

NYC HOSPITALITY BUSINESS STATUS SURVEY

MAY 2020

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ALLIANCE

INTRODUCTION

The NYC Hospitality Alliance, a nonprofit trade organization representing the hospitality industry in New York City surveyed 483 restaurants, bars, clubs, and event venues in NYC about their business operations during COVID-19. The information gathered is based off of activity in April and May of 2020.

The data is organized by the following categories:

- Reopening
- Rent
- COVID-19 Activity & Assistance

KEY FINDINGS

REOPENING

- 61% of respondents reported that they can not operate at an occupancy that is less than 70%.

RENT

- 87.1% of respondents could not pay their May rent, or only paid a portion of it.

COVID-19 ACTIVITY & ASSISTANCE

- Only 7.5% of respondents have (or will) begin hiring back employees for the PPP loan to be forgivable, while the other businesses that received the money don't believe they can meet the terms for loan forgiveness, thus creating debt for them

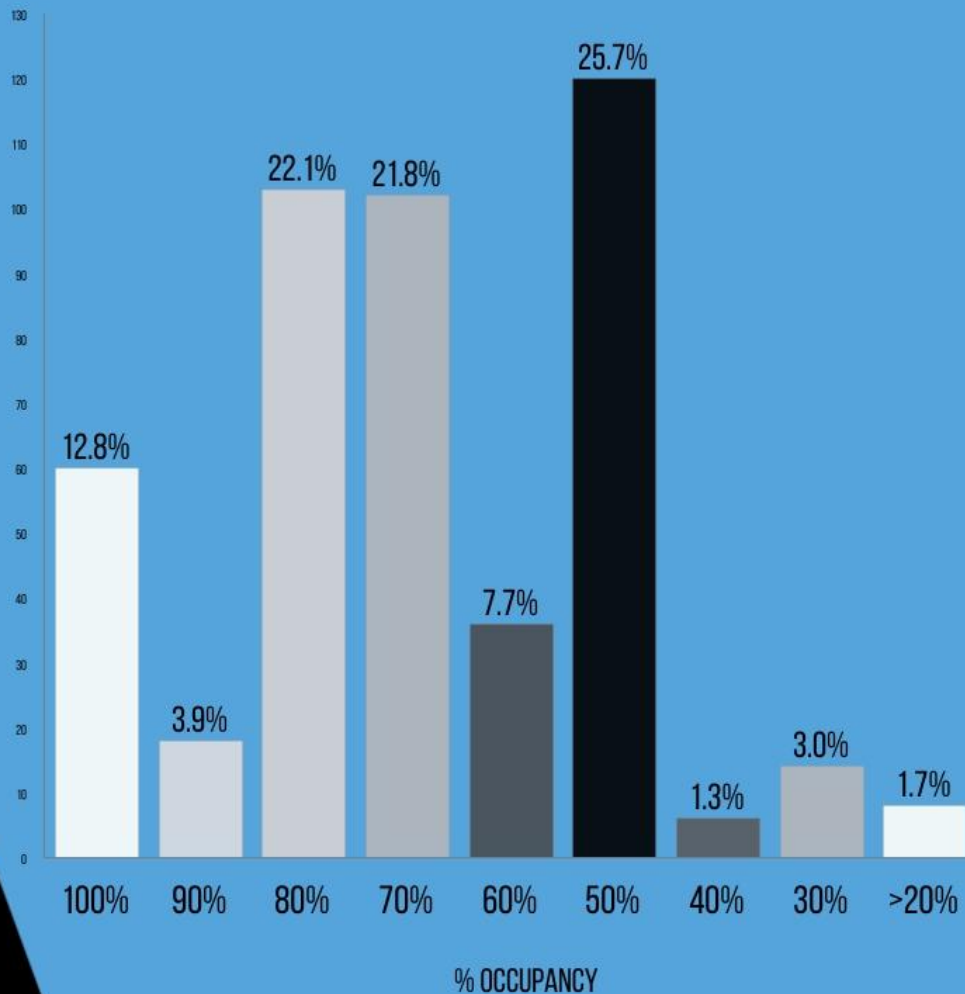


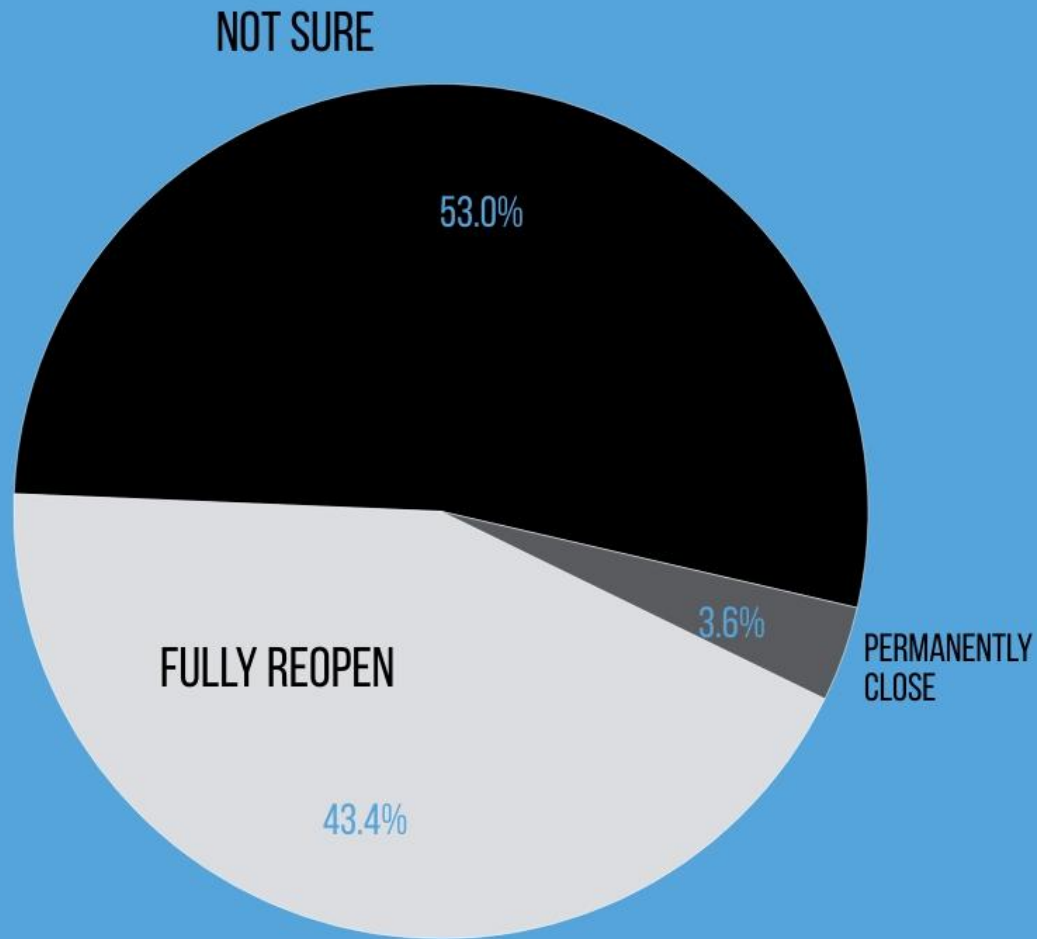
REOPENING

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IF YOUR BUSINESS IS PERMITTED TO REOPEN, BUT UNDER A REDUCED OCCUPANCY,

WHAT IS THE MINIMUM OCCUPANCY THAT YOU NEED TO OPERATE?





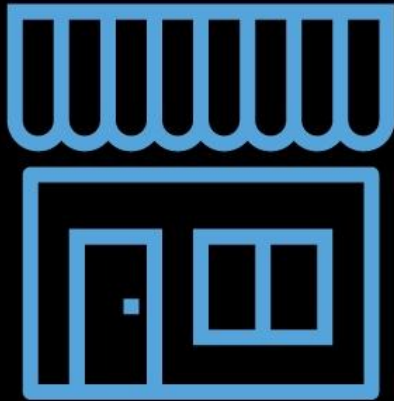
**AS A RESULT OF
COVID-19, YOU
PREDICT YOUR
BUSINESS WILL...**



RENT

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IN MAY 2020, YOUR BUSINESS EXPECTS TO PAY HOW MUCH OF YOUR RENT?



PAY ALL

12.9%



PAY SOME OR NONE

80%



NOT SURE

7.1%



COVID-19 ACTIVITY & ASSISTANCE

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WHILE THE HOSPITALITY INDUSTRY IS IN CRISIS, IT IS STILL SERVING THOSE WHO ARE SERVING NEW YORKER'S IN NEED. HERE ARE SOME EXAMPLES:

COOKING AND DELIVERING MEALS FOR HOSPITAL WORKERS

PROVIDING DAILY MEALS FOR STAFF THAT THEY CAN NO LONGER EMPLOY

DELIVERING CARE PACKAGES TO HOSPITALS

DONATED ALL OUR FOOD AND OUR CLEANING SUPPLIES INCLUDING CASES OF DISPOSABLE GLOVES TO FIRST RESPONDERS

PARTNERED WITH NON-PROFITS THAT ARE GIVING BACK TO THE COMMUNITY

SET UP A GOFUNDME FOR EMPLOYEES

DONATED FOOD AND CREATED 501C3 FOR EMPLOYEES AS WELL AS A GO FUND ME

DONATING PROCEEDS FROM DONATIONS SUBMITTED DURING OUR INSTAGRAM LIVE PERFORMANCES

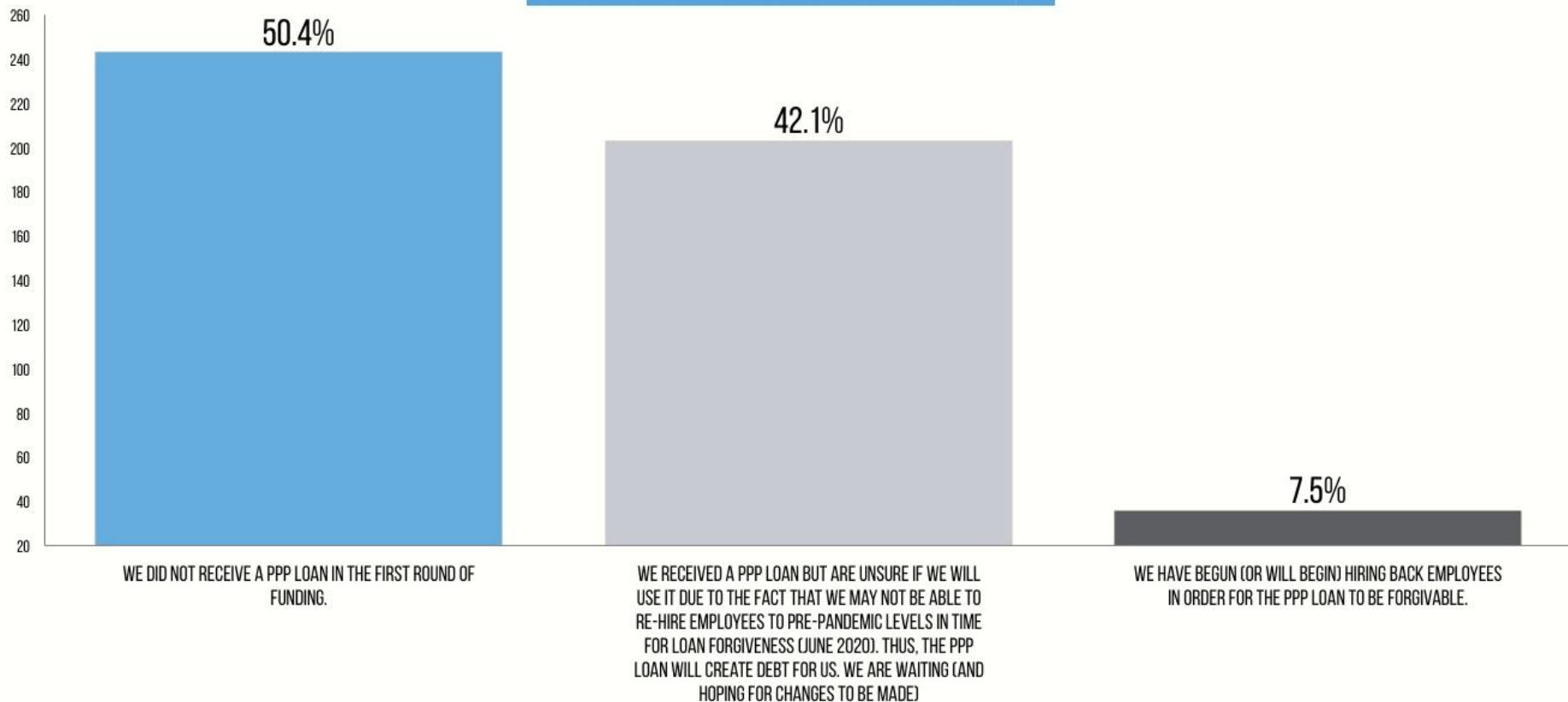
FEEDING THE LOCAL FDNY

ENGAGED CUSTOMERS THROUGH SOCIAL MEDIA TO PURCHASE MEALS FOR FIRST RESPONDERS

HOSTING FUNDRAISING SHOWS THROUGH ZOOM AND OTHER VIRTUAL OUTLETS

DONATED FOOD TO NEEDY FAMILIES

WHICH BEST DESCRIBES YOUR SITUATION IN REGARD TO PAYCHECK PROTECTION PROGRAM (PPP)? (AS OF THE FIRST ROUND OF FUNDING)



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For questions or comments, please contact info@thenycalliance.org

thenycalliance.org | [@theNYCalliance](https://www.instagram.com/theNYCalliance)