



The Most Livable  
City in America



# SUPPORTING OUR LOCAL RESTAURANTS

The City of Saint Paul and local consulting firm NCXT have partnered to provide a range of free services for small, independent, and minority-owned restaurants.

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# OVERVIEW

# NCXT TEAM



Jonathan Banks



Jeff Aguy



Audra Kirch



Khalique Rodgers



Heather von Ruden



Carina Lofgren

# FINDING OUR NEW NORMAL

In partnership with the City of Saint Paul, NCXT guided local restaurants in efforts to increase revenue-generating options and establish operational stability.



# INTERNS

## Right Track

## Macalester



Alyissa Lajoyce  
Sanders



Mor Yang



Olivia Gigliotti



Milly Cogen



Yigit Can Kahyaoglu



Amber Sofge

Right Track Interns Not pictured:  
Pang Hua Yang, Ahmed Abdi Mohammud, Martin-Malik Williams Kehinde Ogundeji, Josue David Martinez, Nema Negab Abdi-Yusuf, Diamond Thlang, Mai Yer Moua

# TIMELINE

**DISCOVERY**

*7/27*

**DESIGN**

*8/10*

**DELIVERY**

*9/30*



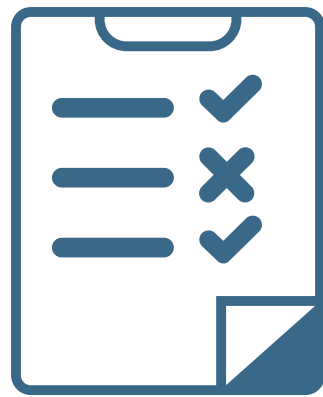


**PROCESS**



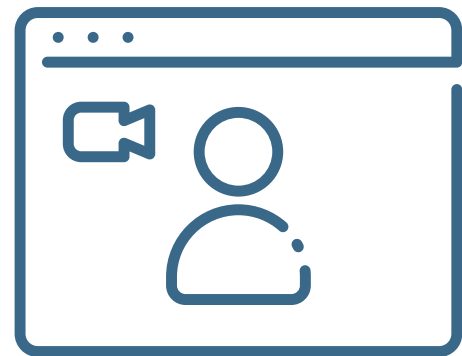
# RESTAURANT ENGAGEMENT

Finding and meeting restaurant owners right where they are.



## Survey

Gather insights from restaurant owners



## Evaluate

Evaluate needs in a 30-minute consultation and coaching session



## Consult

Develop go-to-market strategy and resources for digital transformation

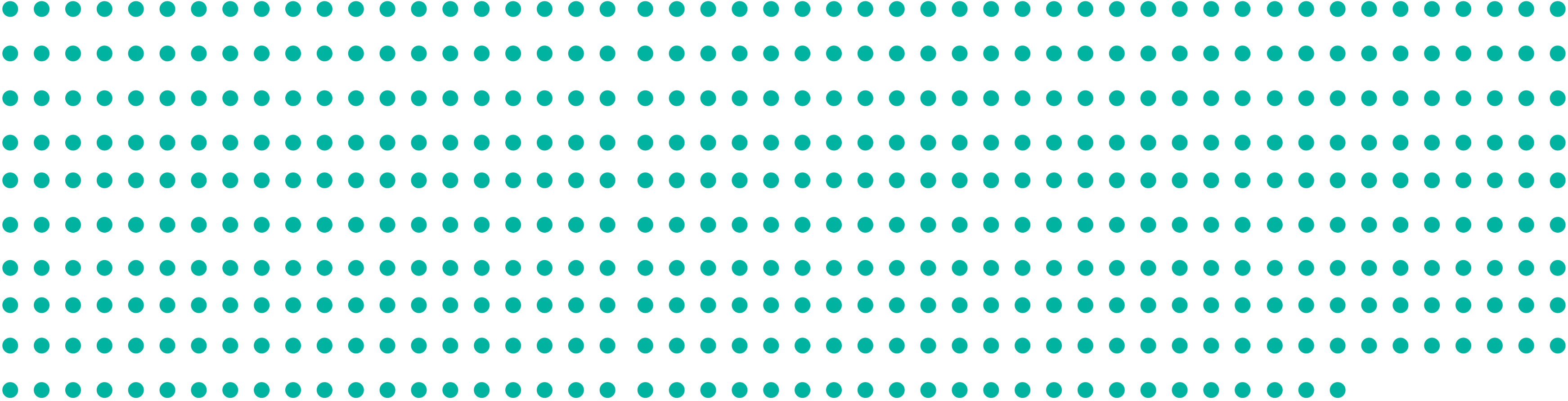


## Support

Create lasting resiliency and success through ongoing support

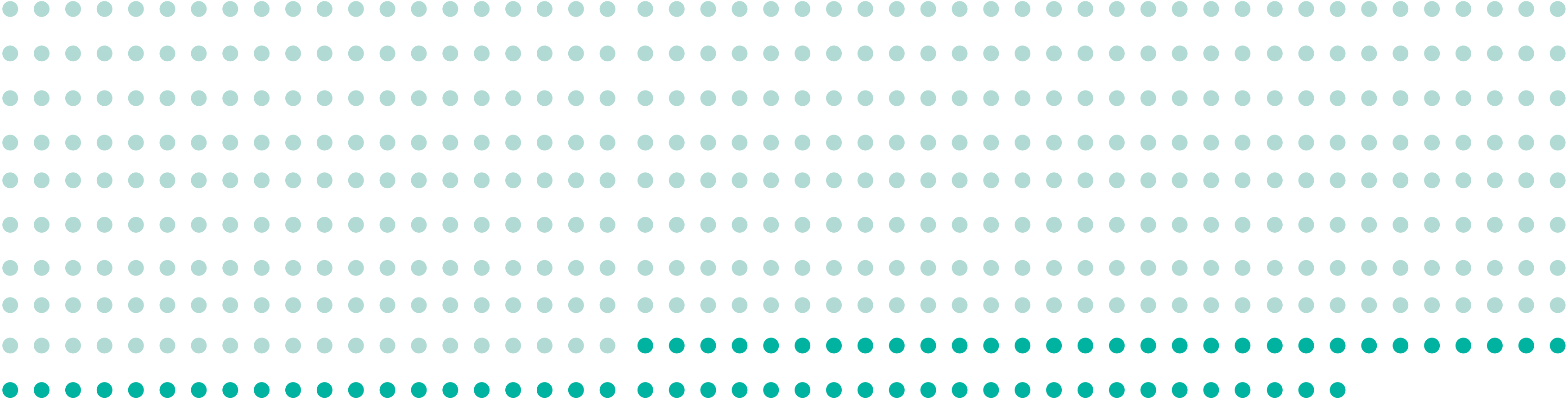
493

Emails sent to restaurants



123

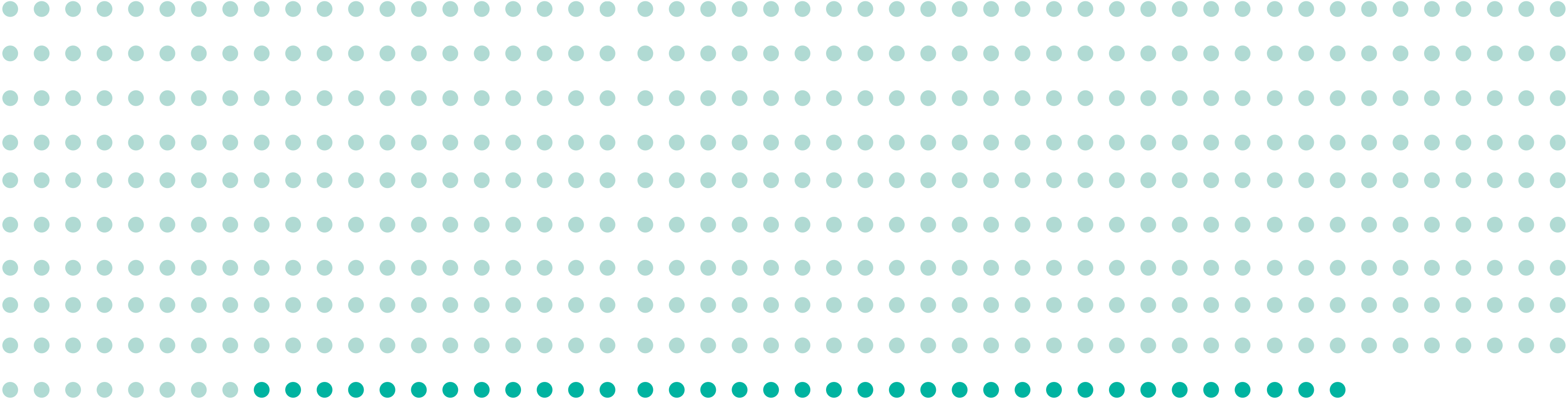
Calls made to restaurants by interns



Stats

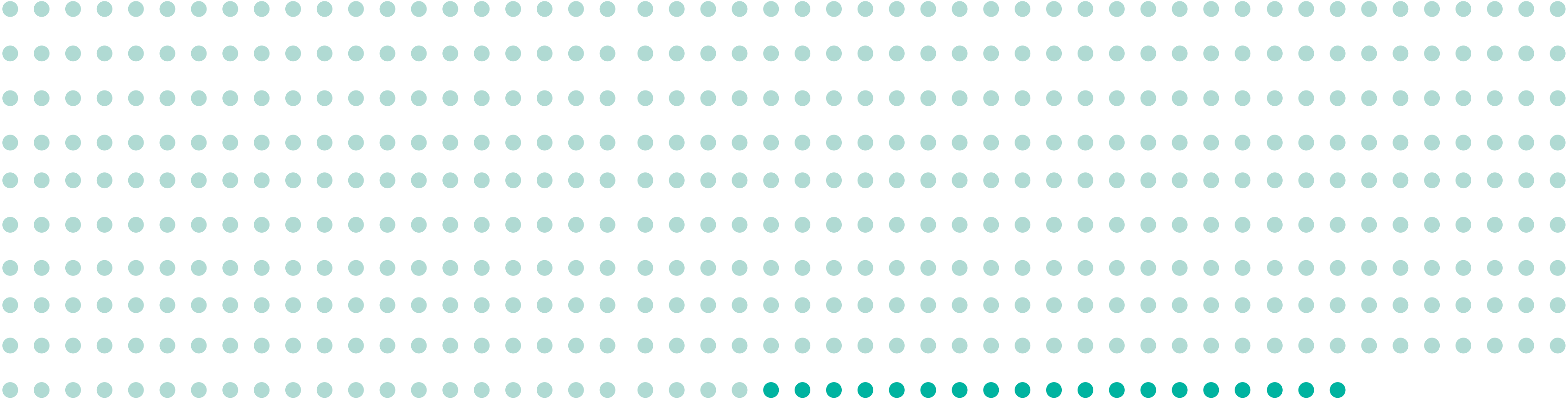
35

Initial survey respondents



16

Consultations with restaurants

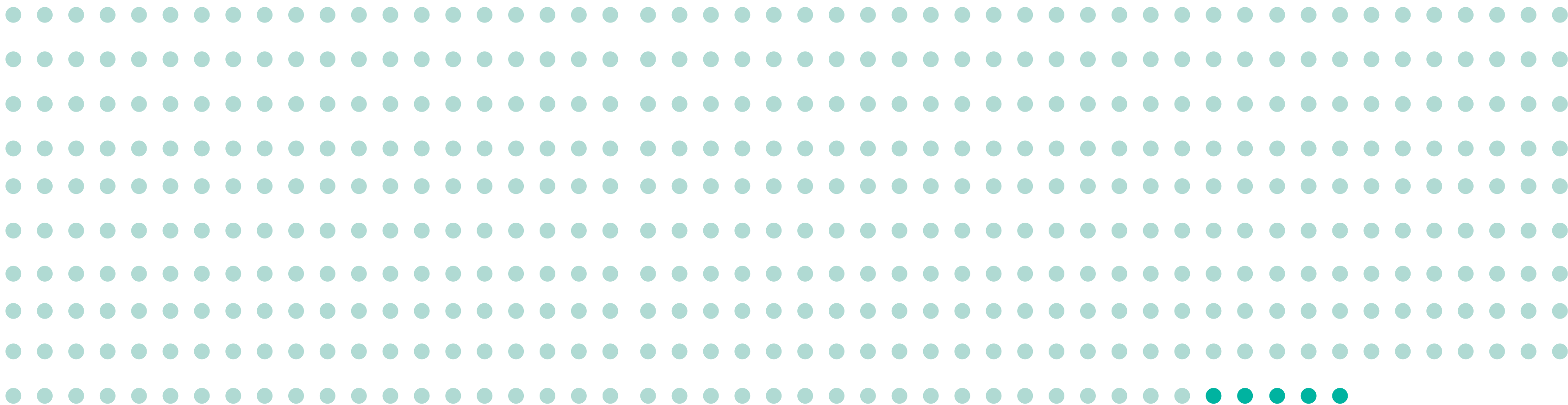


Stats

\*6/16 restaurants are minority owned

# 5

## Digital implementations





# RESEARCH FINDINGS

# Top Survey Findings

As of 9/2/20

[View more insights here](#)

1

90% of the restaurants surveyed are independent or family-owned

48% are minority-owned

2

94% saw a negative change in revenue

In response to COVID-19

3

74% reopened or partially reopened

The top technical assistance needed was in growing the business, and financing, followed by accounting and human resources.

4

56% did not offer delivery services

65% offered curbside pickup

5

71% expressed interest in sharing their offerings with promotional partners

Out of 34 respondents, 18 requested additional consulting services.



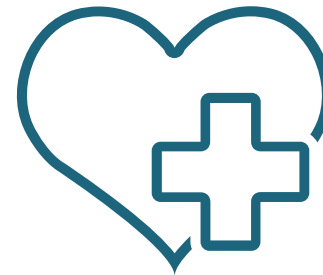
# EVALUATIONS

In 30-minute 1:1 consulting sessions, we explored each restaurant's specific challenges and strengths.



## Government & Regulatory

- Grants & Loans
- Favorable Conditions
- Compliance & Training



## Health

- Mental Health
- Safety Info & Signage
- Training Materials

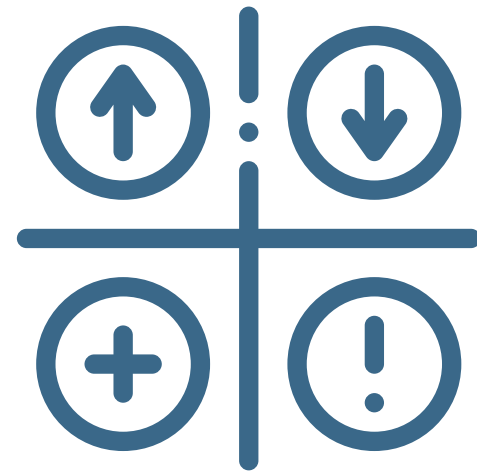


## Technology

- Social Media
- Website
- Delivery & Menu

# RECOMMENDATIONS

During the 30-minute consulting sessions, restaurants were evaluated to learn how they are doing in key areas. Based on this analysis, we provided customized recommendations.



## SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



## Score Card

- Workforce
- Customers
- Infrastructure
- Government and regulatory



# DELIVERABLES

# SERVICE PACKAGES

To meet restaurants where they are, we designed four unique services packages. Each package provides differing levels of information, advice, and implementation services.

## **Family Restaurant**

Four restaurants required hands-on assistance to implement digital solutions and government compliance recommendations.

## **Customer Focus**

One restaurant needed a unique mix of information, implementation, and advisory services.

## **Re-Opening**

Three restaurants had a high degree of readiness to reopen and this informational packet supported their efforts.

## **Growth & Resiliency**

Six restaurants needed specific advice in two key areas to continue on their path to success.



BAPANDCHICKEN



BAR  
BRIGADE



# Family Restaurant Package

## Government and Regulatory

### Implement

- Grants & Loans
- Favorable Conditions
- Compliance & Training

## Health

### Implement

- Mental Health
- Safety information and signage

## Technology

### Implement

- Social media
- Website
- Delivery and menu

Recipients: 5 Star Cafe, King Thai, West Indies Soul Food, Rico's Ice Cream Parlor, East Side Thai

# Customer Focus Package

## Government and Regulatory

### Inform

- Grants & Loans
- Favorable Conditions

### Advise

- Compliance & Training

## Health

### Inform

- Mental Health
- Safety information and signage

## Technology

### Implement

- Social media

### Advise

- Website
- Delivery and menu

Recipient: Pillbox Tavern

# Re-opening Package

## Government and Regulatory

### Inform

- Grants & Loans
- Favorable Conditions
- Compliance & Training

## Health

### Inform

- Mental Health
- Safety information and signage

## Technology

### Inform

- Social media
- Website
- Delivery and menu

Recipients: Augustine's Bar & Bakery, Bar Brigade, Holman's Table



# Growth & Resiliency Package

Government and Regulatory	Health	Technology
<p>Inform</p> <ul style="list-style-type: none"><li>• Grants &amp; Loans</li><li>• Compliance &amp; Training</li></ul> <p>Advise</p> <ul style="list-style-type: none"><li>• Favorable Conditions</li></ul>	<p>Inform</p> <ul style="list-style-type: none"><li>• Mental Health</li><li>• Safety information and signage</li></ul>	<p>Inform</p> <ul style="list-style-type: none"><li>• Social media</li><li>• Delivery and menu</li></ul> <p>Advise</p> <ul style="list-style-type: none"><li>• Website</li></ul>

Recipients: Lake Monster Brewery, East Side Bar, Freshii, BAP and Chicken, Brake Bread, Roots Roasting, Shish Mediterranean



IMPACT



# WEST INDIES SOUL FOOD

"I am very grateful for all the help being offered. My business took a turn for an uphill direction with being one of the trucks at the MN Food Parade. It has increased my curbside sales!"

-Sharon Noel, Owner

# EAST SIDE THAI

"With the pandemic, Restaurant and Retail owners are overloaded, tired, and often overlook technology that can help their business. It was helpful to be informed of where to place our online order button on our website and that our POS system allows to accept online payments. I'm interested in continued website support because I don't have anyone to help".

-Elle Kunsawat, Owner





# BAP AND CHICKEN

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

-John Gleason, Owner

# FRESHII

"I was so impressed with the NCXT team. We were provided with good resources especially in terms of mental health, which would not have otherwise considered."

-Sue Jaeger, Co-Owner

(Pictured Bridget Jaeger, Co-Owner)





# RIGHT TRACK INTERN EXPERIENCE

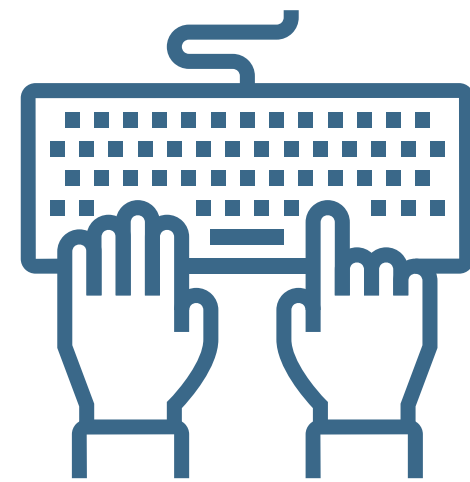
# RIGHT TRACK ENGAGEMENT

Right Track Interns were exposed to our research practices at NCXT and helped us in key areas to deliver quality insights to St. Paul restaurants.



## Learning

- Human-centered, data driven design
- Remote work



## Scribing

- Captured insight during consultations
- Hearing directly from restaurant owners



## Analyzing

- SWOT Analysis
- Help assess restaurant's pain points and opportunities



## Implementation

- Digital Design
- Health, Safety  
Mental health
- Government and Regulatory



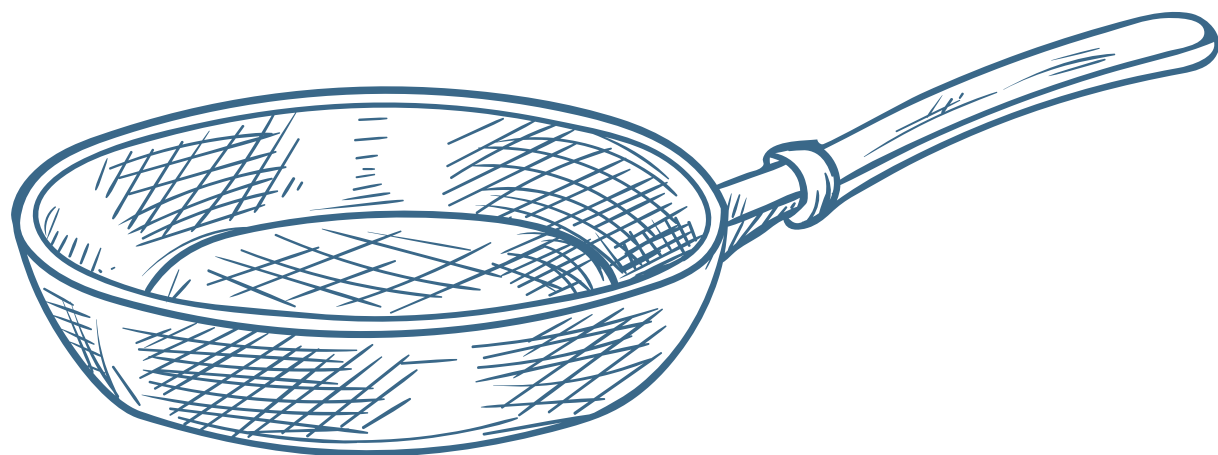


"Over the time of the internship I learned about the process of how big projects go and how each part is important to the whole process. I also learned about what small businesses go through and how important this work is."



- Alyissa Lajoyce Sanders, Right Track Intern

"Being a part of this internship helped me gain a better understanding of the work that NCXT does and it also helped me learn a lot about my strengths and weaknesses. I learned how to create a detailed SWOT analysis and develop better research skills and learn how to scribe. In addition, I got the opportunity to network and build relationships with fellow interns during small group assignments. Through our small group assignments I recognized how much an impact that my input can make especially during a group discussion."



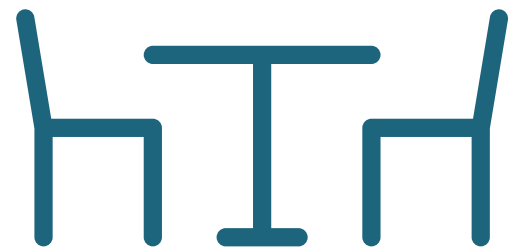
- Mor Yang, Right Track Intern



**NEXT STEPS**

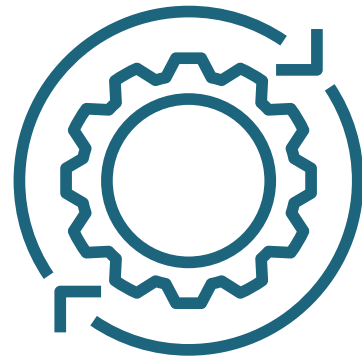
# WHERE IS SUPPORT STILL NEEDED?

NCXT is here to provide ongoing support to the restaurants involved in this project as well as those who have not yet had the opportunity.



## Physical Transformation

Creating safe, accessible, and comfortable spaces during all times of the year, even in winter.



## Operations

Prioritizing adaptability, safety, and profitability in an unpredictable market.

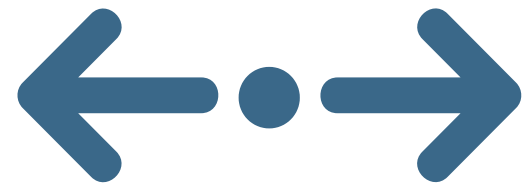


## Digital Transformation

Maturing tech solutions to improve all aspects of the business.

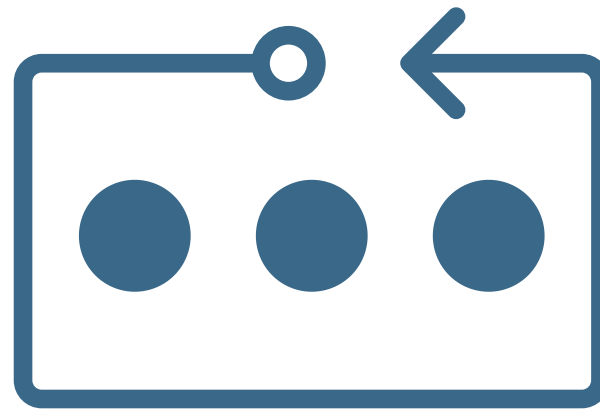
# NEXT STEPS

There are a few ways we can continue this collaboration to benefit restaurants in the City of Saint Paul.



## Expanded Reach

Widen the scope of restaurants to benefit as many as possible.



## Ongoing engagement

Deepen our work with restaurants involved in this project.

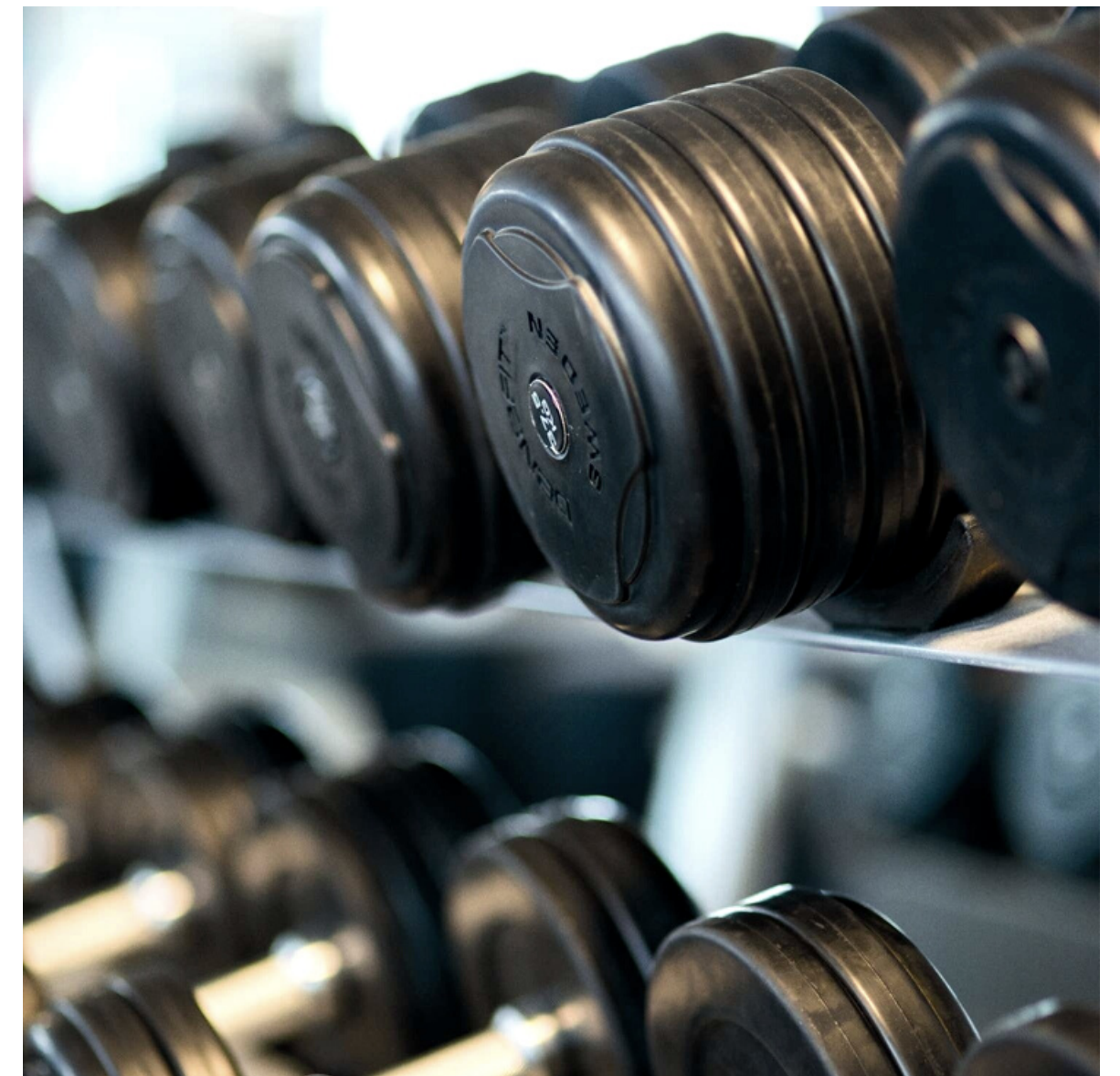
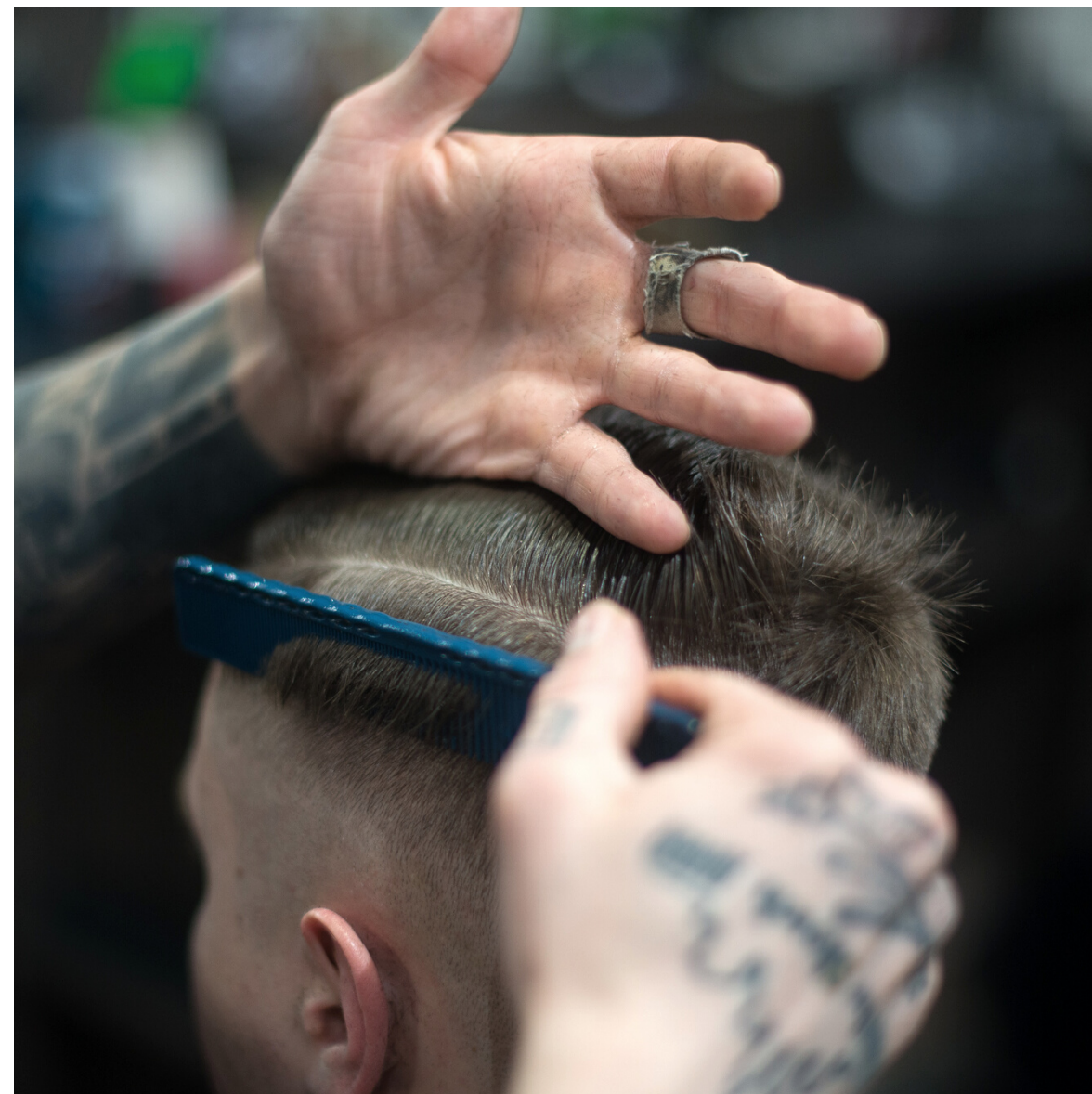


## Future of restaurants event

Convene speakers on the future of restaurants to support the greater community

# NEW INDUSTRY PARTNERSHIPS

Beyond restaurants, there are opportunities to support other small businesses in response to COVID, in areas such as retail, salons, gyms, and other industries.





# THANK YOU!

From the NCXT Team!

[www.ncxt.co](http://www.ncxt.co)

**NCXT**