



SONOMA VALLEY SAFE - BUSINESS READINESS TO REOPEN

As Sonoma Valley gradually returns to living in a post-COVID world, we must all accept the responsibility to protect our community. In that spirit, Sonoma Valley Chamber, Sonoma Valley Vintners & Growers Alliance and the Sonoma Valley Visitors Bureau have developed **Sonoma Valley Safe** to support our businesses in taking the necessary steps to keep customers and employees safe and communicate with our guests that Sonoma Valley is committed to maintaining the highest safety standards to protect the health and welfare of employees, guests, and our community while providing world-class hospitality.

In order to become a **Sonoma Valley Safe** business, please certify that you have done the following:

Business Mitigation Checklist

- Review the [Business Mitigation Checklist](#). As you build your business plan to incorporate the necessary protocol to reopen once allowed by local and/or state health orders, review the checklist, required by the Sonoma County Health Officer, to ensure you are meeting or exceeding necessary requirements to reopen.

Best Management Practice Guidelines

- Read the [Best Management Practice Guidelines](#) for suggested approaches to quickly and safely reopen your business, once allowed by local and/or state health orders.
 - ✓ [Tasting Room Guidance by California Wine Institute](#)
 - ✓ [Industry Guidance for Dine-In Restaurants](#)
 - ✓ [Industry Guidance for Hotels and Lodging](#)
 - ✓ [Industry Guidance for Retail](#)

Business Self-Certification Assessment

- Prior to reopening, complete the Sonoma County [Business Self-Certification Assessment](#), committing to meet or exceed the requirements of the Business Mitigation practices put into place by the County of Sonoma to prevent the spread of COVID-19.
- Download and print your certificate. Businesses should retain a copy of the Self-Evaluation & Certification certificate on-site at the business location.
- Once your business is self-certified, complete the [Sonoma Valley Safe certification form](#), acknowledging your commitment to comply and to implement all applicable State and County guidance documents to protect the health and welfare of employees, guests, and our community while providing world-class hospitality.



Download, Print & Post Signage

- Once your **Sonoma Valley Safe** certification form has been submitted via the online form, you will receive an email with a link to the **Sonoma Valley Safe** dropbox folder featuring the SVS digital assets. You are encouraged to use these assets to develop signage for your place of business. Consider the following:
 - ✓ Provide signage at each entrance of the facility to inform employees and customers of requirement to wear face mask while inside your place of business.
 - ✓ Provide signage regarding the social / physical distancing protocol at the facility; persons to maintain a minimum six-foot distance from non-household members as much as practicable and not engage in any unnecessary physical contact.
 - ✓ Provide signage regarding proper hand washing techniques posted at all handwash sinks.

Share your Status

- Share your **Sonoma Valley Safe** certification by incorporating the **Sonoma Valley Safe** mark on the following:
 - ✓ Business website
 - ✓ Social media outlets
 - ✓ Printed collateral, i.e. menus, handouts, in-room guides
- Display window cling in entry of place of business. Window clings will be available in early June; you will be notified when you can pick up.

SonomaValleySafe.com

- All **Sonoma Valley Safe** certified businesses will be listed on www.SonomaValleySafe.com.

Questions?

- Contact any of the following:
 - Sonoma Valley Chamber of Commerce – info@SonomaChamber.org
 - Sonoma Valley Vintners & Growers Alliance – info@SonomaValleyWine.com
 - Sonoma Valley Visitors Bureau – info@SonomaValley.com

