



RHA
Voice of Rhode Island's Lodging,
Restaurant, and Tourism Industry.

RHEF
Hospitality Training Academy

2021
ANNUAL
REPORT



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2021 PRESIDENT'S MESSAGE

Dale J. Venturini



Dear Members,

As we enter our third year of the pandemic, we're all suffering from **mental and physical fatigue**. It seems like as soon as one door opens, another closes. For our restaurants, hotels, and other hospitality businesses, this period has **significantly tested** our resolve.

Labor shortages, supply-chain issues, spiraling food costs, inflation, and evolving COVID-19 variants have all taken a significant toll on us as individuals - affecting our businesses, staff, and families. **No one is immune** to this experience.

Believe me, **we understand**. We also know that the success of Rhode Island's hospitality industry is crucial to the economic health of our state. The RI Hospitality Association is **ready, willing, and able** to continue to stand by our members in the trenches, doing the hard work necessary to move our industry forward toward a more 'normal' business climate. RIHA has successfully led the state's hospitality industry for more than 60 years and we are confident that we will continue paving the way to **getting back on track** in 2022.

One symbol of normalcy in the new year is welcoming our new Chairman of the Board. The Association is so pleased to welcome **Bill Kitsilis** to the position and we look forward to collaborating with him. We wish outgoing chairman **Farouk Rajab** all the best and look forward to his continued input on our board of directors. We thank him for his **steadfast leadership** these last two years, which were arguably some of the most difficult in the history of the Association.

With 2021 behind us, **we are grateful to have your support**. I am so proud of our hospitality community - each one of you has proven to be resilient, adaptive, and strong.

The RI Hospitality Association is **proud** to be the leading voice of our industry, advocating for our 800+ members in important legislative matters and working hard to ensure our industry's success. **Together**, we will continue forward and we will get through this.

Thank you.

2021 RIHA CHAIRMAN'S MESSAGE

Farouk Rajab, Marriott Providence Downtown

As I close out my tenure as chairman of the RI Hospitality Association's Board of Directors, I **am so proud** to have been at the forefront of our industry's efforts during such a tumultuous and challenging period in history. Last year, we were in the throes of the pandemic and wondering how our industry would survive; **we learned endless lessons** on how to deal with one of the most difficult times in any of our lives, both personally and professionally.



Through it all, we adapted, **we found strength** we didn't know we had, and collectively, we dug our heels in to find a way forward - not just for ourselves, but for the entire hospitality industry and all of its workers.

2021 offered new lessons, challenges and opportunities. Personally, being immersed in so many aspects of the Association, I **discovered** even greater levels of value that RIHA brings to the industry. I watched with pride as we navigated new pathways and provided financial relief for displaced employees, **adapted** new training methods, **assisted** small businesses with SBA loans, and **pushed** open doors that were previously closed – not just for our membership, but for Rhode Island's entire hospitality community. The Association never rested on its laurels; it was constantly **looking for pathways forward**. My eyes were opened to the incredible focus and can-do attitude of everyone at RIHA, and being a part of this amazing mission **truly brings me joy**.

When many think of RIHA, advocacy immediately comes to mind, but the organization embodies so much more. The Association was able to virtually train thousands of existing and emerging workers in food and alcohol safety, partner with RIPTA to get workers free bus passes, work with DLT on **workforce issues**, navigate **SBA loans**, launch a nationally-recognized '**Be Kind**' campaign, pull off a **successful golf tournament/fundraiser**, host **bootcamps** and resume-building **workshops**, and even ran a virtual ProStart competition for local culinary and management students when the national ProStart event was canceled. RIHA did not skip a beat as rules and regulations changed, as business operations varied week-to-week, and as other organizations tried to jump forward to lead the charge. No matter the adversity, **RIHA was steadfast**, loyal and determined for its members and for the hospitality community.

I am proud that RIHA is the only **nationally-recognized** voice of Rhode Island's hospitality industry. We are the only partner of the National Restaurant Association and the American Hotel Lodging Association in the state.

As I step away as chairman, I deeply recognize **RIHA's importance** personally and professionally and I look forward to being a continued contributor to the Association's board of directors, allowing me to invest my time promoting the organization and the value of being a part of this incredible industry partner's mission.

Looking forward to the next chapter. Remember, the sum of our industry are the people who work in it.

Be kind. Always.

A handwritten signature in black ink, appearing to be 'F. Rajab', written in a cursive style.

2021 RIHEF CHAIRMAN'S MESSAGE

David DePetrillo



The RI Hospitality Education Foundation (RIHEF) develops, supports, and promotes career growth opportunities within the hospitality industry. In 2021, as in 2020, the COVID-19 pandemic continued to adversely impact our industry. As vaccination rates increased, prospects for our industry gradually brightened, though many challenges remain.

In 2021, the Foundation's staff and its Board of Directors listened closely to the hospitality community and responded to their **critical needs** through new initiatives aimed at meeting unprecedented workforce challenges.

The Foundation's **most successful accomplishment** continues to be its certification **training programs** for hospitality employees. To ensure students did not miss the opportunity to earn these certifications, our team converted these classes to virtual learning. In-person classes are gradually being reintroduced and expanded.

Our **Employee Relief Fund**, which began in 2020 in response to widespread employee dislocation due to the pandemic, took on a new life in 2021. With the support of our Board and the **generosity of many donors**, we made this program permanent and expanded its mission to address the broader need to help hospitality employees who face **unexpected financial hardships**.

We also found a way to help our **ProStart students** when the National ProStart competition was canceled for the second year in a row in 2021. We were able to partner with our industry to conduct a **virtual competition** and provide a valuable experience for our students. We look forward to holding our traditional state ProStart Competition in 2022.

We're also helping our **existing workers** in two key areas: their transportation challenges and **upgrading their skills**. We applied for and received a grant from the Rhode Island Department of Labor and Training to provide free bus passes, free ServSafe Food Safety, and free ServSafe Alcohol training to employees.

We are **fortunate** to have the support of an engaged RIHEF Board of Directors and a dedicated professional staff. We are **committed** to the goal of providing the best educational programs to the current and future hospitality employees of Rhode Island.

Thank you.

A handwritten signature in black ink that reads "D. DePetrillo". The signature is fluid and cursive, written in a professional style.

OUR MISSION



MISSION.

To lead Rhode Island's hospitality industry through advocacy, communication, and education.

VISION.

To advance Rhode Island's hospitality industry.



MISSION.

To grow the future generation of hospitality professionals.

VISION.

To lead the hospitality workforce by providing industry standards of professionalism and certification.

GUIDING PRINCIPLES

The RI Hospitality Association and Education Foundation promote a Culture of Community. The tenets of the **Culture of Community** are comprised of eight main themes. We use the eight Cs daily through our core services and offerings.

COOPERATION

working together for the common good of the industry.

COLLABORATION

fostering supportive industry engagement through teamwork and community partnerships.

COMMUNICATION

exchanging ideas and information, and sharing industry opportunities.

CONNECTION

creating engaging, impactful, long-lasting relationships in our community.

CURIOSITY

asking questions, inspiring positive dialogues, and expanding educational opportunities.

COMPASSION

cultivating a culture of empathy, equity, and patience.

CIVILITY

promoting kindness through courteous engagement.

CAMARADERIE

securing our industry's future through mutual respect, friendship, and generosity.

2021 STATISTICS

MEMBERSHIP



NEW RIHA MEMBERS



HOSPITALITY BUSINESSES
serviced in Rhode Island



TOTAL RIHA MEMBER COMPANIES

FOOD SAFETY

- ServSafe® Food Protection Manager Certification
- ServSafe® Food Handlers Course
- ServSafe® Allergens

ALCOHOL SERVER TRAINING

- ServSafe® Alcohol Certification

CUSTOMER SERVICE & DIVERSITY

- Hospitality: The Third Language™
- First Impressions: Exceptional Customer Service™
- Lasting Impressions: The Core of Communication™

CAREER & MANAGEMENT PROGRAMS

- Coaching for First Time Managers
- Hotel Boot Camp



EMPLOYEES TRAINED
despite COVID-19 restrictions

TRAINING

RIHA currently offers **over 20** hospitality training programs.

2021

COVID-19 RESPONSE

2021 continued to be a challenging year for our industry. We are proud of our legislative initiatives and the work we did to ensure the future of hospitality.

FEBRUARY 26

Meeting with stakeholders to discuss legislative strategy.

MARCH 30

RIHA secures 30 second radio spots on 92PROFM, LITE 105 & HOT 106 for Consumer Confidence Campaign, to run through April 25th.

APRIL 27

Lisa Raiola from Hope & Main discusses launch of the Dish Up RI Program. RIHA announces our partnership with the Small Business Development Center. Preparation begins for the launch of RIHospitalityJobs.org and the Consumer Confidence Campaign.

MAY 5

RIHA works with RI Department of Business Regulations on websites that outlines how to open a business in RI.

JANUARY

RIHA sets its 2021 legislative agenda, focusing on COVID-19 recovery.

MARCH 16

Meeting with members to promote Employee Retention Tax Credit Program.

APRIL 20

In partnership with the RI Small Business Development Center, RIHA offers free consultations with Maggie Longo on applying for RI Small Business Relief Grant Program, to run through October 2021.

MAY 4

RIHA discusses the importance of the Restaurant Revitalization Fund and the strong partnership between RIHA, our federal delegation and the National Restaurant Association at a press conference.

2021

COVID-19 RESPONSE

MAY 18

Meeting with Governor McKee and DLT Director Matt Weldon. Contact tracing, social distancing, and mask mandates are lifted.

MAY 21

Governor signs RIHA's Partial Unemployment legislation. All restrictions on indoor dining, catered events, casinos, and venues of assembly are lifted. Night clubs and hookah bars open at 50% capacity with proof of vaccination. Live vocal performances are allowed with proof of vaccination.

JUNE 15

RIHA hosts a Membership Reception at the Capital Grille.

JULY 2

Governor signs RIHA's Alcohol to Go legislation.

JULY 13

Governor signs RIHA's Third Party Delivery legislation.

MAY 12

RIHA launches the Consumer Confidence Campaign as restaurants prepare to reopen.

MAY 19

RIHA launches RI Hospitality Jobs Website and billboard. This increased the number of jobs posted by 488% in the first 25 days.

JUNE 8

In partnership with the City of Providence Healthy Communities Office, RIHA offers free online ServSafe Alcohol Safety Course and Exam Sessions.

JULY 1

RIHA launches "Be Kind" campaign reminding guests to be courteous and patient with hospitality employees during the COVID labor shortage. We also created a Mental Health Resources breakroom poster.

JULY 8

Governor signs RIHA's Outdoor Dining legislation.

JULY 15

RIHA makes "Be Kind" campaign toolkit available online.

COVID-19 RESPONSE

AUGUST 16

RIHA promotes free ServSafe COVID-19 Precaution training videos, including Guest De-Escalation training. All RIHA staff completes training.

SEPTEMBER 15

RIHA partners with the RI Department of Labor & Training (RIDLT) and the RI Public Transit Authority (RIPTA) to launch a three-part incentive program assisting with the hiring of qualified employees for hospitality business, including free RIPTA bus passes.

SEPTEMBER 20

RIHA launches the Industry of Opportunity campaign, highlighting career opportunities in the industry.

DECEMBER 20

Governor McKee implements Mask and Vaccine rules due to rising COVID case numbers.

SEPTEMBER 9

RIHA hosts Economic Outlook Breakfast with guest speakers Hudson Riehle of the National Restaurant Association, Rachel Roginsky of Pinnacle Advisory Group Inc. and Heather Singleton of RIHA.

SEPTEMBER 16

RIHA hosts a PAC Fundraiser at Oak Hill Tavern.

OCTOBER 20

RIHA testifies before the RI General Assembly to request approval of American Rescue Plan Act funds for hospitality industry recovery.

JANUARY 4, 2022

General Assembly approves \$100 million “down payment” ARPA program, which includes \$8 million for restaurants, hotels, tourism and events.

MEMBERSHIP

15 Month Free Membership

When the Covid-19 pandemic hit, RIHA offered a complimentary 90-day membership to all hospitality businesses. The goal was to provide critical and timely information necessary to run a COVID-19 compliant business. This temporary membership turned into a 15-month benefit as the industry continued to suffer. Over 30 small businesses took advantage of this offer, and many joined permanently after experiencing the value. Additionally, our generous Board of Directors raised \$2,735 to cover membership dues for businesses that needed financial assistance. This fundraising prompted the creation of our “Sponsor a Member” program, highlighting the generosity and sense of community in RI’s hospitality industry.



RI Hospitality Employee Relief Fund

It started with a grant from the RI Foundation and United Way, supplemented by a large gift from Mancini Beverage, in honor of the late Alfred “Al” A. Zannella.

Al was the Executive Vice President of Mancini Beverage and a longtime Board Member of RIHA. In 2018, he was named “Man of the Year” at the Stars of the Industry Awards. Al was a dedicated member of the hospitality community, always willing to lend a hand and help the industry thrive. The fund was created in honor of his legacy of generosity.

The Relief Fund was originally created in April 2020 as a response to the COVID-19 pandemic. The hospitality industry was the first to be shut down by executive order resulting in thousands of unemployment claims. Many of the laid-off employees were struggling to pay for basic human needs for themselves and their families—housing, utilities, groceries, gasoline/transportation, and childcare.

RI Hospitality Association Member restaurant, hotel, and tourism employees who are facing an unexpected financial hardship because of an injury, illness, death of immediate family member, disaster (flood, fire, storm) or other form of crisis are encouraged to apply for financial assistance grants (up to \$1,000) to cover the costs of basic human needs. We’ve raised over \$215,000 for the fund (and counting!), allowing us to directly assist over 250 hospitality employees experiencing hardships.

Take It Outside Fleece Jackets

Many will remember the outdoor patio heaters and 12,000 blankets we distributed as part of Governor Raimondo’s Take It Outside Campaign in 2020. In 2021, we were able to expand the program, distributing 3,000 fleece jackets.

The jackets were given to hospitality employees that were working outside during the colder months to provide extended outdoor dining options for guests. A special thank you to Packaging & More for allowing us to manage the inventory and distribution of our inventory out of their warehouse in Central Falls, RI.



LEGISLATION

RIHA'S LEGISLATIVE WINS



The 2021 legislative session was one for the **record books**. Despite having to lobby remotely, RIHA had one of its **most active legislative sessions**, tracking over 400 bills and implementing our most ambitious advocacy agenda to date.

● **More Flexibility for Partial UI Benefits**

After several months of RIHA's advocacy, the state took action to change the UI system to encourage people to return to work.

- On May 23, 2021, the RIDLT **reinstated the work search requirement** for people collecting UI benefits.
- The General Assembly passed legislation which encourages people to go back to work by allowing them to **earn more** on partial unemployment while also collecting the federal \$300. Since its implementation, an additional 4,500 Rhode Islanders that were already working part-time are now keeping more of the money they earn.

● **Outdoor Dining Zoning Rules Extended**

At the suggestion of RIHA, the General Assembly passed legislation which would impose a **moratorium on the enforcement of any municipal ordinance** or zoning requirement that would penalize owners of food service establishments and bars for any modifications or alterations to their premises in response to an emergency declaration by the governor or local municipal officials. The moratorium is effective until April 1, 2022.

● **Short Term Rentals**

After several years of advocacy, the General Assembly moved forward with legislation that would **require short term rentals to register** with the State. This is an important first step in regulating unlicensed short-term rentals that are acting as hotels without any of the **regulations governing traditional lodging establishments**. Governor McKee vetoed the legislation, prompting RIHA to ask the General Assembly to overturn the veto.

● **Breweries Required to have Liquor Liability Insurance and Alcohol Safety Training**

The General Assembly took steps to bring breweries into alignment with other liquor licenses by **requiring** them to obtain liquor liability insurance and follow alcohol server training requirements.



Tamara McKenney and Kris Waugh
of Apponaug Brewery
photography by Angel Tucker

● **Alcohol To Go Extended to March 2022**

After months of advocacy from RIHA, the General Assembly **extended** alcohol to go until March 2022. The legislation mirrors the existing Executive Order that RIHA worked on last year.



Human Trafficking Prevention Act Passed ●

In response to several high-profile cases of **human trafficking** in hotels in other parts of the country, the RI lodging community asked the General Assembly to act.

The Human Trafficking Prevention Act was designed to encourage employees to report suspicious behavior. The final legislation requires hotels to **post information** about human trafficking for employees. RIHA developed a sample poster for hotels. There is no training requirement. It went into effect on January 1, 2022.

● **Third Party Delivery Companies Regulated**

One of RIHA's top legislative priorities was to **prohibit third party delivery** companies from putting restaurants on their website without the restaurant's permission.

● **\$15 Minimum Wage Passed: First Increase Moved to January 1, 2022**

The General Assembly passed a \$15 minimum wage bill this year. After hearing from RIHA, the first increase was moved from October 2021 to January 1, 2022. We were also able to eliminate hazard pay from the final legislation.

- January 1, 2022: \$12.25
- January 1, 2023: \$13.00
- January 1, 2024: \$14.00
- January 1, 2025: \$15.00

● **Pay Equity Legislation Passed**

The General Assembly passed legislation that implemented "equal pay for comparable work." The bill is a result of months of conversations between the sponsors of the legislation, the proponents and business groups such as RIHA and the Northern RI Chamber. This **collaborative approach** means that this legislation achieves our industry's commitment to equity while also understanding the needs of the business community. RIHA will be conducting several trainings before this new law is implemented in 2023.

● **So-Called "Workplace Bullying" Bill Defeated**

The General Assembly took steps to bring breweries into alignment with other liquor licenses by **requiring** them to obtain liquor liability insurance and follow alcohol server training requirements.

● **Tipped Wage Remains at \$3.89**

Despite several pieces of legislation aimed at raising and eliminating the tipped wage, RIHA was able to keep the tipped wage at \$3.89.

TAXATION

Tax on High Income Earnings ●

The budget did not raise taxes on those in the state's top income tax bracket. The tax increase would have raised the state tax rate on income over \$475,000 from 5.99% to 8.99%. It was estimated to generate \$128 million in state revenue each year.

● **Sugar Tax**

RIHA and other business groups **successfully defeated** a proposal to impose a tax on sugary drinks.

● **PPP Tax Threshold Increased to \$250,000**

Over the last several months, our industry has been the leading opposition voice to the proposal to tax the PPP, with over 1,230 emails being sent to legislators from our industry.

Although the General Assembly did include a tax on the PPP, they increased the threshold to \$250,000 and implemented changes to make it easier for businesses impacted in 2020 to pay the tax because of our efforts.

ENVIRONMENT

● **Straws Upon Request: Effective January 1, 2022**

Beginning January 1, 2022, restaurants must wait for customers to request a straw instead of automatically giving one. RIHA successfully advocated for the implementation date to be moved to January 1, 2022, giving businesses time to adjust.

ECONOMIC RELIEF

Restaurant Revitalization Fund ●

Despite the lifting of COVID restrictions in June 2021, our industry continued to need **economic relief**. Due to the tireless efforts of the National Restaurant Association, Congress passed the **\$28.6 billion** Restaurant Revitalization Fund to help reimburse restaurants for their pandemic revenue losses. Because of the overwhelming need, the Fund was exhausted within the first few days, with only 22% of Rhode Island restaurants receiving this much needed help.

RIHA, along with our National Partners, have continued to advocate for the replenishment of the RRF to **help our industry recover**.

● **Save Hotel Jobs Act**

RIHA, the American Hotel & Lodging Association, and UNITE HERE came together to ask Congress to pass much needed support for our hotel industry.

The **Save Hotel Jobs Act** was introduced by U.S. Senator Brian Schatz (D-Hawaii) and U.S. Representative Charlie Crist (D-Fla.) The bill provides a lifeline to hotel workers and hoteliers, **providing critical assistance** to bring back workers and to help bridge the gap until travel returns.

Key provisions include:

- **Supporting Hotel Workers:** Direct payroll grants, in an amount up to three months' worth of pre-pandemic payroll cost, are to be utilized for payroll and benefit expenses for workers. The legislation would require grantees to give laid-off workers recall rights to ensure those who lost their jobs are able to return to work.
- **Allowing Worker-Friendly Tax Credits:** This provides a Personal Protective Equipment Tax Credit to promote worker safety measures, allowing for a payroll tax credit for 50% of costs associated with the purchase of:
 - personal protective equipment,
 - technology designed to reduce the impact of the pandemic
 - increased testing supplies for employees
 - enhanced cleaning protocols that do not negatively impact the level of work for housekeeping staff

RIHA and AHLA continue to advocate for this legislation.

● **American Rescue Plan Funding**

The State of Rhode Island received \$1.2 billion in American Rescue Plan Funding. In the Fall of 2021, Governor McKee submitted a \$100 million “down payment” plan to the General Assembly, which included significant small business relief.

RIHA submitted almost sixty pages of testimony to the House and Senate Finance Committee, outlining the need for economic relief for our industry. In December 2021, the Governor, Speaker and Senate President announced a plan to start using the funds to help our industry recover.

This plan included:

- **\$38.5 million** to support children, families, and social supports
- **\$32 million** to assist small businesses impacted by COVID-19
- **\$29.5 million** to promote affordable housing, housing stability supports and broadband
- **\$13 million** for hard-hit tourism, hospitality, and event industries

TRAINING



Coaching for First Time Managers

This fall, RIHEF offered our Coaching for **First Time Managers** at the Providence Downtown Marriott. The training included group discussions, team exercises, and personal reflection.

In addition to the training, the students were assigned homework each week that utilized the **communication skills** they have acquired. The combination of homework and classwork gives students the tools they need to become **excellent leaders**.

ServSafe® Alcohol Training

RI Hospitality Associations' ServSafe training covers more than just food safety; it also includes alcohol training. The ServSafe® Alcohol program takes the students through **real-world situations**, RI specific alcohol laws, evaluating intoxication levels, properly checking identification, and dealing with difficult situations.

RI Hospitality has teamed up with the City of Providence's Healthy Communities Office and the Rhode Island Department of Labor and Training to provide **complimentary ServSafe Alcohol training** to 125 people.

RI Hospitality has also **collaborated** with numerous establishments throughout the state to provide this training to Owners, Managers, and Employees.



ServSafe® Food Safety Manager Training

This year, through our ServSafe® certification program, we **trained 418 managers** on the importance of Food Safety. This training includes a variety of important food safety topics including the RI food code, employee hygiene and health, receiving and storage, allergen awareness, and much more.

Managers learn to implement **essential practices** and create a **culture of food safety**. Participants who pass the exam receive a nationally recognized ServSafe® Manager Certification. In addition to in-person training, RIDLT provided funding for **free online training vouchers**.



**FOR MORE
INFORMATION
ABOUT OUR
TRAINING
PROGRAMS**

Traci Dusfresne

Manager

Hospitality Workforce Development

traci@rihospitality.org

COMMUNICATIONS

“
Rhode Island’s restaurants and bars are ready to welcome you back! Restaurant owners have weathered quite a storm this year, but have shown how resilient and what an integral part of the state’s culture and economy they truly are. There was even a boom in restaurant openings during the pandemic response. Rhode Island establishments have done everything possible to make dining safe for you and your family. Now it’s time to eat, drink, and shop locally!”



DANIEL MCKEE
Governor
State of Rhode Island

#RIHospitality



“
The team at the Greenwood Inn has worked hard over the last year to **continuously monitor, meet and exceed safety standards**. We are so appreciative of the loyal staff and local community for their unwavering support. **Whatever your comfort level, we have an option for you**. We continue to have inside, outside and curbside dining service.”



WENDY MORAN
Manager
Greenwood Inn

#RIHospitality



“
In reflection of this past year, I am humbled by the acts of kindness and the awareness that has been present as **we have all worked together in community to safely and successfully survive this period of uncertainty. This resilience and community spirit is truly at the core of the hospitality industry and makes me truly satisfied to be a member of this community.**”



TINA TOMASELLI
Owner, T’s Restaurant Group
RI Hospitality Association Board Member

#RIHospitality



Consumer Confidence Campaign

In May 2021, Governor McKee relaxed all Covid-19 related restrictions and the industry quickly pivoted to reopen. After over a year of being told to “stay at home” and “shelter in place,” people were excited, but hesitant, to return to their previous social activities.

While the hospitality industry has always had strict standards for food sanitation and cleanliness, there had never been a necessity to publicly showcase these measures. RIHA saw this as an opportunity to communicate the extra health and sanitation procedures being implemented to rebuild consumer confidence.

The Consumer Confidence Campaign was launched to reinforce and highlight the stringent safety measures in place at Rhode Island restaurants, hotels, and tourist attractions. The campaign also reminded customers that visiting their favorite restaurants and staying at the state’s many hotels was safe.

Sixty-nine “Quote Cards” were promoted on social media highlighting public officials, the Board of Directors, RIHA members, and RIHA staff, encouraging the public to re-engage in the industry.

Radio advertisements also captured consumer attention by means of WPRO-AM, WPRO-FM and WWLI-FM with a net reach of 305,100 people. RIHA’s social media audience increased 137% during the campaign.

Locals responded positively, and it was recognized at the national level. Within four weeks businesses were overcome with customer interest and doing their best to keep up with the high demand.

Industry of Opportunity Campaign

We launched our “Industry of Opportunity” marketing campaign in response to the employee recruitment challenges businesses were facing. The goal was to showcase the potential for growth in an industry that has consistently promoted from within. Thirty-two industry partners, elected officials, and RIHA members were highlighted in this campaign, showcasing their career path from their first job to where they are now.

The image displays three promotional cards for the "Industry of Opportunity" campaign. Each card features a portrait of an individual, their name and title, and a timeline of their career path. The cards are for Sam Glynn, Dale J. Venturini, and Farouk Rajab. Each card includes the RIHA logo at the bottom.

Name	Title	First Job	Current Role
Sam Glynn	Vice Chairman / RI Hospitality Education Foundation	Dishwasher	Owner Chomp Kitchen & Drinks
Dale J. Venturini	President / CEO / RI Hospitality Association & RI Hospitality Education Foundation	Banquet Server	President / CEO RI Hospitality Association RI Hospitality Education Foundation
Farouk Rajab	Chairman of the Board / RI Hospitality Association	Retail Sales Associate	General Manager Providence Marriott Downtown

Welcome Back

WE ARE EXPERIENCING A **STAFF SHORTAGE**
WE ASK THAT YOU PLEASE BE **KIND** AND **PATIENT** WITH THE STAFF THAT ARE WORKING.
Thank You!



Our “Be Kind” campaign gained local and national exposure in the Boston Globe, New York Times, Wall Street Journal, and Associated Press.

Be Kind Campaign

RIHA’s “Be Kind” campaign was a response to the industry’s frustration with disrespectful guests—a plea for customers to be more patient and caring towards hospitality workers. Restauranters and hoteliers were completely overwhelmed, attempting to re-open businesses during a labor shortage and struggling to apply for grants and financial assistance. Daily responsibilities, such as bussing tables and cleaning hotel rooms, became unbelievably stressful tasks for employees, after being forced to subdue confrontational guests.

After receiving four calls for emotional support within an hour, the RIHA team came together for an emergency staff meeting. Three hours later, our “Be Kind” toolkit was launched, featuring a front door sign, social media posts, and a mental health resource poster for restaurant and hotel break rooms.

The Boston Globe

In wake of mask mandate, R.I. hospitality industry reminds people: Please be kind

The popular campaign from the summer has been revamped in light of new COVID rules
By Brian Amaral | Globe Staff | Updated December 21, 2021, 12:38 p.m.



RI Hospitality Jobs Campaign

Early in the pandemic, business owners and operators were forced to furlough or layoff most of their staff, assuming that it would be weeks or months before the industry recovered.



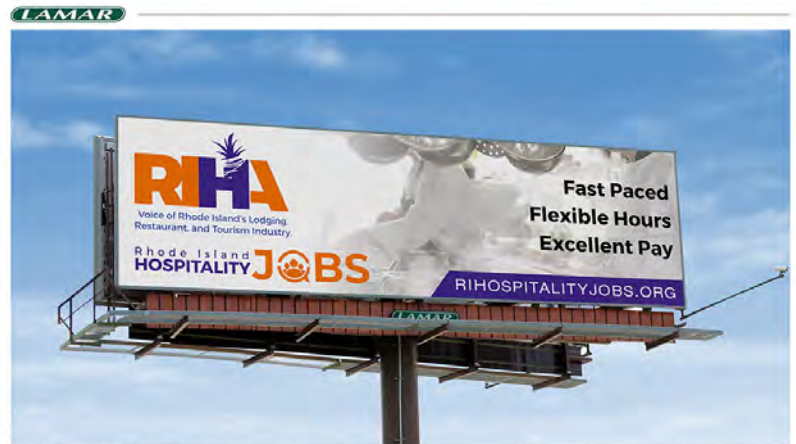
On May 21, 2021, after 15 months of fluctuating regulations, Governor McKee lifted most Covid-19 related restrictions. The industry was excited to capitalize on the reopening, but another challenge loomed.



Hotels and restaurants suddenly found themselves in the **third wave** of the pandemic—first, the virus; then, the shutdown; and now, the unexpected hiring crisis. The hospitality industry struggled to hire and retain the necessary talent to operate at full capacity.

The labor shortage that had plagued the industry even before the pandemic, suddenly grew exponentially worse.

RIHA led a response to support the industry by developing a RI Hospitality job board. The goal was to centralize all open positions in Rhode Island, re-build trust with furloughed hospitality professionals, and to attract new talent. The number of new jobs posted on the platform increased by 488% in the first 25 days.



To get the word out to job seekers, RIHA partnered with RI DLT and community-based organizations.

Additional marketing efforts included Lamar Outdoor Advertising billboards, ads on GoLocal Prov, Google, the #RIHospitality Podcast, RIHA Website, e-newsletters, town hall meetings, social media, and press releases.

www.RIHospitalityJobs.org

Drinks on the River: August 2nd

More than 80 women attended RIHA's "Drinks on the River" event in Providence. The afternoon included a guided tour down the Providence River by Captains Tom and Peter, followed by a cocktail party at the Hot Club catered by Pranzi Catering and Events. The event provided an opportunity to **relax together** and celebrate industry achievements over the past year and a half.

"It can't be overstated how much our industry, like so many others, has been through," said Dale J. Venturini, President/CEO, RIHA. "'Drinks on the River' was the **perfect way** for the women in our industry to **reconnect**, share what they've learned, and **lean on one another** as we prepare to take on the next phase of the pandemic."



Kim Ward (Bally's Twin River Casino Lincoln),
Christine Phillips (PWCVB), Natasha Nichols
(Chow Fun Food Group)

Brews at the Lodge: October 7th

RIHA's Women in Hospitality gathered at Apponaug Brewing Company (Warwick, RI) where they enjoyed an outdoor **cocktail party** and snacks from Tommy's Pizza in the brewery's new beer garden, "The Lodge".

The event was part of a continual effort to **celebrate and support women** in the hospitality industry.

"Having the opportunity to socialize with **impactful leaders** in the industry was a reminder of how important their influence is in one of the leading industries in Rhode Island," said Caroline Bhatia, RIHA's Director of Membership.



Krystal Potenza, Erin Mignosa
and Lisa Maine (RISE Engineering)

The 18th Annual Economic Outlook Breakfast: September 9th

Industry analysis suggests that the hospitality industry in Rhode Island will continue its encouraging, albeit slow, recovery process in 2022.

2021 Economic Outlook Breakfast Panelists



Heather Singleton, COO, RIHA and the RI Hospitality Education Foundation (RIHEF)



Hudson Riehle, Senior Vice President of the Research & Knowledge Group, National Restaurant Association (NRA)



Rachel Roginsky, Principal, Pinnacle Advisory Group

According to Roginsky, Rhode Island's lodging industry experienced an impressive rebound in 2021, experiencing a 76.73% increase in RevPAR (revenue per available hotel room) in July 2021 compared to July 2020, but is still down 18.04% since 2019. Roginsky analyzed the lodging markets in Providence, Warwick, Newport, and Middletown.

- **Providence** saw a modest increase of 32.93% in RevPAR from 2020, but the market is still down 48.15% from 2019.
- **Warwick** also shows an increase from last year. Warwick's RevPAR increased 52.38% from 2020, but is still down 7.23% since 2019.
- On **Aquidneck Island**, Newport saw a substantial increase in both ADR (average daily rate), up 38.6% from 2020, and up 20.12% from 2019. RevPAR is up 114.1% from 2020, and up 10.4% from 2019.
- The **Middletown** market ADR is up 28.73% from 2020 and 7.07% from 2019, and RevPAR is up 92.54% from 2020 and 0.21% from 2019.

Hudson Riehle addressed the economic backdrop and performance of the restaurant and food service industry nationally. According to Riehle, national restaurant sales are projected to remain approximately \$110 billion below pre-COVID-19 levels, but are still projected to be \$120 billion higher than in 2020.

Employee recruitment, COVID-19 concerns, and food costs were restaurant operators' biggest challenges this year. According to Riehle, hospitality job openings jumped 119% between January and June of 2021 while the growth of labor costs is accelerating with average hourly earnings increasing by 5.2% in 2021, compared to 3.2% in 2020 and 3.8% in 2019.

According to Riehle, the industry is in transition. We can expect strong geographic variations in performance. While uncertainty will continue into 2022, a greater emphasis will be placed upon food delivery, carry-out, drive-thru service, alcohol, value-added products, and digital service, with consumers continuing to manage their spending.

Heather Singleton, who spoke on behalf of RIHA/RIHEF, discussed key statistics affecting the Rhode Island labor force, as well as leisure and hospitality employment on a national scale.

- R.I. Unemployment Rate
 - July 2021: 5.8%
 - July 2020: 14.0%
- U.S. Unemployment Rate
 - July 2021: 5.4%
 - July 2020: 10.2%

According to statistics provided by the American Hotel & Lodging Association (AHLA), nearly 500,000 established hotel jobs were lost this year in the United States. It is estimated that RI lost 1,378 of its existing 4,267 hotel jobs in 2021, marking a 24.4% loss.

A recent National Restaurant Association survey found that for the first time since December of 2020, restaurant jobs declined on the national level with 41,500 jobs cut in August 2021. During the seven months prior, the industry had added 1.4 million jobs nationally.

10th Annual Summer Membership Reception: June 15th

Our 10th Annual Summer Membership Reception at The Capital Grille was a welcome return to our 2021 calendar. Although it should have been our 11th Annual Reception, members were thrilled to finally reunite and socialize. Chris Phillips and his team from The Capital Grille were incredible hosts.



The Capital Grille Team



Meagan Butler, hospitality student from CharihoTECH received a scholarship from RIHEF. She is going to Nichols College to study Hospitality, Events, and Tourism. Her proud parents look on.



Dale J. Venturini and Sanjiv Dhar (President & CEO, India House, Inc.)



Kahn, Litwin, Renza & Co., Ltd. Foursome with Laura Yalanis (left), winner of Women's Longest Drive



Farouk Rajab (Providence Marriott Downtown), 2021 RIHA Chairman, Sarah Bratko, Esq., Senior Vice President of Advocacy/General Counsel (RIHA)



Kevin Alexander, Brian Casey (Oak Hill Tavern), 2021 Chairman of the National Restaurant Association



KG Kitchen Bar Foursome, 1st Place Golf Tournament Winner with Kevin Gaudreau (left), winner of Men's Longest Drive

Golf Classic: October 25th

On October 25th, RIHA held its 32nd Annual Golf Classic at Quidnesset Country Club in North Kingstown. After being rained out on the initial date followed by eighteen months of unprecedented times; everyone was thrilled to be reunited for this event. We received enticing donations to our silent auction and raffle fundraisers and enjoyed delicious food and beverages together.

SPONSORS

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- Sprague Energy
- OceanPoint Insurance
- Falvey Linen
- McGrath Clambakes
- Performance Food Group
- Beacon Mutual Insurance
- EcoLab
- Gordon Food Service
- Affiliated Insurance Managers
- Twin River
- Teladoc
- ASCAP
- Heartland Payment Systems
- The Omni Hotel Providence
- Horizon Beverage
- McLaughlin & Moran
- Mancini Beverage
- Along with fifty tee sign sponsors!

WINNERS

Golf Classic Overall

1. KG Kitchen Bar
2. Chow Fun Food Group
3. Ladder 133 Kitchen + Social

Closest to the Pin

Cam Dennis, East Coast Fire

Men's and Women's Longest Drive

Kevin Gaudreau, KG Kitchen Bar

Laura Yalanis, Kahn, Litwin, Renza & Co., Ltd.

Annual Meeting: December 1st

RIHA's 2021 Annual Meeting looked a little different this year, but it still highlighted the accomplishments of members, teamwork, and industry successes. Hosted at the famous Fred & Steve's Steakhouse at Bally's Twin River Casino Resort in Lincoln, RI, we also used this as an opportunity to launch our new Pineapple Political Action Committee to help us build our advocacy program.



Farouk Rajab, Governor McKee and Dale J. Venturini



2021 RIHA Chairman, Farouk Rajab, addresses the crowd, with Governor McKee and Dale J. Venturini looking on.



RIHA's incoming Chairman of the Board, Bill Kitsilis, gifts Farouk Rajab with the Chairman's Gavel

We were joined by three NFL Football stars, including Fred Smerlas and Steve DeOssie, as well as Hall-Of-Famer Ty Law. RIHA President/CEO Dale J. Venturini was presented with the inaugural Golden Pineapple Award, recognizing her **outstanding efforts** during the industry's most difficult period.



RIHA receives a check from Bally's Twin River Lincoln in support of the RI Hospitality Education Foundation



Dale J. Venturini accepts the 2021 Golden Pineapple Award



David DePetrillo, RIHEF Chairman, Dale J. Venturini



David DePetrillo, Liz Tanner, Mayor Don Grebien, Mark Hayward, and Senator Josh Miller



Steve DeOssie, Ty Law, Dale J. Venturini, Fred Smerlas

LOOKING AHEAD TO 2022

While we do our best to plan ahead, this is not a complete list. Events will be updated on our website regularly.

JANUARY

National Slavery and Human Trafficking Prevention Month

RI Hotel Month

- 4 ServSafe Food Safety Manager Training: Providence Marriott
- 18 ServSafe Food Safety Manager Providence Marriott

FEBRUARY

- 8 ServSafe Food Safety Manager Training: Providence Marriott
- 10 Industry Call — ServSafe Ops: Virtual
- 22 ServSafe Food Safety Manager Providence Marriott
- 22 RIHA Board of Directors Meeting: Virtual

MARCH

Women's History Month: Women in Hospitality Event

- 8 ServSafe Food Safety Manager Training: Providence Marriott
- 15 Boost Your Service Game Training: Providence Marriott
- 22 ServSafe Food Safety Manager Training: Providence Marriott
- 22 RIHA Board of Directors Meeting: State House
- 24 ServSafe Alcohol Training: Providence Marriott
- 7, 14, 21 Coaching for First Time Managers: Homewood Suites Middletown

APRIL

- 5 ServSafe Food Safety Manager Training: Providence Marriott
- 6 ProStart Competition
- 12 ServSafe Food Safety Manager Training: Providence Marriott
- 14 ServSafe Alcohol Training: Providence Marriott
- 14 Boost Your Service Game Training: Providence Marriott
- 20 RIHA/EF Joint Finance Committee Meeting
- 19-20 ServSafe Food Handler Training for Students: Providence Public Library

LOOKING AHEAD TO 2022

MAY

National Tourism Month

1-7 National Travel & Tourism Week

- 10 ServSafe Food Safety Manager Training: Providence Marriott
- 24 ServSafe Food Safety Manager Training: Providence Marriott
- 24 RIHA Board Meeting: RI Supreme Court

JUNE

- 22 RIHA Board Meeting: The Capital Grille
- 24 RIHA Membership Reception: The Capital Grille

JULY

- 20 RIHA/EF Joint Finance Committee Meeting

SEPTEMBER

National Food Safety Month

- 20 RIHA Board of Directors Meeting
- 7 Economic Outlook Breakfast

OCTOBER

National Disability Employment Awareness Month

- 3 Golf Tournament
- 7 Economic Outlook Breakfast
- 19 RIHA/EF Joint Finance Committee Meeting
- 25 RIHA Board of Directors Meeting: Gurney's
- 25 RIHA Membership Reception: Gurney's

NOVEMBER

- 29 Giving Tuesday
- 30 RIHA Board of Directors Meeting: RI Convention Center
- 30 EF Board of Directors Meeting: RI Convention Center
- 30 Stars of the Industry: RI Convention Center

MEET *the team*



DALE J. VENTURINI
President/CEO



HEATHER R. SINGLETON
Chief Operating Officer



SARAH R. BRATKO, ESQ.
*Senior Vice President of
Advocacy/General Counsel*



CAROLINE BHATIA
Director, Membership



TRACI DUFRESNE
*Manager, Hospitality
Workforce Development*



KATIE KLEYLA
*Manager, Events &
Marketing*



MACY WAKEFIELD
Administrative Assistant



2021 Board of Directors



Officers

Chairman of the Board

Farouk Rajab, Providence Marriott Downtown

1st Vice Chairman of the Board

William Kitsilis, Angelo's Palace Pizza and Antonio's by the Slice

2nd Vice Chairman of the Board

David Smiley, Gurney's Newport Resort & Marina

Secretary

Ellen Gracyalny, Gracie's Ventures Inc.

Treasurer

Anthony Pellegrino, The Dean Hotel/ASH NY

Immediate Past Chairmen

Burnell Goldman, Omni Providence Hotel

Past Chairman

Craig Sculos, Twin River Casino Hotel
H. Robert Bacon, Gregg's Restaurants & Taverns

President/CEO

Dale J. Venturini, RI Hospitality Association and RI Hospitality Education Foundation

Board of Directors

Restaurant

Paul Conforti, Encore Hospitality Group
Kristin Gennuso, Chez Pascal and The Wurst Kitchen
Michael Halpern, Texas Roadhouse
Charlie Holder, Midtown Oyster Bar
George Kilborn, Camille's
Ellen Gracyalny, Gracie's Ventures Inc.
Tina Tomaselli, T's Restaurants

Hotel

Walter Andrews, Newport Marriott
Mike Bryan, Renaissance Providence Downtown Hotel
Jeffrey Day, First Bristol Corporation
Burnell Goldman, Omni Providence Hotel
Anthony Pellegrino, The Dean Hotel/ASH NYC
Farouk Rajab, Providence Marriott Downtown
David Smiley, Gurney's Newport Resort & Marina

Allied

William Dessel, KEEL Vodka
Antonio E. Fonseca, Packaging & More
Jennifer Luxmoore, Sin
Keith Morris, Mancini Beverage
Michael Vuolo, Ecolab

At Large

Chuck Fraser, Sysco Boston
Randy Nason, Seven Stars Bakery
Colin Geoffroy, G Hospitality
TR McGrath, McGrath Clambakes

Education Foundation

David C. DePetrillo, RI Hospitality Education Foundation

NRA Board Representative

Brian E. Casey, Oak Hill Tavern and The Company Picnic Company

Ex-Officio

Lisa Doucet-Albert, Regan Communications
Norman LeBlanc, Kahn, Litwin, Renza & Co., Ltd.
William Murphy, Dome Consultants, LLC
Thomas Regan, OceanPoint Insurance

Honorary

Peter Cafaro, Judd Brown Designs
Daniel Hostettler, Ocean House
Len Panaggio, N.E. Restaurant Financial Group

2021 Board of Directors



Officers

Chairman of the Board

David C. DePetrillo, RI Hospitality Education Foundation

Vice Chairman of the Board

Sam Glynn, Chomp Kitchen & Drinks

Secretary

Joanna Arrighie, Providence Marriott Downtown

Treasurer

Frank Martucci, Bally's Corporation

President/CEO

Dale J. Venturini, RI Hospitality Association and RI Hospitality Education Foundation

Board of Directors

Hotel

Joanna Arrighie, Providence Marriott Downtown

Restaurant

Angela Armenise, Blackie's
Floyd Crisp, Fleming's Prime Steakhouse & Wine Bar
Sam Glynn, Toasted Bun Hospitality
Karsten Hart, Newport Restaurant Group

Tourism

Frank Martucci, Bally's Corporation
Thomas Riel, Providence Warwick Convention & Visitors Bureau

At-Large

Alan Chille, Providence Performing Arts
Vincent Costable, Gordon Food Service
Damian Santoro, Ladder 133

Higher Education

Melissa Varao, Salve Regina University
Human Resource Council
Laureen Grebien, Gregg's Restaurants & Taverns

Community Partner

Lee Lewis, Junior Achievement of RI

RI Hospitality Association

Kristin Gennuso, Chez Pascal & The Wurst Kitchen

Ex-Officio

Ray McCue, American Culinary Federation/RI Chapter

Honorary

Michael Sabitoni, Johnson & Wales University