

Disaster Resource Webinar: Restaurant Industry

OFFICE OF MINORITY BUSINESS DEVELOPMENT (OMBD)

FRIDAY, MAY 1, 2020

11:00AM – 12:00PM EST

Agenda

Office of Minority Business Development

The Impact

City of Richmond COVID-19 First Responders Meal Program

Virginia Restaurant Lodging Travel Association

Restaurant Spotlight: Mama J's

Staying Relevant with TCT Design Firm

Challenges & Best Practices

Funding Resources

Questions

Office of Minority Business Development

City of Richmond Offices closed until May 17th

OMBD is operating remotely (8:00am – 5:00pm)

Available via email, phone & virtual meeting(s)

Technical & Business Development Assistance

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The Impact

The restaurant industry has been among the hardest hit by COVID-19 and the social distancing that came with it.

Restaurants are expected to lose an estimated \$50 billion in sales in April, according to data released Monday by the National Restaurant Association. That's up from \$30 billion the national industry lost in March.

Virginia restaurants should lose \$1.3 billion in sales in April, the National Restaurant Association estimates, with virtually every restaurant owner it surveyed (99%) saying their total sales were down for the period of April 1-10. The average sales decline for Virginia restaurants for the period was 77%.

5 local restaurants have closed their doors permanently

Quick Fact: The Independent Restaurant Coalition and how they fight for YOU!

The Independent Restaurant Coalition (IRC) was formed to save the local restaurants affected by COVID-19. IRC is founded on the simple belief that there is power to affect legislative change by uniting.

Independent restaurants directly employ 11 million workers and indirectly employ tens of millions more up and down the food and hospitality supply chain. We are small businesses, but have a big impact on the economy with \$1 trillion contributed to the economy each year and 4% of GDP. Congress needs to take urgent new actions to ensure that restaurants and workers are able to reopen our doors, reunite our communities, and reignite our economy once we come out of this crisis.

The IRC proposes the following changes to the CARES Act:

- 1) Fix the Paycheck Protection Program by extending the maximum loan amount to three months after restaurants can legally reopen to full capacity, reinstating the \$500 million gross revenue cap, and increasing the length of time restaurant owners have to repay their loans to 10 years from two years.
- 2) Launch a Restaurant Stabilization Fund that provides up to \$100 billion in grants to independent restaurants that will give them the upfront capital they need to reopen.
- 3) Create new tax rebates that incentivize employment so restaurants continue to employ full staff and pay rent when business is slow.
- 4) Ensure business interruption insurance covers COVID-19. Right now, restaurants aren't receiving the benefits they deserve from insurance companies.

City of Richmond COVID-19 First Responder Meal Program

The purpose of the City of Richmond COVID-19 First Responder Meal Program is to provide one meal a day for the City's front-line public safety professionals while on duty in the Police, Fire, and Emergency Communications Departments and support small business. Restaurants must complete and submit the application below to participate in the City of Richmond COVID-19 First Responder Meal Program. Upon receiving the application, the Program Administrator will verify the eligibility of the restaurant. Restaurants that are approved to participate in the program will be assigned a date (or specific dates) when first responders will purchase meals from the business. Participation dates will be assigned on a rotating basis to give as many restaurants as possible the opportunity to participate in the program.

Contact: George Bolos George.Bolos@richmondgov.com (804) 929-8165

Application: <https://www.rvastrong.org/first-responder-meals-program>

COR COVID-19 First Responder Meal Program Eligibility

Restaurant must be located in the City of Richmond

Restaurant must have a current City of Richmond Business License

Restaurant must be current on their Meals Tax payment or payment plans as of February 20, 2020, or have subsequently become current for the reporting periods through January 2020

Restaurant must have less than 25 employees total employees for each location and not be a national franchise

Restaurant must be able to create \$15 meal options for the First Responder Meal Program (price includes a non-alcoholic beverage)

Restaurant must be able to participate in the program through June 10, 2020 (Note: The date is subject to change)

COR Meal Program eligibility continues....

Restaurant must be able to accept City-issued VISA credit cards/purchase cards for payment

Restaurant must be willing to receive payment for the meals within two business days after the meals are served

Restaurant must have passed its most recent health inspection

Restaurant must provide take-out and curbside pickup options

Restaurant must be able to electronically receive a list of eligible first responders

Restaurant must be able to visually verify the first responders City issued identification card before providing the person a meal

Restaurant must be able to maintain a list of the person's they provide meals to

Virginia Restaurant Lodging Travel Association

Robert B. Melvin
Director of Government Affairs
robert@vrlta.org

Mama J's Restaurant

Lester Johnson

Owner

Board Chair, OMBD's MBE/ESB Advisory Board

ljohnson@mamajskitchen.com

TCT Design Firm

Tracey Harvey

Co-Founder & Chief Creative Officer

tracey@tctdesignfirm.com

MARKETING & PUBLIC RELATIONS

- Tell Your Story - "Go Live" & get Professional photos taken • Outdoor & Window Signs
- Wow with graphics & video (try Canva, Ripl, InShot & Over Apps)
 - Get found with Yelp, Google Listing & Street Food Finders (Food Trucks)
 - Write Press Releases to announce your specials & initiatives
 - If no website consider Square (free), offers online ordering
 - Add Text & Email Marketing • Market using YouTube & Facebook Groups

STAFFING

- Hire Interns to help increase Marketing efforts, partner with a College or High School
 - Convert in house positions no longer sustainable to delivery drivers.
- Try Zoom & Google Meets for Virtual Hiring

SAFETY

- Add delivery service (consider processing costs & availability).
- Add scheduled pickup to offer peace of mind to customers
- If adding meal kits for popular dishes, label date prepared & recommended expiration.

FOOD INDUSTRY COVID-19 TIPS

"We are here to help!"

Source: Office of Minority Business Development

Challenges



Available Funding Resources

City of Richmond's MicroLoan

Contractor Loan Assistance Program

City of Richmond's Small Business Disaster Loan

SBA's Paycheck Protection Program (PPP) (*available April 24th*)

Virginia 30 Day Fund

Truist-NCIFund COVID-19 Grants

Truist COVID-19 Rapid Recovery Loan

Facebook Small Business Grant Program

Website Resources

- OMBD: <http://www.richmondgov.com/mbd/Covid19>
- City of Richmond RVAStrong: <https://www.rvastrong.org/>
- Richmond Small Business Disaster Loan: <https://www.rvastrong.org/richmond-disaster-loan>
- Richmond MicroLoan/Contractor Assistance Loan: *Send email to* MBD.Loans@Richmondgov.com
- Richmond First Responders Meal Program: <https://www.rvastrong.org/first-responder-meals-program>
- Virginia Restaurant Lodging Travel Association: <https://www.vrlta.org/>
- TCT Design Firm: www.tctdesignfirm.com
- Richmond Black Restaurant Experience: <https://www.vablackrestaurantexperience.com/>
- SBA: <https://www.sba.gov/funding-programs>
- VA 30Day Fund: <https://va30dayfund.com/>
- Truist-NCIFund COVID-19 Grants: <https://www.ncifund.org/what-we-do/truist-ncifund-covid-19-grants>
- Truist COVID-19 Rapid Recovery Loan: <https://www.ncifund.org/what-we-do/nc-covid-19-rapid-recovery-loan>
- Facebook Small Business Grant: <https://www.facebook.com/business/boost/resource>



Questions are the path to learning

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Email all questions to:

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