

Triad Food & Beverage Coalition completes COVID-19 impact study

State and local restrictions imposed to slow the spread of Covid-19 have impacted sales revenue for restaurants, bars, hotels and entertainment venues. Not to mention forced mass layoffs, business shutdowns and radically altered the business model of everyone in the hospitality industry. Independent businesses are now looking to government for help in restarting.

A strong response to the needs of the food and beverage industry is essential to well-functioning state and local economies. Independent restaurants and bars are the economic engine for so many other local businesses - from farms, vendors and suppliers, support services like cleaning and landscape companies, payroll companies, plumbers, marketing agencies and graphic designers, banks, law firms and commercial real estate companies.

Independent bars and restaurants pay a tremendous amount in state and local taxes; we support local charities and schools, and we invest our time and money into improving the place we all live. Collectively, we employ a huge number of people who in turn pay rent, buy cars, shop, go out to eat and otherwise participate in our community life.

Triad Food & Beverage Coalition is assisting local, state, and federal leaders with assessing the impact of COVID 19 on the regional food and beverage community. We plan to leverage aggregate data collected to recommend public policy that can effectively help our small businesses respond and recover from the pandemic.

KEY DATA FINDINGS:

- Triad Food & Beverage Coalition conducted a study to measure the impact COVID-19 business restrictions are having on the industry. The organization surveyed 100 operators throughout the region – restaurants (86%), bars (11%), caterers and food trucks (3%).
- The company size for the respondents; 1-5 employees (23%), 6-10 employees (16%), 11-20 employees (30%), 21-50 employees (20%), more than 50 employees (11%)
- According to the survey, 52% of all respondents saw a 50% or more drop in sales revenue over the past six months with only 2% reporting flat sales or no impact. Only 11% recorded “moderately down” sales revenue (10-20%)
- When asked “what adjustments have you made to your operations” – top five responses; new hours of operation, fired or laid off staff, close temporarily, increasing marketing, and offering takeout, curbside, or delivery.
- When asked “what business resources do you need most urgently” – top five responses; capital, assistance for employees, marketing, governmental support, and technical assistance.
- When asked, “how much capital do you need” – 0-\$5,000 (7%), \$6,000-\$10,000 (14%), \$11,000-\$20,000 (16%), \$21,000-\$30,000 (24%), more than \$30,000 (39%).
- According to the survey, 52% of respondents had to layoff or furlough at least ten (10) employees in the past six months with nearly 100% expected more staff changes.

- When asked to respond to the following statement - “the federal government’s response has been helpful” – over 95% “somewhat disagree”.
- When asked to respond to the following statement - “my bank has been supportive during this process” – over 95% “somewhat disagree”.

More about Triad Food & Beverage Coalition:

Our Mission - To promote a healthy food and beverage community by providing members with strategic programming, marketing assistance, operational support, and direct input on governmental affairs and administrative public policies that encourages regional economic growth.

Core Objective - Organize and bring together the different operators of our food and beverage community and to benefit from strengths found in unity. Our goal is to present a unified and consistent message. The coalition will be a positive partner with the community, while actively participating in discovering solutions to issues challenging the community at-large.

[North Carolina Mayors would like restaurants to receive \\$120 billion in aid](#) in the next coronavirus stimulus package – especially as cases [rise](#) and [restaurants](#) are no longer to provide outdoor dining service. [Leaders called on the U.S. Senate](#) to immediately take up and pass the RESTAURANTS Act that provides restaurants, bars, and food trucks with industry specific federal aid so we can beat this pandemic and sustain local small businesses.

American voters [overwhelmingly approve of significant federal funding for states, cities and towns](#) to overcome the devastating economic effects of the coronavirus on the economy and essential public services. Economists also agree that industry specific aid is a smart investment and project that passing the RESTAURANTS Act would generate a \$4.7 billion economic benefit for North Carolina. The Independent Restaurant Coalition has also [called](#) on the Senate to urgently pass industry aid to prevent massive layoffs and permanent closures. Food services account for 8.7% of all employment in North Carolina.