

Gov. Tony Evers announced today that businesses looking to keep workers, customers, and families safe while “turning the dial” toward reopening can now draw on a series of publications to keep them informed of best practices and safety tips.

The brochures include general guidelines for all businesses to follow as well as industry-specific advice, such as for restaurants, retailers, manufacturers, professional offices, farmers, manufacturers, builders, hotel and motel operators, barbers, personal care services and other fields.

“Wisconsin businesses have done a great job in adapting to our state’s Safer at Home order,” Gov. Evers said. “As we begin to ‘turn the dial,’ they need to know how to reopen safely so that employees and customers can feel confident when they return.”

The guides were developed by the Wisconsin Economic Development Corporation (WEDC) in consultation with the Departments of Health Services, Agriculture, Trade and Consumer Protection, and Tourism, as well as industry experts and associations.

“What these guides really aim to do is provide actionable advice for businesses, especially small businesses, as they begin the road back to reopening,” said WEDC Secretary and CEO Missy Hughes. “The guides answer basic questions, such as how to handle transactions at cash registers, what to do about merchandise that’s been handled by customers, and how to set up an office using social distancing strategies.”

Some of the general advice for businesses includes:

- Making sure that employees who are sick don’t come to work
- Curtailing business travel whenever possible.
- Promoting telecommuting or other work-from-home arrangements
- Making sure employees have access to sanitizers and personal protective equipment when appropriate.

Gov. Evers said the reopening of state businesses will continue to be guided by the health care metrics contained in the Badger Bounce Back plan, which include tracking new cases of COVID-19, assessing available medical resources to cope with COVID cases, and ensuring adequate testing and mitigation resources.

Copies of the guide will be available on the WEDC website at: <https://wedc.org/reopen-guidelines>.