

# Program Report

## Saint Paul Restaurant Resiliency Project 4

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# Project Summary

Restaurant Resiliency Project 4 provided technical assistance and consulting to 386 local restaurants for the use of technology and digital tools in a quickly shifting business environment due to the pandemic.

By establishing a *Digital Capabilities Index*, the project effectively targeted resources to Council Wards, Census tracts with the greatest need.

The City of Saint Paul should expand the Digital Capabilities Index to include all brick and mortar businesses and conduct semi-annual updates in perpetuity.

## Project Goals

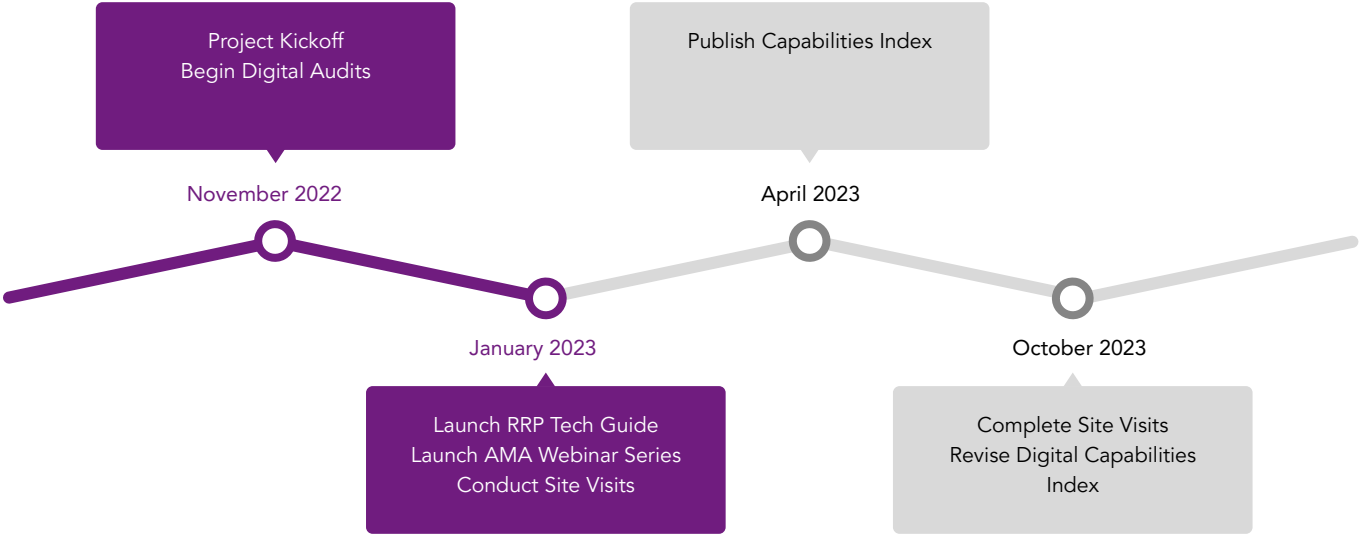
1. Equitably and efficiently target city support with quantifiable success metrics
2. Support restaurant success by increasing earning potential and improving the guest experience
3. Attract new restaurants and restaurant tech companies via the City's supportive reputation.

# Methodology

The project maximized tangible support volume by engaging restaurants and empowering them to make technology advancements within their reach.

1. Emailing *Digital Audits* stimulated engagement and clarified effective digital strategies leading to increased customers and revenue.
2. Visiting restaurants creating consulting opportunities for resolving digital audits and providing technical assistance.
3. Ask Me Anything Webinars explained technology concepts, featured local restaurateurs and industry experts to drive project engagement and empower restaurateurs.
4. Ask Me Anything Requests offered an entry point to ad hoc technical requests from restaurants.
5. Publishing the RRP Tech Guide provided on-demand access technology resources and advice.

# Timeline



# Investment Breakdown

How RRP4 resources were  
deployed.

AMA

Digital  
Capabilities  
Index

Restaurant  
Resource Guide

144 Hours

85 hours

48 hours

# Team

NCXT's team of researchers and analysts were led by consultants steeped in the restaurant industry, technology and DEI.

Matty O'Reilly, MBA  
*Partner Excellence Mgr, Advanced*



Jonathan Banks  
*President*



Meida Surya  
*Partner Excellence Mgr.*



# Ask Me Anything Consulting Results

AMA Consulting services were provided to 38 Restaurants.

Restaurant Name	Engagements	Google Presence	Website	POS	Restaurant Name	Engagements	Google Presence	Website	POS
5-Star Cafe	Digital Consulting		✓	✓	Nassib Restaurant	Digital Consulting	✓		
Bangkok on Fire	Digital Consulting	✓			Nina's Coffee Cafe	Digital Consulting	✓		
Boba and Tea	Site Visits	✓	✓		On's Kitchen	Site Visits	✓		
Can Can Wonderland	Site Visits	✓	✓		Original Coney Island	Digital Consulting	✓	✓	
Coco Cream MN	Digital Consulting	✓			Pappy's	Site Visits	✓	✓	
Dark Horse Bar and Eatery	Site Visits	✓	✓		Piccola Coffee	Digital Consulting	✓		
Demera Ethiopian Restaurant	Site Visits	✓	✓		Pimento Jamaican Kitchen	Site Visits	✓	✓	✓
Hamburgers El Gordo	Site Visits	✓			Rafiki Coffee House	Site Visits	✓	✓	✓
Hepcat	Site Visits	✓	✓		Rose's Kitchen @Hmongtown Marketplace	Digital Consulting	✓		
Hooks Fish and Chicken	Site Visits	✓	✓		Saigon Express	Site Visits	✓	✓	
Kitchen 601	Site Visits	✓	✓		Saint Dinette	Digital Consulting	✓		
Loon	Site Visits	✓	✓		Sakura Restaurant & Bar	Site Visits	✓	✓	✓
Lost Fox	Site Visits	✓	✓	✓	Sawatdee Thai Cuisine	Site Visits	✓		
Mama's Pizza	Digital Consulting	✓	✓	✓	Station 81	Site Visits	✓	✓	✓
Metronome Brewing	Site Visits	✓	✓	✓	Thai Cafe	Site Visits	✓		
MinneBun	Digital Consulting	✓			Trieu Chau Restaurant	Digital Consulting	✓	✓	
Mirror of Korea	Site Visits	✓	✓		Trinity House Coffee	Site Visits	✓	✓	✓
Nassib Restaurant	Digital Consulting	✓			True Stone Coffee	Site Visits	✓	✓	
Nina's Coffee Cafe	Digital Consulting	✓			Twin Cities Finest Cuisine + Catering	Digital Consulting	✓		



# AMA Webinars

Eight webinars were conducted

All webinars are available on the NCXT YouTube Channel



1. January 26: What are restaurants in Saint Paul up to?
2. February 23: Digital Marketing with LOCL
3. March 23: Point of Sale with Toast, featuring Rick Oknick from Toast
4. April 27: Point of Sale Delivery Integrations with Clover
5. May 25: Digital Marketing with Reservation Technologies
6. June 21: Marketing through POS System, Featuring featuring Ian Oundo from Rafiki Coffee and Cafe
7. August 24: Marketing through Product Merchandising
8. September 28: Unlock Your Business's Potential with Google My Business, featuring Claudia Gutierrez from Hamburguesas El Gordo

Visit <https://www.ncxt.co/rrpama>

# Restaurant Resource Guide

The RRP Tech Guide was posted online and distributed via email to provide on-demand access technology resources and advice.

Saint Paul Restaurant Resiliency Project

[CLICK HERE TO SUBMIT AN "ASK ME ANYTHING" REQUEST](#)

## The RRP Tech Guide

*Every restaurateur's ultimate guide to restaurant tech.*

This is the complementary technology information and resources that you need to succeed.

Welcome to the Saint Paul Restaurant Resiliency Project, an initiative that supports local restaurants. The City of Saint Paul, in partnership with NCXT, a local consulting firm, supports local restaurants by providing no-cost support for locally owned restaurants.

*Note: The technology vendors listed on this page may charge fees that are not associated with RRP.*


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Saint Paul restaurants are cooking up a three-part recipe for success.

**DELIVERY**      **DIGITAL MARKETING**      **POINT OF SALE**

**JOHN GLEASON, OWNER BAP AND CHICKEN**

"We were on a pretty good track shortly after the pandemic, but being part of the project and a community of restaurateurs reassured me that I was going in the right direction. Without that support, I would not have had knowledge of the opportunities that were available."



**SUBMIT**

more customers by digitizing in-store line orders, shortening process times, monitoring operations with restaurant technology.

### GET IT DELIVERED

- Streamline your workflow and optimize every aspect of your restaurant with third-party delivery options.
- Keep costs low by utilizing your point of sale's delivery integrations.

**THIRD PARTY DELIVERY OPTIONS**

**DoorDash** is an excellent, user-friendly food delivery service with helpful recommendations for discovering restaurants. It features easy ordering with options to track delivery, pick up food or schedule deliveries for the most convenient times. A \$9.99-per-month DashPass helps customers save on delivery fees.

**Grubhub** is the best food delivery service. It partners with an incredible variety of restaurants. It features a quick food order from the menu and tracks orders from the app, all hassle-free and

Visit <https://www.ncxt.co/rrptechguide>

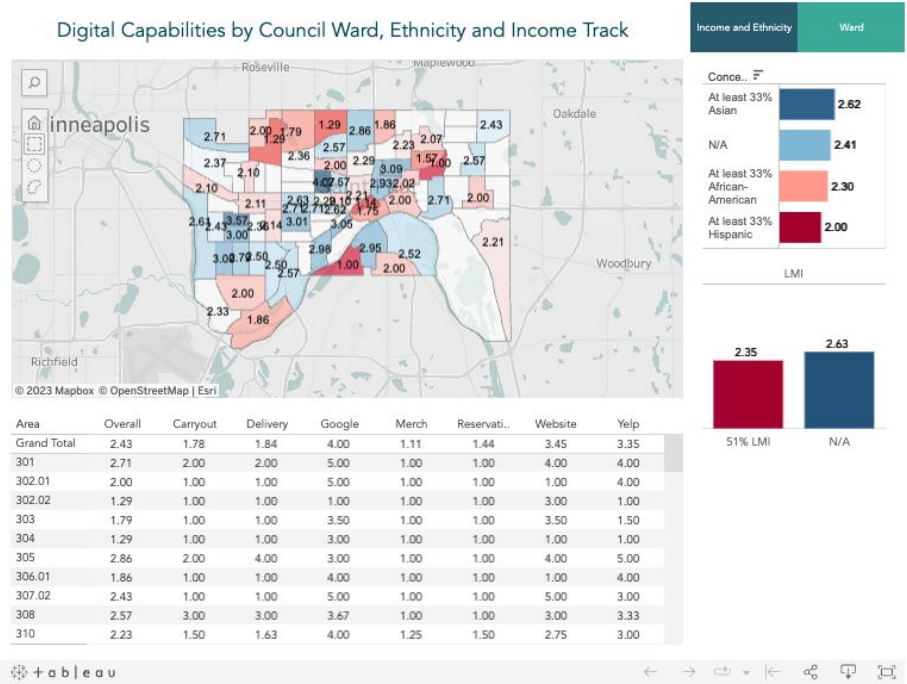
# Digital Capabilities Index

~400+ Digital Audit activities produced the Digital Capabilities Index.

The index was updated twice throughout the project.

Visit <https://www.ncxt.co/rrpindex>

Digital Capabilities by Council Ward, Ethnicity and Income Track



# Next Steps

We recommend ongoing investment in the Digital Capabilities Index to provide targeted support from Saint Paul's emerging business technical assistance program.

Contact Jonathan Banks with and question or comments.