



**TENANT
MIX**

6/3/2021

Post COVID-19 Restaurant Survival: Key Technologies, Strategies, and Best Practices

Cambridge Retail Advisors



Agenda



Restaurant Technology
Initiative and Rapid Website
Development



Technical Assistance for
Food Service & Restaurant
Small Businesses



Restaurant Support
Programs

Agenda

- About Cambridge Retail Advisors
- Boston Main Streets Technology Initiative
- COVID-19 Impacted Restaurants
- **Project 1 – Restaurant Technology Initiative**
 - Origin
 - Location
 - Program Offering
 - KPI's
 - Budget
 - Timeline
- **Project 2 – Rapid Website Development**
 - Origin
 - Location
 - Offering
 - KPI's
 - Budget
 - Timeline
- Risks and Mitigation
- Testimonials
- Partners
- Key Takeaways

Cambridge Retail Advisors (CRA) is an innovative and independent retail store and restaurant consulting firm dedicated to providing superior service and enduring value to our clients. CRA combines its consultants' deep retail store and restaurant business knowledge and cross-functional capabilities to deliver and implement client specific strategy, technology, and process solutions. The firm's unique combination of industry focus, knowledge-based approach, and rapid, end-to-end solution deployment helps clients to achieve their maximum business potential.

Our firm

350 +



Restaurant, venue, and
entertainment Clients

82%



of customers are
repeat customers

Our people



23

average years of
retail industry
experience



100%

of our consultants
worked in retail
before consulting

Our Clients

baskin **BR** robbins

Chick-fil-A

D'ANGELO
Est. 1967

Denny's

DUNKIN'
DONUTS

HALO TOP

Hard Rock
CAFE

JACK MONT
HOSPITALITY

oath PIZZA

Papa Gino's

El Pollo
Loco

Rainforest
CAFE

Raising
Cane's
CHICKEN FINGERS

Ryan's
RYCE MARKETPLACE

SeaWorld
ADVENTURE PARKS

Smith & Wollensky

SONIC
America's
Drive-In

TA

GREAT SANDWICHES
TOGO'S
SINCE 1971
WEST COAST ORIGINAL

UNO
CHICAGO GRILL
EST. 1943

Boston Main Streets Technology Initiative

- The BMSF Technology Initiative began one year ago with the mission of modernizing Main Street districts with industry leading technology and businesses processes. In an economy defined by educated, customer centric demand we knew this to be the best path for small businesses to compete in a global marketplace.



Technology Selection

RFP's were used to select the best all around software and hardware vendors based upon weighted criteria

Our team negotiated rates which drove savings and created long term partnerships

Partners were required in multiple fields including: POS, ISP, Business Mentoring, and credit card processing



Pilot Phase

With the support of the BMSF and funded by an endowment from Citizens Bank, CRA selected candidates to receive our curated technology package

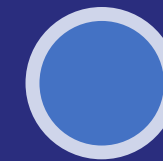
Selecting candidates was completed through a collaborative interviewing process



Assessment Phase

The efficacy of the program was determined through three benchmarks

- Post Implementation surveys
- Diversity of candidates
- Net financial impact (Analyzing changes in sales and expenses)
- **Assessment phase was audited and endorsed by MIT Professor Karl Seidman**



Expansion Phase

With proven success and positive feedback from project stakeholders, the foundation granted two supplemental endowments

Today, the BMSF Technology Initiative is one of the most publicized and touted small business development projects in Boston.

Select Program Participants

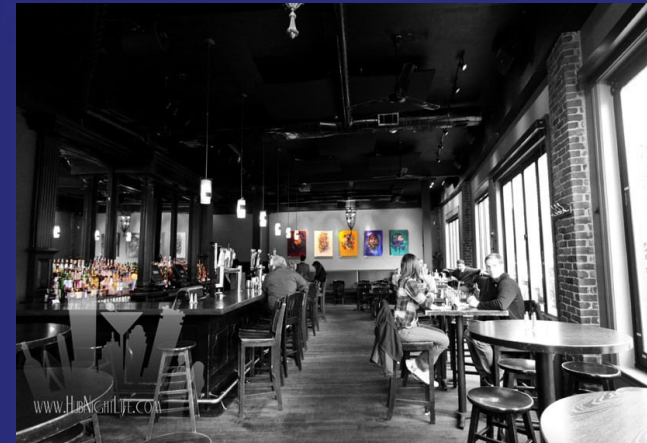
- In addition to delivering on the core technology requirements of the program to 16 totals locations, we looked to promote entrepreneurs with unique businesses that provide vibrance to the neighborhoods in which they reside. Below is a sample of the restaurant locations we've worked with, representing what we hope is a great diversity of people and locations.



Toasted Flats

Located in East Boston, Toasted Flat's mission to provide healthy, fresh food quickly.

How We Assisted: POS, Cost Reduction, Online Ordering, Press Opportunities



Mission Hill Bar & Grill

Two-decade family-owned business neighborhood hub serving a variety of classic American fare inside a beautifully designed space

How We Assisted: POS, Cost Reduction, Press Opportunities



Food for the Soul

Grove Hall halal soul food restaurant serving a diverse customer base

How We Assisted: POS, Cost Reduction, Online Ordering, Press Opportunities



Blue Nile

Centre-South restaurant which serves traditional homemade Ethiopian fare

How We Assisted: POS, Cost Reduction, Online Ordering

Restaurant Testimonials: Facing COVID-19 Head-on with Technology

Renewed Operational Confidence



"Having been born and raised in Boston, the community has done so much for me throughout my entire life. Now, it's important that I give back to my community and set an example of what it's like to be an entrepreneur. This program has not only given me the understanding of what I need to run a successful operation, but the confidence to do so. I truly appreciate the patience and support the team has provided me throughout the entire process. The relationship and commitment is priceless."

- Donnell Singleton, owner, Food for the Soul



Better Customer Engagement



"It's really important to me as a business owner that I balance a positive employee and customer experience. Technology has been critical to the success of being able to do so. Not only has this program allowed me to deliver an ordering solution that's easy for my employees to use, but it's also easy for my customers. The program has improved my quality of life and has ultimately allowed for the growth of my small business within our community."

-Dalila Vargas, owner, Toasted Flats



Getting Online with eCommerce

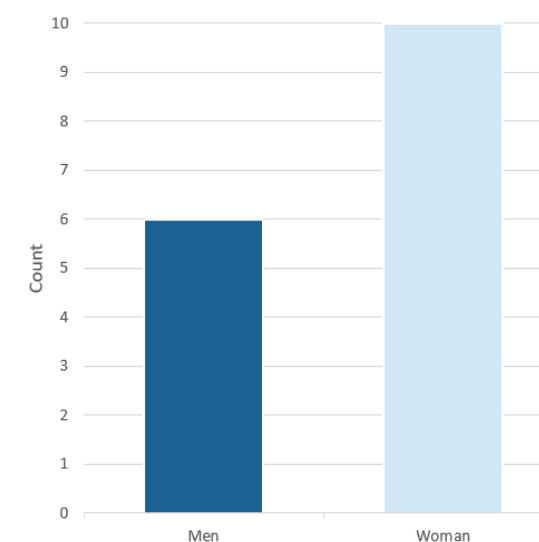


"I would like to thank you all from the bottom of my heart for allowing me and my brand to be a part of such an amazing program. I am overjoyed and overwhelmed with emotions (all positive lol). I can't stress enough how grateful I am, but I will show you by working my hardest and achieving my goals with your assistance. You guys have a life changing program, especially for people such as myself, so I would just like to wish you all the best, success and longevity! Anything you ever need from me in the future please don't hesitate at all."

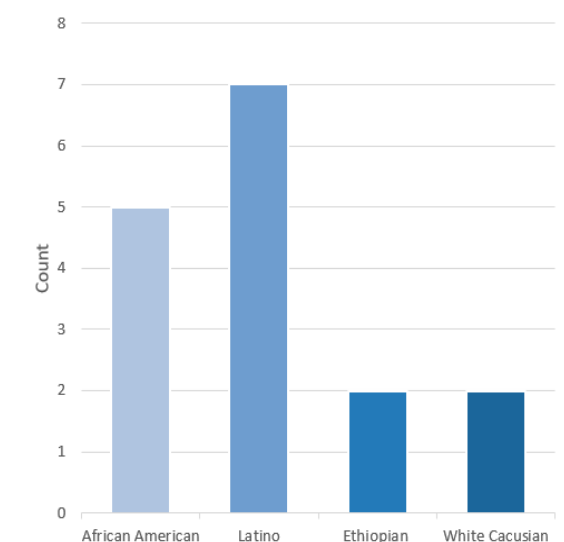
- Samantha Anson, owner, Sam's Spot



Gender of Initiative Participants



Ethnicity of Initiative Participants



Project 1 – Restaurant Technology Initiative

- Technology Optimization is a term used to describe identifying and replacing core business technology functions. These technology functions include: Point of Sale (POS), internet connection (ISP), and credit card payment processors. Often small businesses lack the time and resources to make these key changes; our program is executed without day-to-day business interruption within 4-6 weeks

Origin

- City of Boston and Boston Main Streets Foundation

Budget

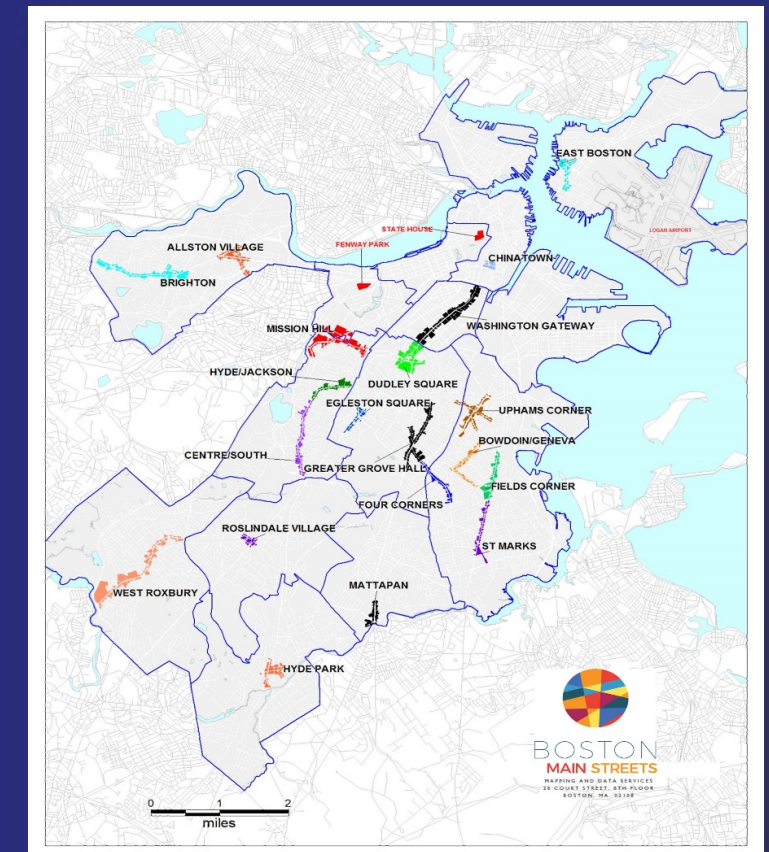
- \$150,000

Location

- City of Boston in 8 of 16 districts

Timeframe

- Tech Partner Selection – Completed Feb 2020
- Pilot Phase – Completed May 2020
- Assessment Phase – Completed Aug 2020
- Expansion Phase – Aug 2020 to today



New Point of Sale
(POS) Systems

- POS Hardware
- POS Software

Operation Cost
Reduction

- Internet Expense
- Credit Card Processing Expense

Business Coaching

- 1-Hour CRA Consultations
- SCORE Mentoring

Online Ordering
Integration

- Buy online pickup in store (BOPIS Functionality)

Project 1 – Key Performance Indicators (KPI)

- Key Performance Indicators provide insight through setting benchmarks used to understand program trends. With this knowledge we not only understand how to more effectively meet program goals, but we also hone our understanding of participants needs and how to deliver on them. The KPIs below are those mile markers we feel are pivotal to our ongoing success.

KPI		CRA Activity		Result
Implementation Time	➡	Honed a comprehensive process from lead referral to go-live	➡	4-6 weeks to select a candidate and complete full implementation
Online Ordering Revenue	➡	Enable online commerce through vendor partnerships	➡	Over \$100,000k in new online ordering sales
Operating Cost Reduction	➡	Decreased credit card processing, internet and POS subscription rates	➡	Averaged \$2,500 in savings per restaurant
Stakeholder Reporting	➡	Weekly Stat Report to all stakeholders on businesses and budget	➡	Greater transparency and communication
Business Surveys	➡	Frequent surveys to candidates which gauged satisfaction of program	➡	Quantified program successes and gaps needing attention

Project 2 – Rapid Restaurant Website Development

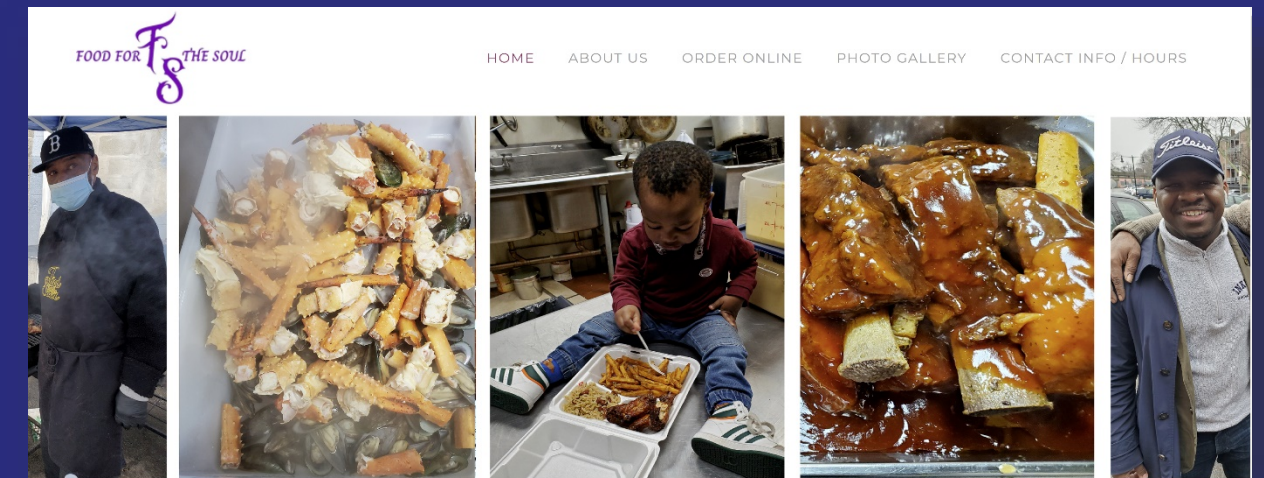
- Websites are pivotal gateway for businesses to reach out to the world, often serving as a centralized hub of activity. We encourage all program participants to take advantage of this service to either bolster SEO or create an online space.

Origin

- Website development is done in Boston, though all sites can be created and edited remotely.

Location

- Ten Boston based merchants have had their website created from scratch or materially improved. We have a team ready and available to scale to create any number of websites required.



Budget

- Rapid Website Development is a \$1,000 add-on service to the Technology Initiative. This service includes the new custom website, support training, and integration services (Social Media and eCommerce)

Timeframe

- Websites can be developed and launched within two weeks of kickoff. Milestones includes purchasing the domain name, editing, design, and launch.





- Above is a live website that we created with the owner of Jalloh African Market. The process from purchasing the domain, gathering photography, site designing, and publishing took 2 weeks.
- All work is completed in house by the Cambridge Retail Advisors team.


Project 2 – Website Creation Process

- Websites can be up and running within two weeks, if approached in a collaborative manner.

Website Creation Process

1. Explain the simple design process and benefits of the end website
2. Purchase the desired domain name
3. Set manageable goals with clear timeframes
4. Gather content for the website and determine look/feel
(see Free Website Design Form)
5. Collect media such as photos and video
(Schedule photographer if required)
6. Link Social Media
(if applicable)
7. Link online selling platforms
(if applicable)
8. Review website with business owner prior to publishing live
9. Publish site and encourage business owner to incorporate their new website into their marketing plan
10. Handoff website to business owner and encourage frequent edits!

Free Website Design Form



BMSF / CRA Tech Initiative – Free Website Design Form

The next step of the project is designing your free website! Below is a list of the things we will need to make that happen. If you have any questions about one or more of the items please reply to this email with your inquiry, or email Joe Lawlor ([lawlor@cambridgeretailadvisors.com]) directly.

Website Domain

- Please include your domain (website name), if you own the domain, and the hosting company. If you do not own the domain, we can purchase it for you.

Domain	Owned	Webmaster	Contact Info	Hosting
Example: www.alreadyhavedomain.com	Y	Joe Example	joe@example.com	Godaddy.com
Example: www.needadomain.com	N			

Your Story

- Provide two to three paragraphs on your business. Below are some ideas:
 - Why your business was started and your company mission
 - Your business' importance in the community
 - Inspiration or origin behind the flavors or products
 - People involved in getting product on the shelf
 - Be creative!** This is your space to share your business with the world
 - If you are stuck, check out other websites with similar products or services to get ideas


Provide your response here:

Special Services

- What services would a customer not immediately know you offer?
 - Examples: *Catering, Tailored Clothes*

Provide your response here:

BMSF / CRA Website Design Form Confidential Page 1 of 3



Contact Information

Provide your response here:

Work Phone Number	6175168774
Work Email Address	mariamjah50@gmail.com
Work Physical Address	173 Dudley street Roxbury MA 02119
Other	

Days and Hours of Operation

Provide your response here:

Day	Hours
Sunday	Close
Monday	9AM -6PM
Tuesday	9AM -6PM
Wednesday	9AM -6PM
Thursday	9AM -6PM
Friday	9AM -6PM
Saturday	9AM -6PM

Vacation or Holidays Not Open

Day	Hours
July 4th	All day
December 24	Half Day
December 25	All Day
January 1st	All Day

Menu

- Email [lawlor@cambridgeretailadvisors.com] your menu
 - PDF or JPG file of your full menu

Pictures

- Email [lawlor@cambridgeretailadvisors.com] the following types of pictures
 - Inside and outside of your restaurant or store
 - Smiling Employees, including yourself!
 - Food (including Food Prep) or Products (including Crafting Process)
 - Happy Customers
 - Community Involvement
 - Phone photos will work fine, please send as jpg**


Social Media

- We will tie this social media information into your website

Provide your response here:

Social Media	Web Address
Example: Myspace	www.myspace.com/example
Facebook	

BMSF / CRA Website Design Form Confidential Page 2 of 3



Twitter	
Pinterest	
Yelp	
Other	

Selling Platforms

- If you sell food, products, or services on another website (EX. Amazon or Grubhub), please list below

Provide your response here:

Selling Platform Media	Web Address
Example: Etsy	www.etsy.com/example
Example: Grubhub	www.grubhub.com/example

COVID-19 Preparedness

- What steps you and your staff are doing to create a safe place patron

COVID-19 Step

/ Following Boston social distancing Guidelines
Limiting 5 people at a time
Face covering required

When you have completed the sections above, please send this document and your photos to Joe Lawlor ([lawlor@cambridgeretailadvisors.com]) and we will complete the process of building your website. Note: Changes, edits, and additions can be made after the website is up and running.

If you have any questions, please feel free to reach out anytime.

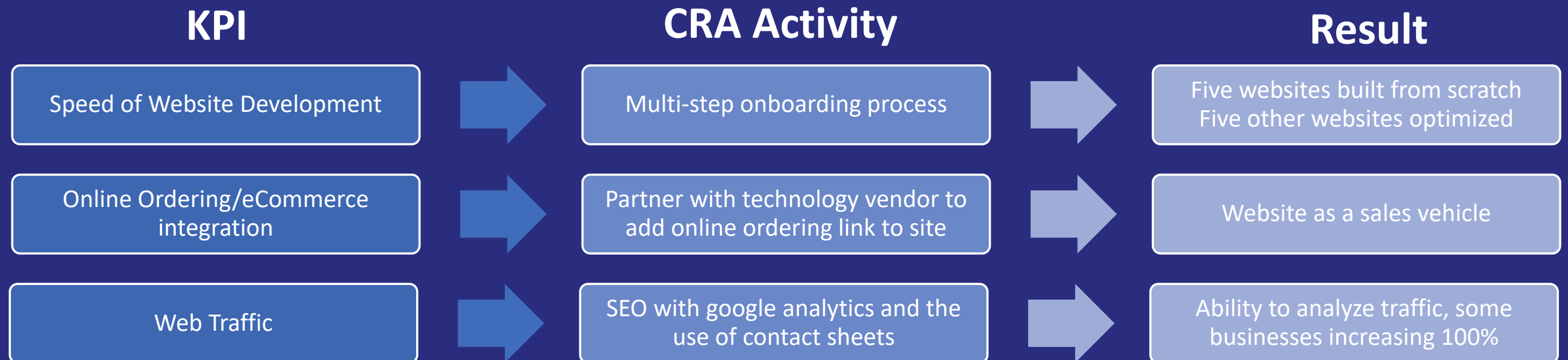
Thanks!

Joe Lawlor

Joe Lawlor
Practice Partner, CRA BMSF Tech Initiative
207 949-2343
[lawlor@cambridgeretailadvisors.com]
<http://www.cambridgeretailadvisors.com>

BMSF / CRA Website Design Form Confidential Page 3 of 3

Project 2 – Key Performance Indicators



Participant Limitations

- Timely responses from the business owners are the biggest variable in determining how quickly a tech solutions can be implemented. Delays also impact throughput of other projects, potentially slowing interviews and implementations.

Lack of Internet

- Business owners must have an internet connection post website development in order to do future updates and manage their account. Updates range from menu updates and account details.

Language Barrier

- Communicating with non-English speaking entrepreneurs can present a challenge. This issue can lead to misunderstanding business requirements which can lead to final products not meeting business needs.

Vendor Limitations

- Nothing is more crucial than guaranteeing support post implementation. Vendors unable to resolve participant technical issues are operationally deficient.



Participant Support

- Our participant selection process is designed to choose candidate able to be responsive throughout the engagement.

Internet Access

- Our ISP partner can provide the best pricing for residential and commercial internet. Public internet and mobile internet is also available for those with limited or no home internet access.

Open Language Format

- We have contracted with foreign language experts to provide expert translations for all documentation. Non-English speakers are not a risk, but rather an opportunity for much needed diversity.

Vendor Support

- All partner vendor selections were weighed with support as the most important aspect of their offering. We look for 24/7 support, and organizations of size and stature able to support operations as long as they're in business.



BMSF Leadership Testimonials

“This is one of the best programs I’ve seen during my tenure as Boston Main Streets Foundation Board Chairman. Cambridge Retail Advisors has been responsive, dedicated and easy to work with. This has been a transformational initiative that has provided a lifeline to retail and restaurant owners around the city of Boston during this COVID-19 pandemic.”

- **Joel Sklar, Chairman, Boston Main Streets Foundation**



“The BMSF Technology Initiative resulted in the creation of a valuable product to improve business management, reduce business costs and implement e-commerce.”

- **Karl Seidman, MIT Urban Studies Professor and Founding Member of BMSF**

Partners and Resources



Cambridge Retail Advisors

- Dedicated implementation team providing: Project Management, Reporting, Measurement & Analysis, Technical Expertise, Restaurant Expertise

SCORE

- SCORE's mission is to foster vibrant small business communities through mentoring and education. With the nation's largest network of volunteer, expert business mentors, SCORE has helped more than 11 million entrepreneurs since 1964.

Lightspeed & Toast

- Point-of-Sale vendors with high end features including eCommerce, Analytics, and Inventory Management
- No further software selection is required, Lightspeed and Toast have the support capabilities for all future candidates in the program

Comcast

- Our ISP partner works with customers to drive savings on internet / voice / security packages.
- Comcast has published articles out our partnership nationally



Key Takeaways

- Over the past year, COVID-19 has presented extraordinary challenges to Massachusetts small businesses trying to keep their doors open. It is with those challenges in mind that our program was designed, tested, and proven to mitigate effects of an everchanging economic landscape
- At its core, we address the crucial issues facing entrepreneurs through free access to world class technologies, strategies to cut costs, and partnerships building long-term sustainability and business skills
- Our two projects, the Restaurant Technology Initiative and Rapid Website Development Initiative, can be deployed quickly and customized to meet your communities needs
- If you have any questions, we welcome them in the allotted Q&A time and at your convenience via email or an individual consultation
- We look forward to working with your community!



Technical Assistance for Food Service & Restaurant Small Businesses

Michael Aparicio
Revby LLC
Boston, MA



ABOUT REVBY LLC



- Boston-based small business consultant and technical assistance provider, with a focus on micro-enterprises
- Provides support through municipalities, economic development organizations, and directly with small businesses in the US.
- Certified Minority Business Enterprise (MBE)



Michael Aparicio
Founder & Principal Consultant
Revby LLC

Case studies

1. Provide Small Business Technical Assistance for Food Service & Restaurant Businesses
2. Repositioning Resources and a City-wide Network of Providers to Create Workshops and Provide One-on-One TA to Help Restaurant Businesses Gain Access to Funding

Case Study 1: Provide Small Business Technical Assistance for Food Service & Restaurant Businesses

Part of a larger TA program. A particular focus is placed on the Food and Restaurant industry given its vital importance to the local economy and the often-greater need by those who own food businesses.

Origin / Location

- Boston, MA
- City of Boston's Office of Economic Development – Small Business Unit

Timeframe

- Short term – 3 years

Budget

- High (\$700,000). Workshops can range from \$1000+ (single workshops) to tens of thousands for workshop series. One-on-one TA costs vary
- Community Development Block Grant (CDBG) funding

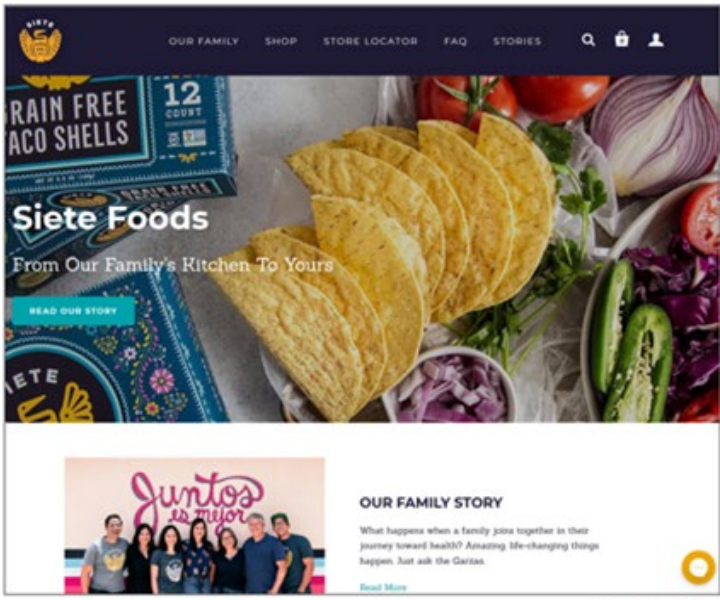
COVID-19 Impact

- Working safely during COVID-19: Restaurants and Food Service Businesses.
- Restaurant business resilience: online presence and use of third-party platforms

An Online & Wholesale Food Business Example

- ✓ Story
- ✓ Mission: "journey toward health"
- ✓ Distinct Value
- ✓ Clear knowledge of a market and customer segment

Source: <https://sietefoods.com/>



Marketing Technology / Resources

Website: Custom

POS System: <https://www.toasttab.com/>

Email Marketing Platform: <https://www.toasttab.com/> (Marketing Service)

Facebook Ad Manager: business.facebook.com/
<https://www.facebook.com/business/tools/ads-manager>

Social Media Manager: <https://buffer.com/>

Design Tool: <https://www.canva.com/>

Print Marketing Resource: <https://vistaprint.com/>

Freelancer website: upwork.com

toast Products Pricing Solutions

Built to make your restaurant better

Restaurants using Toast's full point of sale platform outperformed their peers during the pandemic.¹



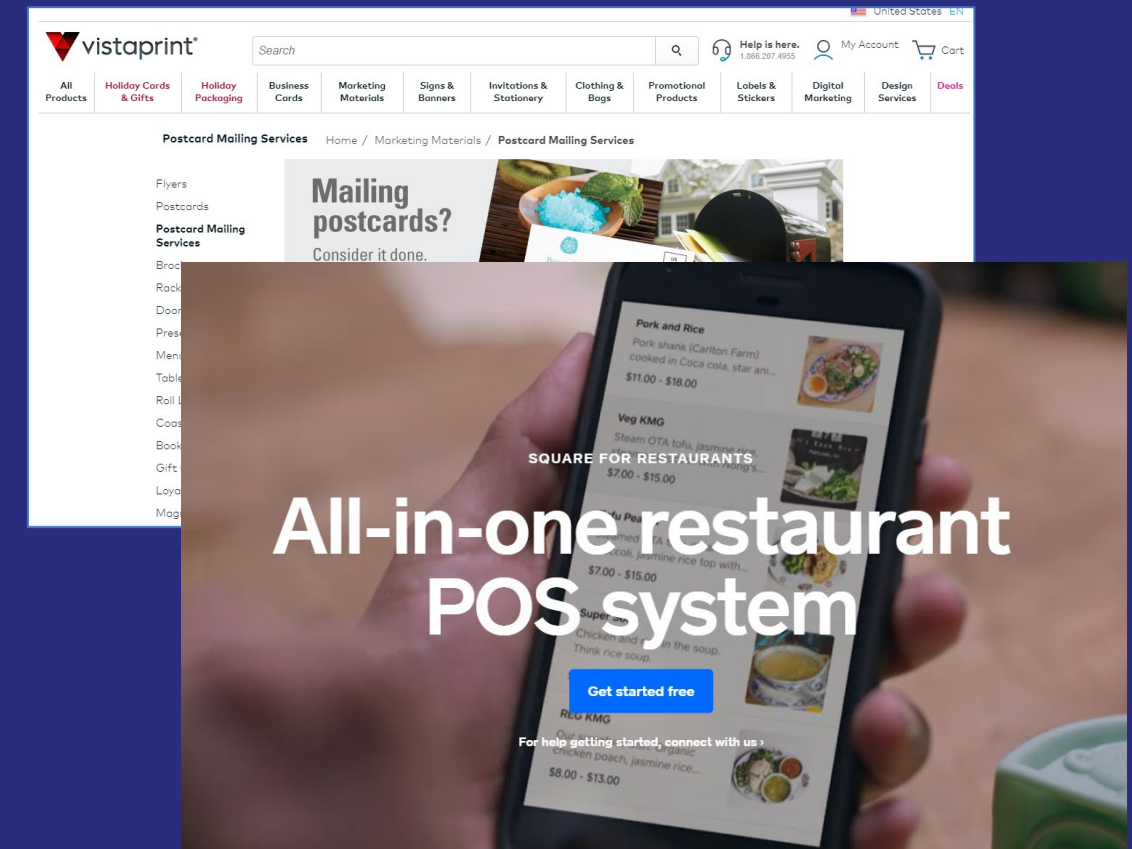
Case Study 1: Provide Small Business Technical Assistance for Food Service & Restaurant Businesses

Process (by Revby as TA Provider)

- Gain buy in from the business owner on the project plan during the first meeting.
- Use the first meeting to build rapport and trust with the business owner.
- Focus sessions on open brainstorming and the introduction of subject matter that includes the use of technology that can save time, increase brand awareness, and increase customer acquisition.
- Collaboratively produce a tangible deliverable that reflects discussion take-a-ways and actionable next steps.

Key Performance Indicators

- **One-on-One TA:** Action plans created, tangible deliverables created, # of new entrepreneurs that successfully start a new business, # of business owners that stabilize their business, # of business owners that grow their business (revenue, customers, employees)
- **Workshops:** # of workshop attendees, either live on Zoom, live on Facebook, or those that view the recording afterwards; # of new small business owner relationships, # of businesses that reach out for one-on-one TA.



Case Study 1: Provide Small Business Technical Assistance for Food Service & Restaurant Businesses

Sample of Goals & Outcomes

Business owners and new entrepreneurs learn how to:

- Write a business plan for their Food/Restaurant business.
- Create and manage their online presence.
- Create and utilize their own customer data to be less dependent on high-commission delivery platforms.
- Leverage tech tools in practical ways.
- Build resilience.

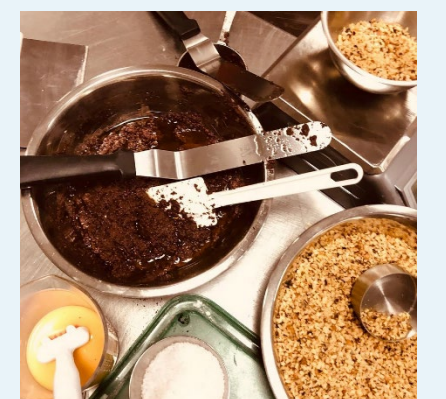
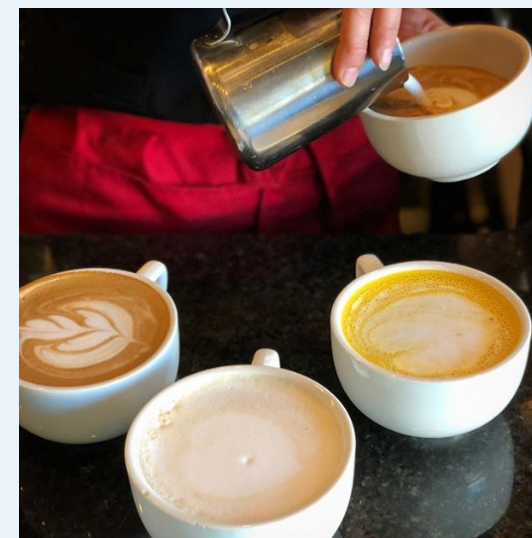


Photo credits (from top left, counterclockwise): Sweet Teez Bakery; Toasted Flats, Little Pecan Bistro, Quicksilver Baking Co, MoRockin Fusion, Recreo Coffee.

Case Study 2: Repositioning Resources and a City-wide Network of Providers to Create Workshops and Provide One-on-One TA to Help Restaurant Industry Businesses Gain Access to Funding

Origin / Location

- Bronx, NY
- NYC Industrial Business Services Providers (IBSPs) whose mandate shifted to help any business requiring assistance with a focus on minority owned and LMI (low-moderate income) businesses

Timeframe

- Less than one month.
- Timeframe for technical assistance work ranges from 1 hour to a few days. Length of program activity is dependent on funding availability (e.g., Restaurant Revitalization Fund)

Budget

- No additional budget.
- Initiative utilizes partner organizations already city funded and are authorized to re-allocate resources and alter programs to adapt to a crisis.

COVID-19 Impact

- Expand access to the Restaurant Revitalization Fund
- Help new restaurants that were ready to open in early 2020 but couldn't because of COVID-19


Please visit [sba.gov](#) for the most recent updates. This presentation is for informational purposes only.

Need help? Request a 1-on-1 Consultation

Our trained staff can answer your questions about your financing options, review your eligibility you submit an application

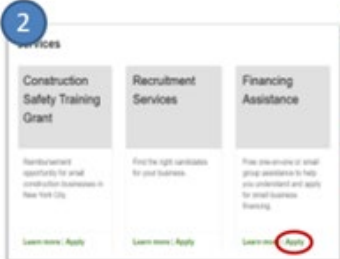
Go to [sbsconnect.nyc.gov](#) to sign up for a free, 1-on-1 consultation:

1



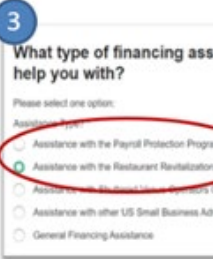
Log into your SBS Connect account, or create one

2




Click **Apply** underneath Financing Asst.

3



Select "Assistance with the Restaurant Revitalization Grant"



careers
businesses
neighborhoods

[nyc.gov/sbs](#)



Case Study 2: Repositioning Resources and a City-wide Network of Providers to Create Workshops and Provide One-on-One TA to Help Restaurant Industry Businesses Gain Access to Funding

Key Performance Indicators

- Turnaround time of business assessment to verify eligibility to relevant programs.
- Key performance indicators are evaluated by numbers of business getting access to funding and total amount of funding

Key Goals and Outcomes

- Build awareness and provide access to funding programs and technical assistance that may be available from other sources (e.g., federal funding sources or other sources)
- Provide technical assistance on application processes through one-on-one TA and workshops





TENANT
MIX

Restaurant Support Program Case Study 1 - Bloomfield



Case Study 1

- The Business Recovery Team recognized the importance of supporting the local restaurants and the small business community throughout the pandemic period and now that the recovery period has started with vaccination rates increasing and restrictions lessening. The town realized that ongoing and continuing support was critical. Development and town officials needed to offer quick responsive support to the community’s restaurants, many of which were small locally-owned, and in some cases failing fast.

Origin

- Bloomfield Economic Development Covid-19 Business Recovery Program

Budget

- Low Budget – Consultant’s time

KPI’s

- Sales generation, business recovery & growth

Timeframe

- Short-term and (Long-term) Ongoing

Risk

- Low risk for restaurants, buy-in from community

Partners & Resources

- Economic Development, Planning/Zoning, Covid Business Recovery Team, Chamber, Media, Local restaurants, property owners

- Restaurants were one of the hardest hit business sectors
- Support was needed for restaurants that would generate business to an industry in flux – sit-down restaurants had to do a 180° pivot in how they served customers, switching to mainly take-out, establishing online ordering capabilities.
- It's no surprise that pizza and QSR (Quick Service Restaurants) were for the most part weathering the pandemic best. This is their business model.
- Outdoor dining became the norm as we saw sidewalks, parking lots/spaces and alleys transformed into patios where there once were none.
- Restaurant sales, like other small businesses, were non-existent, down over 50%, mandated to or voluntarily closed, switched to take-out, only 25%...only 50% capacity with social distancing – for some it was an impossible model to work and survive through.
- The importance of an ongoing effort to support our Downtown small businesses and in particular, restaurants is critical post-COVID as in many of our communities' restaurants represent 40-50% of the Downtown businesses and employ many that live in the local community.

Action Plan – Develop the Support Plan

- **Develop a Communication Plan** to communicate with the restaurants
 - What forms of communication will be utilized
 - Messaging strategies – keeping in mind that you are helping them to thrive – keep it positive and supportive
 - Get Input – Survey, calls
 - Create Contact Lists – with EMAILS
- **Develop a Marketing Plan** to support the restaurants
- **Host Webinars** – Industry experts and local restaurateurs
- **Keep businesses informed** on programs, informational webinars, funding, and policy updates. In one case, the restaurant owner did not understand the differences between SBA loans, PPP funding, and grants.
- **Share resources & knowledge** – Share ideas and best practices
 - if it works for another restaurant or community chances are it will work in yours.
- **Be accessible** – virtual, by phone or in-person
- Offer **one-on-one business support** consultations
- **Work with the owners through town policies and regulations** – this was critical when the outdoor seating issues came up – regulations were changed swiftly, and fees were waived to accommodate a quick response – in CT municipalities were given 7 days to approve outdoor dining requests from restaurants. Before COVID this type of approval could have taken months.
- Towns have recognized that this is the new normal for restaurants and have begun to **enact long-term regulations to embrace outdoor dining and other zoning issues that have arisen from the pandemic.**

Restaurant Revitalization Fund Get the Facts It's a Grant Not a Loan



This Monday, Tuesday & Wednesday!

The restaurant industry has been among the hardest-hit sectors during the economic downturn caused by the COVID-19 pandemic. To help bring jobs back and revive the industry, the American Rescue Plan established the \$28.6 billion Restaurant Revitalization Fund (RRF) spearheaded by the U.S. Administration (SBA).

Click these links to get more information about the program.

Learn More About the RRF

RRF Program Guide

RRF Sample



Back East and Hooker Breweries in Bloomfield needed to expand and create outdoor patios

Marketing-Event & Promotion Support

- In the case of Bloomfield – the restaurants were all supported through the marketing efforts – whether they were national chains or locally-owned.
- It was key to remember that that these restaurants and small businesses were supporting our community through their hiring of the local community, and it was now the community's turn to “Order Up” from them.
- Detail on the program for the campaign shown will be detailed in the next Case Study presented.


TAKE OUT | DINE IN

February 1 – March 17

For a chance to win a \$25 Gift Card!

- Order Takeout or Dine-In at one of Bloomfield's local restaurants and spend at least \$15 per transaction for a total of \$30 or more at 2 different Bloomfield Restaurants between February 1 – March 17, 2021.
- Submit your receipts as pictures or scanned by March 18, 2021, to: ecommdev@bloomfieldct.org to be eligible to win one of 10 \$25-restaurant gift cards.*
- Show your support by posting a picture of your food on social media with the hashtag #BloomfieldEatsLocal

*Winners will be picked at random on March 19, 2021 and will be notified by email.



ORDER UP BLOOMFIELD!

EAT LOCAL | TO WIN

BACK EAST BREWING, LLC
BLOOMFIELD VILLAGE PIZZA
BOSTON MARKET | BURGER KING
CARBONE'S KITCHEN
CHOSEN 1 SEAFOOD | DOMINO'S
DUNKIN' DONUTS
ELIZABETH'S BAR & RESTAURANT
GINO'S PIZZA & RANCH HOUSE
GINZA JAPANESE CUISINE
INTERNATIONAL HOUSE OF PANCAKES (IHOP)
ISAAC'S BAGEL CAFE
JUMBO BUFFET | KENTUCKY FRIED CHICKEN
LOX STOCK & BAGELS | MCDONALD'S
MICHAEL JOHN'S PIZZA
NAATYA INDIAN RESTAURANT
NEW LIGHT STAR | PARADISE RESTAURANT
PASTICCERIA ITALIA
PEPPERS JAMAICAN BAKERY
REPUBLIC BLOOMFIELD
SALA THAI STREET FOOD | STARBUCKS COFFEE
SUBWAY | SWEET DELIGHT JAMAICAN CUISINE | TAPAS BLOOMFIELD | THAI PALACE
THOMAS HOOKER BREWING CO.
TOWN AND COUNTRY RESTAURANT
WAH'S GARDEN | WENDY'S

Presented by The Town of Bloomfield, the Bloomfield Chamber of Commerce and the Bloomfield Messenger.

The Bloomfield Economic Development Commission in partnership with the Bloomfield Chamber of Commerce and the Bloomfield Messenger supports local restaurants with

BLOOMFIELD EATS LOCAL – TO WIN LOCAL

APRIL 6TH – 30TH



Support your local Bloomfield Restaurants for your chance to win a \$25 Restaurant Gift Card

It's as easy as 1, 2, 3!


- Order your takeout and spend at least \$15 per transaction for a total of \$30 at 2 different Bloomfield Restaurants.
- Submit your receipts as pictures or scanned to info@bloomfieldchamber.org to be eligible to win one of 10 \$25-restaurant gift cards.
- Post a picture of your food on social media with the hashtag #BloomfieldEatsLocal

Order from these restaurants now!

Bloomfield Village Pizza	Boston Market	Carbone's Kitchen	Chosen 1 Seafood
Concetta's Italian Restaurant	Domino's Pizza	Dunkin' Donuts Drive Thru	Elizabeth's
Gino's Pizza & Ranch House	GINZA	Isaac's Bagel Cafe (both locations)	Kentucky Fried Chicken
Lox Stock and Bagels	McDonald's	Michael John's Pizza	Naatya Indian Restaurant
Paradise - Jamaican	Pasticceria Italia	Pepper's Jamaican Bakery & Jerk	Republic
Sala Thai Street Food	Subway	Sweet Delight	Tapas
Town and Country Restaurant	Burger King	Wendy's	World Fish Market

Show your support for Bloomfield restaurants!





ORDER UP BLOOMFIELD!

EAT LOCAL | TO WIN


BACK EAST BREWING, LLC
BLOOMFIELD VILLAGE PIZZA
BOSTON MARKET | BURGER KING
CARBONE'S KITCHEN
CHOSEN 1 SEAFOOD | DOMINO'S
DUNKIN' DONUTS
ELIZABETH'S BAR & RESTAURANT
GINO'S PIZZA & RANCH HOUSE
GINZA JAPANESE CUISINE
INTERNATIONAL HOUSE OF PANCAKES (IHOP)
ISAAC'S BAGEL CAFE
JUMBO BUFFET | KENTUCKY FRIED CHICKEN
LOX STOCK & BAGELS | MCDONALD'S
MICHAEL JOHN'S PIZZA
NAATYA INDIAN RESTAURANT
NEW LIGHT STAR | PARADISE RESTAURANT
PASTICCERIA ITALIA
PEPPERS JAMAICAN BAKERY
REPUBLIC BLOOMFIELD
SALA THAI STREET FOOD | STARBUCKS COFFEE
SUBWAY | SWEET DELIGHT JAMAICAN CUISINE | TAPAS BLOOMFIELD | THAI PALACE
THOMAS HOOKER BREWING CO.
TOWN AND COUNTRY RESTAURANT
WAH'S GARDEN | WENDY'S

TAKE OUT | DINE IN

February 1 – March 17

For a chance to win a \$25 Gift Card!

It's as easy as 1 - 2 - 3!



Attention Bloomfield Restaurants:
You're invited to participate in Celebrate Bloomfield!
June 19 - June 27

LET'S CELEBRATE BLOOMFIELD RESTAURANTS!

THE BLOOMFIELD ECONOMIC DEVELOPMENT COMMISSION ANNOUNCES

Bloomfield Eats Local – To Win Local

Bloomfield Community Called to Support Bloomfield Restaurants

BLOOMFIELD, CONNECTICUT April 6, 2020 - The Bloomfield Economic Development Commission in partnership with the Bloomfield Chamber of Commerce and the Bloomfield Messenger is launching a campaign called

Bloomfield Eats Local – To Win Local and is asking community members to show their Bloomfield Pride by supporting local restaurants and eateries by ordering takeout/curbside pick-up and then promoting their favorite eateries on social media.

The purpose of **Bloomfield Eats Local – To Win Local** is to get residents and businesses out

Communication/Messaging Support for Restaurants



- **Communication is key** – not only for the restaurant’s patrons, but to their landlords, vendors and suppliers. How your restaurants are messaging & targeting customers is vital. Some examples of the messages for the restaurants were:
- **Safety is key and top of mind** – expect this consumer behavior to continue.
- The importance of **supporting “Local”** is important to your customers now more than ever
- **Earning back your customers trust** – loyalty bonuses for eating in; thank you on menu
- **Creative** specials at off hours to spread out business
- Stay Upbeat – **Thank you’s** are important; staff attentiveness
- **Consistent Hours**
- **Monitoring of online search engines** (yelp, google updates)
- **Online Ordering Capabilities** were critical –Door Dash, Resy, ChowNow – some subscription-based
- **Internal & External Communications**
- **Signage** - welcoming

Communicating with Your Landlord During the COVID-19 Pandemic

BLOOMFIELD, CONNECTICUT (April 29, 2020) - In times of uncertainty, it is important to keep the Landlord/Tenant lines of communication open. We are here to help you with that.

Adjusting to the “New Normal” is on everyone’s mind as tenants are faced with the uncertainty of how to conduct business, when they can reopen and rehire, and how to pay expenses.

Landlords have to think about their businesses in the same way. If you need to ask your landlord for more time to pay your rent or are considering



Developing a Business Plan

Developing a long-term plan of action will put your business on track for fiscal success. This requires pre-planning and analysis. Taking these steps will ensure that you start off right and continue with a clear path to success.

- Executive Summary**
 - Who you are, what you sell/services/experience
 - Uniqueness
- Business/Industry Overview**
 - Goals – short and long-term
 - Strategies
 - Target customers/clients
- Market Analysis**
 - Location Selection
 - Foot traffic (retail)
 - Visibility
 - Convenience
- The Competition**
 - Competition Market
 - Immediate area
 - Expanded market area
- Sales & Marketing Plan**
 - Pre-marketing
 - Advertising
 - Website
 - Domain Registration
 - Design
 - Ecommerce Capabilities
 - Social Media
 - Facebook, Instagram, etc.
 - Management - Google, Yelp
- Ownership and Management Plan**
 - Business Model/Type
 - Registrations – federal & state
 - Engaging professionals – accounting, legal
- Operating Plan**
 - Staffing
 - Hours of Operations
 - Brick & Mortar
 - ECommerce
- Financial Plan - Budget**
 - Start-up Costs
 - Permits
 - Drawings
 - Signage
 - FF&E
 - Bulldozer
 - Marketing
 - Stock/Supplies
 - Insurance
 - Ongoing Operating Costs
 - Rent – NNN's
 - Utilities
 - Payroll
 - Taxes
 - Marketing/Advertising
 - Stock/Supplies
 - Misc.
 - Working capital
 - Short-term
 - Long-term
 - Contingency
- Appendices and Exhibits**
 - Plans
 - Samples/Photos

1137 Main Street | East Hartford, CT 06108 | GomanYork.com



Standard Operating
Procedures:
COVID-19 PLAYBOOK

Informational Support

- Webinars, Informational Eblasts, Linking to Town's website, Sharing relevant information

**BLOOMFIELD
MEANS
BUSINESS**

**Small Business Update:
Navigating & Applying for PPP**

**Friday, February 19
3pm - 4:30pm**

Small Business Owners
please join

Sen. Derek Slap
Sen. Douglas McCrory
&
Stephen R. Vaughn
Sr. Commercial Relationship Manager, Liberty Bank



First - Next - Later

**Safeguarding Small Business During
The Pandemic: 26 Strategies For
Local Leaders**

By Kennedy Smith
July 2020

IISR INSTITUTE FOR
Local Self-Reliance

**BLOOMFIELD
MEANS
BUSINESS**

**Information from
Bloomfield Business COVID-19 Recovery Team**



**New study focuses on the
The Restaurant of the Future**

**The restaurant of the future arrives ahead of
schedule** - Deloitte study focuses on customer
and industry trends from over 500 respondents.

Learn:
• What customers are saying,
• How restaurants are responding, and
• How restaurants will look in the post-COVID era.

We are sharing in these documents with you in
both the long-form and the 2-page dashboard
highlight document. Click the links to view them.

[Link to study.](#)

Deloitte summary of Customer and Industry trends - Dashboard document.
[Link to summary dashboard document.](#)

2021 SHOP, DINE & SUPPORT LOCAL

town clerk | council | planning | tax collector | police | permitting | public works | budget

Government Departments Visitor How Do I Helpful Links Video Tour

Culture, Parks and Recreation
Dining in Bloomfield
Discover the Connecticut Valley Region
Historical Photo Gallery
Public Meeting Calendar

Home » Visitor

Dining in Bloomfield

- Bloomfield Village Pizza - 34 Tunxis Ave, Bloomfield, CT 06002 - 860.242.3339
- Bloom Hill Farm Ice Cream - 696 Cottage Grove Rd, Bloomfield, CT 06002 - 860.242.3339

- **#2 - Focus on Restaurants – #BloomfieldEatsLocal**
Monday, September 21, 2020 – 3pm – 4pm
 - Focus: Moving forward with change
 - Sep 21, 2020 03:00 PM Eastern Time (US and Canada)
Topic: BLOOMFIELD COVID-19 BUSINESS RECOVERY SUPPORT SERIES
Register in advance for this webinar:
https://bloomfieldct.zoom.us/webinar/register/WN_l3G-iShrS3yKlIk4HX9Dzg
 - Youtube Link: <https://youtu.be/JzH97mB1GbA>
- **#4 – Focus on the Future – Weathering the Storm**
Monday, October 5, 2020 – 3pm – 4pm
 - Focus: Planning for uncertainty and financial stability
 - Oct 5, 2020 03:00 PM Eastern Time (US and Canada)
Topic: BLOOMFIELD COVID-19 BUSINESS RECOVERY SUPPORT SERIES
Register in advance for this webinar:
https://bloomfieldct.zoom.us/webinar/register/WN_fasltP_WR1Cpj0m_ce53GQ
 - Youtube Link: <https://youtu.be/b4N40NFO8Zo>

Informational Support & Tracking

- Keep the restaurants informed
- Tracking to ensure your communications are working

BLOOMFIELD MEANS BUSINESS

Important Information for Small Businesses on PPP from CT SBA & Bloomfield Business COVID-19 Recovery Team

The Top 5 things small businesses should know about the re-opening of the Paycheck Protection Program:

1. Small Businesses can begin to submit applications.

The SBA is currently accepting Paycheck Protection Program (PPP) loan applications from participating community financial institutions (CFIs) and lenders with under \$1 billion in assets. **The program will open to all lenders on Tuesday, January 19, 2021.** Borrowers can apply for a First Draw PPP Loan until March 31, 2021. [Lender Match](#) can help businesses find a participating lender.

2. If a Small Business didn't access a PPP loan prior to 12/27/2020, they may be eligible for a First Draw PPP loan.

44%
OPEN RATE

21%
CLICK RATE

50%
OPEN RATE

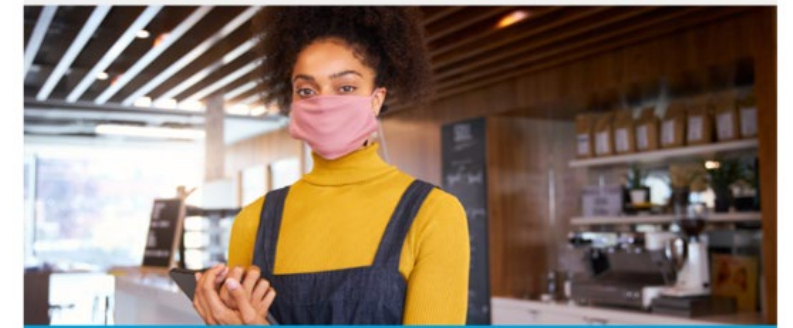
41%
OPEN RATE

BLOOMFIELD MEANS BUSINESS

Important News for Bloomfield Small Businesses




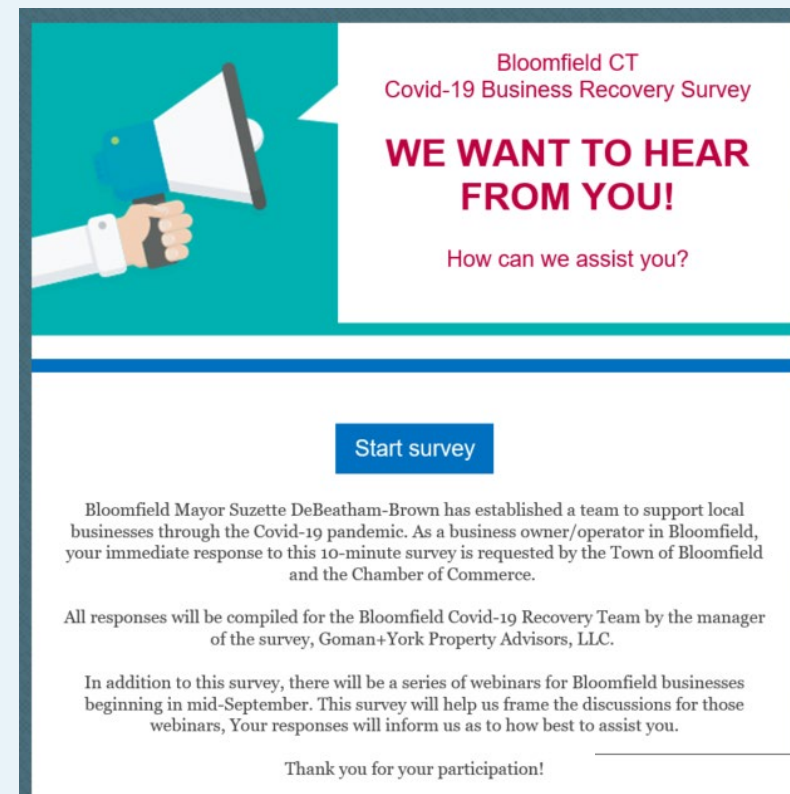
CT CARES Small Business Grant Program
Bloomfield Small Businesses can apply for a \$5,000
grant from CT DECD beginning the week of Nov. 9, 2020.



[Link to CT CARES grant page and application.](#)

Communication Tools

- Surveys are a great way to get feedback from your restaurants and small businesses – they can be candid in their responses.
- Here we partnered with the Chamber to get the survey distributed. In addition to our mailing lists we were able to utilize theirs to expand our reach.




Covid-19 Business Recovery Survey - Bloomfield CT

Bloomfield Mayor Suzette DeBeatham-Brown has established a team to support local businesses through the Covid-19 pandemic. As a business owner/operator in Bloomfield, your immediate response to this 10-minute survey is requested by the Town of Bloomfield and the Chamber of Commerce.

All responses will be compiled for the Bloomfield Covid-19 Recovery Team by the manager of the survey, Goman+York Property Advisors, LLC.

In addition to this survey, there will be a series of webinars for Bloomfield businesses beginning in mid-September. This survey will help us frame the discussions for those webinars, Your responses will inform us as to how best to assist you.

Thank you for your participation!



September 11, 2020

Attention Chamber Members!
Take the Covid-19 Business Recovery Survey
WE WANT TO HEAR FROM YOU!

[START SURVEY HERE](#)

Bloomfield Mayor Suzette DeBeatham-Brown has established a team to support local businesses through the Covid-19 pandemic. As a business owner/operator in Bloomfield, your immediate response to this 10-minute survey is requested by the Town of Bloomfield and the Chamber of Commerce.

All responses will be compiled for the Bloomfield Covid-19 Recovery Team by the manager of the survey, Goman+York Property Advisors, LLC.

In addition to this survey, there will be a series of webinars for Bloomfield businesses beginning in mid-

BLOOMFIELD COVID-19 BUSINESS RECOVERY ANNOUNCES UPCOMING WEBINARS
Suzette DeBeatham-Brown, Mayor of Bloomfield, has formed a committee to help local businesses navigate through the current and future effects of the Covid-19 pandemic. The committee is co-chaired by Michelle Bononi, Assistant Chair of the Bloomfield Economic Development Commission and Vera Smith Winfree, Executive Director of the Bloomfield Chamber of Commerce.

Zoom Webinar Schedule

- #1 – The New Normal - Promoting Bloomfield Businesses
 - Monday, September 14, 2020 – 3pm – 4pm
 - Focus: Communication and the Importance of supporting local businesses
 - Register in advance for this webinar: https://bloomfieldct.zoom.us/join/9p2hUJ2UQFGBkeZB2fj_eQ
 - Youtube Link: https://youtu.be/7Lp1o_oNdU
- #2 - Focus on Restaurants – #BloomfieldEatsLocal
 - Monday, September 21, 2020 – 3pm – 4pm
 - Focus: Moving forward with change
 - Register in advance for this webinar: https://bloomfieldct.zoom.us/join/WN_l3G-lShrS3yKlik4HX9Dzg

Partnering with Local Media

COVID has taught us that as community leaders, we must be the support system to strengthen, communicate with and support our Downtown restaurants and small businesses - not only today but tomorrow.



BLOOMFIELD UNVEILS BUSINESS RECOVERY SUPPORT

BLOOMFIELD COVID-19 BUSINESS RECOVERY SUPPORT SURVEY AND WEBINARS PLANNED TO HELP LOCAL BUSINESSES

Suzette DeBeatham-Brown, Mayor of Bloomfield, has formed a committee to help local businesses navigate through the current and future effects of the Covid-19 pandemic.

The committee is co-chaired by Michelle Bononi, Assistant Chair of the Bloomfield Economic Development Commission and Vera Smith Winfree, Executive Director of the Bloomfield Chamber of Commerce.

While many local towns are starting to contemplate how to tackle economic recovery, Bloomfield is the first to unveil a comprehensive plan to support local businesses.

"Our local businesses have been dealt a heavy blow," Mayor DeBeatham-Brown explains. "Most of our businesses have been disrupted; cash flow curtailed; revenue growth slowed; and some locations had to lay off workers. We have to adjust to a 'new normal' while trying to regain control of our businesses here in town. In that spirit, the Recovery Committee led by our Recovery Coordinators will help to ensure we provide support and information to our businesses to assist in the recovery process."

See RECOVERY page 6

6 BLOOMFIELD MESSENGER September 11, 2020

BLOOMFIELD UNVEILS PLAN TO SUPPORT BUSINESSES IN THEIR RECOVERY EFFORT

From Page One

And there is another reason for the "first" she noted. "Bloomfield is a community that comes together in support of each other. During this public health emergency, it is important that we come together in support of our local businesses, we need to listen to their concerns, and learn how we can help to strengthen and support them," stated Mayor Suzette DeBeatham-Brown.

The program is launching with a survey of local businesses to explore what support they may need, resources to assist them, how they are managing their businesses currently and what they anticipate their needs will be going forward in these times of uncertainty. Following that, a series of webinars are planned for businesses focusing on the "new normal" going forward, a financial focus on the future, and various business sectors' needs and conditions, including restaurant, retail, fitness, professional and personal services.

"We encourage Bloomfield businesses of all types and sizes, including home-based, to participate in our survey. The survey will help us to frame the discussions for our webinars," added Ms. Bononi. "We have developed a list of business contacts and those Bloomfield businesses that haven't received the survey should forward their contact information, business name and email to Drobidou@gomanyork.com to participate the online survey."

"We've assembled a team of knowledgeable professionals offering support to Bloomfield's businesses through this series of webinars, and we welcome businesses from other local communities to join us," said Ms. Smith Winfree.

The webinars will run for four (4) consecutive weeks from 3pm - 4pm (See following schedule). Each session will leave time for participants to ask questions of the panelists. Businesses can register by emailing Drobidou@gomanyork.com and indicating which individual webinars they want to attend. A zoom meeting invite will then be sent to them.

The Town of Bloomfield, the Bloomfield Economic Development Commission, and the Bloomfield Chamber of Commerce thank those members of our community that are hard at work every day to keep businesses and services in operation. We thank our community for respecting individual business precautions along with State and local policy guidelines on mask requirements and social distancing to reduce the spread of COVID-19 and to keep our community, workers, and families safe.

For the full program of the webinars, see back page.

12 BLOOMFIELD MESSENGER September 11, 2020

BLOOMFIELD WILL HELP BUSINESSES IN THEIR RECOVERY EFFORT

ZOOM WEBINAR SCHEDULE

#1 - The New Normal - Promoting Bloomfield Businesses
Monday, September 14, 2020 - 3pm - 4pm
Welcome by Mayor Suzette DeBeatham-Brown
Focus: Communication and the Importance of supporting local businesses

#2 - Focus on Restaurants - #BloomfieldEatsLocal
Monday, September 21, 2020 - 3pm - 4pm
Focus: Moving forward with change

#3 - Focus on Retail/Personal Services/Fitness - #BloomfieldShopsLocal
Tuesday, September 29, 2020 - 3pm - 4pm
Focus: Local customer communication and the importance of being agile

#4 - Focus on the Future - Weathering the Storm
Monday, October 5, 2020 - 3pm - 4pm
Focus: Planning for uncertainty and financial stability

Businesses can register by emailing Drobidou@gomanyork.com and indicating which individual webinars they want to attend. A zoom meeting invite will then be sent to them.

Our efforts to support and promote our Bloomfield restaurants and businesses is more important now than ever. We are developing a program that will encourage the community to support our local restaurants and stores in the coming month - I look forward to sharing more about that program in the weeks to come. In the meantime, I encourage you to support our local restaurants by ordering take-out/curbside pickup/delivery and supporting our local shops and businesses. We are all in this together - its about neighbors supporting neighbors!

Stay healthy, wear a mask and keep your distance!
Mayor Suzette DeBeatham Brown

Federal Stimulus Package Includes \$325B for Small Businesses and Support for Individuals
(Information from the office of David Lehman, CTDECD Commissioner
david.lehman@ct.gov, (860) 500-2310)



TENANT
MIX



Restaurant Recognition Programs Case Study 2 - Bloomfield

Case Study 2

- The Business Recovery Team recognized the importance of supporting the local restaurants throughout the pandemic period and now post-COVID

Origin

- Bloomfield Economic Development Covid-19 Business Recovery Program for Restaurants

Budget

- Low Budget – EDC/Town staff/Consultant’s coordination time – cost of gift cards to restaurants for giveaways

KPI’s

- Sales generation, business support and recognition

Timeframe

- Short-term and (Long-term) Ongoing

Risk

- Low risk for restaurants, buy-in from community

Partners & Resources

- Economic Development/Municipality, Covid Business Recovery Team, Local restaurants, local media

Diagnostic

- Diagnostic was reviewed in our first Case Study – this will detail the promotional aspects and the plan developed to support the restaurants – during and post-COVID
- At the onset of the pandemic, the **uncertainty and unknowns** for businesses were devastating – **tens of thousands of restaurants closed across the country.**
- Development and town officials needed to discover **creative ways to generate recognition of the community's restaurants**, many of which were **small locally-owned**, and in some cases failing fast.
- Realization that this could not be a one-off promo - **ongoing and continuing support was critical.**



Action Plan

A plan was developed to:

- **Communicate** with the restaurants and the community
- **Create recognition** of the number and variety of restaurants available within the community
- Encourage **community support**
- Entice the community to **“Eat Local”**
- **Create excitement** about the restaurants by offering a chance to win
- **Develop a comprehensive contact list of restaurants** for both the Town and the customers to utilize
- Continue **ongoing support the restaurant community** and small business community for the duration of the pandemic and post-pandemic.

**THE BLOOMFIELD ECONOMIC DEVELOPMENT COMMISSION
ANNOUNCES
Bloomfield Eats Local – To Win Local**

Bloomfield Eats Local – To Win Local

Bloomfield Community Called to Support Bloomfield Restaurants

BLOOMFIELD, CONNECTICUT April 6, 2020 - The Bloomfield Economic Development Commission in partnership with the Bloomfield Chamber of Commerce and the Bloomfield Messenger is launching a campaign called

Bloomfield Eats Local – To Win Local and is asking community members to show their Bloomfield Pride by supporting local restaurants and eateries by ordering takeout/curbside pick-up and then promoting their favorite eateries on social media.

The purpose of **Bloomfield Eats Local – To Win Local** is to get residents and businesses out

The Bloomfield Economic Development Commission
in partnership with
the Bloomfield Chamber of Commerce and the Bloomfield Messenger
supports local restaurants with

BLOOMFIELD EATS LOCAL – TO WIN LOCAL

APRIL 6TH – 30TH



Support your local
Bloomfield Restaurants for your chance to win
a \$25 Restaurant Gift Card

It's as easy as 1, 2, 3!

1. Order your takeout and spend at least \$15 per transaction for a total of \$30 at 2 different Bloomfield Restaurants
2. Submit your receipts as pictures or scanned to info@bloomfieldchamber.org to be eligible to win one of 10 \$25-restaurant gift cards
3. Post a picture of your food on social media with the hashtag #BFatsLocaltoWin

Order from these restaurants now!

Bloomfield Village Pizza	Boston Market	Carbone's Kitchen	Chosen 1 Seafood	
Concetta's Italian Restaurant	Domino's Pizza	Dunkin Donuts Drive Thru	Elizabeth's	
Gino's Pizza & Ranch House	Giinza	Isaac's Bagel Cafe (both locations)	Kentucky Fried Chicken	
Lox Stock and Bagels	McDonald's	Michael John's Pizza	Naatiya Indian Restaurant	
Paradise - Jamaican	Pasticceria Italia	Pepper's Jamaican Bakery & Jerk		
Republic	Sala Thai Street Food	Subway	Sweet Delight	Tapas
Town and Country Restaurant	Burger King	Wendy's	World Fish Market	

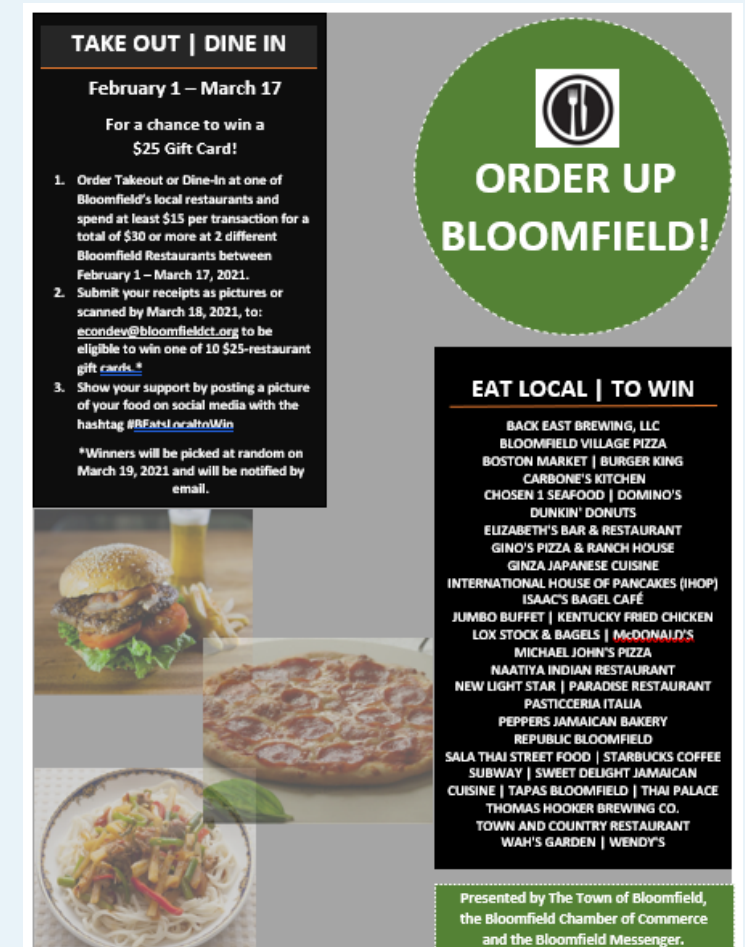
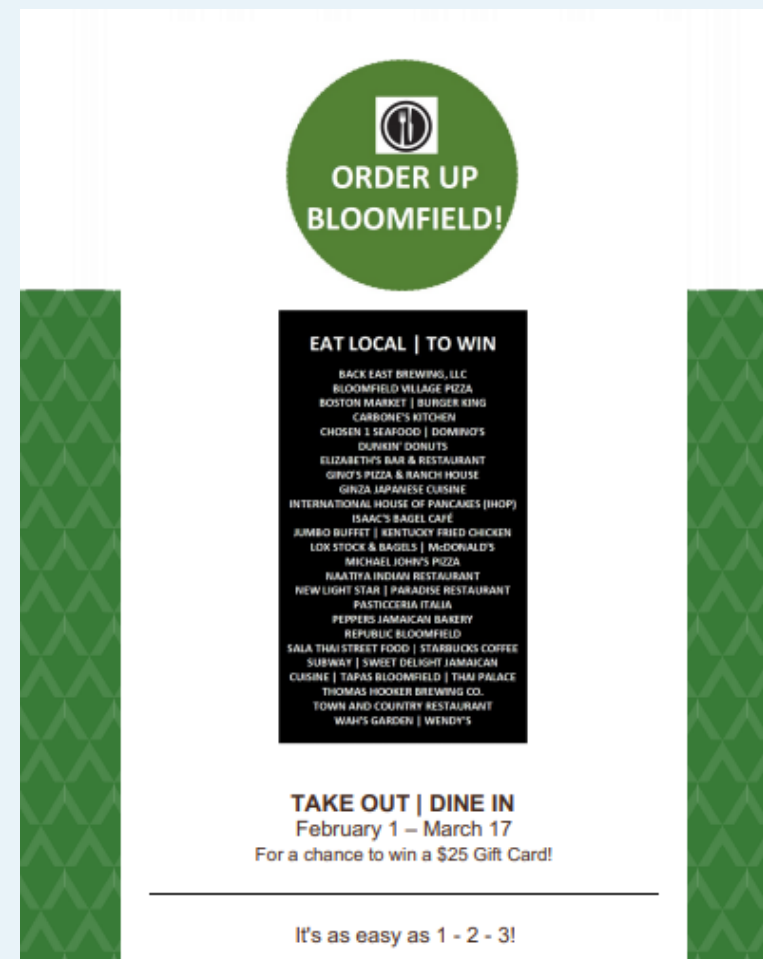
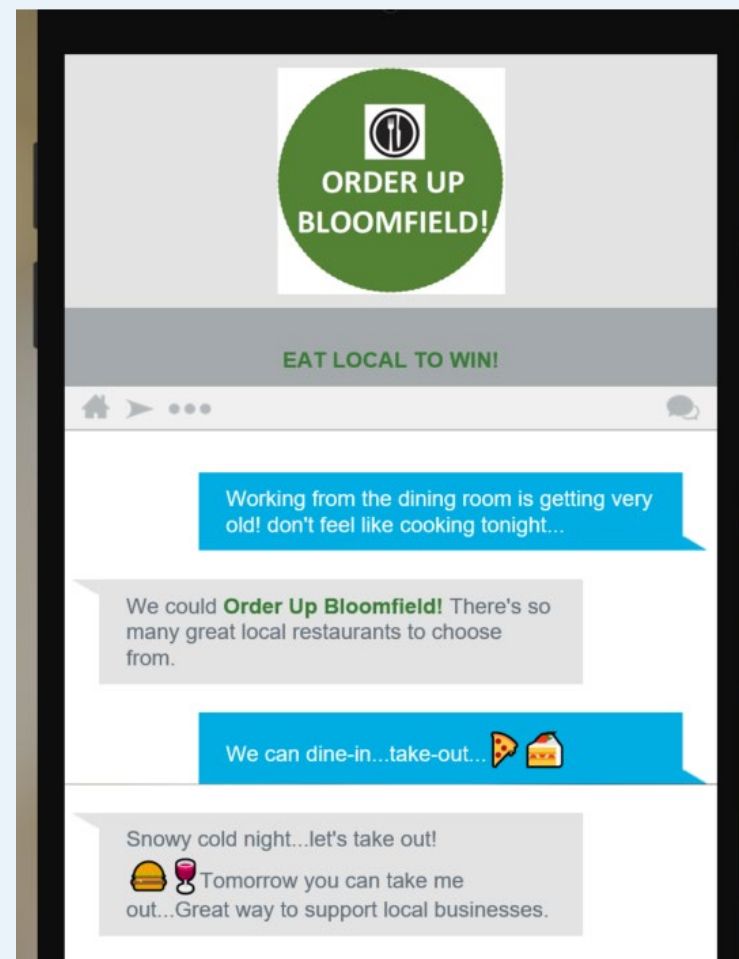
Show your support for Bloomfield restaurants!



PHONE	HOURS	DIRE-IN	TAKEOUT/CURBSIDE	DELIVERY	GIFTCARDS	WEBSITE/MENU	ADDRESS
(860) 242-1793	Wed-Thurs: 3-8pm/Fri/S: 9:30/Sat/Sun: 12-5	yes	yes		yes	https://www.bak-breadbaking.com/home	1296 A Blue Hill Rd., Wallingford, CT 06495
(860) 243-0511	Temporarily Closed					https://www.facebook.com/Blooms-Hill-Farm-15332178765287/	696 Cottage St., Wallingford, CT 06495
(860) 242-3339	Mon-Thurs 10am-10pm/ Fri-Sat 10am-11pm/Sun 11:30am-8pm	yes	yes	yes	yes	http://cottagegrainbakingcofield.com/index.jsp	34 Turnpike Rd., Wallingford, CT 06495
(860) 243-3400	Sun-Thu 11am-11pm Fri-Sat 11am- Midnight	yes	yes	yes	yes	www.bakemarket.com	412 Cottage St., Wallingford, CT 06495
(860) 422-4157	Sun-Thur 7am-Midnight, Fri Sat 7-1 am	yes	yes	yes	yes	www.bs.com	19 Granville St., Wallingford, CT 06495
(860) 904-2111	3pm-9pm Tues Wed; Thurs-Fri Sat 3pm-10pm; Closed Sun & Mon	yes	yes	yes	yes	www.carbonmillsbakes.com	6 Winton St., Wallingford, CT 06495
(860) 519-5654	Sunday - Sat 11:30am-9:30 pm	No	Takeout/curbside	door dash/uber eats/grub hub	No	www.chained1cupofcoffee.com	772 Park Ave., Wallingford, CT 06495
(860) 969-4777	Daily 10:30am-11:30pm	no	yes	door dash/uber eats/grub hub	yes	www.dominos.com	699 Park Ave., Wallingford, CT 06495
(860) 462-3720	Daily 5am -8 pm		Drive thru only	door dash/uber eats/grub hub		https://www.dunkindonuts.com/en/locations?location=06002	465 Cottage St., Wallingford, CT 06495
(860) 916-9801	Daily 5am-8pm			door dash/uber eats/grub hub	yes	https://www.dunkindonuts.com/en/locations?location=06001	760 Park Ave., Wallingford, CT 06495

Order Up Bloomfield Campaign

- Communicate through a variety of media
- #BEatLocaltoWin



Post-Covid Support

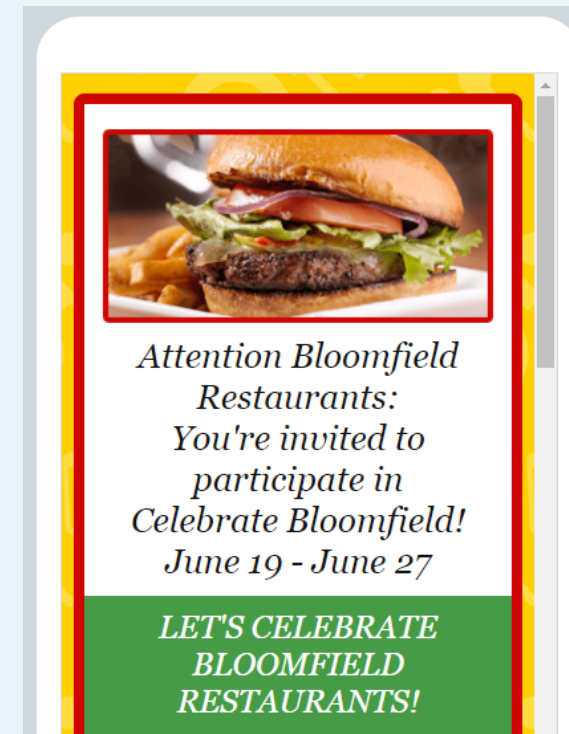
It is important to recognize that restaurants and small businesses will need continuing support post-COVID. As the cities and towns begin to enter this next phase and as people venture out more **the challenges to the restaurant community are still being felt.**

Here we show that continuation through the campaign for restaurants that was developed to coincide with a Summer celebration - "Celebrate Bloomfield 2021." This campaign gives the restaurants two (2) ways to participate:

- By setting up on the Town Green during the celebration and
- By running restaurant specials during the week leading up to the celebration.

As additional **incentives to the restaurants** – free advertising and waiving of participation fees was offered to them.

The need for **continued support** to the restaurant industry is evident.



A virtual information session was held for restaurants and for those that could not attend, the information was sent out to them.

Thank You!
