

Alabama RESTAURANT+ HOSPITALITY PROMISE



An alliance between Alabama's hospitality businesses, workforce and educational partners, and the community to keep employers and customers safe through training and certification with emphasis on excellence in customer service and Southern Hospitality



program justification.

j o b s

83%

of Alabama restaurant operators say they have laid off or furloughed employees since the beginning of the coronavirus outbreak in March

37k

hotel workers lost their jobs in Alabama, according to a [study](#) by Oxford Economics

82%

of total restaurant staff were laid off or furloughed, on average



s a l e s

As of July 8th, the [AHLA](#) reports 6 out of 10 hotel rooms were empty across the country (via STR)

60%



96%

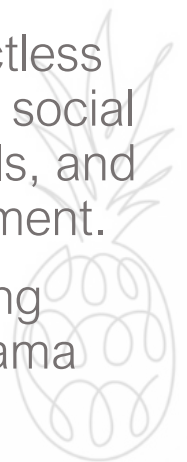
of Alabama restaurant operators say their total dollar sales volume from April 1 to April 10 was lower than it was during the same period in 2019

With statewide job loss and steep sales decreases, thousands of hospitality businesses are eager for ways to reopen with vigor, retrain virtually an entire workforce, regain the trust of customers, and portray strength in this new world. This program will allow business owners to easily educate their employees and market a plan for renewed guest confidence, thus heading towards recovery of lost revenue.



program overview.

- The restaurant and hospitality industry has a phenomenal track record of protecting its employees and guests. As patrons and staff alike are welcomed back to dine, relax, play, serve, and work, thoughtful, selfless decisions and operational changes must occur to ensure the safety of all.
- Alabama's hospitality businesses, healthcare experts, and educational institutions have partnered to develop a program that ensures the safety, health, and excellence in customer service, through employee education and certification. Through the ***Alabama Restaurant + Hospitality PROMISE***, we will work together to keep the hospitality industry in our great state as vibrant as it was prior to COVID-19.
- This program and ***Promise*** will require individual operations to educate and certify their staff, even if used as refresher content for operations already practicing this way. Organizations will make efforts to display policies and procedures in their store fronts, lobbies, dining rooms, and online, to engage in continual efforts to keep their operations and employees aligned with these protocols, and develop new methods for distant or contactless customer exchanges when feasible, while sensitizing staff on the essence of Southern Hospitality.
- The ***Promise*** also depends on guests, customers, and patrons taking personal responsibility: to utilize contactless delivery options when available, to follow masking and social distancing guidelines set in place by healthcare officials, and to self-screen prior to visiting any hospitality establishment.
- With hospitality businesses and their customers working together to follow these guidelines, we can keep Alabama restaurants and hospitality establishments open and employees and customers safe and satisfied.



partner roles.



Certification Provider /
Business Advocate /
Subject Matter Expert



Training Management
System Provider /
Curriculum Partner



Hospitality Industry
Advocate / Curriculum
Developer

curriculum outline.

This training will offer specific insights for each industry type, and be separated into two class options: *Restaurant* and *Lodging & Attractions*. The outline below summarizes the curriculum to be built at a high-level.

- Part I: COVID-19 Spread Risk Principles + Behaviors to Reduce Spread
 - Hand Hygiene + Respiratory Etiquette
 - Adequate Supplies
 - Signage + Communications
- Part II: Maintaining Healthy *Environments*
 - Physical Barriers + Guides
 - Sanitation Methods + Frequency
- Part III: Maintaining Healthy *Operations*
 - Protecting High-Risk Employees
 - Shift Staggering + Seating Limits
 - Designated Points of Contact + Resources
 - Two-Part Cleaning/Disinfecting Regimen
 - Training Your Team
 - Leave (Time Off) Policies
- Part IV: Customer Service and Southern Hospitality Essentials
 - Keys to excellence in customer service
 - World-class Southern Hospitality essentials



^{the} Promise

The Alabama Restaurant + Hospitality COVID-19 certification and training program and *Promise* purpose is to help businesses instill confidence with customers as they choose to return to eat, play, and stay after Stay at Home and Safer at Home orders have been lifted and amended. The *Promise* communicates an operation's pledge to protecting the safety of staff and customers. Developed in partnership with State health officials, industry experts, and business advocacy groups, this programs aims for customers to see this endorsement, and be certain that a business is committed to playing a leadership role in protecting the community.

For Businesses (“Our Promise to You”)

- We will continue to be a leader in safety, sanitation and all industry best practices – every team member is trained and a *Certified Manager* will be present at all times.
- All staff will pass a health check or complete a health survey prior to each shift.
- All indoor and outdoor gathering areas will comply with appropriate social distancing guidelines, and will be cleaned and sanitized regularly, specifically after every ‘use’ by a guest, customer, or patron.
- Hand sanitizer and hand washing stations will be available upon entry and exit.
- Items and equipment used by guests will be either single-use or cleaned and sanitized after every use.
- Staff will be trained as providers of excellent customer service and Southern Hospitality

For Customers (“Your Promise to Us”)

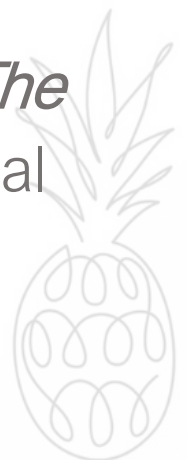
- Customers will administer self-assessments prior to entering the business, and use contactless delivery and service options if: A.) you have been exposed to COVID-19 recently or have symptoms of COVID-19 (including a fever, cough, or shortness of breath) or B.) have underlying health conditions.
- While waiting, dining, checking-in, or otherwise interacting with or near staff and other guests, you will follow and comply with the appropriate social distancing and masking guidelines.
- If you have any questions about the Alabama Restaurant + Hospitality Promise, please ask for a manger, who will be happy to assist you.

program launch strategy.

- Finalize curriculum materials and load to CACC Learning Management System (LMS) platform
- Carry out advertising campaign using Chamber and Association contact lists, including social media marketing
- ARHA and the Gateway team will co-manage the administration of certificates and accompanying materials, including logistics and documentation for certifying an entire organization

Rollout Date: January 2, 2020

- Administer to hospitality businesses across Alabama, including restaurants, lodging operations, attractions, and entertainment venues
- Deliver materials to businesses to market *The Promise* to customer base; partner with local tourism, marketing firms, etc. to share the regional commitment to *staff certification*



funding request.

- CACC maintains it can offer the LMS at a cost of \$5.00 per registrant. There are currently more than 245,000 hospitality employees in the state of Alabama; this request is based on offering training to 75,000 of those employees.
- The Gateway Initiative, Chambers of Commerce teams, and ARHA staff will co-develop and maintain the curriculum, and also co-manage the program, including advertising, documentation, and other communications.

Responsible	Cost Type	Amount
Coastal Alabama Community College	Learning Management System (\$5/trainee)	\$375,000
Gateway Initiative + Alabama Restaurant & Hospitality Association	Program Development	\$50,000
Gateway Initiative + Alabama Restaurant & Hospitality Association	Program Administration	\$50,000
TOTAL COST		\$475,000