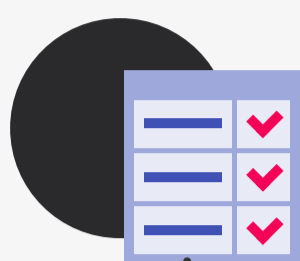


COVID-19 PRO SHOP RE-ENTRY GUIDE

Preparing for members.
Preparing for change.

INFORM AND EDUCATE



BUILD TRUST

Communicate safety guidelines, new traffic patterns, and capacity requirements. Use bold text and graphics and keep your message simple and supportive. Place signage in visible areas and multiple locations.

ADAPT YOUR SPACE

Manage occupancy levels and increase distance between fixtures to raise comfort levels and set your space to accommodate 6 feet social distancing norms. Create a grid pattern shop layout for ease of traffic flow and establish entry only and exit only standards.



ROOM TO ROOM

CLEAN IS THE NEW GREEN



MAKE IT VISIBLE AND ACCESSIBLE

Provide sanitation stations throughout property for staff and members. Post policies and procedures. Be visible and active with cleaning procedures throughout the day to build confidence and reinforce your commitment to the safety of staff and members.

PROTECT STAFF AND MEMBERS

Install safety shields and use stanchions to create queue lines at check in desks. Require staff to wear face coverings and offer them for sale in the Pro Shop for members to access.



SAFETY FIRST

BE RUNWAY READY



SHOW YOUR STUFF

Maximize the use of windows, mannequins, and busts to feature new items and outfits. This will make it easier for the member to identify needs and limit contact. Host one on one private shopping events. Create an online Pro Shop to supplement your sales.

GO CONTACTLESS

Reduce points of contact where ever you can - from payments to light switches. Offer curbside pick up, use QR codes, and other touch-less services.



GO HANDS FREE

MEET AND GREET

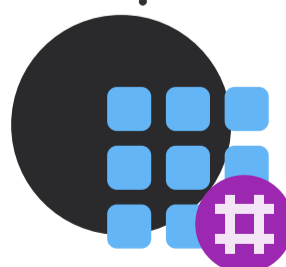


DECOMPRESS

Create a decompression zone at the entry of your shop. This will give members time to transition and can function as a concierge zone. Post a staff member and signage to set the expectations for their experience.

CONNECT WITH MEMBERS

Use social media tools to keep members posted on "what's new" in your shop and how you have adapted to the support them. Within the current CDC guidelines host a single or series of small events to celebrate the re-opening of your property.



SOCIALIZE AND CELEBRATE

We believe in you and we believe in the game of golf.
We have been supporting our partners for over 20 years, and are here to help you prepare for the future.

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