



Governor Ron DeSantis and the members of the Task Force to Re-Open Florida Industry Working Group held a call this morning, April 21<sup>st</sup>.

Agenda: <https://www.flgov.com/wp-content/uploads/covid19/FINAL%20Tuesday%20Most%20Restricted%20Agenda.pdf>

**Governor Ron DeSantis' Introductory Remarks:**

- Important to shift conversation from essential and non-essential to looking at businesses that are high-risk and those that are low-risk
- Need to think about how we can open those higher-risk businesses in a way that is rooted in social distance practices

**Overview of Florida's Economy (Florida Chamber of Commerce Chief Economist Jerry Parrish)**

*Presentation accessed here, remarks beyond statistics and points shared are in notes below:*

<https://www.flgov.com/wp-content/uploads/covid19/GovernorsTaskForce21April10am%20Florida%20Chamber%20Foundation.pdf>

- Jobs-at-risk
  - Prior to this, we created
- Jobs by Category
- Quickly and Safely Returning Floridians to Work
  - 80% of our current needs are in employability skills (soft skills)
  - Its crucial that we build in workforce development needs into our plans
- Sectors Mapped
  -
- Tax Receipts by Industry
  - Looking at sales tax receipts, its important to understand the impact of the vulnerable industries and its impact of hotels, restaurants and apparel
- Detailed Data be Sector

**Overview of Florida's Tourism Industry (Visit Florida CEO Dana Young)**

*Presentation accessed here, remarks beyond statistics and points shared are in notes below:*

<https://visitflorida.app.box.com/s/lr4v0bboh3pw06ohfwnmfv2o8lwb03dc>

- Actively working to track data on how we can better target our marketing to these individuals
- This is the largest crisis that the global tourism industry has faced
  - Florida is no stranger to responding to crisis

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- VF developing a strategy on how to rebound Florida's tourism industry in all sectors as consumer mentality changes
- VF's Response Phases to make sure Florida
  - Phase 1- Limited Messaging (current phase)
    - Must rely on experts to keep people safe
    - Launched dashboard on VF's website
      - Traffic to virtual planning portal on the website is at the same level prior to the industry
      - Our data shows that consumers are starting to think about how to come to Florida when they can
  - Phase 2- Promoting In-State Travel
    - Since Floridian's will be in a position to travel in-state the goal will be to encourage Floridians to have Florida pride and support local businesses
    - Tap into "State Patriotism"
    - Emphasize travel opportunities that promote social distance like outdoor travel
  - Phase 3- Rebound Marketing Campaign to Domestic and International Travel
    - Timeline is uncertain, but we are monitoring data including digital search data and other factors to determine when consumer confidence is restored
    - Launch marketing targeted at those who are likely to travel in the next 3-6 months
  - Phase 4- Expanded VF's Marketing Efforts
    - This will be a multi-year plan
    - Many statewide tourism development councils are being cut, but because of our internal streamlined processes and the Governor's leadership, we see great opportunities to help re-invigorate Florida's tourism industry

### Discussion

- Timing?
  - We are in Phase One, Phase Two will begin when stay at home order is lifted and there is confidence that businesses can re-open. Phase Three will begin when state borders are re-opened.
- Local level coordination?
  - Since locals receive marketing dollars from bed taxes and those aren't coming in, it is important for locals to leverage VF's buying power with a cohesive message.
- PGA offering support
  - Thank you, what we need is for every industry that can to partner with us to get the message out and push the Florida message.
- Corporate and small group travel?
  - Clearly a part of the strategy, while marketing team is working tirelessly to put this together, but it certainly will be a part of it. Business travel is supposed to recover most quickly.

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- PSA's-media outlets should donate more PSA's because consumer confidence is at the root of this
  - We'll look into it, thank you.

### **Overview of Impact on Restaurant Industry**

#### Tim Petrillo, Co-Founder and CEO, The Restaurant People

- Recognize the differences in recovery between quick service restaurants and more sit-down style
- 95% of workforce was laid off
- Concern is a time certain re-opening date because of the concerns around supply chain
- In the industry, typical restaurant has one month of reserves
- PPP structured in a way to get employees paid, so the restaurants have to rely heavily on reserves
- In regards to re-opening, it is important to have a timeline from the feds, the state and the locals on what this looks like fully
  - 50% capacity?
  - How will it be enforced?
  - What does outdoor dining look like?
  - How do we re-open with staff?
    - Masks?
    - Gloves?
    - Paper menus?
  - Has to be uniform so there is a standard across the board, not guesses at who is clean and who is doing the right thing.
- Date is the biggest impact to us

#### Jose Cil, CEO, Restaurant Brand International

- Own Burger King, Popeyes and Tim Hortons
- Most quick service restaurants have been deemed essential, recognizing that half of all food consumed is consumed in restaurants since grocery stores can't handle the full demand
- Diversity of viewpoints in standing up safe ways that are different and better to provide service
- This is the time to foster innovation
- Crucial to have the underlying principle of just being a good person
- Needs
  - Need to have clear view on restaurant hygiene and safety
    - Health screening questions for managers to employ in every restaurant and every day, simple questionnaire
    - Health screening of temperature, using infrared temperature recorded in a log
    - Minimize contact at time of payment, whether that's using more contact-less pay options
    - Use of gloves
    - Screen shields
    - Utilization of the correct chemicals to clean facilities

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- Needs (cont'd)
  - Marketing- we've seen a complete shift in how consumers see brands
    - Look at educating consumers on the health and safety mechanisms establishments are employing
  - Management- must be attuned to providing sick leave to establish confidence in brands

### Discussion

- Credibility around the health and well-being is going to be of paramount importance, many of us are working in within our own association on how to re-imagine how we roll this out, recognizing the biggest tragedy would be if nothing changes from this. How do we establish strong foundation of safety?
  - What you are doing is what needs to happen to assemble holistically what needs to happen on a specific level. Recognizing industry associations are the best to provide guidelines to the Governor and our team to establish processes.
- Certification method for following guidelines for health to restore confidence for staff and consumers. What do measured approaches look like, working in lock-step with oversight agencies.
- Data on pre-cautions?
  - Will get data to Chris Spencer in the Governor's Office.
- While we have to be surgical, we do need to.
- Encourage people to use credit card and other paperless transactions, but also recommend people to bring their own pens. At golf clubs we have removed many commonly touched items.

### **Overview of Impact on Hotel Industry**

#### Philip Goldfarb, President and COO, Fountainebluau

- Established "ten commitments to consumers"
  - Will share with Governor's Office today
- Seems like yesterday we had the Kansas City Chiefs at one of our properties
  - 2500 team members now not working
- Focus on anti-bacterial hand sanitizing, every hotel room is getting a hospital grade decontamination spray when a guest checks out
- Concern about beaches remaining closed, it will be important for beaches to re-open simultaneously with hotels
- Concern about reduced flights and limitations of international and domestic travel

#### John Tolbert, President and Managing Director, Boca Resort and Club

- This is nine times worse than 9/11 in terms of impact to tourism industry
- Have to work with locals and the state on how we transition in our re-opening focusing on facts
- Three groups of people
  - Ready to jump back into
  - Social distance conscious people
  - Waiting for a vaccine before they re-enter society
- Recognizing we can never guarantee zero cases, without tort-reform there are liability issues

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- Singapore Tourism Development
  - SG program with certification for electrostatic cleaning and hospital grade measures to establish a uniform standard
- Thinking about how do we get organizations to opt-in, that way we have a greater impact.

### Cody Khan, Owner, Holiday Inn Resort

- Must open our economy back up thoughtfully in a way that the cure cannot be worse than the disease itself
- PPP is a great program, but it is short-term, need to think about ways to get our employees back to work
- Guidelines that we think about have to be easy to follow because we do not have experts in scientific processes cleaning the rooms
- Some of the seasonal restaurants in the area will be hurt significantly more than big chain networks, it will be important for FRLA to provide access to gloves, masks, etc. for small restaurants
- Have to open beaches
- Thinking about ways to partner with other states to come up with safe ways to promote each other
- Fake news is killing us, we did not get any impact from the BP oil spill, but we have to overcome misinformation

### Discussion

- Dana Young- important to consider all entities, both big and small businesses, and that's where Visit Florida steps up to provide greater crisis marketing.
- Cruise industry met with VP Pence in March including many mitigation strategies, anecdotally we have four ships outside of Port Miami without any cases of Covid. Important that we all adopt these practices.
- Spirit airlines looking forward to bringing more people into Florida, airline business has taken an aggressive stance in making people feel more comfortable. One way this taskforce can help is to make sure that localities adopt the same uniform level of comfort.

### Closing

- The conversation changing from essential to risk is crucial
- Importance of individual responsibility that businesses and our workers need to take and we need to establish a culture that promotes this, recognizing that it is encouraged to stay home.
- This group will also focus on construction, real estate. Will meet tomorrow and 10 am to discuss what these areas will look like.
- Dana will be on the Executive Committee meeting at 2 pm today to share any comments.