

2018 ISHAE AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2017 through September 30, 2018.**

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Association Staff Size: 11 members

Associations Annual Budget(not including AH&LA dues): Over \$500,000 Under \$500,000

Entry Category: Education and Workforce Development Events and Fundraising

Government Affairs Member Programs Public Relations Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Additional information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 3, 2018

1. Goals & Objectives of Program

Hurricane Florence peaked as a Category 4 hurricane with sustained winds of 140 mph but made landfall as a Category 1 hurricane on September 14 over Wrightsville Beach, North Carolina. Well before she arrived, the NC Restaurant & Lodging Associations was preparing to support the hospitality industry with preparation. That would soon become a recovery effort. Hurricane Florence caused widespread flooding, massive damage, and claimed the lives of 49 people in eastern North Carolina.

As the storm approached, NCRLA created a Hurricane Florence Emergency Toolkit on our website which has been updated daily with resources for NCRLA members and anyone in the hospitality industry. The resources are a repository of information and best practices intended to help hospitality businesses across North Carolina recover from the storm.

In addition to the webpage, for more than a week after the storm began, we sent out daily Hurricane Florence Advisories to our members to push out key messages and direct them to safety information and business recovery resources.

After the storm as flood waters were rising, we quickly became aware of the outpouring of support from hospitality professionals across the state. To shine a spotlight on the good works and outpouring of support from these hospitality businesses, we created a second webpage called The Big Heart of Hospitality. We gave thanks to those who have reached out to help our state's citizens, restaurant and hotel owners, and their employees.

Unfortunately, our work is not yet over. NCRLA continues to coordinate with lodging properties, restaurateurs, FEMA, the Governor's Office, state and local government authorities, CVB's and other emergency staff to alert and assist impacted communities. We have narrowed our communication to members and prospects in the 18 counties that have been declared federal disaster areas, and we have plans to host a recovery webinar next week.

2. Target Audience

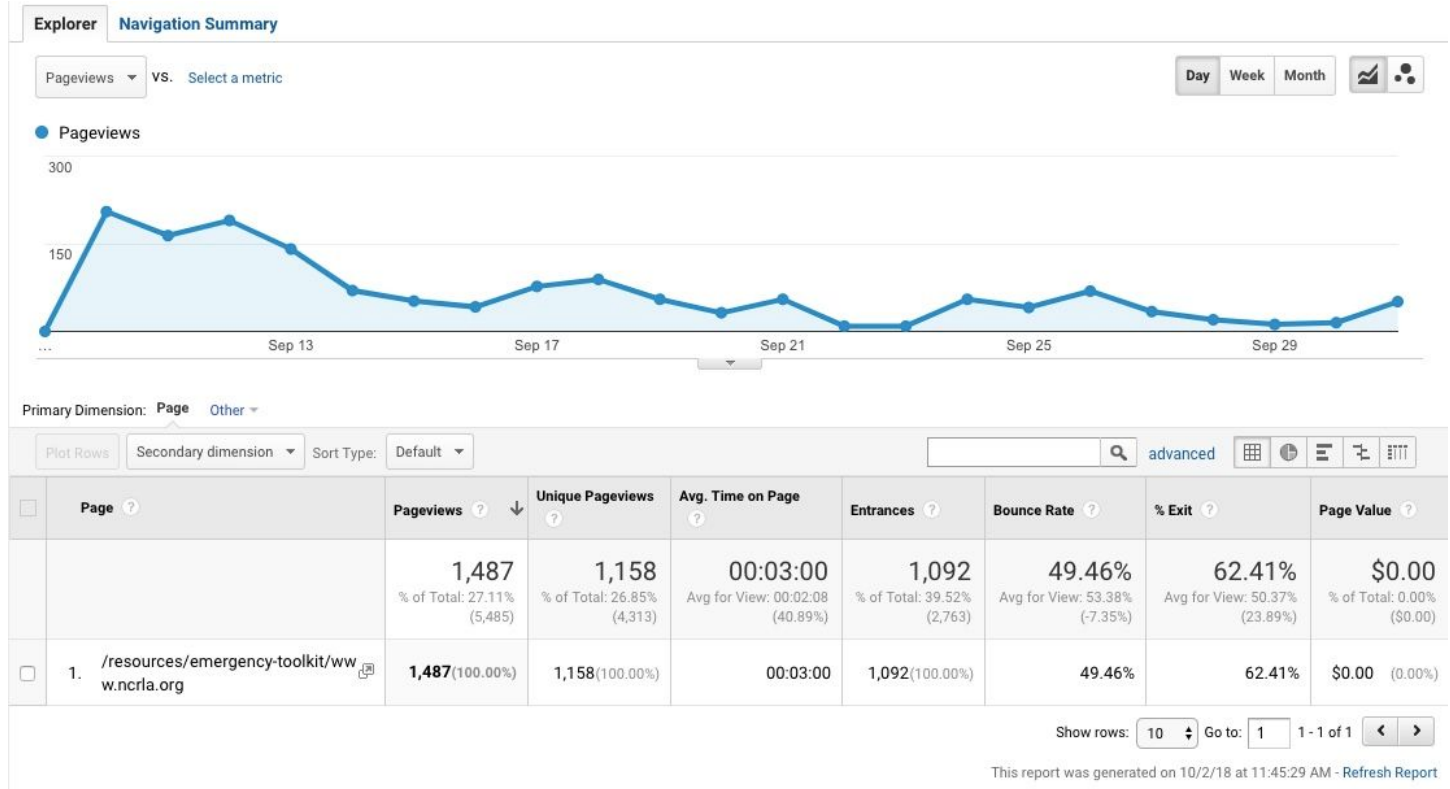
NCRLA targeted this messaging to its members, prospects, and media as well as anyone else in the hospitality community or public that could benefit from the information. NCRLA's membership is comprised of approximately 2,300 hotel and restaurant owners, operators, chefs, and allied members.

3. Results of Program

A total of seven Hurricane Advisory Newsletters were sent out prior, during, and after the hurricane. Each newsletter directed recipients to the Hurricane Florence Toolkit page on the NCRLA website. Newsletters performed well with both a high percentage of open and click rates. As a result of the creation of the resource page, the NCRLA website saw increased traffic, more specifically the Hurricane Florence Recovery page. From the inception of the Hurricane coverage (9/10/2018), pageviews for the resource page performed at total of 27.11% among NCRLA website, that is 1,487 pageviews out of 5,485 website-wide. (*See Pageviews chart below*).

4. Evaluation Measures

Newsletter	Opens	Clicks	Bounces	Unsubscribes
Hurricane Advisories	27.09%	22.28%	1.34%	0.04%



5. How was the program presented to the target audience?

The NCRLA database is comprised of approximately 2,300 hotel and restaurant owners, operators, chefs, and allied members. Newsletters were sent out to all NCRLA members and prospects. The resource page was presented and promoted to target audiences through these newsletters and social media outlets such as Twitter, Facebook and Instagram.