



National Association of Theatre Owners
Michigan Chapter

REOPENING MOVIE THEATERS

Michigan #Moviestogether, Safely Apart

May 19, 2020

REOPENING MOVIE THEATERS

Michigan #MoviesTogether, Safely Apart

Introduction

Movie theaters have a long track record of effectively managing places of assembly that include food and beverage service, amusement games, and more while providing entertainment and enrichment to people of all ages. Cinemas are highly equipped and prepared to provide safe and comfortable accommodations sought by health-conscious consumers due to reserved seating policies and controlled traffic flows. Movie theaters have the unique ability to manage common area traffic loads and patterns through show time scheduling and auditorium capacity monitoring, as well as controlling egress through alternative exit routes.

With the continued implementation of online ticketing and reserved seating across the industry, combined with more spacious seating arrangements (including recliners in many locales), Michigan exhibitors are experienced in organizing demand and leveraging resources to meet these new challenges. Given the near-term lack of new blockbuster films, moviegoers will return in lower numbers at first, with attendance increasing at a comfortable pace as consumers feel safe returning to normal activities. This will allow cinema operators an opportunity to learn and refine best practices in an orderly fashion.

Demonstrating to guests that their safety is of paramount importance is an essential focus of our industry initiatives. In addition to each business's responsibility, guests also have a role in taking steps to protect themselves, employees, and each other.

During reopening, Michigan NATO members will make every effort to clearly communicate that each customer's well-being is of utmost importance, and that the members of our trade association are focused on ensuring the health and safety of the moviegoing public.

Based on the goals set forth above, this plan is broken into two major initiatives: **RETURN TO WORK ACTION PLAN** and **CUSTOMER EXPERIENCE ACTION PLAN**.

REOPENING MOVIE THEATERS

REOPENING MOVIE THEATERS

RETURN TO WORK ACTION PLAN

RETURN TO WORK

Contents

Introduction	4
Return to Work Timeline	5
Complete Closure.....	5
Phase One	5
Phase Two	6
Phase Three	7
Further Considerations	7
Workplace Protocols to Follow When Returning to Work	7
Employee Screening, Exposure and Confirmed Illness Protocols	7
<i>Employee Screening Protocols.....</i>	<i>8</i>
<i>COVID-19 Exposure and Confirmed Illness Protocol</i>	<i>8</i>
<i>Return to Work Consideration.....</i>	<i>9</i>
<i>Reporting Transparency Protocol</i>	<i>9</i>
Social Distancing Protocol	9
Employee Health and Safety Protocols	10
<i>General Employee Health and Hygiene.....</i>	<i>10</i>
<i>Employee Mental Health Considerations</i>	<i>11</i>
<i>Cleaning and Disinfecting Protocol</i>	<i>11</i>
Conclusion	11

RETURN TO WORK

Introduction

Michigan NATO members see it as a priority to keep its members' employees and their families healthy and safe, especially in the midst of the COVID-19 pandemic. Its members will abide by all governmental guidelines as they strive to balance public health concerns with the needs of business and the necessity of rebuilding our economy. This Return to Work Action Plan details how our members plan to reopen their businesses and still keep all of their members' employees safe. This plan, which draws on information from Centers for Disease Control and Prevention (CDC) and Occupational Safety and Health Administration (OSHA) guidance, highlights the responsibilities of our respective management teams and our employees, while outlining the steps Michigan NATO members are taking to address COVID-19.

While our members will implement various protocols to ensure the safety of their personnel, it is up to each member business and each individual employee to execute on these protocols daily. By releasing this Return to Work Action Plan, Michigan NATO members hope to clearly communicate their plans moving forward, highlight workplace protocols in place to protect employee safety and establish a level of comfort for all employees as we welcome them back to work.

We understand that every employee's situation is different and we encourage those with specific needs or concerns to reach out to their manager or Human Resources function to discuss alternate arrangements, should they be necessary.



RETURN TO WORK

RETURN TO WORK

Return to Work Timeline

Due to the evolving nature of the COVID-19 pandemic, creating an exact timeline for resuming “normal” operations is not feasible at this time. Michigan NATO members will continue to monitor applicable state and local guidance and determine next steps for reopening when we are allowed to do so.

At this time, we have created a tentative phased approach in asking our employees to return to work. To remain consistent with federal guidance, our phased approach to reopening our business mirrors the guidelines included in the White House’s Opening Up America Again Guidelines.

Guidelines for All Phases: Individuals

CONTINUE TO PRACTICE GOOD HYGIENE

- ✓ Wash your hands with soap and water or use hand sanitizer, especially after touching frequently used items or surfaces.
- ✓ Avoid touching your face.
- ✓ Sneeze or cough into a tissue, or the inside of your elbow.
- ✓ Disinfect frequently used items and surfaces as much as possible.
- ✓ Strongly consider using face coverings while in public, and particularly when using mass transit.

PEOPLE WHO FEEL SICK SHOULD STAY HOME

- ✓ Do not go to work or school.
- ✓ Contact and follow the advice of your medical provider.

Complete Closure

State and local guidance prohibits gatherings of 10 or more people. At this time, corporate offices (if applicable) and theaters will remain closed to all non-essential employees, vendors and guests. Employees who are able to work remotely are asked to continue doing so until further notice.

Phase One

Under Phase One, corporate offices (if applicable) may reopen. Our theaters will also continue to permit a maximum of 10 essential employees to perform maintenance of upkeep of the premises. Social distancing protocols will be put in place and should be followed. Under Phase One guidance from the government, nonessential travel should be avoided. Business-related travel will not resume under Phase One.

RETURN TO WORK

Phase Two

Under Phase Two, each building may reopen in a limited capacity for employees and customers. Each Michigan NATO member will observe governmental guidelines related to occupancy and capacity given the square footage of each building.

Should we reopen our buildings in this limited capacity, social distancing protocols will be put in place and workplace modifications may be made to ensure social distancing can be maintained throughout the workday. The following protocols will be put in place to ensure our headcount in the building does not exceed limitations and to promote social distancing efforts:

- **Staggered and monitored schedules—Michigan NATO members will impose staggered start times and one building entrance will be used until all restrictions are lifted to minimize employee contact.**
- **Workstation modifications—Michigan NATO Members will modify the layout in each building to create a safe travel pattern for Guests and Employees.**
- **Prevention of in-person meetings—until all social distancing requirements are lifted, NATO Members will limit large in-person meetings of groups of larger than 10 people. Employees who are in the buildings should avoid gathering in groups.**

In addition to the protocols mentioned above, Michigan NATO members may implement additional guidance during Phase Two that is designed to promote workplace safety.

Until all social distancing requirements are lifted, Michigan NATO members will recommend virtual meetings when applicable. Employees should avoid gathering in groups where possible.

Nonessential travel may resume under Phase Two. It is recommended that any employee who travels should follow self-isolation guidelines and not return to work during the isolation to ensure the safety of their peers.

RETURN TO WORK

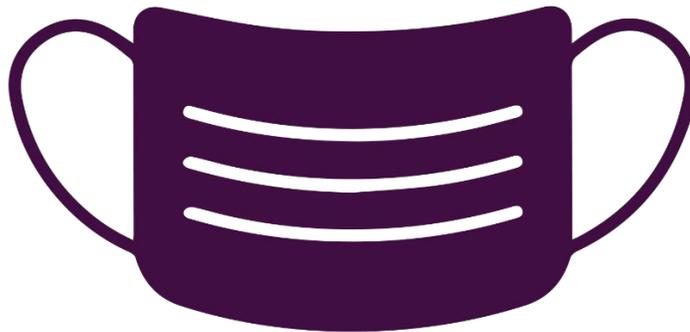
Phase Three

Under Phase Three, our theaters may reopen to all employees. We plan to implement various protocols to ensure the health and safety of all our employees as detailed below.

Further Considerations

In addition to the aforementioned, Michigan NATO members will adhere to the directives contained in Executive Order 2020-91 dated May 18, 2020 articulating safeguards to protect employees from contracting Covid-19 and at <https://www.osha.gov/Publications/OSHA3990.pdf>.

It is important to note that these phases are tentative and are subject to change based on state and local guidance, and the pandemic itself. Should an employee test positive for COVID-19 after our theaters reopen, our plan may change in an effort to protect our employees.



Workplace Protocols to Follow When Returning to Work

Michigan NATO Members will implement various workplace protocols designed to preserve the health and safety of their employees as they return to work. This section further explains these protocols.

Employee Screening, Exposure and Confirmed Illness Protocols

Keeping employees safe is our top priority. To accomplish this task, we have created various procedures for screening employees who return to work, dealing with exposure to COVID-19, responding to a confirmed case of COVID-19 and reporting transparency.

RETURN TO WORK

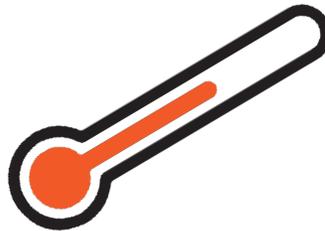
Employee Screening Protocols

The Equal Employment Opportunity Commission permits employers to measure employees' body temperatures before allowing them to enter the worksite. Employee screening will be implemented on a nondiscriminatory basis, and all related information will be treated as confidential medical information—specifically, the identity of workers exhibiting a fever or other COVID-19 symptoms will only be shared with members of management on a true need to know basis. NATO Members' employees may be asked to confirm the status of their health when entering our buildings. Management reserves the right to implement a screening protocol for symptoms, such as temperature checks or signed certifications, at any point. Results will be tracked separately from any personnel records and will be kept confidential. This protocol will commonly be implemented upon initial opening and as a response to a confirmed diagnosis. Employees unwilling to complete a screening will not be allowed to enter members' buildings.

COVID-19 Exposure and Confirmed Illness Protocol

Employees who test positive for COVID-19, or believe they have been infected, will be instructed to follow the advice of a qualified medical professional and self-quarantine. When self-quarantining, employees should:

- **Stay away from other people in their home as much as possible, stay in a separate room and use a separate bathroom if available.**
- **Not allow visitors.**
- **Wear a face mask if they must be around people.**
- **Avoid sharing household items, including drinking cups, eating utensils, towels and bedding.**
- **Clean high-touch surfaces daily.**
- **Continue monitoring their symptoms, calling their health care provider if their condition worsens.**



RETURN TO WORK

Return to Work Consideration

Employees who are symptomatic or who have tested positive should not return to work until the conditions outlined in the table below are met:

Return to Work Considerations	
Employee was symptomatic but was not tested for COVID-19:	Employee was tested for COVID-19:
<p>The employee may return to work if:</p> <ul style="list-style-type: none"> • Seven days have passed since they first experienced symptoms. • They have not had a fever for at least 72 hours and have not used fever-reducing medication during that time. • Cough and other symptoms have improved. 	<p>The employee may return to work if:</p> <ul style="list-style-type: none"> • They have received a negative COVID-19 test. • They no longer have a fever. • Cough and other symptoms have improved.

When an employee tests positive for COVID-19, deep-cleaning procedures will be triggered. Furthermore, employees who have been in close contact with an individual who has tested positive for COVID-19 will be instructed to self-quarantine.

Reporting Transparency Protocol

Any employee who experiences COVID-19 symptoms or has tested positive for COVID-19 must notify their Manager as soon as possible. The employee will be asked to assist with contact tracing for time while at work. This information will be tracked separately from personnel records, and names will not be released. Depending on the circumstances, Management will notify impacted employees if there is a confirmed case of COVID-19 in the workplace.

Social Distancing Protocol

Employees should follow social distancing best practices while working, including but not limited to workstations, break areas and office spaces. Specifically, employees are asked to:

- **Stay 6 feet away from others when working or on breaks when possible.**
- **Avoid job tasks that require face-to-face work with others when possible.**
- **Avoid contact with others whenever possible (e.g., handshakes).**

RETURN TO WORK

- **Avoid touching surfaces that may have been touched by others when possible.**
- **Distance themselves from anyone who appears to be sick.**
- **Avoid gathering when entering and exiting the facility. Employees will only enter and exit from one designated area.**
- **Follow any posted signage regarding COVID-19 social distancing practices.**
- **Disinfect their workspace often.**
- **Avoid touching their face.**
- **Avoid nonessential gatherings.**
- **Avoid using common areas when applicable.**

Employee Health and Safety Protocols

The success of our Members' Return to Work Action Plan relies on how well employees follow social distancing and health and safety protocols. As such, the following protocols have been implemented to ensure each employee's health and safety. We ask that employees please bring any concerns regarding the following protocols to one's Manager or Human Resources function immediately.

General Employee Health and Hygiene

Practicing good hygiene is essential to prevent the spread of COVID-19. We ask that everyone do their part by practicing good hygiene at work and at home:

- **Regularly wash your hands for at least 20 seconds throughout the day with warm water and soap, specifically before eating.**
- **Cover coughs and sneezes and wash hands directly following.**
- **Avoid touching your eyes, nose and mouth.**

To help employees remain healthy, Michigan NATO members will have hand sanitizer and disinfecting wipes available throughout their buildings. We have limited amounts of these supplies and will continue to restock as we are able to do so. It is suggested that employees wash their hands more frequently than normal. Additionally, Management will insist that cleaning crews disinfect key areas such as seats, faucets and door handles on a consistent basis.

In addition, employees are required to wear company provided masks and gloves while working. NATO members will maintain an inventory of disposable masks and gloves and distribute as needed.

Finally, employees who are feeling sick are asked to stay home. Employees who have symptoms of acute respiratory illness should immediately seek

RETURN TO WORK

medical attention and follow the guidance of a health care provider. Employees who have been diagnosed with, or are aware they've been directly exposed to, COVID-19 should notify their manager or human resources person as soon as possible.

RETURN TO WORK

Employee Mental Health Considerations

NATO Members understand that the COVID-19 pandemic has increased stress levels of employees across the country. We want to prioritize our employees' mental health during these uncertain times. As such, we have made every effort to ensure that the workplace is safe for employees to return to work and are ready to discuss personal situations. Employees with concerns regarding their mental health should request additional resources from their Manager or Human Resources function.

Cleaning and Disinfecting Protocol

Employees should do their part to help keep our buildings as clean as possible by cleaning and disinfecting workstations and surfaces commonly used. Employees should also avoid using others' workstations when applicable. Proper cleaning and disinfecting supplies will be provided by NATO Members. Employees should wash their hands with warm water and soap for at least 20 seconds after cleaning or sanitizing a surface.

Employees will continuously disinfect common areas and other frequently touched surfaces throughout the day. The frequency of this cleaning may change depending on the situation.

Michigan NATO members reserve the right to add to this list of workplace procedures as employees return to work. Employees should monitor workplace communications to ensure they are up to date on all health and safety communication.

Conclusion

Michigan NATO members look forward to the future of its employees returning to work. The COVID-19 pandemic has created uncertain times and resulted in unprecedented workplace changes. As communicated throughout this Return to Work Action Plan, we will prioritize the health of our employees every step of the way.

We will execute on our plan cautiously, following applicable state and local guidance where possible. We also understand that each employee's needs and situations will be different as our doors begin to reopen. Employees should discuss any concerns they have about returning to work as it relates to their personal health or situation with their manager or Human Resources function.

RETURN TO WORK

Finally, we ask that our employees exhibit patience and understanding of the fact that the COVID-19 pandemic may require our Michigan NATO members' plans to change. Employees will be given as much notice as possible in the event of an unforeseen setback or mandated closure.

Employees should direct questions regarding the content of this document to their management team or Human Resources function. Furthermore, while the strategies highlighted in this document can protect workers from COVID-19, it's important to follow CDC guidance at all times. For more information, click [here](#).

CUSTOMER EXPERIENCE ACTION PLAN

CUSTOMER EXPERIENCE ACTION PLAN

Before Guests Arrive

Michigan NATO members will strive to act in a fashion, and clearly communicate, that its members are committed to the safety of their guests in the reopening process and in the conduct of their respective businesses thereafter. If available, a reserved seating/ticket process will be instituted which manages the number of tickets sold with the capacity limitations to facilitate social distancing.

Online Ordering/Cashless Transactions: Guests will be strongly encouraged to take advantage of online ordering of tickets.

Changes in Operating Processes: Guests will be informed about changes in operating practices including encouraging guests to stay at home if they are sick (refunds available), and expectations of social distancing upon arrival.

Upon Arrival at the Theater

Signs will be posted at the entranceways notifying guests of the steps being taken to ensure a safe environment.

Guest Facing Entranceway Signage Includes

Signs asking guests to STOP if they have symptoms of COVID-19 or are sick and ask them not to enter the theater

Signs highlighting that we are enforcing social distancing and asking guests to follow this practice

Signs emphasizing the need to have guests support the business practice changes so that we can create a safe environment for all

Commitment to Hygiene, Safety and Cleanliness

The availability of hand sanitizer and wipes will be increased throughout the theaters, from entrance to exit.

Frequently touched surfaces (including railings, counters, kiosk, etc.) will be cleaned for both guests and employees.

Signs will be visible to guests when formal cleaning is underway, restrooms specifically.

CUSTOMER EXPERIENCE ACTION PLAN

Social Distancing

Removable signage and graphics will be placed throughout the building to reinforce the importance of and the adherence to social distancing guidelines.

Floor markings will be put down to indicate social distancing in the following key areas:

- **Concession stand and doorman**
- **Soda self-serve stations**
- **Restrooms**
- **Queuing lines**

WHILE IN AN AUDITORIUM

Initially and until the risk of viral transmission subsides, seating in auditoriums will be limited to:

- **50% of capacity for traditional auditoriums; or**
- **1 guest per every 36 square feet of auditorium space when such spaces have been outfitted with reclining chairs.**

Where available, Members will use their ticketing software to leave 1 to 2 empty chairs between unrelated parties. If such measures cannot be achieved through the use of technology, ushering will be employed to achieve the desired result. This will allow for social distancing.

WHEN EXITING

To reduce common touchpoints on door handles, doors will be propped open where practical. Exit doors will be cleaned frequently.

During the reopening planning process, changes in the facility will have been evaluated to ensure compliance with government regulations as well as practical business operations. All changes are intended to reinforce with employees and guests the importance of safety and health while maintaining an enjoyable movie-going experience.