

UTAH'S CINEMA PROMISE

Section 1 – Introduction

What is Utah's Cinema Promise?

Utah's theatre exhibitors, in collaboration with statewide elected officials and health experts, recommend that individual owners and operators design and implement voluntary commitments and practices regarding the health and safety of their employees and customers, resulting in "Utah's Cinema Promise." This promise correlates with the state's "Utah Leads Together" plan and its specific industry guidelines for all phases of COVID-19 stabilization and recovery. "Utah's Cinema Promise" was developed to help instill comfort and confidence that cinema operators will take appropriate actions to mitigate the spread of COVID-19 among employees and customers.

Theatre exhibitors will continue to comply with federal, state, and local guidance throughout the re-opening and recovery process. Under "Utah's Cinema Promise," operators will empower customers to learn what they can do to keep everyone safe. Together, employees and guests can work together to keep the cinema landscape vibrant in Utah.

Who can participate in the Utah Cinema Promise?

All theatre exhibitors that are re-opening auditoriums, lots, and concession areas.

How should participating theatre exhibitors communicate the commitments of Utah's Cinema Promise?

Those who choose to participate will communicate their commitments to employees and monitor compliance. Customers can easily learn of a theatre exhibitor's commitment via notices posted at entrances, as well as any existing social media and websites.

Section 2 – Theatre Exhibitor Responsibilities & Options

How do theatre exhibitors participate?

Theatre exhibitors will comply with governmental guidance and CDC recommendations for all phases of re-opening and recovery. We commit to help protect our employees and customers in the following ways:

- Theatre exhibitors will continue to be leaders in safe sanitization practices and have all team members continue safe food handling to ensure patron confidence.
- All staff will be encouraged to complete a health survey prior to each shift (recommend using the Utah Healthy Together app).
- All seating options will comply with the "Utah Leads Together" plan's physical distancing guidelines.
- Hand sanitizer or alcohol packets/wipes will be available for employees and customers.

- Theatre exhibitors promise to clean and sanitize common areas and contact surfaces regularly.
- Seats, tables and commonly used/touched hard surfaces will be sanitized after every use.
- Operators will provide single-use materials for refillable items (such as tubs and mugs) until Utah's risk index reaches "green".
- All condiments and utensils will be single-use; menus will be single-use or wiped down and sanitized after every use.
- All theatre exhibitors will post at the entrance of each theatre or lot that they commit to "Utah's Cinema Promise" so everyone understands the steps operators are voluntarily taking to help keep our communities safe and healthy.

Section 3 – Options for Consideration

Theatre exhibitors are already required to comply with Utah's safe food handling requirements and routine practices, which go a long way toward fulfilling the commitments in "Utah's Cinema Promise," but below are options for consideration that theatre exhibitors can follow, but are not specifically required to follow, in order to comply with the commitments in "Utah's Cinema Promise":

- Employees are easily identifiable, and customers can easily recognize that cleaning and sanitization measures are in place.
- Employees shall wear protective face coverings in keeping with public health guidelines relating to COVID-19.
- In dining areas, limit table capacity in accordance with recommended guidelines, which will evolve during each phase of the "Utah Leads Together" plan.
- Where physical distancing isn't possible at points of sale, consider the use of partitions where appropriate.
- Tables that don't allow for proper social distancing must be taken out of service or removed from the area, so that they clearly are not in use.
- Use signs and/or floor markings to help customers comply with social distance guidelines in common areas.
- Encourage no-contact payment options like credit cards or online payment options.
 - Disinfect between transactions at points of sale.
- Where possible serve grab-and-go food items.
- Discourage congregating.
- Encourage patrons purchasing tickets in the same household maintain a recommended safe-distancing radius from others within auditoriums.
 - For reserved-seating facilities, facility capacity is dependent on ability to block reserved seats (demonstrated on digital seat map) to ensure a safe radius
 - For theatres without non-reserved seating capabilities, auditorium capacity should be limited according to current social-distancing guidelines
- Minimize person-to-person contact where possible.

Section 4 – Customer Responsibilities & Options

Why are customers included in “Utah’s Cinema Promise”?

Together, we all have a responsibility to follow public health guidelines and standards to prevent the spread of COVID-19.

What behaviors does “Utah’s Cinema Promise” ask of customers?

- For the health and safety of others, if you been exposed to COVID-19 recently or have symptoms of COVID-19 (including fever, cough, body aches or shortness of breath), please postpone your attendance until you are feeling well.
- If you have questions about “Utah’s Cinema Promise,” ask for a manager.

What can theatre exhibitors do to help customers comply with recommended behaviors?

We will provide a sanitized and clean environment with minimal person-to-person contact.

Section 5 – Additional Resources & Next Steps

What resources and support are available related to “Utah’s Cinema Promise”?

Utah’s theatre exhibitors will share information about “Utah’s Cinema Promise” with elected officials, the public, allied groups and associations, and the media to assure customers and policymakers that Utah’s theatres and lots stand ready to re-open safely in keeping with these commitments.

UTAH THEATRE EXHIBITORS

AT A GLANCE



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