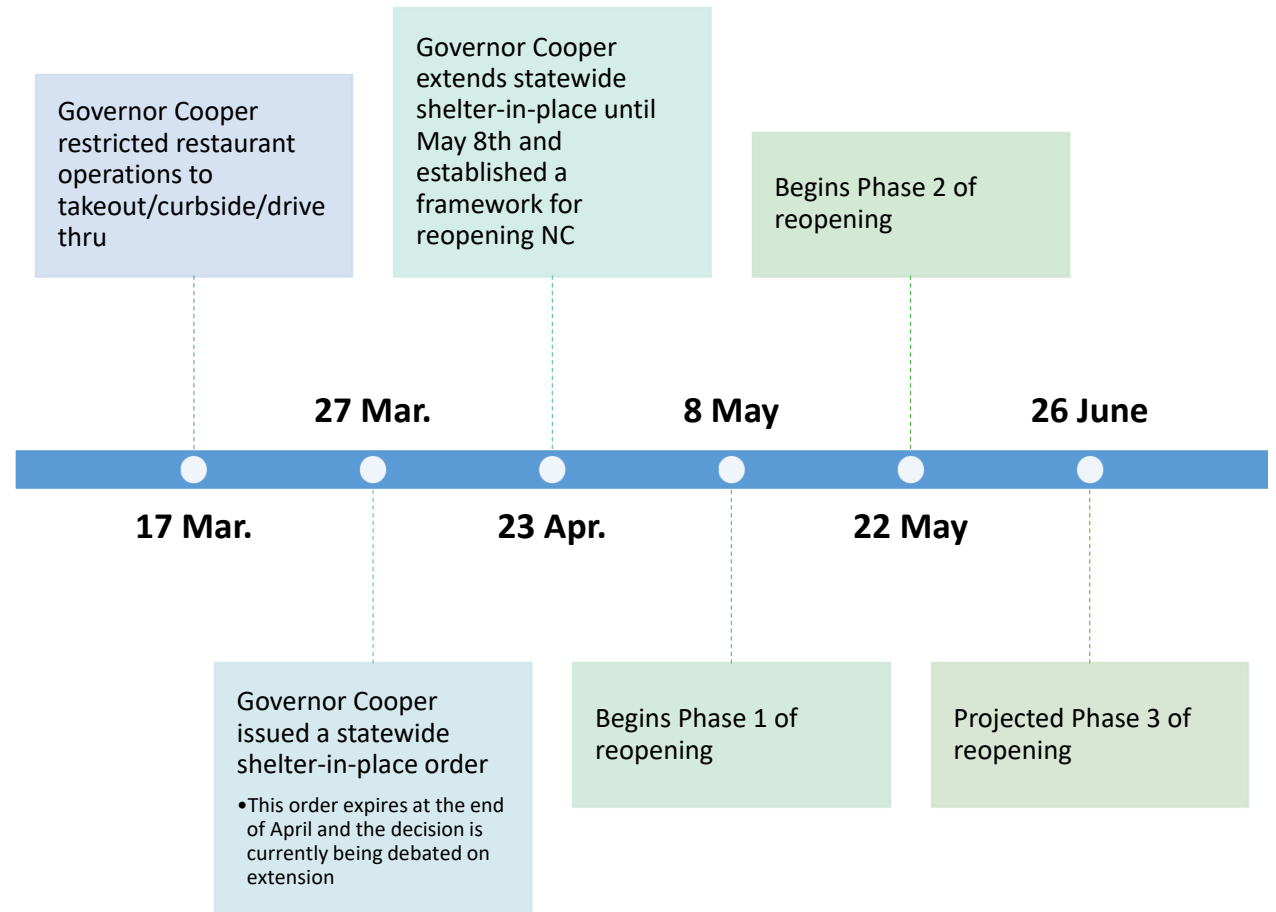




NCRLA

NC Restaurant
& Lodging Association

COVID-19 Crisis Overview





NCRLA Serving as Primary Resource for Industry

NCRLA COVID-19 Response



Support NC Hospitality Workers/Relief Fund



Advocate for the industry



Answer questions/support restaurateurs and hoteliers



Provide information –website, newsletters, e-blasts



Media



Quantify Impact



Re-opening/Recovery

COVID-19
Gov. Cooper
Administration
E.O. No. 118

Closed Restaurants for dine-in service as of March 17

Identified Restaurants as Essential services —
Drive Thru, Take Out, Delivery

Identified Hotels as Essential services —
never closed or restricted

Declared State of Emergency — SBA Loans

Changes to UI for employees

No-penalty tax delay until July 15, 2020

COVID-19
Gov. Cooper
Administration
E.O. No. 121
March 27, 2020



State of North Carolina

ROY COOPER
GOVERNOR

MARCH 27, 2020

EXECUTIVE ORDER NO. 121

STAY AT HOME ORDER AND STRATEGIC DIRECTIONS FOR NORTH CAROLINA IN RESPONSE TO INCREASING COVID-19 CASES

WHEREAS, on March 10, 2020, the undersigned issued Executive Order No. 116 which declared a State of Emergency to coordinate the State's response and protective actions to address the Coronavirus Disease 2019 (COVID-19) public health emergency and to provide for the health, safety, and welfare of residents and visitors located in North Carolina ("Declaration of a State of Emergency"); and

WHEREAS, on March 11, 2020, the World Health Organization declared COVID-19 a global pandemic; and

WHEREAS, on March 13, 2020, the President of the United States declared the ongoing COVID-19 outbreak a pandemic of sufficient severity and magnitude to warrant an emergency declaration for all states, tribes, territories, and the District of Columbia pursuant to Section 501(b) of the Robert T. Stafford Disaster Relief and Emergency Assistance Act, 42 U.S.C. 5121-5207 (the "Stafford Act"); and

WHEREAS, on March 13, 2020, the President of the United States pursuant to Sections 201 and 301 of the National Emergencies Act, 50 U.S.C. § 1601, *et seq.* and consistent with Section 1135 of the Social Security Act, as amended (42 U.S.C. § 1320b-5), declared that the COVID-19 pandemic in the United States constitutes a national emergency, retroactive to March 1, 2020;

Saw Hotel Occupancy Plummet/Layoffs

Eviction Issues/Hotels/AG's office

Pivoted to serve essential and relief workers

NC Legislature Convenes COVID Committees

- NCRLA invited to testify and spoke on behalf of industry on March 31
- Lynn Minges, Amber Moshakos and Vinay Patel spoke on behalf of industry
- NCRLA continued to engage with both chambers



Legislative Items Passed

- \$125 million small business loan program
- \$5 million to VisitNC for tourism promotion when possible
- Liability release provision for essential businesses from lawsuits over COVID-19 contraction by employees and customers
- Ease of restrictions in unemployment filling
- Negotiated a school calendar compromise for the 2020-2021 school year and protected the calendar going forward.

On April 30, NCRLA asked Gov. Cooper to open restaurants and introduced NC Restaurant Promise



In closing, we urge you to allow restaurants to begin to offer social distanced patio and dine-in service as soon as possible. We are inspected, regulated, and trained — and we, along with the 550,000 members of our NC hospitality community, are ready to get back to work.

Sincerely,

Lynn Minges
President & CEO

NCRLA | NC Restaurant
A Lodging Promise

The Honorable Roy Cooper
Governor of North Carolina
2021 Mail Service Center
Raleigh, NC 27699

April 30, 2020

Dear Governor Cooper,

We know that COVID-19 is both an unprecedented public health and economic crisis for our country, our state, and our communities, and we appreciate the leadership that you have shown in navigating North Carolina through this emergency. Much of our state's economy has been shut down by the pandemic and subsequent executive orders, and North Carolina businesses and the people who work in them are hurting.

North Carolina's restaurants are in trouble. They have been the most devastated of any industry, with the current prohibitions on dine-in service leading to more than 350,000 restaurant employees being laid off or furloughed and nearly 75% of all restaurant locations closed or operating at very limited capacity. With each passing day, the outlook becomes more dire for these businesses to survive.

In a recent survey of NCRLA member restaurants:

- 77% said their sales were down 75% or more
- Only 15% of those who applied for the PPP federal relief program received funds. The majority — 65% who applied did not receive loans.
- 65% of those surveyed said their business wouldn't be open if it remained closed for 2 months or more
- Only 15% of restaurants surveyed said they could survive a business closure of more than 2 months

North Carolina restaurants, working closely and in partnership with the NC Department of Health and Human Services and local health inspectors who regulate our industry, have always operated with an intense focus on safety — food safety, employee safety, and guest safety. NC restaurants are currently offering curbside, drive-thru, and delivery helping meet NC food needs and offering a glimpse of relief and normalcy to our customers. As businesses across our state begin to reopen, restaurants are able to safely offer patio and dine-in service with appropriate social distancing and other procedures we will follow to keep our employees and our guests safe.

NCRLA has been working diligently with public health experts and restaurants of all sizes to develop standards that can be adopted across the state to allow for a safe and thoughtful reopening. This collaborative effort, led by more than 600 restaurants, across the state

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NCRLA | NC Restaurant
A Lodging Promise

and representing every sector of the foodservice industry, submitted with the "North Carolina Restaurant Promise" — a list of public health commitments reflecting CDC guidance that NCRLA is asking restaurants and their customers to make to each other. As you and other leaders continue to emphasize, safely reopening depends on a partnership between businesses and their customers. North Carolina restaurants are experts in safety, sanitation, and customer satisfaction, and we know that these values will continue to drive their decision making.

Therefore, the North Carolina Restaurant and Lodging Association encourages you to strongly consider allowing restaurants to begin to offer socially distanced patio and dine-in service as soon as possible. Every week that goes by will claim another percentage of restaurants that will never reopen, jobs that will disappear permanently, and communities that will be left without their local restaurants — businesses that are so often the cornerstone of their downtowns and neighborhoods and fuel so much economic development. The federal relief offered in the CARES Act targets those in need for restaurants that are closed or operating at deeply diminished capacity.

Reopening restaurants in mid-May for patio and dine-in service could be the difference between survival and permanent closure for many restaurants. North Carolina restaurants pledge to do everything in our power to operate with a heightened focus on health, hygiene, sanitation and safety — for our employees, our guests, and our communities. We have already worked with our regulators, the local health sanitarians who regularly inspect restaurants, to produce recommended guidelines for reopening restaurants in North Carolina, and the National Restaurant Association, with an expert panel, produced "[Reopening Guidelines: A Guide for Restaurant Operators](#)".

Above all, NCRLA is committed to a sustained recovery, and so we will continue to work closely with our members, policymakers, customers, and allied partners to ensure that the re-opening of patio and dine-in service is as safe and successful as possible. We look forward to the day when restaurants can again be the cornerstone of our communities, providing essential jobs while helping move North Carolina's economic engine as our state our continue to offer the essential services necessary to us. Together we can get through this crisis and emerge stronger on the other side.

In closing, we urge you to allow restaurants to begin to offer social distanced patio and dine-in service as soon as possible. We are inspected, regulated, and trained — and we, along with the 550,000 members of our NC hospitality community, are ready to get back to work.

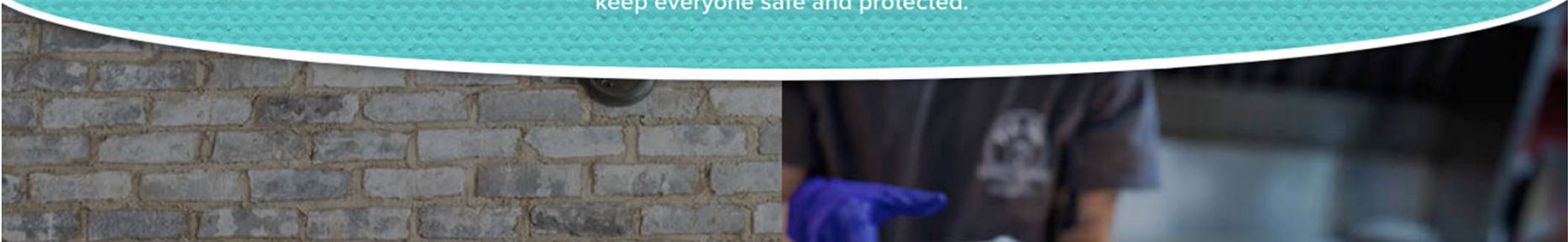
Sincerely,

Lynn Minges
President & CEO

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As North Carolina's restaurants, hotels, attractions and businesses reopen after the COVID-19 stay-at-home order, Count On Me NC is a mutual pledge and public health initiative that empowers guests and businesses to help keep everyone safe and protected.



★ TRAINING MODULES ★

At the completion of training, you'll receive a printable Count On Me NC certificate and be featured on our list of participating businesses. You'll also get access to a Count On Me NC toolkit that includes social media assets and other materials to help you show guests and staff that you've gone above and beyond to protect their well-being.



Restaurant: Owners & Operators
Learn how to help ensure the well-being of everyone who enters your restaurant.

[GET STARTED](#)



Restaurant: Front of House Staff
Implement best practices for staff who regularly interact with guests and customers.

[GET STARTED](#)



Restaurant: Back of House Staff
Follow procedures designed to increase health and safety behind the scenes.

[GET STARTED](#)



All Businesses: Cleaning and Disinfecting Surfaces for COVID-19 Management
Learn protocols for cleaning and disinfecting to help keep everyone in your establishment safe.

[GET STARTED](#)



General Best Practices for COVID-19 Management
Understand the steps you can take to support the well-being of others.

[GET STARTED](#)



COVID-19 BUSINESS TRAINING

As you begin to welcome back staff and guests, evidence-based COVID-19 training developed by public health officials and food safety experts will provide a vital roadmap for reopening your business. Each module contains best practices and procedures that will give your staff and guests the confidence you're doing everything possible to ensure their safety.

★ **TRAINING MODULES** ★

COUNT ON ME NC BUSINESSES

Check back for a regularly updated list of Count On Me NC businesses who have completed industry-specific COVID-19 training.

FILTER BUSINESSES

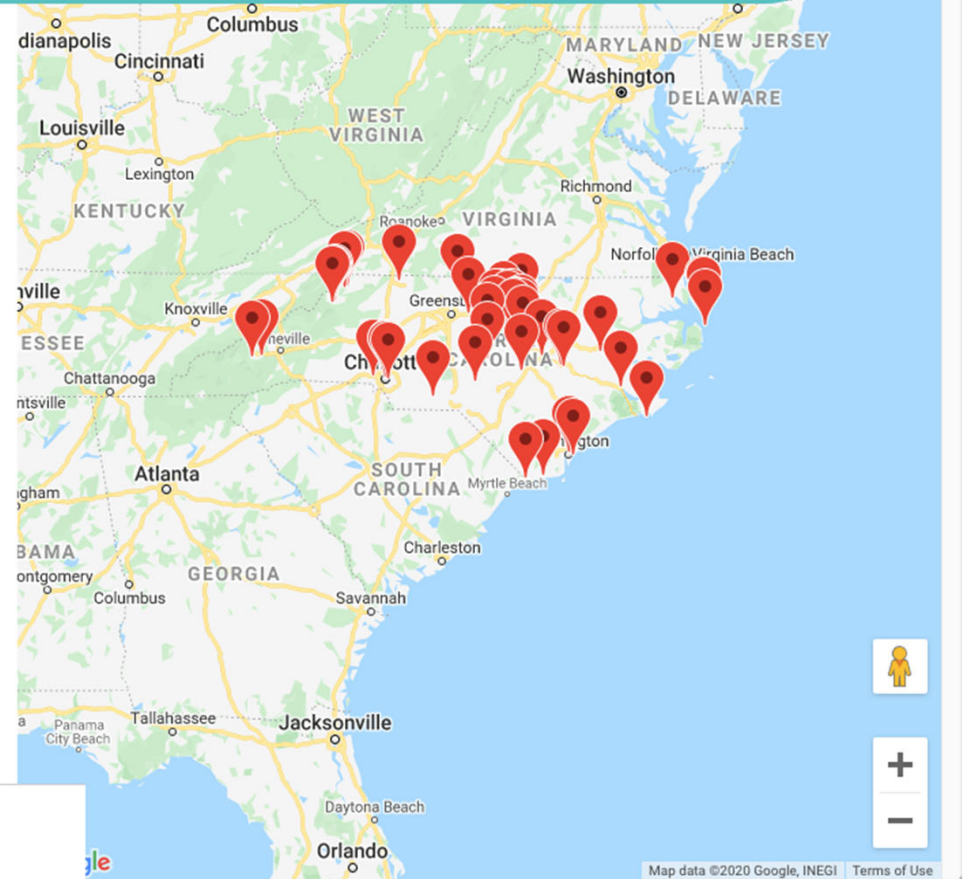
Search by Business Name

Search by City

- Restaurants/Bars
- Hotels/Lodging
- Outdoors/Attractions

- Other
- Retail

SEARCH



Press Briefing with Gov. Cooper on 5/22

The image is a screenshot of a video recording of a press briefing. It features a woman in a blue top speaking at a podium with the word "EMERGE" visible in the background. In the bottom left corner, there is a smaller inset showing a sign language interpreter. The right side of the image is dominated by a large teal graphic with the text "Count ON ME NC" in white. The graphic also includes a small "Count ON ME NC" logo in the top left corner and several logos at the bottom: NC STATE EXTENSION, the North Carolina Department of Health and Human Services, NCRLA, and the NC logo. The UNC TV logo is visible in the bottom right corner of the graphic.

Campaign Metrics



- 10,000 individuals have taken the training
- 37,380 courses completed
- 5,000 unique participating businesses
- 1.5 BILLION media impressions
- 50 webinars
- Supported by \$5 million in promotions/advertising

COVID-19 Gov. Cooper Administration
E.O. No 141 — May 20, 2020

Preparing for Phase 2 Reopening on May 22
What was included:

Restaurants reopen at 50% with restrictions

Essential Services for Restaurants Extended for In-Dining Service

Gave Regulatory Authority to ABC Commission



State of North Carolina

ROY COOPER
GOVERNOR

May 20, 2020

EXECUTIVE ORDER NO. 141

EASING RESTRICTIONS ON TRAVEL, BUSINESS OPERATIONS,
AND MASS GATHERINGS: PHASE 2

WHEREAS, on March 10, 2020, the undersigned issued Executive Order No. 116 which declared a State of Emergency to coordinate the State's response and protective actions to address the Coronavirus Disease 2019 ("COVID-19") public health emergency and provide for the health, safety, and welfare of residents and visitors located in North Carolina; and

WHEREAS, on March 11, 2020, the World Health Organization declared COVID-19 a global pandemic; and

WHEREAS, on March 13, 2020, the President of the United States issued an emergency declaration for all states, tribes, territories, and the District of Columbia, retroactive to March 1, 2020, and the President declared that the COVID-19 pandemic in the United States constitutes a national emergency; and

WHEREAS, on March 25, 2020, the President approved a Major Disaster Declaration, FEMA-4487-DR, for the State of North Carolina; and

WHEREAS, in responding to the COVID-19 pandemic, and for the purpose of protecting the health, safety, and welfare of the people of North Carolina, the undersigned has issued Executive Order Nos. 116-122, 124-125, 129-131, 133-136, and 138-140; and

WHEREAS, more than twenty thousand people in North Carolina have had laboratory-confirmed cases of COVID-19, and hundreds of people in North Carolina have died from the disease; and

WHEREAS, hospital administrators and health care providers have expressed concerns that unless the spread of COVID-19 is limited, existing health care facilities may be insufficient to care for those who become sick; and

WHEREAS, the undersigned and the Secretary of Health and Human Services have

E.O. 141 — What wasn't included

Breweries/Distilleries, etc. (until they were)

Private Bars

Hotel Meeting Space (maximum gathering
10p/25p)

Wedding Venues (maximum gathering
10p/25p)



NCRLA Sent Letter to Gov. Cooper on 5/29

The letter asked for:

- Hotel meeting/banquet space to be reopened
- Event/Wedding Venues be reopened



Governor Roy Cooper
Governor of North Carolina

Transmitted via electronic mail

May 29, 2020

Dear Governor Cooper:

The hotel & lodging industry appreciates the productive steps taken to limit the spread of coronavirus/COVID-19 in our State. The steps you and Secretary Cohen have taken have clearly made a difference in how the pandemic has impacted citizens and businesses in North Carolina.

In your Executive Orders, hotels have been listed as essential businesses. Hotels truly are essential businesses, as they provide accommodations for leisure travelers, local residents who may be temporarily displaced, essential government travelers, first responders, and others who are necessary to fighting the spread of disease. Hotels are also helping at-risk and homeless clients, as well as those engaged in essential businesses and operations, including transportation, logistics and others critical to the state's response.

One of the greatest impacts of the COVID-19 response on the hotel & lodging industry, and the travel & tourism economy in general, has been the limit on events and mass gatherings. The inability of hotels to service any event consisting of more than 10 participants has had the effect of grinding the largest part of our business to a complete stop. A full-service hotel cannot survive without group meeting business.

As North Carolina now takes steps to reopen much of the economy in a safe manner, we urge adaptation of revised limits that are commensurate with the opening of other sectors that will lead to the safe and responsible congregation of groups in confined spaces, consistent with guidelines and practices that have been put into place for restaurants and related businesses.

Hotels that service groups and events are as capable as other establishments in the restaurant and sector in implementing health and safety protocols required to allow moderate crowds in large meeting spaces. Hotel meeting planners regularly create and execute plans for every event, making adaptation to COVID-19 requirements a necessary step to implement in these settings.

Patrick Aiello
Ecolab

Jim Beley
The Umstead Hotel & Spa

Andy Clark
US Foods

Dan Freeland
Concord Hospitality Enterprises

Phil Friedman
Salsarita's Fresh Cantina

Tim Goss
Firehouse Subs

Joel Griffin
Griffin Stafford Hospitality, LLC

Doris Huebner
F & D Huebner, LLC

Burney Jennings
Biscuitville Fresh Southern

Russ Jones
Davidson & Jones

Scott Maitland
Top of the Hill Restaurant,
Brewery & Distillery

Amber Moshakos
LM Restaurants

Tom Pashley
Pinehurst Resorts

Akshat Patel, ex-officio
Comfort Inn – Choice Hotels

Nishith "Nish" Patel
Beacon IMG, Inc.

Shaunak Patel
Parks Hospitality Group

Vinay Patel
SREE Hotels, LLC

Gonza Salamanca
Gonza Tacos Y Tequila

Tom Sasser
Burke Hospitality

Billy Sewell
Platinum Corral, LLC

Jason Smith
18 Restaurant Group

Charles Thompson
The Inn on Biltmore Park

Lauren

Legislative Items We Are Still Fighting For

- Dedicated small business loan program for restaurants and hotels
 - HB 1224 introduced by Republican leadership and bipartisan support — SB 788 companion.
- Allow restaurants and bars to make up reduced capacity by outdoor dining
 - HB 536 passed Senate and House and awaiting action by Governor Cooper.
- Further liability protection past state of emergency
- Allow for restaurants to offer to go and delivery cocktails
- Clarification of meals tax collection and remittance by third-party delivery services
 - Provision in HB 1080 waiting to be heard in House Rules before heading to House floor.
- Additional funding for tourism promotion through VisitNC

The image features a dark grey background with three overlapping blue circles. A white horizontal band is positioned across the middle of the circles. The text "Questions?" is centered within this white band.

Questions?