

## Businesses

### Sanctuary On Park

### Bards Alley Bookshop

#### **Sanctuary On Park**

Hello Vienna! My name is Elizabeth Ernst. I am the owner of Sanctuary On Park, a wellness center in the heart of Downtown Vienna.

I was starting to miss getting massages, so I figured my clients were too. The problem is, massage is the polar opposite of social distancing. What to do?

Wash your hands! Clients are now required to wash their hands upon arrival. (a squirt of hand sanitizer can't compete with proper hand washing.)

Fresh Air! Sanctuary on Park has plenty of natural sunlight & fresh air. My space opens out to a courtyard with trees. In every season, I now open the window in my treatment room to let in the fresh air between sessions!

I now limit appointments to 2 per day with ample time in between to clean and disinfect. Fewer clients limit exposure for everyone.

1 full hour to clean and sanitize between appointments. I follow American Massage Therapy Association (AMTA) & CDC guidelines to make my work as safe as possible. Clean clean clean. Every room now contains a Hepa air purifier with UV light.

These are all positive changes, which we will modify a bit with herd immunity but definitely adopt for the future.



Stay Healthy,  
Elizabeth Ernst  
Owner, Sanctuary On Park  
February 2021



#### **Bards Alley Bookshop**

I can clearly recall the day before we had to close our doors. Amy (our buyer) and I knew changes were coming, but we just didn't know the scope. We needed to absorb all of what we had been hearing, so we walked across the street to Bazin's for a late lunch at the bar. Julie was there, and we talked about the different scenarios we could expect. We

were all fairly quiet and subdued. Little did we know that the next day much of our conversation would come true. When the foundation of your business is a brick-and-mortar location, adherence to COVID guidelines takes a lot of adapting. What do you mean we can't allow anyone in the store? That's where the books are! We had to find a way to not only stay in business, but be there for our customers, as well. You see, when stay at home orders came into effect, books became a kind of solace for people, not to mention puzzles, so many puzzles. The first month was hell, but then came some relief. We were able to bring back some employees through federal and local assistance. Our team showed real grit as we implemented online ordering, manned the phones, and answered email after email. We partnered with Bikes@Vienna for home delivery by bicycle. We invented a curbside pickup system. We started Bards Alley Cares in order to get books into the hands of those who needed them most. We made our store safe for in store browsing. We did whatever it took to help our customers feel comfortable and safe. Oh, and we drank a lot of Madeira. It has a long shelf life and we were in for the long haul. Now, we are getting vaccinated, seeing regulars who have not been here in over a year, and dreaming about possibly having an in-person event in the Fall. Amy and I are really looking forward to that long overdue lunch at Bazin's.

Jen Morrow  
Owner Bards Alley Bookshop  
April 2021

