

# TIS THE SEASON TO BE SHOPPING...

TIPS FOR  
TENANTS

HOLIDAY  
EDITION  
2020

This year, more than ever, the retail industry has proven that it is resilient. So, this holiday season we encourage you to keep doing what you are doing!  
Stay positive, stay safe and stay encouraged!

## KEEP ON, KEEPING ON

For this Holiday Edition of Tips for Tenants, here are several reminders as you navigate through the 2020 holiday shopping season:

Continue to provide a safe and clean space for your customers and your employees.

- Train your employees and provide them with proper resources and protective gear.
- Clean high-touch areas, frequently.
- Enable DIY cleaning through hand sanitizer, disinfectant wipes, and other such products.



### BE FLEXIBLE:

Continue offering pick-up and curbside delivery to accommodate social distancing.

Consider special shopping hours for more vulnerable groups in the community who wish to still shop in store this holiday season (i.e. Senior hours).

Provide multiple options to shop:

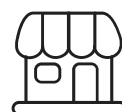
- In store, online, virtual/personal shopping experiences.

Communicate clearly and often.

- Utilize your website, signage and social media channels to update your customers on store hours, protocols or other changes.
- Continue to keep your employees updated with any changes and new protocols as well.

If you haven't started already, run several holiday sales promotions!

- Think – Black Friday, Small Business Saturday, Cyber Monday, BOGO sales, etc.
- Or team up with another retailer in your shopping center for a shared promotion/holiday partnership.



### Other operational reminders to keep in mind this winter season:

WELCOME



Create welcoming storefronts by keeping your doors and windows clean!  
Also consider festive decorations for the holiday and winter season.

Conduct HVAC maintenance by servicing equipment and remember to keep your thermostats on to avoid frozen pipes.

Have a contingency plan for backup staff in case someone becomes ill so you can continue to keep operating fully.

Finally, continue to monitor CDC guidelines and local government updates as it relates to COVID-19 and any potential business interruptions.



TIPS FOR TENANTS | Holiday Season 2020  
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