

Covid-19 Industry Update 24 – Wilmington and Beaches CVB

Topics covered: Seasonal Workforce Shortage, Small Business Association Resources, NHC Tourism / National Travel & Tourism Week Webinar (May 4) for Partners & More News

April 16, 2021

Greetings to Travel Partners,

As peak season fast approaches our industry faces new challenges to meet increasing pent-up travel demand as Covid-19 restrictions ease. As we continue to encounter challenges created by Covid-19, the Wilmington and Beaches Convention & Visitors Bureau shares the latest research, advocacy efforts, resources and news with partners and stakeholders. In addition to financial assistance to hospitality businesses, this update includes suggestions to develop our workforce and fill seasonal employment needs.

CURRENT CORONAVIRUS UPDATES

EXECUTIVE ORDER 204: N.C. Gov. Roy Cooper announced on March 23 that he is lifting capacity restrictions for restaurants and easing capacity limits for bars, meetings spaces and venues. Additionally, on-site alcohol sales restrictions are lifted through April 30, 2021. Click here for highlights of [Executive Order 204](#) and for more [FAQs for Executive Order 204](#) that outline the major changes, what stays the same, and provides additional clarification.

SMALL BUSINESS ASSOCIATION UPDATES:

Restaurant Revitalization Fund: A “phased launch” of the Restaurant Revitalization Fund (RRF) grants program is expected to begin in April, with priority going to businesses owned by women and veterans, as well as to socially and economically disadvantaged restaurants as specified by Congress. Applicants for RRF grants do not need to register for a DUNS number or register with the System for Award Management (SAMS). Hundreds of thousands of applicants are expected. The National Restaurant Association's [RRF news hub](#) and Restaurant Revitalization Grants [FAQ document](#) are updated regularly and always have the latest information.

Paycheck Protection Program (PPP): Funds for PPP are expected to dry up before the extended May 31 deadline for businesses to request aid.

Targeted Economic Injury Disaster Loan (EIDL) Advance: The SBA is launching a new Targeted EIDL Advance program, providing up to \$10,000 in grant assistance. If you received the EIDL Advance last year in an amount less than \$10,000, you may be eligible to receive the difference up to the full \$10,000. Eligible businesses must be located in a low-income community, must have suffered an economic loss greater than 30 percent, and must have 300 or fewer employees. For details, [click here](#).

Shuttered Venue Operators Grant (SVOG): The SBA relaunched the application portal for the SVOG program and began accepting applications for qualifying businesses

on April 8. Qualified applicants need to register with the [System for Award Management](#) in order to be eligible to receive a SVOG. The SBA also released a preliminary checklist of documents that applicants may be required to submit, which is available [here](#).

VACCINATION UPDATE: On April 7 eligibility for the COVID-19 vaccine expanded to [Groups 1 through 5](#) of the [state's vaccination plan](#). New Hanover County Public Health officials encourage anyone 16 and older to get the vaccine as soon as they can.

UPDATED CDC GUIDANCE:

[Domestic Travel](#)

[Large Events & Gatherings](#)

THE NC RESTAURANT & LODGING ASSOCIATION is the go-to source for issues facing our state's hospitality industry. NCRLA's [Coronavirus Resources](#) page is available to members and non-members with up-to-date information on current guidelines, vaccine information, business resources, advocacy, relief for hotels, employer/employee resources, Count on Me NC, and more.

WDI LAUNCHES MICROLOAN PROGRAM FOR DOWNTOWN BUSINESSES:

Applications are being accepted for a new funding source to help small businesses in downtown Wilmington. For details [click here](#).

WILMINGTON AND BEACHES CVB UPDATES:

- **Seasonal Workforce Shortage** will be the topic of *Greater Wilmington Business Journal's* "WilmingtonBiz Talk" at 12noon on Thursday, April 22, via [FaceBook Live](#). Be sure to tune in as New Hanover County TDA president/CEO Kim Hufham and other panelists discuss this Covid-related problem, along with possible solutions. WilmingtonBiz Talk segments are also made available via podcast platforms following the live broadcast.
- **New Hanover County Tourism / National Tourism Week Webinar for Partners & Stakeholders (May 4, 10am):** In conjunction with [National Travel & Tourism Week](#), the Wilmington and Beaches CVB will host a 90-minute Tourism Webinar on May 4 at 10am for industry partners and stakeholders. Please join us as we share the latest developments and recognize National Travel & Tourism Week (May 2-8). Keynote Speaker Lynn Minges, President/CEO of the N.C. Restaurant & Lodging Association, will address the Power of Travel and the industry's outlook for the future. Other special guests include Kimberly Vince-Cruz, V.P. of Destination Analysts, to present the latest traveler sentiment research findings, and Kim Hufham, president/CEO of the Wilmington and Beaches CVB, to provide CVB updates on FY21-22 Strategic Plan initiatives and ROT collections. Please mark your calendar (May 4, 10am-11:30am) and plan to attend this informative webinar. Details on how to sign up/join the webinar will be coming soon.
- **The CVB Office is Moving...Just a Few Steps Away!** The Wilmington and Beaches CVB offices will be moving in mid-April, but we're only moving a few steps away to occupy the 2nd floor of the Wilmington Chamber of Commerce building. The main visitor information center will serve visitors from the ground level. The new address is 1 Estell Lee Place, Wilmington 28401. Phone numbers and extensions will remain the same.

- **VISIT NC 365 Virtual Conference April 21-22:** Held virtually April 21-22, this year's Visit NC 365 is a complimentary, open-to-all event. Click [here](#) to register. More information on each speaker and the full agenda can be found [here](#).
- **Wilmington and Beaches New Website Launches.** If you have not yet visited our new user- and mobile-friendly website, be sure to check it out at www.WilmingtonAndBeaches.com.

LOCAL HOSPITALITY PROGRAMS HELP FILL EMPLOYMENT NEEDS: As travel restrictions ease and as travel demand increases, it is becoming increasingly difficult to find qualified employees to fill available positions. Three hospitality programs at local educational institutions can help fill employment needs with students who have trained and/or studied for jobs our in industry. Students enrolled in the hospitality/tourism programs at Cape Fear Community College, SEA-Tech High School, and UNCW are eager to secure internships, apprenticeships, and jobs in our industry. Partners interested in learning more about these programs and how to share job openings with students are encouraged to contact the program coordinators as soon as possible, as spring semester comes to a close in April:

***Southwest Area Technical High School [SEA-Tech] [Culinary & Hospitality Management Academy](#): Brandi Barry, M.Ed., Career Development Coordinator.** Call 910-530-6300 ext. 77242 with questions about the program or email available internships, apprenticeships and job listings to brandi.barry@nhcs.net.

***UNCW [Recreation, Sports Leadership & Tourism Management B.A.](#): Alexia Franzidis, Ph.D., Associate Professor,** teaches courses related to Tourism, Hospitality, and Events Management. Email internship and job opportunities to Franzidis@uncw.edu.

***[CFCC Hospitality Management Program](#):** Employers are invited to submit job listings via CFCC's online job posting system to notify students and graduates of available positions. Create an account at www.collegecentral.com/cfcc/Employer.cfm and fill in the information. Send any questions about listings to Deshay Becton at dbecton053@mail.cfcc.edu. Please also send the listings to the appropriate CFCC department heads: **FOH/Lodging: Diane Withrow: dwithrow@cfcc.edu; Culinary: Gwen Gulliksen gkgulliksen606@mail.cfcc.edu; Baking/ Pastry: Jaime Chadwick jchadwick@mail.cfcc.edu**

To expedite the process, be sure to include the following information in job listings:

NAME OF HOSPITALITY BUSINESS:

PHYSICAL ADDRESS:

JOB DESCRIPTION:

STARTING PAY:

SEASONAL/ HOURS:

NECESSARY EXPERIENCE REQUIRED:

CONTACT INFORMATION:

RESUME INFORMATION:

SEA-TECH CULINARY & HOSPITALITY SHOWCASE (April 29): Looking to fill seasonal jobs with students pursuing studies and internships in hospitality and tourism? Plan to participate in the one-hour Southeast Area Technical High School [SEA-Tech] Culinary & Hospitality Showcase [10th & 11th grades] on April 29 from 3:15pm-4:15pm: Businesses are needed to provide demonstrations and vocational displays for students interested in gaining real-world experience. Contact Brandi Berry, Career Development Coordinator, for details: brandi.berry@nhcs.net.

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Thank you. We invite your feedback to help the CVB respond to industry needs and concerns.