



**FLORIDA
RESTAURANT &
LODGING
ASSOCIATION**

National Minimum Wage/Tip Credit Campaign

Issue Background

There is a lot of change here in Washington. We have new leaders in Congress and the White House, and the National Restaurant Association is already working with them on behalf of the restaurant industry. President Biden's first order of business is to fast-track a COVID-19 relief bill through Congress, and we agree that long-term economic stimulus is needed. We remain focused on including the Senate version of the RESTAURANTS Act in any relief plan. It looks like that will happen, but the issue of proposed minimum wage changes are also on the table.

The administration and Congress are committed to legislation, the Raise the Wage Act of 2021, that includes a **national \$15/hour minimum wage** with an **elimination of the tip credit** that allows tipped servers to take home far more each week. In some states, this would represent a **600% increase in labor costs** – an impossible challenge to restaurant owners struggling to keep their doors open with dwindling revenues. Tipped servers generally earn between \$19-\$25 dollars per hour and have been clear that they oppose efforts to eliminate the tipped minimum wage.

Now is not the time to rush through a bill that further sets back an industry that has endured more job loss and lost revenue than any other industry in the country... or that punishes tipped workers who look to the restaurant industry to make a better life for themselves.

Congress is drafting their stimulus plan now. We need you to weigh in today to ensure it doesn't set back our restaurants and our tipped employees. Please click below to send a message to your elected officials.

Follow this link to urge Congress to Save the Tip Credit: <https://p2a.co/rqlpPmv>

SOCIAL MEDIA RESOURCES

Social media discussions should focus on the impact to workers, impact to restaurant businesses, and supporting the already-hurting restaurant industry that is working desperately to rebuild from COVID-19.

Primary hashtags for Florida's campaign: #SaveFloridaTips #SaveTheTipCredit

Sample Social Media Posts

Worker Focus (photo to accompany below)

- **Facebook and LinkedIn:**

If Congress mandates a national \$15/hour minimum wage that eliminates the tip credit, tipped workers in Florida and across the nation will lose their jobs as they are trying to recover from the devastating financial effects from the COVID-19 pandemic. A government-enforced business model disruption for restaurants is not what we need. Tell Congress to keep their hands off the hard-earned tips of restaurant workers: <https://p2a.co/rqlpPmv>

- **Twitter:**

If Congress eliminates the tip credit, workers across the nation will lose their jobs as restaurants are recovering from the #COVID19 pandemic. Tell Congress to keep their hands-off restaurant workers' hard-earned tips: <https://p2a.co/rqlpPmv> #SaveFloridaTips #SaveTheTipCredit

Click the images to Download:



Business Focus (photo to accompany below)

- **Facebook and LinkedIn:**

Florida's hospitality industry has been decimated by COVID-19. As we work to rebuild, we are facing a tough minimum wage increase that passed in November's election. Now, President Biden and the U.S. Congress want to enact a national \$15/hour minimum wage that eliminates the tip credit. This would completely upend the national restaurant industry and require a payment model change that would result in less jobs, increased automation, and less money for workers. Tell Congress to save the tip credit and save Florida tips:

<https://p2a.co/rqIpPmv>

- **Twitter:**

Florida's hospitality industry has been decimated by #COVID19. @POTUS and U.S. Congress want to enact a national minimum wage that eliminates the tip credit. This would upend the restaurant industry. Tell Congress to #SaveTheTipCredit & #SaveFloridaTips: <https://p2a.co/rqIpPmv>

Our businesses and workers can't afford another blow when they are trying to get back on their feet. Tell Congress to #SaveTheTipCredit & #SaveFloridaTips: <https://p2a.co/rqIpPmv>

Click the images to Download:



Cost awareness/unintended consequences

- **Facebook, LinkedIn and Twitter:**

In some states, eliminating the tip credit would represent a 600% increase in labor costs for restaurants. Now is not the time to rush through a bill that further sets back our industry. Contact your elected officials: <https://p2a.co/rqIpPmv> #SaveFloridaTips

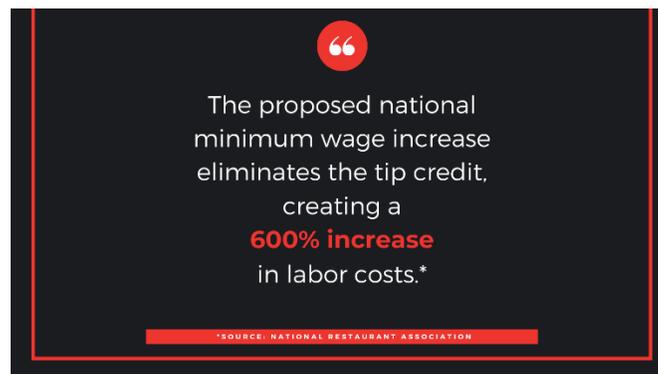
Click Image to Download



The proposed national minimum wage increase eliminates the tip credit, creating a **600% increase** in labor costs.*

#SaveFloridaTips

*Source: National Restaurant Association



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The proposed national minimum wage increase eliminates the tip credit, creating a **600% increase** in labor costs.*

*SOURCE: NATIONAL RESTAURANT ASSOCIATION

General Language and Graphics:

- **Facebook, LinkedIn and Twitter:**

Eliminating the tip credit will devastate small businesses and hurt the employees it is intended to help, leaving them without jobs or making less than they could make with tips. #SaveFloridaTips

Tipping provides an incentive for exceptional customer service and allows servers to make more than the proposed minimum wage! #SaveFloridaTips

Employees who are working under the tip credit have the opportunity to make significantly more than the minimum wage. #Saveourtips



FLORIDA
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LODGING
ASSOCIATION

Tipping provides an incentive for exceptional customer service that creates unlimited earning potential for servers. Typically servers earn between \$19-25 per hour but many earn significantly more.

#SaveOurTips



**WHY
TIPPING
WORKS** 

The existing tipping system works. It is supported by tipped employees, customers, and employers alike.



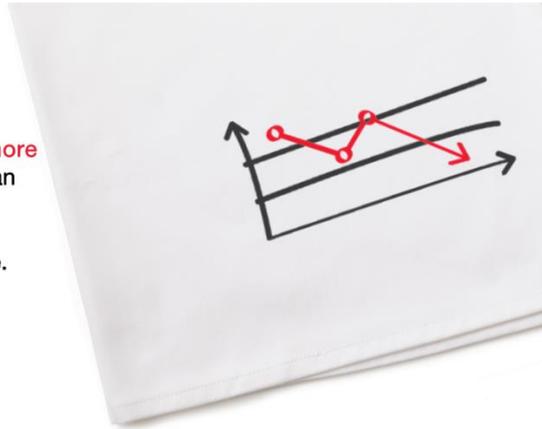


#WhyTippingWorks

Under the tip credit system, tipped employees are guaranteed at least the minimum wage but are offered the potential to make significantly more. The tip credit exists in 42 states across the country and no state has eliminated the tip credit in over a decade.



Restaurants have endured **more job loss** and **lost revenue** than any other industry. The elimination of the tip credit would only do more damage.



#SaveOurTips



WHY TIPPING WORKS

#SaveOurTips

