



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 04.22.20



Executive Director Update - April 21, 2020
Coronavirus Information

Good afternoon,

Pressure continues to mount to reopen the state, yesterday protestors descended on the capital to demand the Governor reopen the state. However, per federal guidelines, we need to see 14 continuous days of new case decline before we consider reopening. This is not a path other states are following, we will have to see how this ultimately plays out. Will reopening early cause a new spike, which will force more restrictive actions? Or not?

In NC the new numbers after two days of declining new cases we are up again. As of this morning we now have 7,220 diagnosed cases up 3.9%. Hospitalizations rose by 7 to 434 and deaths rose 29 to 242. Testing is continuing to increase with more than 90,000 recorded.

On to other news and updates...

- **Congress at work:** Phase 4 stimulus passed the Senate yesterday. It goes to the House today, where it will be voted on either today or tomorrow. The basic framework did not change as we reported yesterday. The package would provide an additional \$310B to the PPP Loan Program (but will the structural fixes be in place is another question), \$75B would be directed to hospitals and other healthcare providers, and \$25B would be set aside for testing. But there is a sizable backlog of requests that are already in the queue, and experts indicate the new tranche could run out within 10 days of issue. However, there is also a \$60B set aside for community banks and credit unions can access, this may free up funds for our smaller communities. The bill does not make fundamental changes to the PPP program in terms of the rules surrounding it. You can stay on top of what the SBA is doing by visiting [SBA Coronavirus Relief Options](#) and talking with your banker on a regular basis.

- **REMINDER...Industry Impact Survey (For ALL NC BREWERIES):** Please complete [this survey](#) regarding the current state of the NC Craft Beer industry (takes approx 10-15 minutes). We've extended the deadline to NOON Thursday (4/23). We need all NC breweries to complete the survey, as it will provide critical information to guide our lobbying efforts on your behalf, as we move into the next phase of this pandemic response.
- **Emergency Management Press Conference (4/22) Highlights:** Today's press conference reinforced the path to easing restrictions will be based on testing, tracking and trends. There are three work groups comprising the public, private and health sectors that are working on plans to ease restrictions, including; what preventative actions would be required of the business, how many can gather at one time, and what the health benchmarks should be. The three groups are focused on: Large Gatherings (i.e sporting events and concerts), Business Operations, and Restaurant/Hospitality. As the Governor indicated yesterday, we expect more news prior to the end of the week.
- **Federal Lobbying Reach Out:** Earlier today we sent a notice of our DAY OF ACTION: Ask Congress to Support Small Breweries. Please take the time to [click the link](#) and add your voice to the cause. Also, attached is the joint letter from the BA and various other alcohol producers that was sent to congressional leaders.
- **A New Normal?:** With Georgia, Texas, Tennessee and a few others set to allow limited dine-in service. Here is a list of Best Practices the Texas Restaurant Association has posted:
 - Doing a pre shift health check of every employee.
 - Certifying every staff member in food safety, with a certified manager on duty for each shift.
 - Either using disposable utensils, placemats, condiment packages and menus, or sanitizing the items after every use.
 - Making hand sanitizer available to all employees and sanitizing a dining setting after every use.
 - Cleaning and sanitizing all surfaces.
 - Observing health officials' social distancing recommendations.

[Click here](#) to read an article from Restaurant Business to read more about what other states are considering as they look to reopen their states.

Through all of this mess there are two things we know. One - we are not in control. Two - our resources and options are few. Our new normal will require us to figure out how to work profitably and safely with limited resources (access to customers, materials, supply chain disruptions, etc.). Business is easier when we have a wide variety of options, but we don't have a lot of those now or in the foreseeable future. How will your customers adapt to this "new normal", how will you? Now more than ever, you need to adapt and look for new ways to build and preserve your business.

Stay healthy my friends.

Remember...

- You are on the front lines to help keep your patrons and employees safe and healthy. Follow the Guidance and Executive Orders!
- Use common sense in planning and finding ways to market and sell your products.
- Keep perspective, as we are in the midst of a global crisis.
- The faster we stop the spread of the virus the faster we can get back to business.
- Stay focused on what you can control and be ready to adapt.
- And, as always, take care of each other, your employees, your customers, and yourselves, as this will be a long and challenging road

Please keep us posted on what is going on either by reaching out to me with your questions, richard@ncbeer.org, or posting consumer related information to promotions@ncbeer.org

UPDATES AND RESOURCES

<https://www.ncdhhs.gov/es/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina/nc-updates>

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

<https://www.brewersassociation.org/brewing-industry-updates/coronavirus-resource-center/>

<https://ncbeer.org/covid-19.php>

