

# DIAGEO

## “RAISING THE BAR” RESTAURANT RECOVERY FUND

- **More than \$3 Million in Grant Funding Available**
- **Eligible Restaurants Can Receive up to \$5,000 for COVID-19 Related Measures**

The restaurant industry has been among the hardest hit during the COVID-19 crisis. Restaurants in New York State have had to significantly adapt their businesses to keep their employees and customers as safe as possible under the current environment. Many of these changes require considerable financial investment, further straining small businesses. Diageo is committed to supporting restaurant owners, particularly those in underrepresented communities, who have been disproportionately harmed by COVID-19. To help these restaurants adjust to COVID-19 requirements during the winter months when outdoor dining is limited, Diageo has proudly provided financial support, along with Coastal Pacific Wine & Spirits, to the non-profit National Development Council (NDC), which will implement the “Raising the Bar” Restaurant Recovery Fund. Diageo’s vision is that this fund will provide much-needed relief to such an important industry that serves as a vital part of the economic engine of local communities. Grant funding will be dispersed independently, by NDC, an experienced national economic non-profit that has been in operation since 1969.

### HOW CAN GRANT FUNDS BE USED?

“Raising the Bar” grant funding can be used for COVID-19-related improvements and equipment that will allow businesses to comply with social distancing guidelines, expand take-out/delivery operations, or accommodate outdoor dining such as plexiglass barriers/partitions, signage promoting social distancing and hygiene protocols, heaters, heat lamps, weatherization upgrades and insulated delivery bags; improvements that will allow the business to continue operating through the winter months such as filtration system upgrades and food heaters to maintain temperature for to-go orders, and purchasing PPE and sanitation supplies necessitated by the pandemic; and COVID-19-related business improvements like patio heaters or contactless technology.

### WHICH BUSINESSES ARE ELIGIBLE?

Eligible businesses consist of New York State restaurants that have no more than \$3 million in 2019 revenue and are engaged in providing food services and meals prepared on-premises to patrons who traditionally order and are served while seated, including on-premises food and drinking establishments licensed through the State Liquor Authority, and which need funding to adjust to COVID-19-related impacts and protocols. Establishments providing take out or grab and go food services due to COVID-19 restrictions are also eligible. All businesses must continue to comply with the [New York Forward](#) reopening guidance and [Cluster Action Initiative](#) guidance, as applicable. Please refer to <https://esd.ny.gov/raising-bar-restaurant-recovery-fund> for further eligibility details.

### WHAT IS THE APPLICATION PROCESS?

Restaurants can apply to the Raising the Bar Restaurant Recovery fund beginning Monday, January 11<sup>th</sup> via <https://esd.ny.gov/raising-bar-restaurant-recovery-fund>.

### HOW CAN OTHER ORGANIZATIONS GET INVOLVED?

To join the “Raising the Bar” Restaurant Recovery fund efforts and help the New York State restaurant industry, contact Ann Finnegan at [afinnegan@ndconline.org](mailto:afinnegan@ndconline.org).