



Food Service/Restaurant Businesses

Cape Cod Business Resilience Workshops

MARCH 1, 2021



More information at capecodcommission.org/business



CAPE COD
COMMISSION



MISSION

...To protect the unique values and quality of life on Cape Cod by coordinating a balanced relationship between environmental protection and economic progress.



Tracking Pandemic Impacts

Economic Recovery and
COVID-19

CAPE COD COVID-19 DATA DASHBOARD

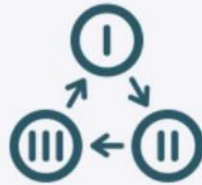
MENU 

The Cape Cod Commission created the Cape Cod COVID-19 Dashboard to provide demographic and economic data for Cape Cod towns, non-profit organizations, and businesses recovering from the economic impacts of COVID-19. The dashboards include regional and town data (when available) on population demographics, unemployment trends, rooms and meals tax revenues, employment, housing, and seasonality.



CCHC COVID-19 COMMUNITY ALERT SYSTEM

Map of confirmed COVID-19 cases on Cape Cod by zip code and subregion.



VACCINE PLANNING REPORT

This dashboard is for modeling purposes only and is not intended to determine vaccine eligibility or availability.



BUSINESS IMPACT SURVEY

Visualization of results from the Business Impact Surveys issued by the Cape Cod Commission and Cape Cod Chamber of Commerce



CAPE COD TRAFFIC TRENDS

Year-over-year daily and monthly traffic information for select Cape locations.

BUSINESS SURVEY 3



ALL INDUSTRIES

CLOSED

10%



RETURN TO
NORMAL IN 6
MONTHS OR MORE

48%

COMMUNICATIONS,
MARKETING,
SOCIAL MEDIA,
ONLINE SALES
SUPPORT

42%
ALREADY
LEVERAGED

30%
STILL
NEEDED

LOSS OF 50% OR MORE
IN 2020 VS. 2019

Q2 54%

Q3 29%

Q4 30%

450 respondents

BUSINESS SURVEY 3



FOOD SERVICE & RESTAURANT BUSINESSES



CLOSED

10%



RETURN TO NORMAL IN 6 MONTHS OR MORE

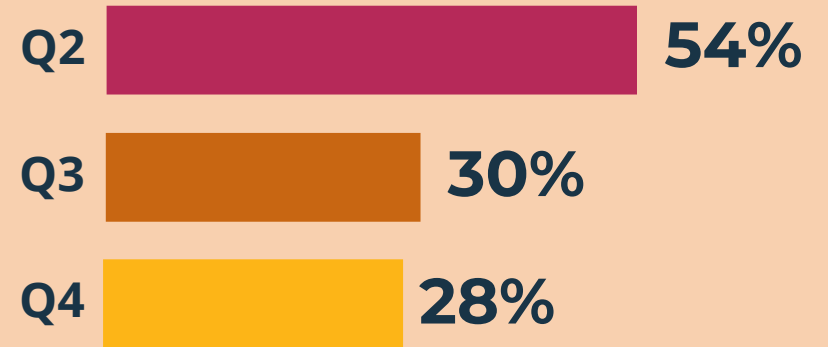
54%

COMMUNICATIONS, MARKETING, SOCIAL MEDIA, ONLINE SALES SUPPORT

40% ALREADY LEVERAGED

32% STILL NEEDED

LOSS OF 50% OR MORE IN 2020 VS. 2019



78 respondents

BUSINESS RECOVERY & RESILIENCY PLANNING

INDUSTRY
WORKSHOPS



BUSINESS
TOOLKITS



ECONOMIC
RESILIENCY
PLAN





Business Resilience for Food Service and Restaurant Businesses

First of our two-part business resilience
workshop series

Digital Marketing & eCommerce



Presented by:

Michael Aparicio, Principal Consultant

Estefania Lopez, Consultant

REVBVY



"A resilient business is...

one with a capacity to **absorb** stress, **recover** critical functionality, and **thrive** in altered circumstances."

-- Harvard Business Review 2020



Business Resilience & Continuity



FINANCIAL

- Access to capital during business disruption
- Ability to restructure budgets and commitments to align with new operations



PEOPLE

- Leadership and staff's ability to adapt through incremental and sudden change
- Crisis communication plan for employees, customers, vendors, and partners




PHYSICAL ASSETS

- Storefront or office
- Inventory / Ingredients
- Equipment



OPERATIONS / SYSTEMS

- Digital infrastructure & supply chain alternatives
 - Diversified revenue channels
 - Data backups
- 

Poll
Question
#1

Which of the following elements of business resilience and continuity are areas where you need support?

- Access to Capital / Financial / Insurance
- Business Model Realignment
- Communications (internal and external)
- Information Technology / Data
- Leadership / Personal Resilience
- Online / eCommerce / Digital Strategy
- People (staff, suppliers, partners)
- Physical Location / Inventory / Equipment

Please select all that apply in the pop-up window

Industry Trends

How businesses adapted?



DIGITAL

- Hybrid experiences: contactless ordering
- Digital restaurant / food business



PEOPLE

- Staff & resources that align with adapted operations
- Community resources
- Safety & Service Training



CUSTOMERS

- New customer segments & geographies
- "Food Tribes"
- Health
- Convenience



OPERATIONS

- Delivery & Pickup
- Translate brand experience to virtual engagement
- "Dining to doorstep"
- Packaging and Design



A row of colorful wooden houses built on stilts over the ocean. The houses are painted in various colors like green, blue, and white. The most prominent house in the center has a white roof with a large anchor logo. The houses are connected by a wooden walkway. In the foreground, there is a sandy beach with some rocks. The sky is clear and blue.

Business Stories

The Green Grocer

Family-owned natural grocer

Business Pivot:

- Adapted ordering experience
- Redefined employee roles
- Customer journey and needs



• • • • •

Basil & Bunny

Comfort plant-based food inspired by multicultural flavors.

Strategy:

- Pivot operations, attract new audience
- Customer journey and needs
- Leverage local partnerships
- Menus updates and social media engagement



100%



BASIL &
BUNNY

GIFT CARDS

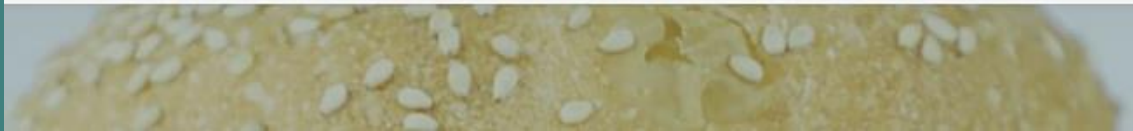
ORDER ON WHATSGOOD

EVENTS

Order Ahead

Now taking pre-orders for safe, curbside pick-up from our
Bunny Mobile at Hope & Main in Warren. Click the button
below to check out our menu and hours.

Order Online





"Even before COVID-19 hit,
92% of companies thought their
business models would need to
change given digitization."

- McKinsey & Company

Poll
Question
#2

What barriers have you encountered as you've worked to adapt during the pandemic?

- Ability to realign budget
- Family or other personal matters
- Lack of a business continuity plan
- Limited access to specialized staff/resources
- Implementing online platforms/services
- Understanding how to pivot my business model
- It is unclear – we haven't been able to pivot

Please select all that apply in the pop-up window

Business Strategy Pivot Checklist

1. Take inventory of:
 - Current resources
 - Core capabilities / expertise across your team
 - Value you deliver to your customers
 - Where your current customers are and how needs have changed
 - Risks
2. Consider new markets or new customer opportunities
3. Revisit your brand narrative
4. Identify new ways to delivery value (think outside your product or service)
5. Line up the right staff, resources, and funding to execute



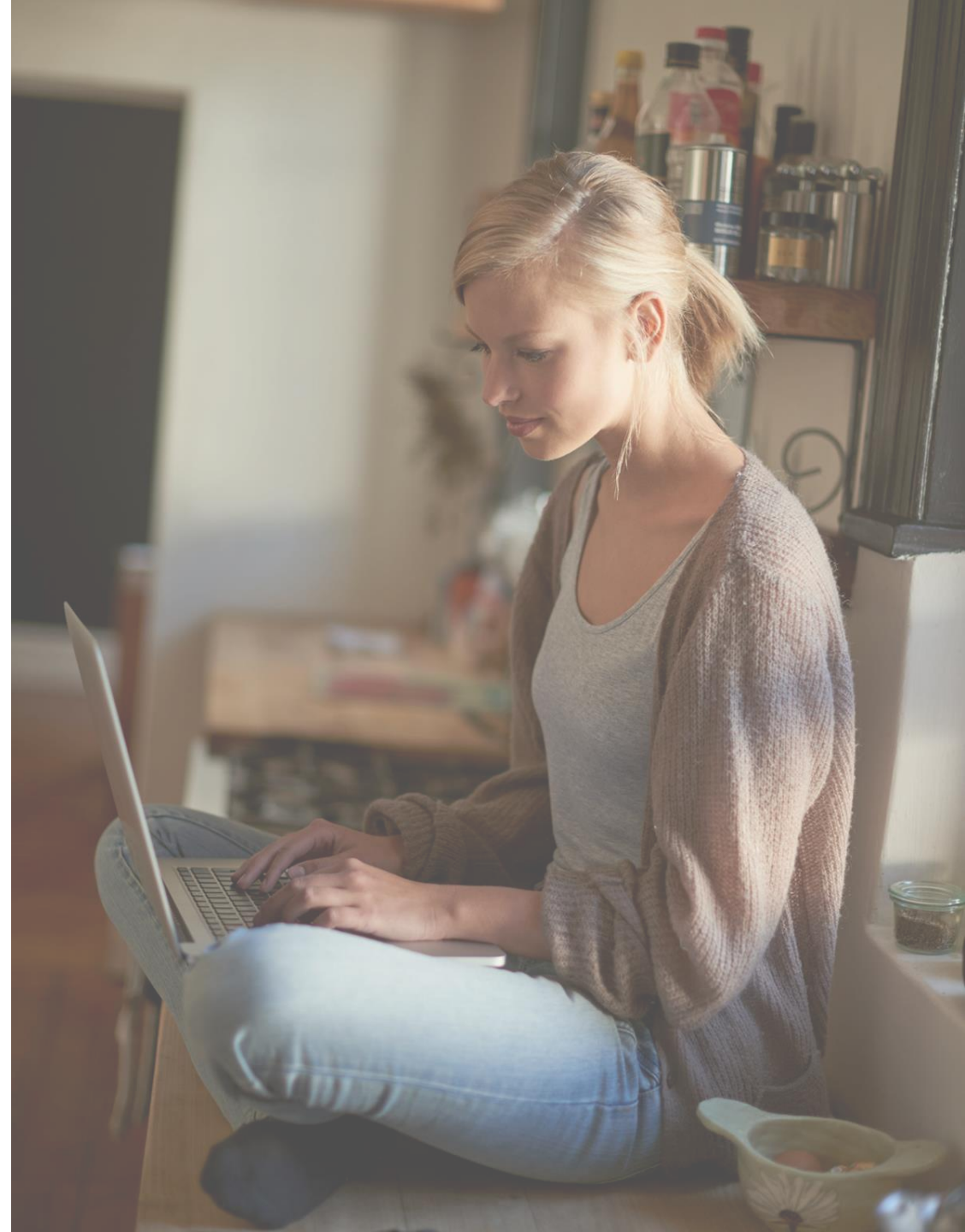
Digital Presence Audit

Put yourself in the shoes of a potential customer

- Test various search phrases that your customers may use on Google.
- Check all your social accounts.
- Check customer reviews on Google, Yelp, Facebook, and other platforms.
- Review your website.

Do you appear in Google Maps (Google My Business) search results with current information?

Is what you see aligned with your intended brand image?



Customer Experience Audit

Comprehensive assessment of your customers' interactions with your brand



- Map touchpoints across your customer journey
 - Call the phone number on your website
 - Test contact forms on your website and social pages
 - Evaluate in-store experience & online experience with your staff
 - "Friction" check
- Review customer issue cases; review customer service protocols
- Gather customer feedback
- Evaluate reviews on social platforms
- Review your data (e.g., POS system and financial data)
- Take steps to improve; Take steps to remove friction

Digital Strategy Checklist

1. Website

- *77% of diners visit a restaurant's website before they dine in or order takeout or delivery*
- *62% of diners have been discouraged from ordering delivery or takeout because of restaurant's website*

2. Multi-Channel Marketing

- Third-Party ordering/delivery platforms
- Social media
- Email marketing
- Other marketing channels

3. Collect customer data and behavioral insights



Poll
Question
#3

Which business planning exercises are helpful and interesting for your business?

- Inventory of core capabilities and resources
- Revisiting brand narrative and value proposition
- Digital presence audit
- Customer experience audit
- Digital marketing / Multi-channel strategy

Please select all that apply in the pop-up window

A coastal scene featuring a wooden pier and several buildings on stilts over the water. The buildings have a nautical theme, with one prominently displaying an anchor logo. The sky is clear and blue, and the water is calm. The foreground shows a sandy beach with some rocks.

Digital & eCommerce Service Provider Examples

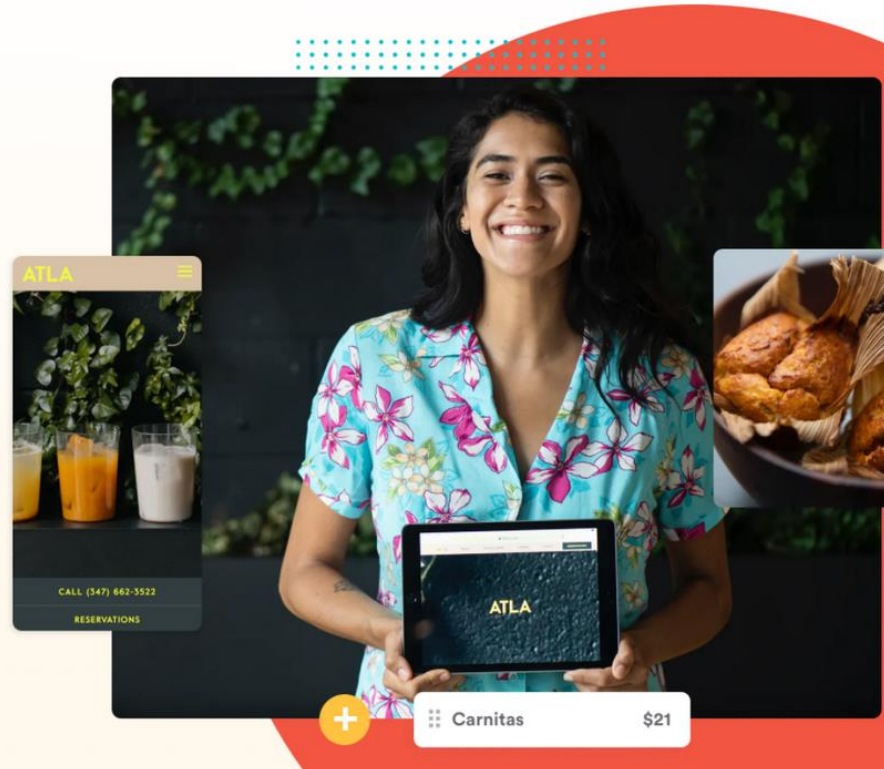
Please note: Examples are for illustrative purposes to guide your own research and strategic planning, not intended as endorsements.

Own your restaurant —online.

Restaurant websites, online ordering, gift cards and more. All in one place.

Enter your email

Get A Demo



Commerce

Online Ordering

Gift Cards, Merch, Tickets

Catering

Events Management

Contactless Dining

Websites

Design

Dashboard

Accessibility

SEO

Local Listings

getbento.com

"BentoBox empowers restaurants through their own website."

- Have a mobile-friendly website
- Use commonly searched keywords across your sites and Google My Business listing
- Encourage reviews and interactions on your website and social media

toast Products Solutions Restaurant Types Pricing Learn Company [Get a Demo](#) [Login](#)

Solutions / Guest Engagement

Engage your guests on new channels.

Drive sales and delight guests with Toast Gift Cards & Loyalty.

[Get a Demo](#)

toasttab.com

- POS
- Back of House
- Marketing
- Delivery
- Payroll

Brett Cooper
 103 / 150 PTS

Turn every guest into a regular with Toast Loyalty.

- ✔ Credit card-linked program
- ✔ Opt in at checkout
- ✔ Advanced loyalty reporting
- ✔ Simple points management
- ✔ Customizable rewards
- ✔ Flat monthly fee

[Learn More →](#)

Subject

Try our March special!

[Let's eat!](#)

B I [bullet] [list] [link]

Spring is here! Try our tangy new pineapple

Email marketing built directly in your POS to save you time & effort.

- ✔ Fully integrated directly into Toast
- ✔ Builds your email list for you
- ✔ Sends automated campaigns based on guest history
- ✔ Restaurant-specific templates
- ✔ Easily customizable
- ✔ Measure performance in real time

[Learn More →](#)

Commission-free online ordering, made just for your restaurant.

Digital Ordering. Marketing. Loyalty. The Kitchen Sink.

Create lasting customer connections.

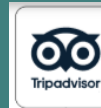
Turn occasional diners into repeat customers with valuable data, marketing expertise, and a large library of marketing tools.

- + Valuable Customer Data
- + Innovative Loyalty Programs
- + Fresh Digital Marketing
- + Print Marketing Library



chownow.com

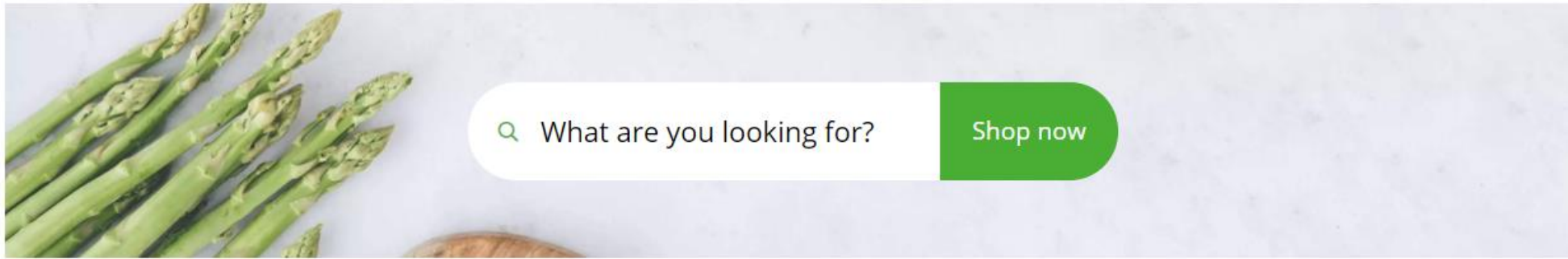
- Ordering
- Marketing
- Loyalty



Attract curious new diners.

Connect directly with new customers to receive orders from an expanding list of the world's most popular sites and apps.

- + Instagram Posts & Stories
- + Google Results
- + Yelp Pages
- + The ChowNow App



(2 stores)



Sort by Popularity

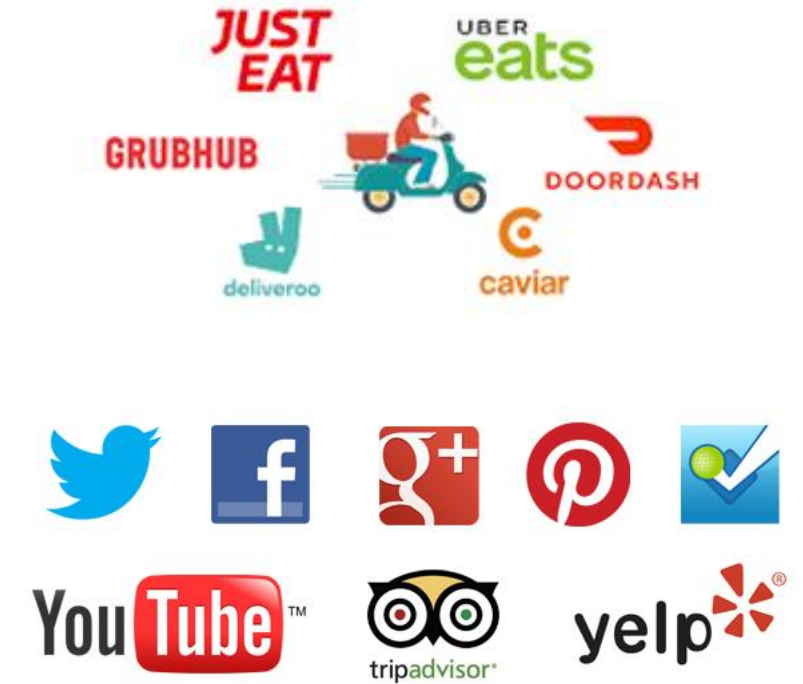
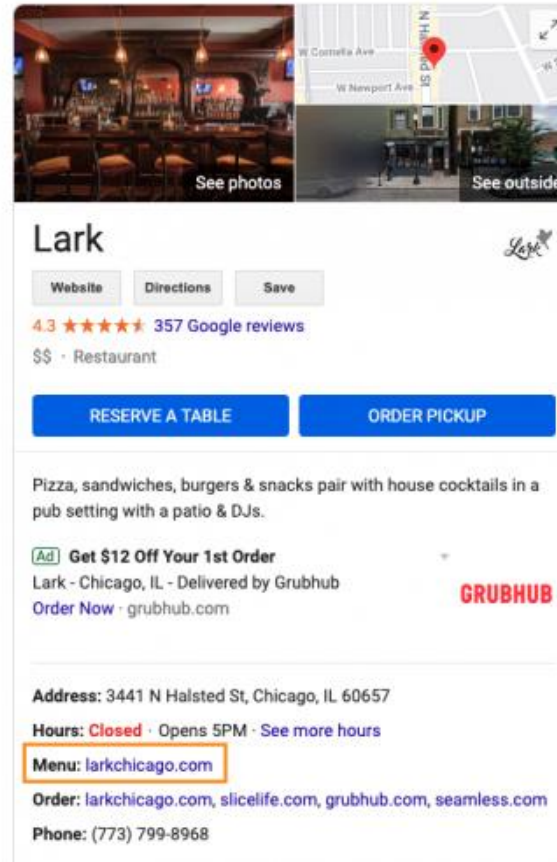
Here are the best selling products at Rory's - Dennis Port...



mercato.com



Multi-Channel Strategy: Use of Platforms to Increase Discoverability by new customers



- Optimize your Google My Business listing
 - Add Covid-19 related information
 - Verify hours
 - Utilize Call to Action buttons (Order Now)
 - One of the best ways to gain visibility / Local SEO



Customer loyalty

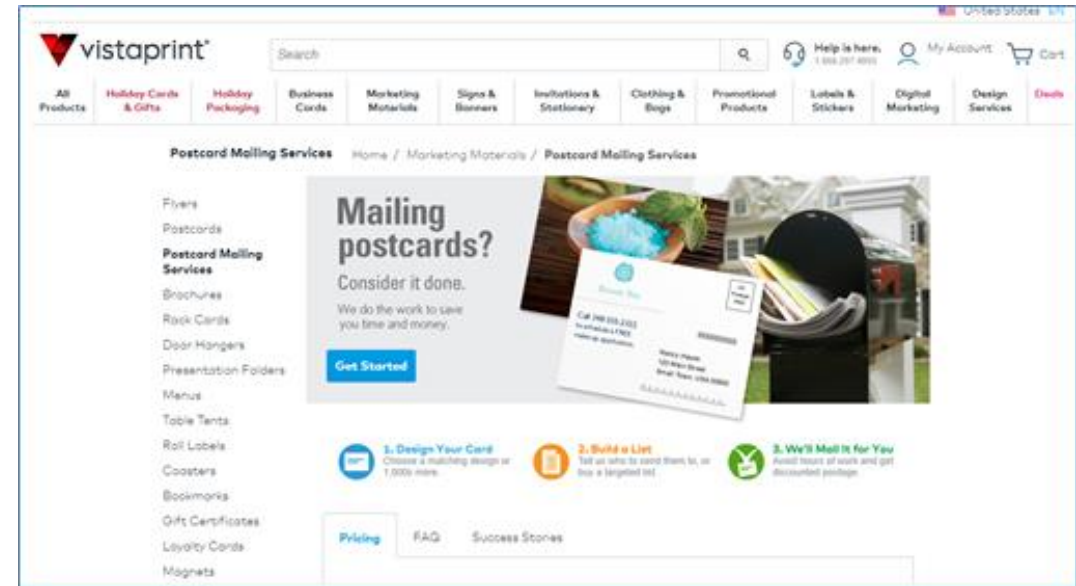
"Acquiring a new customer can cost **five times more** than retaining an existing customer."



Direct Mail Campaigns

Consider a postcard mailing service as part of your multi-channel marketing strategy

- <https://www.vistaprint.com/marketing-materials/postcard-mailing-services>
- Use the design templates in Vistaprint or create your own and upload your design.
- Upload a mailing list or purchase a targeted list directly with Vistaprint. Filter your audience down by various demographic criteria to make your list more targeted.



Poll
Question
#4

Which of the following digital marketing and eCommerce elements are areas that could use further development?

- Company website
- Social media
- Customer engagement and loyalty
- Delivery or other third-party platforms
- POS system with integrated marketing tools
- Google My Business / Local SEO

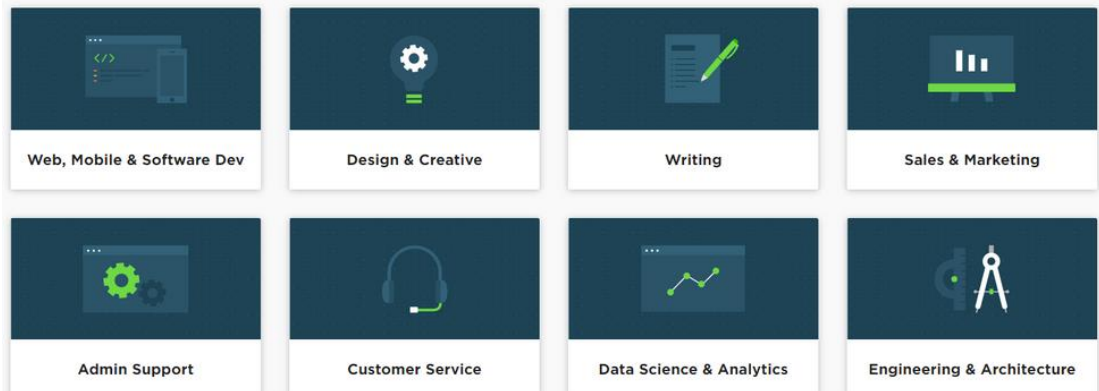
Please select all that apply in the pop-up window

Consider outsourcing through Freelancer / Contractor platforms such as Upwork.com

- Website / eCommerce setup
- Social Media
- Content creation / blog articles




Find quality talent or agencies



Ongoing
Execution of
your Business
Continuity &
Digital
Strategy

A group of five diverse women are running joyfully on a sandy beach. They are splashing through shallow waves. The scene is bright and sunny, with a clear sky and distant hills. The women are dressed in casual, comfortable clothing like sweaters and cardigans. The overall mood is one of happiness and active lifestyle.

Starts with you



Build skills to endure hardship and avoid burnout

CONNECTING

Build strong and positive relationships at a personal level and professionally. A trusted network will make an impact.

GOAL SETTING WITH FLEXIBLE MINDSET


Set realistic goals, break them down into steps and you will have a plan to look forward to the future with meaning.

REMAINING PROACTIVE AND HOPEFUL

Although it can take time to recover from a major setback, traumatic event, or loss, know that your situation can improve if you work and maintain perspective.

TAKING CARE OF YOURSELF

Prioritize your own needs and acknowledge your feelings, include physical activity in your routine, eat a healthy diet, and aim for 7-8 hours of sleep. Practice a stress management technique such as meditation.



Resources

A photograph of a man and a woman in a modern office setting. The man, on the left, has grey hair and is wearing a blue and white plaid shirt and dark trousers. He is holding a tablet and pointing at it. The woman, on the right, has grey hair, wears glasses, and a green sweater. She is holding a blue folder or notebook. They are standing in front of a white desk with a laptop and other office supplies. The background shows a bright, open-plan office with white shelves, a hanging plant, and a modern light fixture. The floor is covered with a grey and blue patterned carpet.

Hello Alice



covid19.helloalice.com/restaurant-food-services-resource-center

COVID-19 BUSINESS RESOURCE CENTER
HELLO ALICE

What can we help you with?

INDUSTRY RESOURCES

- CREATE A NEW BUSINESS PLAN
- REOPEN SAFELY & WITH COMPASSION
- BECOME TAKEOUT PROS
- GET EVERYONE BACK IN THE KITCHEN

PRINTABLE FLYERS

RESTAURANT & FOOD SERVICES COMMUNITY

[< BACK TO ALL INDUSTRIES](#)



Daniel Foust
Member
FoJo Beans LLC

Restaurant & Food Services Resource Center

Find the exact tools, community and funding info you need

It's a simple fact that a sandwich from a restaurant almost always tastes better than the one you make at home. That's one (small) reason why it's vital to figure out ways to reignite dine-in service at your restaurant or optimize your setup to serve the best takeout in town. Below, find a curated list of industry-specific resources, experiences from fellow restaurant and food service owners about the challenges they're facing, and how-to guides designed to help you reopen your doors and get back to business.



Find Resources Specific to Restaurant & Food Services Entrepreneurs

How can we assist you today?



Content & Networking

Cape Cod Culinary



CAPE COD CULINARY INCUBATOR – resources for the food entrepreneur

capeculinary.org



Food to Go Facebook Group




Branchfood



Content & Networking

WE CAN Cape Cod



The screenshot shows the WE CAN website with a navigation menu at the top. The main heading is "Practical Services for Women Undergoing Challenging Life Transitions". Below this, there is a section for "Upcoming Workshops" featuring a card for a workshop on "Optimize Your Linked In Profile" on Wednesday, March 10, 10:00AM - 12:00PM. At the bottom of the screenshot, the text reads: "WE CAN – Women's Empowerment through Cape Area Networking – Women's Empowerment through Cape Area Networking" and the website URL "wecancenter.org".

WE CAN – Women's Empowerment through Cape Area Networking – Women's Empowerment through Cape Area Networking

wecancenter.org



eventbrite



The screenshot shows an Eventbrite event page for "Workforce Training Fund --Online Info Session April 15th 10AM". The event details include the date and time: "Thu, April 15, 2021 10:00 AM - 11:00 AM EDT". The location is listed as "Online Event". The description states: "WTFP awards grants to MA employers to upskill incumbent workers, and is a program of MA Executive Office of Labor and Workforce Development". At the bottom of the screenshot, the text reads: "Workforce Training Fund --Online Info Session April 15th 10AM" and the website URL "eventbrite.com".

Workforce Training Fund --Online Info Session April 15th 10AM

WTFP awards grants to MA employers to upskill incumbent workers, and is a program of MA Executive Office of Labor and Workforce Development

eventbrite.com



LinkedIn

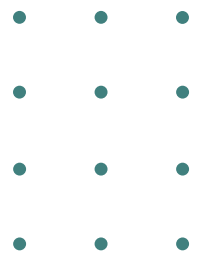
Alignable

Hyannis Rotary



Rotary
Club of Yarmouth
Cape Cod, MA, USA

Rotary
Club of Falmouth
Cape Cod



Support through Covid-19



Cape Cod Commission
Covid-19 Resources



Mass.gov
Covid-19 Funding and
Resources



Small Business Strong
Free Small Business
Technical Assistance



CO- *by the US Chamber of
Commerce*
Actionable Tactics



Poll
Question
#5

What types of resources would you like to see highlighted in a business recovery toolkit?

- Business training / employee training
- Digital marketing / social media
- Food business industry / supply chain resources
- Funding
- Startup / entrepreneurship
- Local government
- Professional networking

Please select all that apply in the pop-up window



We invite you to try out a **digital presence audit** and the other checklists presented today.

Bring your questions to our next workshop in late April / early May!

Q&A

THANK YOU!
TIME FOR QUESTIONS

CONTACT:
businessrecovery@capecodcommission.org