

# LOCAL BUSINESS DEVELOPMENT

## A Virtual Workshop for Restaurant Owners

*Trends, Best Practices and Resources*



DAVID COULTER  
OAKLAND COUNTY EXECUTIVE

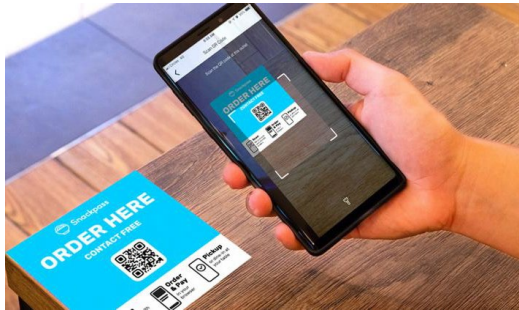
# Agenda:

- Three trends that are here to stay
- Attract and retain customers
- Best practices as a result of the COVID-19 pandemic
- Resources available
- Key takeaways
- Questions





# Three Trends that are Here to Stay



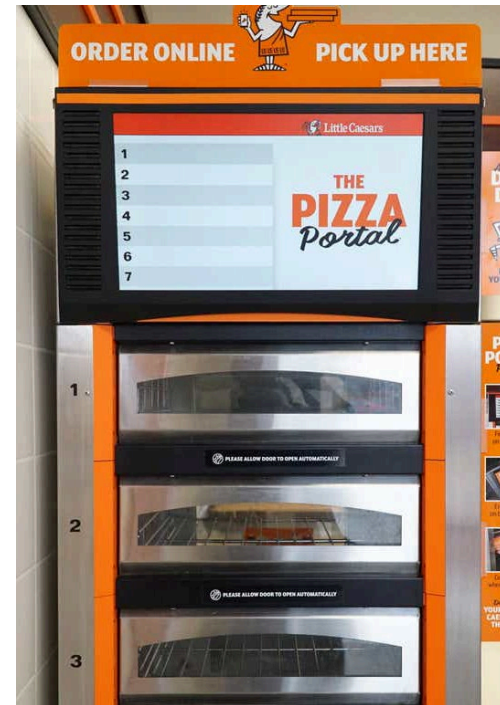
## Digital Experience

- Online ordering systems and delivery apps
- QR Codes
- Digital Marketing
- Upgraded POS systems



## Convenience

- Curbside delivery
- Takeout
- Drop-off sites
- Speed

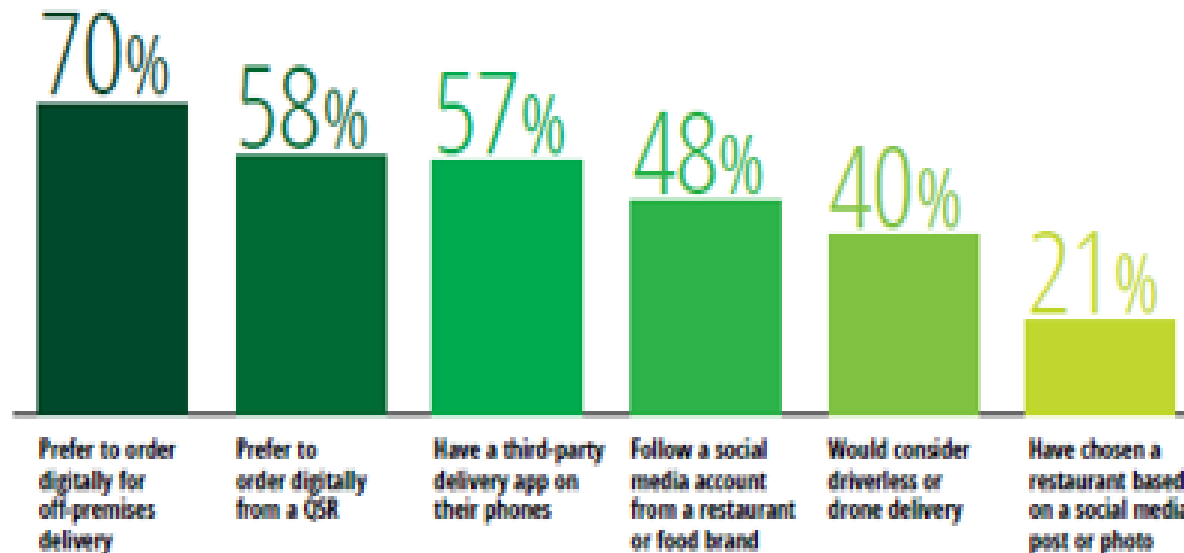


## Safety

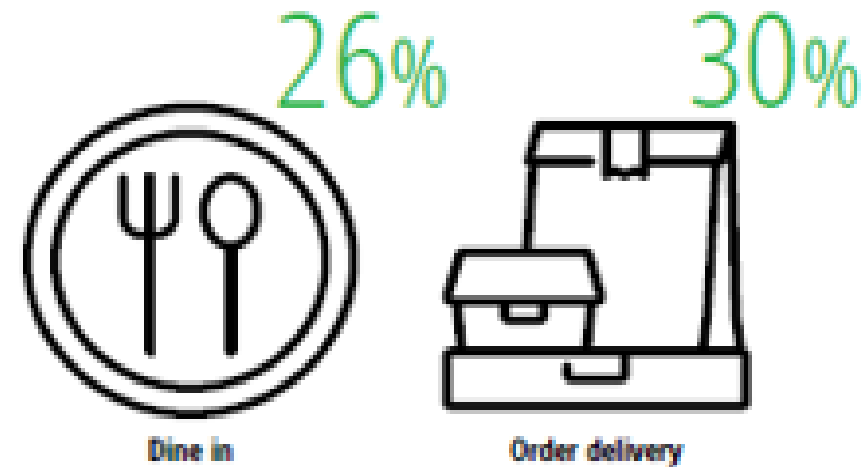
- Contact-less service
- Outdoor dining
- Safety protocols

# Digital Experience—The Stats

- "Digital Equals Dollars"
- Consumers now prefer using Apps and voice assistants are gaining popularity
- Consumers would pay an average of 14% more for the chance to use it



Customers who say technology options make it more likely they'll:



# Safety

What do customers want from restaurants in the wake of the COVID-19 pandemic?



# Convenience

- Convenience is the reason customers cite most often for patronizing a restaurant
- 62% of consumers say they are willing to pick up food from a convenient location other than a restaurant
- 44% say they order delivery of uncooked meals – they finish at home
- Customers just want to get their food and go
- Take out and delivery – 46% of survey respondents don't see their habits going back to pre-COVID levels

What's a reasonable wait time?



# Attract and Retain Customers

- Know who your “Ideal” customer is (demographics, household income, hobbies)
  - “It’s not about knowing who **could** be a customer, it’s knowing who is **most likely** to be a customer”*
- Your marketing strategy should support your customer type:
  - Social media
  - Direct mail
  - Community engagement
  - Partnerships
- Clearly communicate safety protocols, healthy alternatives, contactless delivery options
- Focus on **family, health and community**





# Increase Revenue From Existing Customers

- Reward Customer Loyalty with Gift Cards and Discounts
- Host Customer Events to Show Appreciation to Grow Deeper Relationships (e.g., first tastings of new menu items, monthly specials and outdoor events)
- Send out a Monthly E-Newsletter
- Get Personal with “Thank You” Notes





# Workforce Support Snapshot: The Need for Talent

- Oakland County has the second lowest unemployment rate in Michigan at 3.5%
- Approximately 22,352 unemployed in Oakland County
- Loss of women in the labor force
- Childcare and health are key issues

**Employers say they can't find workers. Here's who's leaving Michigan's labor force and why**

**Adrienne Roberts**  
Detroit Free Press

Economic Report

**U.S. job openings soar to record 8.1 million, but businesses can't find enough workers**

Last Updated: May 11, 2021 at 11:22 a.m. ET  
First Published: May 11, 2021 at 10:09 a.m. ET

ECONOMY  
**Millions Are Unemployed. Why Can't Companies Find Workers?**

Among the reasons potential workers are holding back: fear of getting Covid, lack of child care and enhanced unemployment benefits

# Workforce Support: Ideas

- Virtual Job Fairs and Hiring Events
- Apprenticeship Development and Implementation
  - Up to \$3,000 incentives
- Paid Youth Internships
- New Hire Training Incentives
  - Up to \$1,500 for Training
  - One-the-Job Training – 50% of wage
- Business Resource Network – Employee Retention





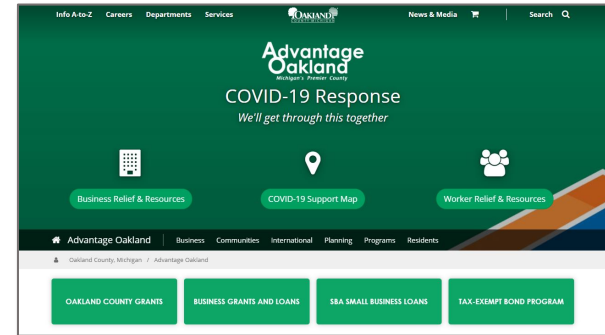
## Best Practices as a Result of the Pandemic

- Outdoor seating
- Online events
- Meal and cocktail kits
- Curbside pickup and drive-thru
- Drop-off sites
- Online cooking classes
- Ghost kitchens
- Menu slimming

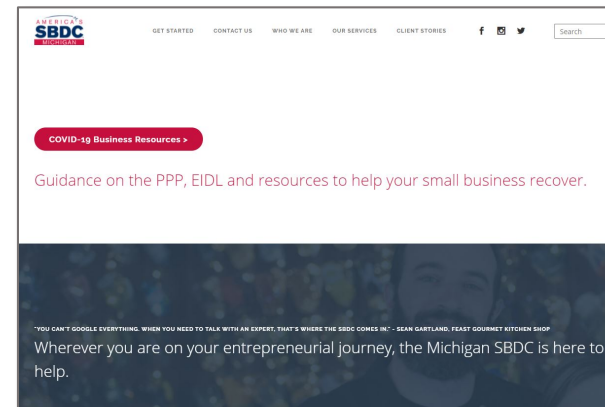


# Resources Available

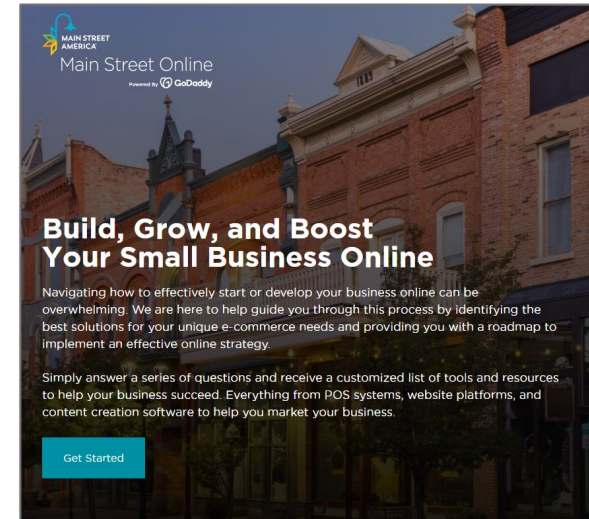
- Oakland County Economic Development  
[AdvantageOakland.com](https://www.advantageoakland.com)
- Main Street America  
[MainStreetOnlineTool.org](https://www.mainstreetonline.org)
- Small Business Development Center (SBDC)  
[SBDCMichigan.org](https://www.sbdcmichigan.org)
- Workforce Development  
[OakGov.com/Workforce](https://oakgov.com/workforce)



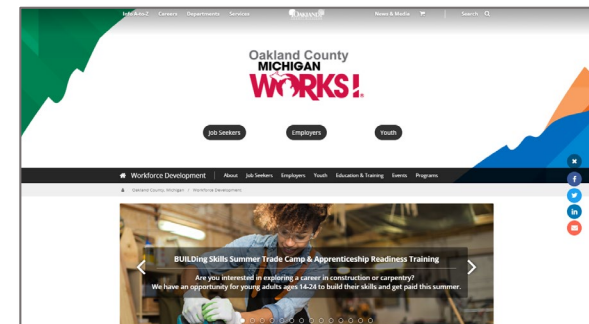
*Oakland County*



*SBDC*



*Main Street America*



*Michigan Works!*

# Resources Available

## Current Grants

# SBA Restaurant Revitalization Grant

## Upcoming Grants

## Federal stimulus grants (American Rescue Plan)

**OakGov.com/COVID/Grants**



**PUBLIC AFFAIRS  
POLICY  
BRIEF SERIES**



# NATIONAL RESTAURANT ASSOCIATION

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## BACKGROUND

On March 11, the American Rescue Plan Act of 2021 created the \$28.6 billion Restaurant Revitalization Fund to provide grants for restaurants sustaining financial losses due to the COVID-19 pandemic.

On April 17, the U.S. Small Business Administration (SBA) issued the necessary federal rules, regulations, and a sample application to distribute the grant funds.

This frequently asked questions (FAQ) resource will be updated as the SBA releases information on the Restaurant Revitalization Fund Grant (RRFG) Program.

## FREQUENTLY ASKED QUESTIONS

# RESTAURANT REVITALIZATION GRANTS

### ELIGIBILITY

#### 1. Who is an "eligible entity" for Restaurant Revitalization Fund Grants (RRFG)?

Entities that own a place of business where the public or patrons assemble for the primary purpose of being served food or drink, including a:

- Restaurant, Food Stand, Food Truck, Food Cart;
- Snack and Nonalcoholic Beverage Bar;
- Caterer;
- Bar, Lounge, Saloon, Tavern;
- An Inn;
- Brewery, Brewpub, Microbrewery, Taproom, Tasting room;"
- Winery;"
- Distillery;"
- A licensed facility or premise of a beverage alcohol producer where the public may taste, sample, or purchase products;
- Other similar place of business in which the public or patrons assemble for the primary purpose of being served food or alcohol.

**\*Eligibility may be limited for the following entities:**

- ☑ **Bakery; Brewery; Brewpub; Distillery; Microbrewery; Taproom; Tasting Room; Wineries**

• Eligibility is limited to entities that have onsite sales to the public of at least 33% of gross receipts.

• When applying, entities must provide documents showing onsite sales to the public comprise at least 33% of gross receipts for each of the years included in grant funding calculation. Documents may include Tax and Trade Bureau reports filed or to be filed that cover the period for which it is reporting gross receipts, or if applicable, eligible expenses.

- For entities who opened in 2020 or have not yet opened, the original business model should have contemplated at least 33% of gross receipts in onsite sales to the public.

☑ **Inn**

• Eligibility is limited to entities that have onsite sales of food and beverage to the public of at least 33% of gross receipts.

• When applying, entities must provide documents showing onsite sales to the public comprise at least 33% of gross receipts for each of the years included in

## LEARN MORE

Visit [RestaurantsAct.com](#)

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# Key Takeaways

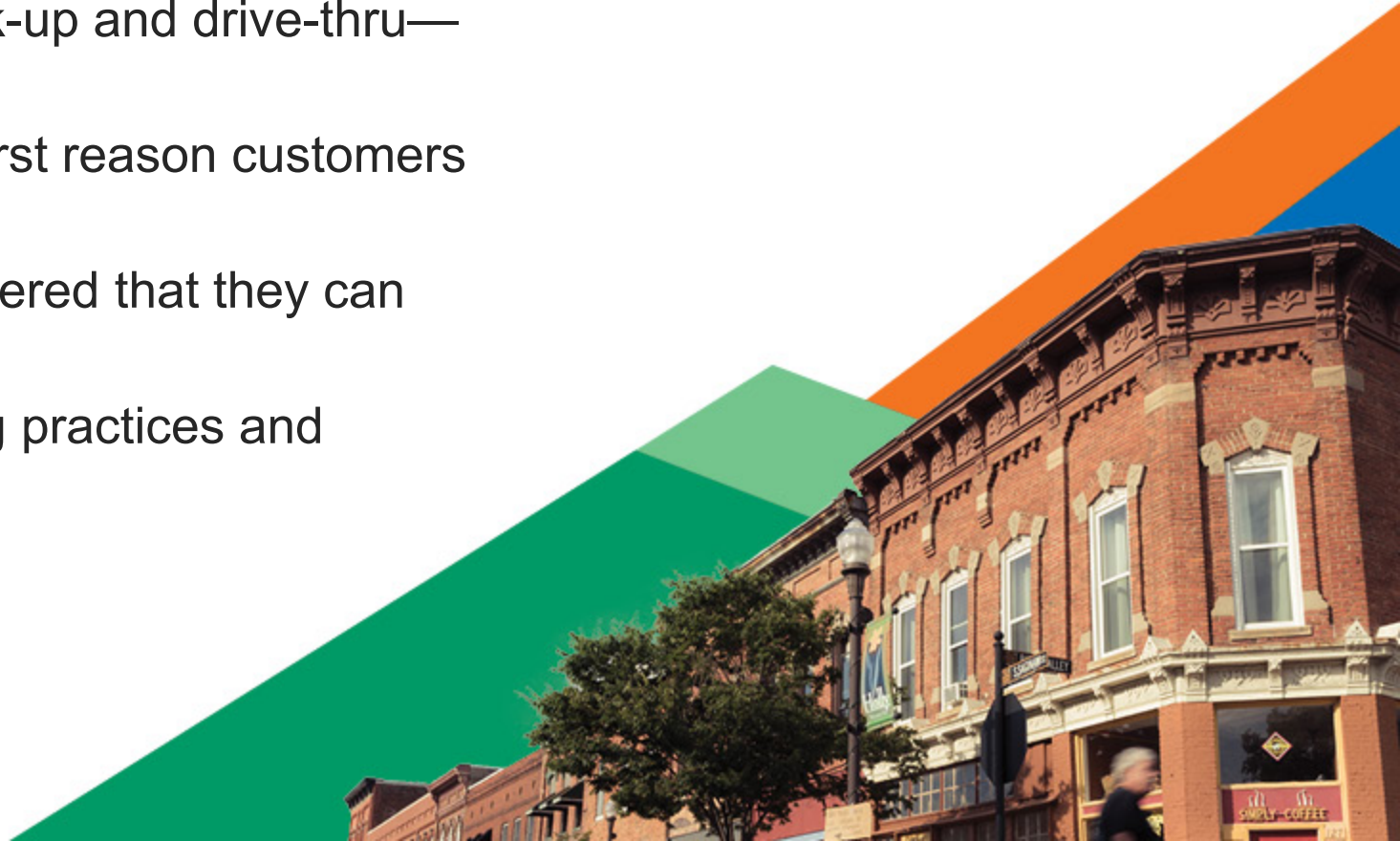
- First Survive, Then Thrive
- Analyze the Trends: Your Customers and Your Service
- Take Charge: Look at the future of your business and set your direction of where you want to go
- Think Big: Do not play in a small game
- Make Your Business a Destination: Be “One of a Kind”





# Key Takeaways

- Technology options will increase your customer base for dine in and more
- Customers want delivery, curbside pick-up and drive-thru—they want to get their food and go
- Convenience is here to stay—it's the first reason customers cite for patronizing a restaurant
- Customers want uncooked meals delivered that they can finish at home
- Customers want to see visible cleaning practices and employee health and safety



# Other Takeaways

- Sell gift certificates to generate cash
- Offer more vegan alternatives
- Provide more “healing foods”
- Offer at-home experiences (private catering, gourmet experience indoors)
- Sell excess inventory as groceries



# Thank You!



[AdvantageOakland.com](http://AdvantageOakland.com)