



COVID-19

# RE-OPENING PLAN

## Up for the Challenge

New Yorkers know how to come back strong. The nation's hardest-hit region will once again show everyone what resilience is. And when New York re-opens, our retail properties will be part of the story.

We're proud of what our properties mean to New Yorkers. We employ more than 11,000 people year-round, and we are committed to responsibly getting all of you back to work. You are vital partners at our properties, and we know how challenging this extraordinary time has been. Like you, we are committed to the health and wellness of our employees, guests and communities — and our operational approach will be tailored for our busy, high-traffic New York properties.


More than anything, we look forward to working together with you to rebuild our businesses and welcome people back when New York is ready for us.



# Resources for New York Retailers

We are a longstanding community partner in New York — during the current health and economic crisis and always.

We've created a special place, tailored just for you, New York — our [New York Resource Page](#). From our Retailer Re-Opening Guidelines to our continued effort to bring you the latest news on everything from the Small Business Administration Paycheck Protection Plan to a range of New York-only public and private sources for aid to businesses. We are in direct communication with local officials to understand our unique needs for re-opening. We will work closely with you to ensure all aspects as we are committed to our mutual success.



For Our New York Partners

## Welcome Back

### New York Re-Opening Resources

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#### Operational Re-Opening Guide

We're excited to share our initial operational plans to support the return to business: the time when stores, restaurants, and experiences at our properties will be able to say, "Welcome Back!" Macerich properties are where people want to go for connection as well as commerce, and we are eagerly anticipating how and when we can return to this important place in people's lives.

We hope you will take a look at our plans for putting everyone at ease as our properties re-open.

[READ HERE](#)

[Macerich.com/NY\\_ReOpeningGuidelines](https://Macerich.com/NY_ReOpeningGuidelines)





# Communication

## MERCHANTS

- Upon notification of a government ordinance allowing shopping centers and/or retail uses to re-open, the local Property Manager will reach out to all local merchant contacts and our Leasing Managers will reach out to corporate merchant contacts to communicate re-opening logistics. These logistics include, but are not limited to opening date, hours of operation, and safety protocols.
- Merchants are encouraged to reach out to their corporate or local Macerich contacts with any questions, input or specific needs. Your feedback is essential as we are committed to assisting you with a seamless re-opening.

## GUESTS

Macerich properties will warmly welcome our guests back to our centers and stores through a variety of communication channels. “Welcome Back” signage and informative messaging, including adherence to CDC guidelines, will greet guests to provide a sense of safety, cleanliness and express our gratitude.

We will keep our guests apprised of the latest information on our property websites, via email and on various social media channels. As always, partnering with our merchants for shared success remains a top priority. Just as before this crisis, merchants will continue to be provided with a variety of opportunities to amplify messages and promotions through our digital platforms and on-mall activations. Additionally, we have built strong, lasting relationships with our local media outlets, and as we emerge, we will be a platform from which to help shine a positive light on the continued recovery.

We are committed to find ways to make the shopper experience a bit better each and every day, and strategies will evolve as we are laser-focused on helping our merchants’ businesses recover.



# The Plan

## OPERATING HOURS

- Upon reopening, operating hours will be Monday-Saturday 11 AM – 7 PM, Sunday 12 PM – 6 PM.
- Retailers, restaurants and other businesses with exterior entrances may extend their hours, as local ordinances allow.
- In order to support tenant productivity, we plan to continually analyze shopper traffic and behavior and will modify hours as necessary.

## GUEST EXPERIENCE

As we welcome guests back, we are committed to providing a comfortable, positive shopping experience while adhering to government ordinances.

- We will post signage requiring compliance with all government orders regarding social distancing and personal protective equipment as applicable (masks, gloves, etc.).
- Directional signage will be added to entrances where possible to provide appropriate spacing for entering and exiting.
- Hand sanitizing stations will be strategically placed throughout each property in high-traffic, high-touch areas.
- Food court and common area seating will be modified to meet social distancing requirements.
- Restrooms will be modified to provide appropriate social distancing between individuals. Queuing will also be implemented where necessary.
- Play areas and certain high-touch amenities will not be available for use until further notice. Signage will be posted informing guests.
- Large event activations will be suspended until further notice.





## HEALTH, WELLNESS & CLEANLINESS

Health, wellness and cleanliness are our top priorities. We are following cleaning protocols and products approved by the CDC, and we are communicating our efforts with on mall signs to put our employees and customers at ease.

- Intensified, thorough cleaning procedures will continue with a focus on floors, doors, vertical transportation, and other high-touch areas.
- Housekeeping personnel will be visible throughout the day, focusing on high touch areas, and outfitted with gloves, masks and high visibility uniforms.
- Health and well-being signage placed in highly trafficked areas will include reminders like 6 feet social distancing, hand washing and stay home when sick.
- Our vendors and contractors will be required to pre-screen themselves at home prior to coming to our property. Should they exhibit a fever and/or flu-like symptoms, they will be required to stay home. All mall employees will have temperature checks performed prior to beginning work. If an employee has a fever, they will not be allowed to work from the property. We encourage you to employ the same preventative measures.
- Where needed, directional signage will be placed in delivery corridors and service courts to maintain appropriate social distancing.

## TOUCH-FREE INTERACTIONS

- Signage will highlight touch-free amenities available at the center.
- Most properties will provide at least one touch-free entrance.
- Most public restrooms will provide touchless options.



## CURBSIDE PICKUP

- Curbside Pickup may play a role for the immediate future to facilitate sales. Various degrees of this program will be implemented at our properties based on demand.
- For centers where there is demand, we will work with you to do what's right. Due to space limitations, designated spaces in garages or other locations may be used.
  - Designated Curbside Pickup areas will be clearly marked with signs and participating merchants will be featured on all of our digital and social channels.
  - We will designate at least one central Curbside Pickup area with signage. If merchant demand is high, we may increase the number of designated Curbside Pickup areas.
  - Once guests arrive to the designated area as communicated by the store when making their purchase, they contact the store as instructed, and their products are delivered by store employees to the identified Curbside Pickup area.

## GUEST QUEUING

- Social distancing signage will be placed in front of elevators, escalators and throughout the food court for queuing purposes.
- If the number of customers inside your store is exceeding your ability to maintain appropriate social distancing, consider using a text message queuing service. If your company does not already have such a platform, several options are included below.
  - [Nemo Queue](#)
  - [QLess](#)
  - [Wave Tec](#)
  - [Queue Mobile](#)

## WE'RE READY

We will continue to follow updates on New York government ordinances pertaining to reopening our centers. We will work closely with you to ensure all aspects of this recovery are communicated quickly and completely. We are committed to our mutual success. If you have any questions, please contact the local Property Manager or us at [MacChat@Macerich.com](mailto:MacChat@Macerich.com). Stay well!