



Brunch Bill Ordinance Tool Kit

General information about the passage of the bill and the ordinance process:

- Before passage of S.B. 155, North Carolina was one of only three states with no on-premise Sunday morning alcohol sales. Twenty-one other states permit earlier Sunday sales uniformly through state law. The remaining 26 either regulate Sunday morning alcohol sales entirely at the local level or allow local governments to opt-in or opt-out of a state law allowing for the earlier sales. North Carolina is also now an “opt-in” state.
- The law gives cities or counties the choice to adopt an ordinance allowing for the sale of malt beverages, unfortified wine, fortified wine and mixed beverages beginning at 10 a.m. on Sunday mornings.
- If a city acts first and adopts the ordinance, it is effective only within the municipal corporate limits. If the county adopts the ordinance first, it is only effective in the unincorporated areas of the county (i.e. outside municipal corporate limits) but any city within that county can then simply adopt a resolution permitting the county ordinance to apply within the city limits.
- Feel free to share this language with local officials in your area.
- For more information on adopting a “Brunch Bill” ordinance and frequently asked questions, please click [here](#).

Talking points on why local officials should adopt a Brunch Bill ordinance:

- At the end of the day, what matters most to the hospitality industry is customer satisfaction. We are constantly looking for ways to better meet guest needs and broaden the products and services we offer. This law will be a big step in helping achieve that.
- More than 55 million people travel to North Carolina annually, many of which are from countries and states that do not have laws restricting alcohol service on Sundays. This leaves guests confused when our members have to refuse service until noon.
- NCRLA anticipates that cities and counties who take advantage of this new bill will see boosts in local restaurant sales on Sunday mornings. By starting sales just two hours earlier, participating restaurants are projected to see an estimated \$25,000 increase in sales revenue per operation.

- Allowing earlier Sunday alcohol sales will allow the hospitality industry to better meet guests' needs, generate additional revenue and create more jobs, all while helping to bring in additional tax dollars for local and state governments.
- These changes will help keep North Carolina cities and towns competitive destinations for business and leisurely travel, while offering local citizens a greater variety of brunch venues.
- As brunch continues to grow increasingly popular, not only as a social activity, but as a way for families to celebrate weddings, anniversaries and other special occasions, so will the benefits to be seen by North Carolina municipalities enacting these ordinances.

Communicating with your local officials:

- To help local governments adopt the appropriate ordinance or resolution, NCRLA has drafted model language found below:
 - [CITY model ordinance](#)
 - [COUNTY model ordinance](#)
 - [Model resolution](#)
- To help garner support and successful adoption of an ordinance, it is important to engage members of the industry and the community. This can be done through social media platforms like Facebook, Twitter and Instagram, as several local governments have accounts. *Please see social media recommendations below.*
- Model letters of support are also a helpful mechanism to communicate your stance to local officials. Please feel free to edit and use the [SAMPLE MODEL LETTER HERE](#). These letters can be sent by several individuals through email to a local board of commissioners or town council.
- NCRLA is happy to provide an industry letter of support as well, if helpful. Please contact [Kim Siomkos](#), director of government affairs for more information.
- Local government officials' contact information and meeting notices can often be found on a town, city or county website.
 - County Websites: <http://www.ncacc.org/171/Links-to-Counties>
 - Municipality Websites: <https://www.nclm.org/resource-center/municipalities/Pages/Default.aspx>

Social Media Outreach on the importance of S.B. 155:

- Sample tweets directed at city officials:

- Retweet a news article highlighting passage elsewhere and ask your local government when they are next



- Share a talking point with your local officials: “@RaleighGov please help the hospitality industry better meet guests’ needs by adopting the #NCBrunchBill. Let's #FreeTheMimosa”
- @citygreensboro the #NCBrunchBill is a win-win-win. It provides more options for guests, creates more jobs & increases tax rev 4 local govts!
- @CityofAsheville support local businesses. Adopt the #NCBrunchbill today. It’s time to #freethemimosa!
- Twitter and other social media platforms can be used to help garner patron support as well as encouraging retweeting: “Retweet this message to @RaleighGov to help us #FreeTheMimosa”
- Tagging @ncrla and using official Brunch Bill campaign hashtags such as #FreeTheMimosa and #NCBrunchBill will help us see your message and we can help to retweet them as well.
- **Facebook:** This is a great platform to share a link to a letter or call-to-action urging people to write their town council in support of the ordinance.
- **Instagram:** Share brunch photos with the message to #FreeTheMimosa with captions such as “call your town council today.” Also, tagging local government accounts or other people likely to support can help draw attention to the post.