



Chester County Restaurant Owners & Managers

June 23, 202 10 AM & 1 PM

Learn more at RestoreChesterCounty.org



Welcome

Introducing RestoreChesterCounty.org
business@chesco.org

- **Guy Ciarrocchi** - President and CEO of the Chester County Chamber of Business & Industry
- **Susan Hamley** – Executive Director, Chester County Conference & Visitors Bureau
- **Bob Rafetto** – Previous owner Dilworthtown Inn, Inn Keeper’s Kitchen, & Blue Pear Bistro



Green Phases starts 6/26/20

GREEN PHASE

- ALL BUSINESSES OPERATING IN THE YELLOW PHASE UNDER THE 50% LIMITATION MAY INCREASE TO 75% OCCUPANCY
- ALL BUSINESSES NOT PERMITTED TO OPERATE PHYSICAL LOCATIONS IN THE YELLOW PHASE MAY MOVE TO 50% OCCUPANCY, SUBJECT TO SOCIAL DISTANCING GUIDELINES
- ALL BUSINESSES MUST FOLLOW CDC AND PA DEPARTMENT OF HEALTH GUIDELINES
- TELEWORK WHERE FEASIBLE
- CONSIDER ACCOMMODATIONS FOR VULNERABLE PERSONNEL
- CONSTRUCTION BACK TO FULL CAPACITY WITH SAFETY MEASURES IN PLACE
- NOT A RETURN TO THE WAY THINGS WERE, BUT CHANGING BEHAVIOR FOR A NEW NORMAL
- PERSONAL RESPONSIBILITY: USE GOOD JUDGMENT, WEAR MASKS AROUND OTHERS, CONTINUE SOCIAL DISTANCING + USE GOOD HEALTH HABITS
- LARGE RECREATIONAL GATHERINGS REMAIN RESTRICTED
- VISITS TO PRISONS + HOSPITALS MAY RESUME
- NURSING HOME VISITATION RESTRICTIONS REMAIN FOR NOW
- INDIVIDUALS MUST FOLLOW CDC AND PA DEPARTMENT OF HEALTH GUIDELINES

Note: The definition of Green is always changing – stay current.

Note: There is a “Dull-Green (sic) Phase” before “Phase Out”

Reference: <https://restorechestercounty.org/Regulations.cfm>



Resources & Web Sites

- PRLA – your advocate with Wolf
prla.org
- PA – check for weekly updates
health.pa.gov
- NRA – industry wide reference materials
restaurant.org/covid19
- CDC - reference materials
cdc.gov/coronavirus/2019-ncov/whats-new-all.html
- Restore Chester County – local resources
RestoreChesterCounty.org & business@chesco.org
supplemental materials for today



Where is your Green Revenue?


- Food To Go – it is here for the long haul
- Drinks To Go – sealed drinks & sign must be posted
- PLCB Extension of Premise – outdoor instant approval
- PLCB – Wine Extended Premise (wine sales)
- Outdoor Dining – seek borough/township approval
- Indoor Dining – 50% capacity, max 250 ppl
- Large events – special case & rules keep changing
- Bar – 0% capacity

Note: Stay current – join PRLA every Wednesday 11 AM for weekly updates

Reference: [PA-20200527-Restaurant-Industry-Guidance.pdf](#)



Step 1 - Necessary Posters

- PRLA – The Restaurant Promise  Pennsylvania Restaurant & Lodging Association
- PA's COVID-19 Safety Procedures for Businesses – must be signed & posted for customers to see
prla.org
- NRA , PRLA, PLCB have other signs for FOH, BOH, and customers

Reference: PA-COVID-19-Reopening-Business-Flyer.pdf

Reference: PLCB-CocktailstoGo_inforgraphics.pdf

Reference: NRA-ReopeningGuidanceUpdate_FINAL-5-22-20.pdf



Step 2 - Social Distancing & Barriers

- 6' social distancing is important
 - Between people (not tables)
- Barriers are needed
 - for cashier
 - between booths
- Laws, Rules, & Guidance
 - The State provides guidance – flexible but “don’t push it”



Everyone must follow the rules or risk CLOSURE!

Guests/employees report businesses not following the rules.

Reference: PA-20200527-Restaurant-Industry-Guidance.pdf



Step 3 - Outdoor Dining Township / Borough

- Consult your Township or Borough
 - Each has their own rules
- PLCB - Your premise must be extended
 - Approval is instant & free
- Consult your insurance providers for extended premise coverage

Reference: [PA-20200527-Restaurant-Industry-Guidance.pdf](#)



Call to Action

- Join the PRLA (free for covid19)
 - Daily Email – Coronavirus Update – John Longstreet
 - Wednesday’s 11AM - Industry Update – Melissa Bova
- Posters & Reference materials
 - PRLA has many materials prla.org/coronavirus.html
 - Visit prla.org to search the other materials
 - RestoreChesterCounty.org will set up a location for materials referenced today
- Read [PA-20200527-Restaurant-Industry-Guidance.pdf](#)



Questions & Answers

Questions - via the “chat” box bottom of screen

***Confidential questions** - email to business@chesco.org.*

We will schedule an off-line discussion to help you.



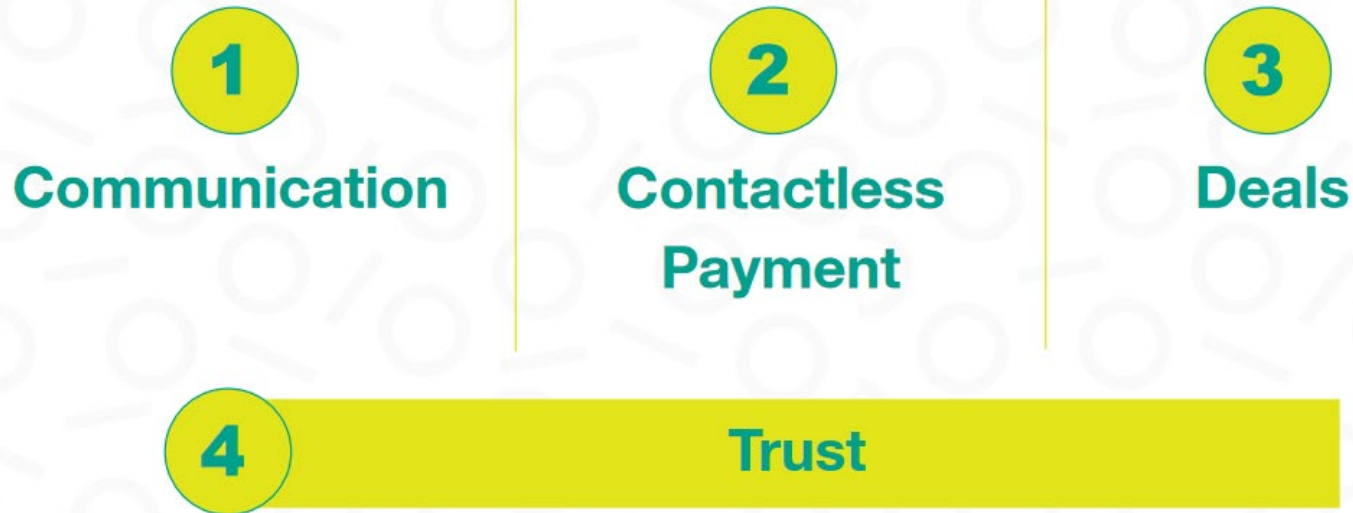
Thank You

The Chester County Commissioners



Customer Attitudes

Four BIG Insights



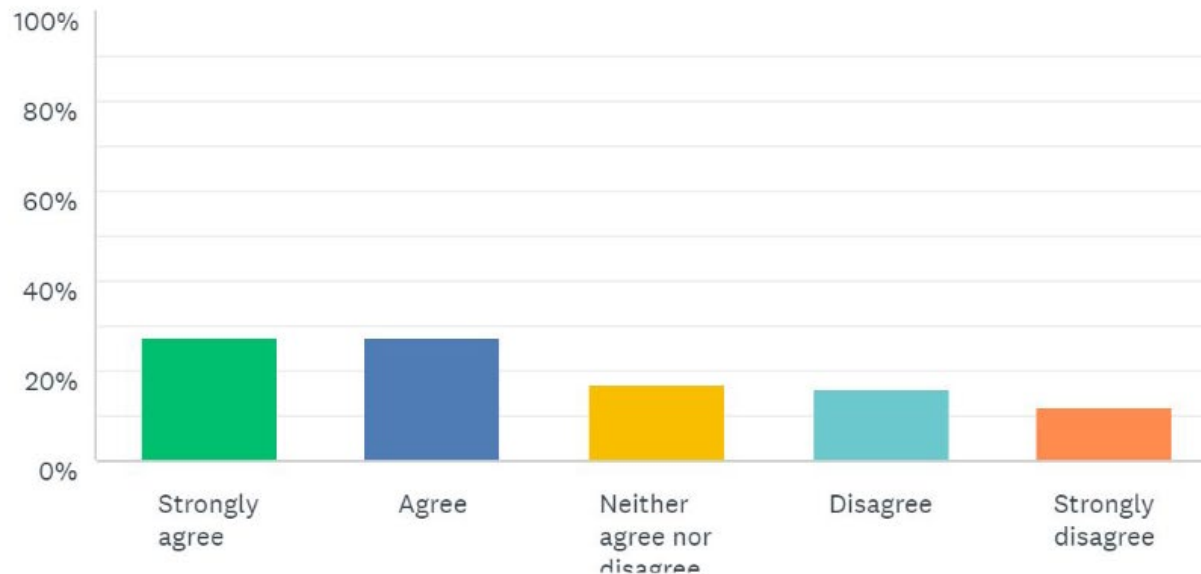
sipscience

Reference: <https://youtu.be/6y820w1pbsM>



Customer Attitudes

Once the quarantine is lifted, I plan to **patronize bars** (i.e., sit inside a bar and have at least one drink).



 sipscience

Reference: <https://youtu.be/6y820w1pbsM>



Customer Attitudes

Please describe your concerns about the **safety of dining inside restaurants.**

Employees & servers not following proper protocols to ensure cleanliness.

Germ & asymptomatic people.

Sanitation & cleanliness of the restaurant but also other patrons.

Cleanliness procedures being consistent.

Too many people in one spot & social distancing not enforced.

Second wave of the Coronavirus.

Reference: <https://youtu.be/6y820w1pbsM>

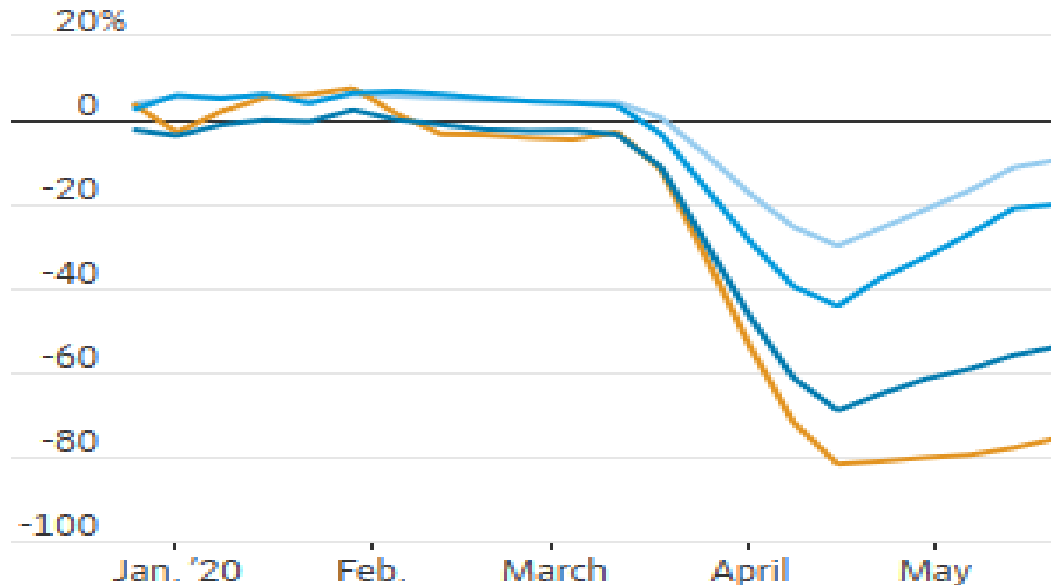


Recovery by Market Segment

Dining Dip

Sales growth vs. same week a year ago.

- Casual Dining
- Fast Casual
- Fine Dining
- Fast Food



Source: Earnest Research

Reference: WSJ - Consumer Spending Fell a Record 13.6% in April - 5/29/20

