

Please check and initial each box that your business has incorporated as a new business practice.

I certify that the business practices marked above are reflective of business practices I have implemented at my place of business, and that I will continue to practice these health and safety measures to retain my status as a Miss Lou Shop Smart Location.

Date

Printed Name

Signature



Shop **SMART** Location Designation Benchmarks

Instructions for obtaining your Miss Lou Shop Smart Location designation:

Print the Shop Smart Benchmarks attached. Check and initial each benchmark your business is practicing. If your business is incorporating each of these benchmarks in their new business practices sign the certification and email completed document to shopsmart@natchezinc.com or mail to:

Natchez, Inc.

Attn: Shop Smart Miss Lou

P.O. Box 700

Natchez, MS 39121

Upon receipt and review, a certification will be mailed to your place of business. Once the certification is issued, your business will be promoted as a Miss Lou Shop Smart Location through local media and social media outlets.

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