



OLD TOWN
MERCHANTS & RESIDENTS
— ASSOCIATION —



**RE-OPENING
OLD TOWN SAFELY
COVID-19 PLAYBOOK**

Guidance on how Old Town will protect residents and patrons in Phase 3
Updated June 5, 2020

ACKNOWLEDGEMENTS

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INTRODUCTION

The Old Town Merchants and Residents Association (OTMRA) has closely monitored all guidelines coming from the City of Chicago, Cook County, and the State of Illinois pertaining to the COVID-19 pandemic that has shut down Illinois' economy. With many best practices and guidelines for re-opening being presented over the past few weeks, the OTMRA has put together this guide to help Old Town re-open in uniformity. Our success in the coming months will come from our ability to lean on each other in this recovery and to think outside the box.

This guide includes a summary of frameworks issued by the government to help us broadly understand what steps the city and state need to take in recovery. It also includes some tips to ensure your re-opening is successful. Finally, we are including initial details on larger efforts Old Town will be exploring to help get Wells Street running again.

The OTMRA hopes that this guide will prove to be useful to you and your business. While we hope that this document provides you with useful guidance and best practices, it should be noted that City and State regulations around COVID suppression and re-opening can change frequently. We recommend that you regularly look at the Chicago Office of the Mayor's website and the Illinois Governor's Office website for an exhaustive look at all regulations.

THE FRAMEWORKS

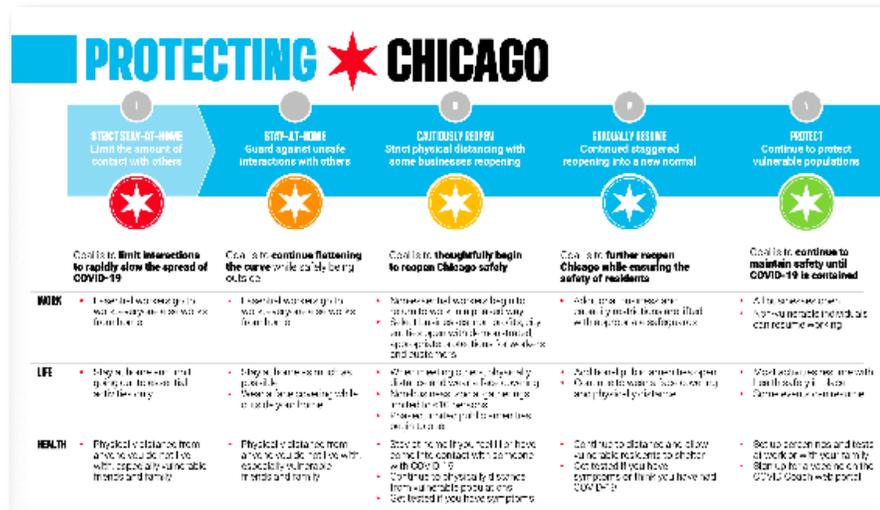
RESTORE ILLINOIS

Governor Pritzker's five-phase Restore Illinois plan contains guidelines for reopening Illinois as soon as it is feasible and safe to do so. Phase One: Rapid Spread is categorized by widespread infection. Strict stay-at-home and social distancing measures are instituted, and all non-essential businesses are closed. Phase Two: Flattening is identified by a slowed rate of infection (as compared to Phase One). Illinoisians must practice social distancing and wear face coverings in public spaces, and non-essential retail stores reopen for curbside pickup and delivery.

RESTORE ILLINOIS				
A Public Health Approach To Safely Reopen Our State				
Phase 1 Rapid Spread	Phase 2 Flattening	Phase 3 Recovery	Phase 4 Revitalization	Phase 5 Illinois Restored
<p>Strict stay at home and social distancing guidelines are put in place, and only essential businesses remain open.</p> <p>Every region has experienced this phase once already and could return to it if mitigation efforts are unsuccessful.</p>	<p>Non-essential retail stores reopen for curbside pickup and delivery.</p> <p>Illinoisians are directed to wear a face covering when outside the home and can begin enjoying additional outdoor activities like golf, boating & fishing while practicing social distancing.</p>	<p>Manufacturing, offices, retail, barbershops and salons can reopen to the public with capacity and other limits and safety precautions.</p> <p>Gatherings of 10 people or fewer are allowed.</p> <p>Face coverings and social distancing are the norm.</p>	<p>Gatherings of 50 people or fewer are allowed, restaurants and bars reopen, travel resumes, child care and schools reopen under guidance from the Illinois Department of Public Health.</p> <p>Face coverings and social distancing are the norm.</p>	<p>The economy fully reopens with safety precautions continuing.</p> <p>Conventions, festivals and large events are permitted, and all businesses, schools and places of recreation can open with new safety guidance and procedures.</p>

PROTECTING CHICAGO

The City of Chicago has outlined specific metrics to shape COVID-19. The Protecting Chicago plan requires a declining rate of new COVID-19 cases to progress from phase to phase, which differs from Restore Illinois which mandates the number of new cases must not exceed a fixed amount. Chicago's plan allows for some flexibility within the decline of cases (the number of cases could increase for one or two days while still maintaining an average decline). Additionally, the Protecting Chicago plan differentiates between positivity rates in congregate settings (such as nursing homes and prisons), and the general population, allowing a rate of 30% positive tests for congregate settings and a 15% rate for the general public. Protecting Chicago plan specifies at least 5% of Chicago residents should be tested each month.



GUIDELINES IN DETAIL

RESTORE ILLINOIS PHASES THREE, FOUR, AND FIVE

In Phase Three: Recovery, the infection rate is no longer increasing, and is marked by a stable or declining infection rate. Many non-essential businesses (manufacturing, offices, retail, barbershops and salons) can reopen with capacity limits and increased safety precautions. Gatherings of 10 or fewer are allowed, and Illinoisians continue to practice social distancing and wear face coverings in public. In Phase Four: Revitalization, the infection rate continues to decline. Gathering size is increased to 50 or more individuals, as Illinoisians continue to practice social distancing and wear face coverings in public. Restaurants and bars reopen; schools and childcare services reopen, under guidance from the Illinois Department of Public Health. Illinois enters Phase Five: Illinois Restored when a vaccine or highly effective treatment is widely available. During this phase, all large events (festivals, conventions) are allowed, and all businesses and schools can reopen under new safety guidelines and procedures.

CITY OF CHICAGO GUIDELINES (PHASE 3)

Mayor Lori E. Lightfoot, alongside the Chicago Department of Public Health (CDPH), industry leaders, labor leaders, and public officials, have developed industry-specific guidelines for safely operating within Phase III: Cautiously Reopen. These guidelines are part of the city's Be Safe Chicago framework that will be used to guide Chicago's reopening process amid COVID-19.

Within Phase III, the following industries are opening first with specific safety guidelines:

- Childcare centers and family childcare
- Non-lakefront parks (no contact sports)
- Libraries and other city services
- Office-based jobs, professional services, and real estate services
- Hotels / lodging
- Outdoor attractions (e.g., boating – not including the Playpen, non-Lakefront golf courses)
- Non-essential retail
- Personal services (e.g., hair/nail salons, barbershops, tattoo parlors)
- Restaurants and coffee shops (outdoor dining only)
- Manufacturing, construction, and warehousing
- Hospitals, dentists, community mental health centers, and Federally Qualified Health Centers
- Public transit, regional transit, taxis and rideshare
- Gyms (outdoor and 1:1 personal training only)

Aligned with the State of Illinois but tailored to Chicago's context, these guidelines advise employers and residents of Chicago on how to cautiously exit from shelter-in-place while continuing to prioritize the health of our most vulnerable residents. Please reference the materials on this page to help cautiously guide your businesses and employees during Phase III: Cautiously Reopen. As we continue to reopen further, more guidelines will be added to this page.

INDUSTRY DEFINITIONS

The City and State’s guidelines are extensive in their guidance on how to safely re-open your business to protect your staff and customers. Below are examples of business types and links to resources and full guidelines by industry type. Please review all guidelines before re-opening your business.

The resource and guidelines column contains hyperlinks to various resources. Internet connection is required.

	BUSINESS EXAMPLES	RESOURCES AND GUIDELINES
RESTAURANTS & BARS (OUTDOOR DINING AND DRINKING)	Full-service restaurants, limited-service restaurants, snack bars, taverns, and other food and beverage businesses	City of Chicago Guidelines State of Illinois Guidelines State of Illinois Toolkit
OFFICES	Non-customer-facing offices such as: legal; accounting services; architectural/engineering design; and other professional services	City of Chicago Guidelines (Commercial) City of Chicago Guidelines (Residential) State of Illinois Guidelines State of Illinois Toolkit
RETAIL	Retailers and merchandisers such as: grocery stores; hardware stores; clothing stores; pharmacies; department stores; shopping malls	City of Chicago Guidelines State of Illinois Guidelines State of Illinois Toolkit
SERVICE COUNTERS	Stores providing assorted services for dropped off goods, such as: dry cleaners; electronics repair shops; shoe repair shops; car washes	City of Chicago Guidelines State of Illinois Guidelines State of Illinois Toolkit
HEALTH & FITNESS CENTERS	Gyms, fitness centers, yoga, dance, cycling, Pilates, barre studios, and other customer-facing fitness centers	City of Chicago Guidelines State of Illinois Guidelines State of Illinois Toolkit
PERSONAL CARE CENTERS	Hair salons, barber shops, nail salons, spas, massage parlors, waxing studios, tattoo parlors	City of Chicago Guidelines State of Illinois Guidelines State of Illinois Toolkit
EDUCATION & CHILDCARE	Schools, camps	City of Chicago Guidelines
ACCOMODATION & TOURISM	Hotels, motels	City of Chicago Guidelines
HEALTHCARE	Health clinic, dentist office	City of Chicago Guidelines

CITY OF CHICAGO RE-OPENING RESOURCE

BE SAFE. CHICAGO: BUSINESS SELF-CERTIFICATION

The number one concern for customers returning to in-person shopping and dining is their health. It is critical that businesses convey that they have taken all necessary steps to protect their customers and their employees. The City of Chicago has launched a [self-certification program](#) for all businesses to take to ensure that they are meeting all COVID safety guidelines. Answer a few questions about how prepared your business is to re-open. If your business meet all safety guidelines, the City will give you a printable badge so customers know that you have passed the certification.



We strongly encourage all Old Town businesses to take this certification and display their badge in their window and on their website.

CHICAGO PPE MARKET

As the city enters Phase 3, businesses will need to purchase personal protective equipment (PPE) to help protect workers from contracting or spreading COVID-19. To support a safe and efficient reopening, the City of Chicago is excited to launch the [Chicago PPE Market](#). This online platform was developed by local startup Rheaply with the partnership and support of World Business Chicago. Buyer registration is now open. Register for the Chicago PPE Market here and then check your email for a link to access the online platform. The PPE Market provides Chicago's small businesses, community-based organizations, and not-for-profits with transparent pricing and direct access to local PPE suppliers. Organizations can purchase PPE in three steps:

- Browse available listings for reusable face coverings, hand sanitizer, and protective shields
- Request to purchase specific PPE based on your desired quantity and the advertised price
- Communicate directly with the supplier through the in-platform messaging feature to agree on payment and pick-up or delivery details

<https://www.chicagoppemarket.com/>

USING OUTDOOR SPACE

CURBSIDE PICK-UP

Curbside pick-up and sales are a quick and safe way to conduct business outdoors. For retailers and restaurants, think about ways to offer curbside pickup. This could include having a staff member stationed outside your doors to communicate with customer or having items outside your store for passersby to peruse grab and go items.

Please note, that any structures out on the public way, including temporary structures, require a [public way use permit](#).

SIDEWALK CAFE/OUTDOOR DINING CONFIGURATION

All restaurants are able to apply for a sidewalk café. In accordance with city regulations for al fresco dining, we encourage restaurants to set up your outdoor café to accommodate as many people as possible in accordance with the City's guidelines for outdoor dining during COVID-19. Click the link below for more information.

[Information on permitting and guidelines for outdoor dining during COVID-19 is available here](#)

If you do not currently have a sidewalk café and are interested in obtaining one, please reach out to the OTMRA office so we can assist you with the application.

WHAT TYPE OF OUTDOOR DINING IS ALLOWED?

During Phase 3, restaurants and coffee shops can offer seating areas that are fully outdoors, in addition to:

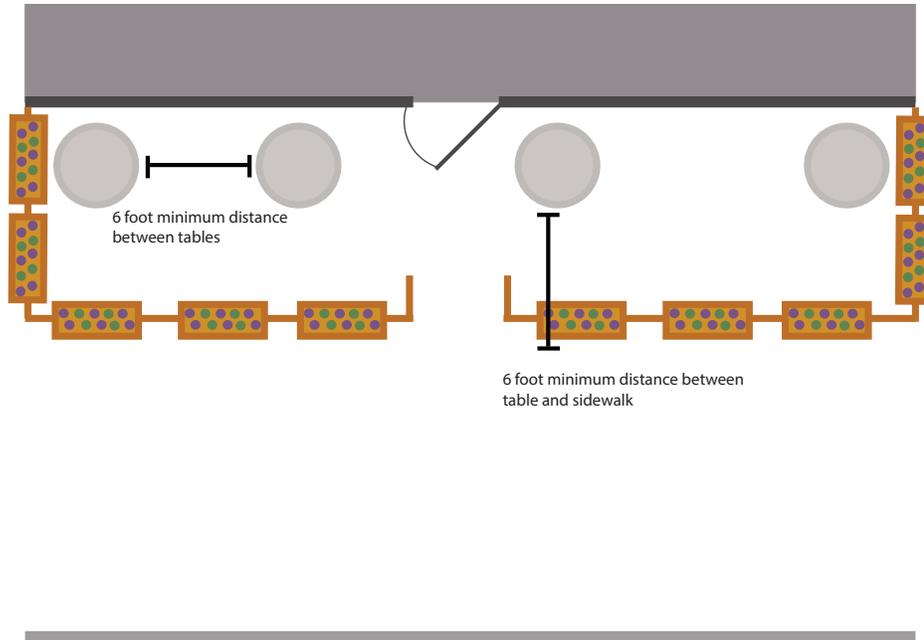
- Rooftops
- Rooms with retractable roofs
- Indoor spaces where 50% or more of a wall can be removed via the opening of windows, doors, or panels, provided that dining tables are within 8-feet from such openings.

WHAT GUIDANCE MUST RESTAURANTS AND COFFEES SHOPS FOLLOW DURING PHASE THREE?

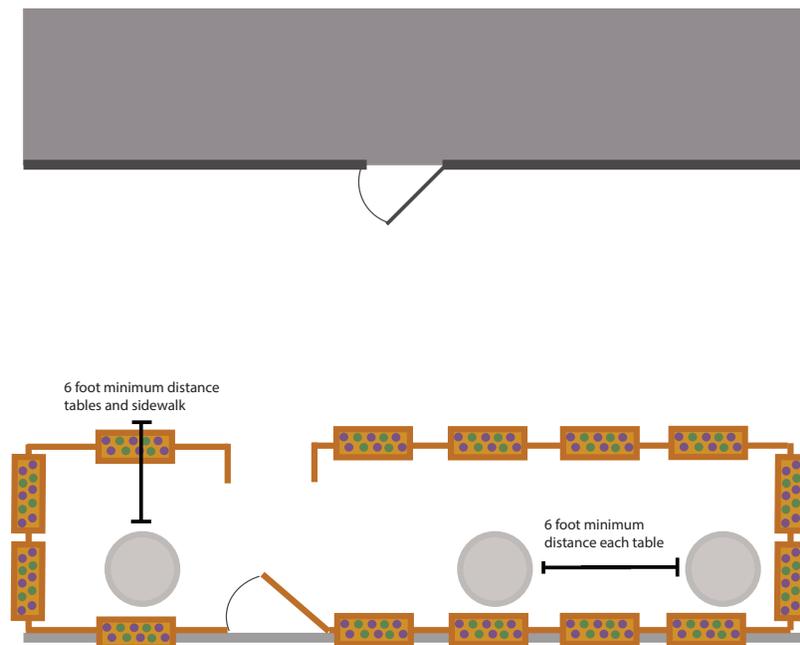
In addition to opening only for eligible outdoor dining, all restaurants and coffee shops are expected to adhere to the following guidance:

- Tables must be spaced 6 feet apart
- Limit dining to no more than 6 people per table
- Limit gatherings to no more than 10 individuals
- Ensure protective gear is worn by employees and guests (face coverings can be removed while customers are seated and eating)

EXAMPLE CONFIGURATION: SIDEWALK CAFE ADJACENT TO



EXAMPLE CONFIGURATIONS: SIDEWALK CAFE AWAY FROM BUILDING



OUTDOOR HANDWASHING STATION

If you have available space on your property at the front of your building or in your sidewalk cafe, rent a hand-washing station or buy a sanitizer dispenser available for customers and passersby on the street. Investments like these can be reimbursed by SSA #48 Old Town through the Health & Sanitation Rebate Program.



PEDESTRIAN MALL AND STREATERIES

The Old Town Merchants and Residents Association is working with the City of Chicago to determine the feasibility of closing down Wells Street to serve as a pedestrian mall and “Streaterly” for a short period of time. This will allow for residents and patrons to socially distance themselves, allow for restaurants to expand



COMMUNICATING SOCIAL DISTANCING

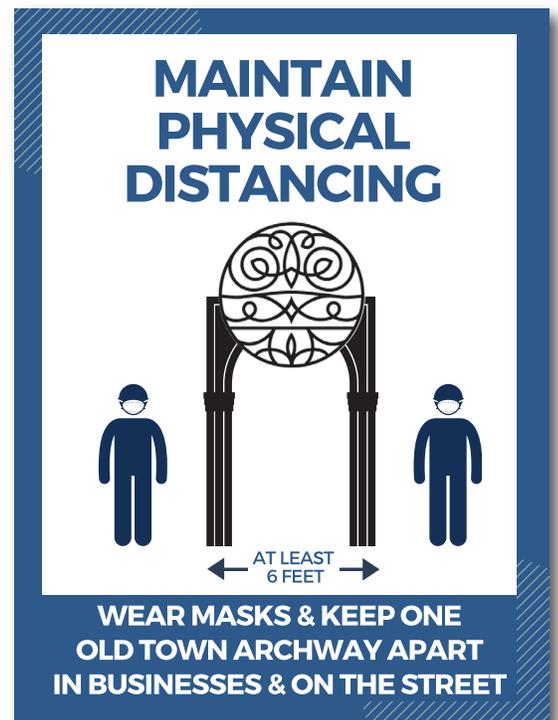
SIDEWALK STENCILS

Using chalk, decorate the sidewalk in front of your shop or restaurant. Use stencils or chalk to illustrate where people can adequately social distance or just decorate the area around your store. This could include lines that measure out 6-feet for people waiting in line to enter the business or simply a message reminding patrons to stay 6 feet apart,

The OTMRA has developed their own stencil for businesses in the neighborhood to use to remind pedestrians of the 6-foot rule. If you are interested in an Old Town-themed stencil advocating for social distancing, please contact the OTMRA office.

SOCIAL DISTANCING & MASK WINDOW SIGN

The OTMRA has developed a social distancing sign for businesses in the neighborhood to use to remind pedestrians of the 6-foot rule and to wear masks inside businesses at all times. If you are interested in an Old Town-themed stencil advocating for social distancing, please contact the OTMRA office or download one at www.OLDTOWNCHICAGO.org/covid19



YARD SIGNS

If you have any grass on your property, use the green space or a nearby planter to place a yard sign with any information with instruction for shoppers entering your business, general health suggestions, or a friendly greeting. Be sure to use your store's branding is on the sign as well.

SSA 48 OLD TOWN BUSINESS SUPPORT

In cooperation with the City of Chicago and the Old Town Merchants and Residents Association, SSA 48 Old Town has created a series of rebate programs designed to help Old Town businesses within the SSA boundaries. SSA 48 Old Town's mission includes ensuring that Old Town maintains a diverse mix of marchants and understands that a possible recession threatens that vibrancy. With business significantly stifled by COVID-19 suppression measures, SSA 48 is seeking to aid businesses with support in attracting business digitally and with complying with public safety guidelines. These programs are first-come-first-serve rebates which requires interested businesses to apply for each. To read full details about SSA 48 Old Town and these rebate programs, please visit www.oldtownchicago.org/ssa-48

DIGITAL MARKETING REBATE PROGRAM

The Digital Marketing Rebate Program's goal is to support local businesses within the boundaries of SSA #48 by providing a rebate to continue digital marketing efforts in the face of COVID-19. Rebates will be offered to businesses that purchase online ads, boost posts on social media, purchase digital marketing software or subscriptions to online programs, or hiring a digital marketing consultant.

Applicants that meet all Program requirements outlined in this document may receive a rebate of up to 50% of eligible costs, not to exceed a total of \$400 per project. The SSA #48 Commission reserves the right to implement additional or change the eligibility requirements of the Digital Marketing Rebate Program.

HEALTH & SANITATION REBATE PROGRAM

The Health & Sanitation Rebate Program's goal is to support local businesses within the boundaries of SSA #48 by providing a rebate, to purchase goods for the health and sanitation of employees and customers in the face of COVID-19. Rebates will be offered to businesses that purchase cleaning supplies that disinfect surfaces, personal protective equipment (PPE) for employees or customers, or other safeguard items aimed at limiting the spread of COVID-19 or other bacterial diseases.

Applicants that meet all Program requirements outlined in this document may receive a rebate of up to 50% of eligible costs, not to exceed a total of \$400 per project. The SSA #48 Commission reserves the right to implement additional or change the eligibility requirements of the Health & Sanitation Rebate Program.

ONLINE SALES INVESTMENT REBATE PROGRAM

The Online Sales Investment Program's goal is to support local businesses within the boundaries of SSA #48 by providing a rebate, to enhance their digital sales presence in the face of COVID-19. Rebates will be offered to businesses to invest in their website, digital marketplace infrastructure, and software or annual subscriptions to increase digital sales efficiency, or hiring an online sales consultant to build out a platform. This is a one-time rebate.

Due to COVID-19, business communities have had to shift to their selling tools to combat the current climate, and this rebate program is designed to help incentivize and aid in this transition.

Applicants that meet all Program requirements outlined in this document may receive a rebate of up to 30% of eligible costs, not to exceed a total of \$500 per project. The SSA #48 Commission reserves the right to implement additional or change the eligibility requirements of the Online Sales Investment Rebate Program.

OLD TOWN MERCHANTS AND RESIDENTS ASSOCIATION

The Old Town Merchants & Residents Association (OTMRA) was formed in 1971 and has grown into an organization that runs programs for business and events that help grow Old Town into a vibrant destination near downtown Chicago. OTMRA organizes large-scale festivals like the Wells Street Art Festival, hosts a series of networking events, community enhancement, and community outreach events that give stakeholders an opportunity to weigh in on the future of Old Town. OTMRA is also a small business development center through the City of Chicago and provides over 100 business consultations annually.

SSA 48 OLD TOWN

For more than 28 years, the Special Service Area (SSA) program has provided communities with the financial means to create, maintain and manage clean, attractive and competitive districts. SSA 48 Old Town offers business owners and residents on Wells Street with services that keep it a functional and vibrant commercial corridor. These services include weekend security services (approx. \$109,000), snow removal (approx. \$75,000), landscaping and holiday decorating (Approx. \$40,000), taxi cab stands (approx. \$15,000), and sidewalk litter removal (approx. \$36,000).



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SPECIAL SERVICE
— AREA 48 —
