



How to Reopen Your Spa, Salon or Gym After the Coronavirus Shutdown ... and Stay Open

As cities nationwide lift their COVID-19-related restrictions, spas, salons and gyms that closed their brick-and-mortar locations can follow these steps to safely reopen—and stay open.

✓	ASSESS YOUR FINANCES
	Estimate increased costs for retrofitting space, deep cleaning and ongoing sanitation.
	Negotiate payments with landlords, creditors, vendors and lenders.
	Look for ways to cut expenses and add new revenue streams.
	Ensure you have enough inventory, supplies and equipment and ongoing sources for them.
	Ask your insurance agent about appropriate coverage to protect against lawsuits from clients or employees after reopening.
✓	ADJUST YOUR BUSINESS MODEL
	Decide which elements to continue, add, discontinue or expand:
	<ul style="list-style-type: none">• Selling products online via your website or curbside contactless order pickup• Offering online or livestreamed classes or one-on-one trainings or consultations
	Determine if you need to adjust business hours to allow for limited numbers of customers or provide extra time for cleaning.
	Decide if you will reopen in stages or all at once.
	Follow recommendations of local health officials and your industry's licensing organizations. If you have multiple locations, be aware of COVID-19 related laws in each locale.
✓	PLAN YOUR STAFFING
	Limit number of employees by staggering shifts.
	Consider assigning employees in two to three teams with different schedules so teams never overlap their hours.
	Train employees on new procedures including cleaning, social distancing and customer health screenings as recommended by the Centers for Disease Control.
	Provide plenty of masks, disposable gloves, hand sanitizer and soap.
	Educate employees about COVID-19 symptoms and the need to stay home when sick.
	Cross-train employees so you have backup in place if some workers are absent.
	Develop a policy for screening employees before coming to work.
	Discuss concerns with employees who are in high-risk categories. Consider reassigning them to low-contact roles.
	Keep updated on the latest coronavirus-related employment laws .

✓	KEEP THE WORKPLACE CLEAN
	Develop procedures for cleaning and disinfecting workspaces , frequently touched surfaces and shared tools regularly as recommended by the CDC. Assign one or more employees to this task and develop daily checklists to ensure completion.
	Adjust ventilation systems to ensure sufficient flow of fresh air into the space. Set ventilation filtration systems to levels recommended to reduce virus transmission. Do not use fans, as they can circulate germs.
✓	ENTRANCE/RECEPTION/DELIVERY AREAS
	Post signage explaining your safety policies.
	Develop a policy for screening guests before they enter the building, including temperature and symptom checks.
	Consider installing acrylic barriers at reception desk.
	Provide hand sanitizer and disposable masks for customers and visitors.
	Remove amenities such as coffee, water and magazines from the reception area.
	Ensure people stay 6 feet apart or more by marking floors or a similar technique.
	Limit the number of customers in your business at one time to allow for safe distancing. Consider requiring appointments or sign-ups.
	Consider reserving special hours for at-risk customers such as seniors.
	Create a plan for handling customers who refuse to comply with social distancing.
	Remove product displays or lock products in a display cabinet to prevent handling.
	For salons and spas:
	<ul style="list-style-type: none"> • Have customers wait in their cars until their appointment to reduce waiting room exposure.
	<ul style="list-style-type: none"> • Replace nail polish displays with a color palette for color selection.
	<ul style="list-style-type: none"> • Limit the need to touch cash, payment cards or payment devices by adding touchless payment systems or allowing customers to pay with their smartphones.
✓	STATIONS
	Move stations at least 6 feet apart (further for aerobic exercise stations such as exercise bikes). Consider installing acrylic barriers or other dividers to further limit contact.
	Place hand sanitizer, disinfecting wipes, tissue and trash cans throughout the space.
	Have employees wipe down salon chairs, treatment tables, workout machines and other equipment before and after each use.
	Avoid sharing equipment, such as tablets, pens or computers, among employees; if this is unavoidable, disinfect equipment between uses.
	Gather used linens in a lidded container; wash and dry them at the hottest setting possible.
	Allow extra time for staff to wash hands between customers.
	For salons and spas:
	<ul style="list-style-type: none"> • When working with customers, employees should wear face shields, smocks and disposable gloves as well as masks. Dispose of gloves, wipe down face shield, and change smock after each customer.

	<ul style="list-style-type: none"> In nail salons, consider installing acrylic partitions between customers and employees with space for customers to put their hands through. Do not provide manicures and pedicures at the same time.
	<ul style="list-style-type: none"> Disinfect nail tools after each customer or use disposable tools.
	For gyms:
	<ul style="list-style-type: none"> Reduce size of indoor classes to allow for social distancing. Eliminate high-intensity classes or classes involving circuit training, close contact or shared equipment.
	<ul style="list-style-type: none"> Consider live-streaming classes or offering pre-recorded classes so customers can participate from their homes.
	<ul style="list-style-type: none"> When possible, move classes outdoors to allow for better social distancing.
	<ul style="list-style-type: none"> Designate employees to monitor equipment use and clean machines and equipment after each customer. Remove small equipment (weights, mats, etc.) from common areas and have customers check items in and out so they can be properly disinfected.
✓	RESTROOMS/LOCKER ROOMS
	Post signage encouraging proper handwashing before and after using the restroom.
	Provide paper towels for use when touching handles and trash cans for disposal.
	Keep restrooms well stocked with soap and disposable disinfecting wipes for surfaces.
	For gyms and spas:
	<ul style="list-style-type: none"> Whenever possible, implement touchless door opening, soap dispensing, water faucets and hand dryers.
	<ul style="list-style-type: none"> Close saunas and steam rooms.
	<ul style="list-style-type: none"> Close showers and locker rooms if proper social distancing cannot be maintained.
✓	MARKET YOUR BUSINESS FOR REOPENING
	Update your website, Google My Business and other local search listings with current information, hours of operation, and any new rules, such as “appointments required.”
	Develop a marketing plan for your grand reopening via emails, social media, chats, etc.
	Create messaging to explain how you are keeping customers and employees safe.
✓	MONITOR YOUR FINANCES
	Create financial projections including sales projections, a break-even analysis, payroll costs and cash flow statements. Use these to estimate future income, expenses and profitability in different scenarios, such as increased restrictions due to COVID-19 or full opening of the economy.
	Figure out the minimum level of sales or number of clients you need to stay open.
	Based on your financial projections, estimate whether you will need additional financing at some point. If so, investigate your options at SCORE's Small Business Resilience Resource Portal or talk to a SCORE mentor to explore different possibilities.
	To prepare for financial ups and downs, create a cash flow forecast and use it to monitor cash flow on a weekly or even daily basis.
	Regularly assess your staffing levels and be prepared to adjust as needed to meet demand.
✓	STAY INFORMED
	Keep updated on the latest COVID-19 guidelines for businesses, including industry-specific recommendations. Check for updates from the Centers for Disease Control , OSHA , the SBA , state and local health departments , and visit the SCORE Small Business Resilience Hub .