

# ALX B2B

## BACK TO BUSINESS

### OPERATING IN PHASE

#### 3- TIGHTENING

November 16, 2020



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# TODAY'S PANELISTS

## STEPHANIE LANDRUM

President & CEO

Alexandria Economic Development Partnership

## KARL MORITZ

Director

Department of Planning & Zoning

## RACHEL STRADLING

Environmental Health Manager

Alexandria Health Department

## ANN HOROWITZ

Land Use Services

Department of Planning & Zoning

# AGENDA

- ✓ Welcome & Introduction of Panelists
- ✓ Overview of Tightened Guidelines from the Governor
- ✓ Questions & Answers and Discussion

# COMMONWEALTH'S PHASING:

- PHASE ZERO- Stay at Home:
  - Grooming businesses closed
- PHASE 1- Safer at Home:
  - Began Friday, May 29, 2020- 3 weeks
  - Grooming businesses remained closed
- PHASE 2- Safer at Home:
  - Began Friday, June 12, 2020- 2.5 weeks
  - Grooming businesses allowed to open, by appointment



**VIRGINIA'S  
HEALTH  
IS IN YOUR  
HANDS.**

Do your part,  
stay at home.

- PHASE 3: Safer at Home:
    - Began Wednesday, July 1, 2020
    - Grooming businesses allowed to open, no appointment required
- PHASE 3 Tightening:
    - Began Sunday, November 15, 2020
    - Occupancy/Gathering size restricted

# TIGHTENED PHASE 3 GUIDELINES

- On Friday afternoon, 11/13/20, Governor Ralph Northam announced new Statewide Measures to Contain the COVID-19 Virus
- The new measures went into effect Sunday, November 15<sup>th</sup> at midnight and will remain in full force and effect until amended or rescinded
- The changes were made because

*“COVID-19 is surging across the country and throughout Virginia, and while our cases are not rising as rapidly as some states, I do not intend to wait until they are. We are acting now to prevent this health crisis from getting worse,” said Governor Northam. “Everyone is tired of this pandemic and restrictions on our lives. I’m tired, and I know you are tired too. But as we saw earlier this year, these mitigation measures work. I am confident that we can come together as one Commonwealth to get this virus under control and save lives.”*





# CHANGES TO GUIDELINES




## General:

All individuals aged 5 and older must wear face coverings in indoor public settings, including schools and childcare.



All public and private in-person gatherings of more than 25 individuals are prohibited. The presence of more than 25 individuals performing functions of their employment or assembled in an educational instructional setting is not a “gathering.”

A “gathering” includes, but is not limited to, parties, celebrations, or other social events, whether they occur indoors or outdoors.

### FAQ- But what about...:

- Churches/Religious Services 
- Schools 
- Work/Offices 

- Thanksgiving 
- Weddings 
- Birthday Parties & Private Gatherings 

-  Does not apply
-  Applies- prohibited

# CHANGES TO GUIDELINES- BUSINESS IMPACT



Establishments must either implement the following mandatory requirements or close

(SOURCE: [Forward Virginia](#))

- Restaurants, Dining Establishments, Food Courts, Breweries, Microbreweries, Distilleries, Wineries and Tasting Rooms
  - Alcohol curfew- on-site sale and consumption must end by 10:00 PM
  - Closure of all dining and congregation areas between midnight & 5 am
  - Can not seat/serve party size in excess of 25
- Fitness and Exercise Facilities
  - Capacity limited to 75% of the lowest occupancy load on the certificate of occupancy AND
  - Total number of attendees can not exceed 25, including instructors
  - Applies to both inside and outside activity
- Entertainment and Amusement Businesses
  - Total number of attendees cannot exceed the lesser of 30% lowest occupancy load or 250 people

***Strengthened Enforcement, through the Virginia Department of Health***

# SIGNAGE AVAILABLE

**STOP THE SPREAD OF COVID-19**

DETENGA LA PROPAGACIÓN DEL COVID-19 የ COVID-19 ስርጭትን ያስቆጠብ

عندما تكون بالقرب من الآخرين





**IT'S THE LAW:  
FACE COVERINGS  
ARE REQUIRED INSIDE**

Es La Ley: Se requiere el uso de tapabocas o telas faciales adentro.

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هذا هو القانون: يجب ارتداء غطاء الوجه داخل المبنى

1-877-ASK-VDH3



**ALEXANDRIAVA.GOV/CORONAVIRUS**

5.28.20

Free Signage and Posters from the City of Alexandria, available to download:

[www.bit.ly/31X18fz](http://www.bit.ly/31X18fz)



# ALX PROMISE



- Partnership between the Alexandria Health Department and Visit Alexandria
- Voluntary measure to encourage businesses to adopt COVID-19 safety standards for employees and customers that exceed the minimum rules required by law
- In order to participate, a business must:
  - Participate in training with an AHD Environmental Health Specialist on state requirements to reopen.
  - Train all employees on the safety measures needed for safe reopening.
  - Submit a completed checklist, training record and pledge commitment to ensure the safety of employees and staff.
  - Agree to follow all future applicable health guidance as Northern Virginia enters new phases of reopening.
- More information: [www.bit.ly/3gmtHb0](http://www.bit.ly/3gmtHb0)

## Pledge Partners

More than 300 businesses have expressed interest in the ALX Promise program and are currently completing all steps to become a partner. Once they have completed all necessary training, they will be added here.

RESTAURANT PARTNERS	+
HOTEL PARTNERS	+
RETAIL PARTNERS	+
ATTRACTION & MUSEUM PARTNERS	+
HEALTH & WELLNESS PARTNERS	+
OTHER BUSINESS PARTNERS	-

- [A Dog's Day Out Van Dorn](#)
- [ALX Community](#)
- [Animal Welfare League of Alexandria](#)
- [Atrium Interiors](#)
- [Bazzak Salon](#)
- [BeFitted Tailoring Co.](#)
- [Bella Dee Luna Hair & Nail Studio](#)

Businesses featured on Visit Alexandria website

<https://www.visitalexandriava.com/alx-promise/>

# QUESTIONS & DISCUSSION

