

SAINT PAUL RESTAURANT RESILIENCY PROGRAM

PHASE 2
FINAL REPORT
APRIL 2021

Presented by NCXT
ncxt.co





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EXECUTIVE SUMMARY

Dear Saint Paul team,

Working with you to support restaurants in Saint Paul has been an honor. We've been privileged to see a number of local restaurants make big strides and feel a sense of excitement as they continue to find even greater success, energized with new skills, tools, and resources.

Included in this final report is a recap of our goals, deliverables, and methods of engagement. We've also included a summary of impacts and outcomes these efforts have had on the restaurants in our most recent cohorts.

Additionally, there's a short list of steps we are proposing to keep this work on track to help even more restaurants in 2021. In the appendices, you'll find the updated Restaurant Resource Guide and Family Restaurant Package.

We thank you for this opportunity to serve our community and are very eagerly looking forward to continuing this work with you all.



JEFF AGUY
Co-founder & COO



JONATHAN BANKS
Co-founder & CEO



OVERVIEW:

PROGRAM OBJECTIVES

- Implement and enhance online ordering and delivery solutions
 - Focus on fixed cost and low-cost delivery solutions
 - Convert customers from high-cost delivery solutions to low-cost solutions
 - Deep-dive consulting engagement as needed
- Achieve digital marketing effectiveness
 - Ensure website, yelp, and google presence is up-to-date
 - Maximize social media for customer engagement
- Collaborate with industry and community partners
 - Engage 100% of business and neighborhood associations in Saint Paul to reach restaurants
 - Leverage local and regional pro-bono support



PROGRAM DELIVERABLES

- Updated Family Restaurant Package
- Research and recommendations for complimentary digital projects
- Restaurant Resource Guide: two pages of materials to be used as a printed flyer and online resource for all Saint Paul restaurants
- Technology implementation & onboarding for at least 16 restaurants
- Final report to summarize activities, deliverables, and impacts

OVERVIEW:
PROGRAM METHODS

Create cohorts of restaurants with similar needs

- Online ordering and delivery systems
- Digital marketing systems and services

Connect restaurants with resources

- Financial assistance and support
- Physical space design and modification
- Mental health resources

Facilitate information sessions and stakeholder reports

- Request program referrals and introductions to restaurant operators
- Celebrate program wins and collaborate on challenges

Establish a program registration website

- Onramp for operators and stakeholders
- Data collection for collaboration and solution building

PROGRAM IMPACTS

THAI STREET MARKET

Jamie, the owner of Thai Street Market, finished both Digital Marketing and Ordering Cohorts. She connected with Tim Deming from ChowNow for technical support and is now considering a loyalty program with them. Additionally, she learned how to use Plann and Canva to more effectively market with social media. Jamie is continuing to grow her social media presence and doing promotions through their loyalty program and punch cards.

My biggest challenge was learning more about posting on social media. I felt overwhelmed about doing it regularly.

Learning to use Plann and Canva was super helpful. I've been able to schedule posts every day since I started the program and I'm much more comfortable with it.

- Jamie Rattanapamonsook, Operator of Thai Street Market

PROGRAM IMPACTS

TIN WHISKERS BREWING COMPANY

Andy, the marketing manager of Tin Whiskers Brewing Company, finished the Digital Marketing Cohort. He learned to boost the company's social media profile with Plann and Canva. He's also working with stakeholder Russel Herder on strengthening their brand kit.

At the same time, Andy is involved in the Digital Ordering and Delivery Cohort. He connected with Ubscribbr, a subscription management service, and is launching the new platform in April.

On top of the incredible resources, I most enjoyed the networking aspect of meeting and chatting with the NCXT staff, partner organization members, and other restaurant industry workers here in Saint Paul about marketing and our shared and unique challenges.

-Andy Bobst, Tin Whiskers Brewing Co.

PROGRAM IMPACTS

11 WELLS SPIRITS

Nathan, the owner of 11 Wells Spirits finished the Digital Marketing Cohort. Using Plann and Canva, he's now ready to master social marketing. He also connected with Visit Saint Paul on their new marketing campaign.

In the Digital Ordering Cohort, Nathan is currently looking into the Aryve platform based on the recommendation of another cohort member, Andy from Tin Whiskers Brewing Company.



*Image from 11 Wells Spirits Instagram feed

PROGRAM IMPACTS

SAWATDEE THAI RESTAURANT

Cyndy, the restaurant owner, participated in the Digital Ordering and Delivery cohort as well as the Digital Marketing cohort. She connected with stakeholders Shiftpixy and Russel Herder.

SNACKCHAT-NETWORKING LOUNGE, LLC

Tamara, the restaurant owner, wanted to get connected with other restaurants with food trucks in use. She received contact information for different food truck businesses, such as West Indies Soul Food, BAP and Chicken, and Trickster Tacos. Additionally, Tamara was given referrals to program stakeholders U.S. Foods, BentoBox, and ReMember to provide additional support.

SWEDE HOLLOW CAFE

Mary, the restaurant owner, was a part of both the Digital Ordering and Delivery cohort and the Digital Marketing Cohort. She's working with stakeholders from Square, U.S. Foods, and BentoBox.

PROGRAM IMPACTS

THE NAUGHTY GREEK

Thomas, owner of the Naughty Greek, had a goal of expanding and accelerating their catering program. In the Digital Marketing Cohort, he learned to segment and target messaging to their 3,900 newsletter recipients. He's now using address information, ad click activities, and affiliations with current or past customers to give his audience targeted messaging. He also learned how to use, review, and target unique links and ads to reach their intended audience.

EAST SIDE BAR

Adam, the restaurant owner, was in the Digital Ordering and Delivery cohort and the Digital Marketing cohort. He was connected to stakeholders, including BentoBox and Russel Herder.

TRICKSTER TACOS LLC

Mariah, the restaurant owner, runs a food truck business around the community. She was referred to Square a better point of sale system, as she currently uses a ticket system that doesn't allow her to keep up with the busy orders.

PROGRAM STAKEHOLDERS

Visit Saint Paul	City of Saint Paul
MN Hmong Chamber	East Side Neighborhood Development Company
McKinsey	Midway Chamber
U.S. Foods	Shiftpixy
East Side Area Business Assoc.	Greater MSP
Russel Herder	BentoBox
ReMember Platform	Tock
Villager Communications Inc.	Square
Paymentsmith	Hands on Twin Cities
Vivid Concepts Media	Upscribbr
Elko.dev and OURAPPS	Tavolo
St. Paul Area Chamber	Plann
Greater MSP	Chownow
Target	Clover
City of Saint Paul	Toast

PROGRAM RESTAURANTS

Black Dog Cafe	Swede Hollow Cafe
Urban Wok	Hamburguesas El Gordo
Taste of Rondo Bar & Grill	ESB East Side Bar
Joe & Stan's Pub & Grill	Saji-ya
Thai Cafe	Dixie's
Karibu Grocery & Deli	Emmett's Public House
Moscow on the Hill	The Naughty Greek
Sawatdee Thai Restaurants	Firebox
Trickster Tacos LLC	Thai Street Market
Snackchat-Networking Lounge	11 Wells Spirits
Swede Hollow Cafe	Tin Whiskers Brewing Co.

WHAT'S NEXT: CONTINUING IN 2021

We're here to help you make sure minority-owned restaurants and those in the underserved areas of our community are given the tools, resources, and attention they deserve.

We hope to continue our relationship to build on our successes and make even greater impacts in 2021. Here's an overview of how we'd like to generate even more success for our local restaurants, and the community as a whole.

1

Develop and engage a targeted list of restaurants

We'll do the research, contact the restaurants, and help them take advantage of the program.

2

Consult with restaurants

We'll collaborate with our pro bono partners at Land O'Lakes and Unilever and deliver personalized solutions to participating restaurants.

3

Deliver data and insights

Through surveys and interviews we'll learn and share more about what restaurants need, what's working for them, and how to continue to support them.

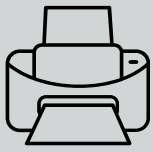
THANK YOU!



NCXT

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APPENDIX 1: RESOURCE GUIDE



Print This Page

RESOURCE GUIDE

Program Technologies

Digital Marketing

[Wix](#)

[Squarespace](#)

[BentoBox](#)

[Plann](#)

[Canva](#)

Digital Ordering and Delivery

[Arryved](#)

[Chownow](#)

[Doordash](#)

[Grubhub](#)

[Postmates](#)

[Ritual](#)

[Shiftpixy](#)

[Tavolo](#)

[Tock](#)

[ReMember](#)

[Upscribbr](#)

[Clover](#)

[Lightspeed](#)

[Square](#)

[Toast](#)

SAINT PAUL RESTAURANT RESILIENCY PROGRAM

We hope this resource guide connects you to the technology, financial, physical space, mental health, and marketing resources you need!

Please register for Saint Paul Restaurant Resiliency Program by visiting ncxt.co - there is no cost to you! You will receive a 30-minute consultation with NCXT and be invited to join a cohort orientation.

Program Cohort Meetings

Tuesdays at 2:00 PM



Print This Page

Resource Areas

Physical Space

- [MN Department of Health Fact Sheet](#)
- [CDC Printed Resources](#)
- [CDC Restaurant & Bar Operators Toolkit](#)
- [Space Repurposing Strategies](#)
- [The State of MN Frequently Asked Questions](#)

Marketing

- [Restaurant Marketing Ideas](#)
- [Qubeyond Restaurant Survival Guide](#)
- [Low-Cost Menu Templates](#)
- [Low-Cost Social Media Scheduler](#)
- [MSP Business Journal Small Business Marketing Content](#)

Financial Support

- [Emergency Financial Assistance For Small Businesses, Startups, and Non-profit Organizations](#)
- [A Guide for Minnesota Small Businesses Who Need Help](#)
- [SBA/Federal Loans](#)
- [COVID-19 Economic Injury Disaster Loan](#)
- [Easy lender match system](#)
- [Small Business Administration](#)
- [Shuttered Venue Operators Grant \(starts April 8th\)](#)

Mental Health

- [State of MN Employee Assistance Program](#)
- [Serving Those Serving](#)
- [Sanvello Stress App](#)
- [Restaurant Care Resources](#)
- [Family Tree Free Counseling](#)

If you have any additional questions please email restaurants@ncxt.co or visit www.ncxt.co

**APPENDIX 2:
FAMILY RESTAURANT
PACKAGE**

MARCH 2021

SAINT PAUL RESTAURANT RESILIENCY PROGRAM PHASE 2

Family
Restaurant
Package



SAINT PAUL
MINNESOTA

Visit
SAINT PAUL
Official Convention & Visitors Bureau

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OVERVIEW

The Saint Paul Restaurant Resiliency Program was launched by the City of Saint Paul and NCXT in the Summer of 2020. Upon great success, it has been reinvested for a second phase to support more restaurants in 2021.

The program's goal is to help restaurants implement and enhance online ordering and delivery solutions, achieve digital marketing effectiveness, and collaborate with industry and community partners.

The following Family Restaurant Package has been designed to provide you with updated and current resources in the areas of government and regulatory compliance, health, marketing, and digital services.

GOVERNMENT & REGULATORY

In this section, you'll find guidance in the areas of grants and loans, favorable conditions, and compliance and training.

To make full use of government resources and adhere to regulatory guidelines, we suggest working with NCXT to implement the following recommendations.

GOVERNMENT & REGULATORY

Grants and Loans

Taking advantage of grant and loan opportunities can provide some financial breathing room and an influx of cash for necessary upgrades to your restaurant. We propose working with NCXT to investigate the following options and apply for opportunities that fit your business:

- [Emergency Financial Assistance For Small Businesses, Startups, and Non-profit Organizations](#)
- [A Guide for Minnesota Small Businesses Who Need Help](#)
- [SBA/Federal Loans](#)
- [COVID-19 Economic Injury Disaster Loan](#)
- [Easy lender match system](#)
- [Small Business Administration](#)
- [Shuttered Venue Operators Grant \(starts April 8th\)](#)

GOVERNMENT & REGULATORY

Favorable Conditions

It's important to advocate for your staff, restaurant, and industry to advocate for more favorable business conditions and help create meaningful, long-lasting changes. We suggest working together to develop and deliver the right message to industry and political leaders.

- Learn [How to Communicate Effectively with Legislators](#)
- Contact the [Hospitality MN: The Lodging, Restaurant, Resort, and Campground Association](#)
- Contact the [Saint Paul Downtown Alliance](#)
- Contact the [City of Saint Paul Public Health](#)
- Contact the [Office of Governor Tim Walz and Lt. Governor Peggy Flanagan](#)
- Contact your [State Representatives](#)
- Contact your Senators
 - [Senator Amy Klobuchar](#)
 - [Senator Tina Smith](#)
- Contact [Congresswoman Betty McCollum](#)
- Contact the [Saint Paul City Council](#)
- Contact the [Mayor's Office](#)

GOVERNMENT & REGULATORY

Compliance and Training

Although regulations and guidelines can change rapidly, it's crucial to stay on top of compliance and training matters. We recommend collaborating with NCXT to ensure your restaurant is adhering to the following guidelines and standards:

- [COVID-19 Guidance for Businesses and Employers](#)
 - Prevention and strategies to reduce transmission between workers and customers
 - Actions to take for positive COVID-19 staff
 - Education and knowledge about how to protect yourself and others
 - Suggestions for employees who commute through public transportation
 - Social distancing practices
 - Routine cleaning practices
- [Minnesota Certified Food Protection Manager Credentials](#)
- [Saint Paul food-related licensing](#)
- [ServSafe COVID-19 training](#)

HEALTH

In this section, you'll find information to help you implement health and wellness policies to protect you and your staff, customers, and business.

Please review this guidance on mental health, safety information/signage, and training materials. Put these recommendations into practice as you're able.

HEALTH

Mental Health

The importance of mental health support in times like these cannot be overstated. We recommend taking the following steps to ensure you're meeting the needs of your staff:

- If possible, provide mental health coverage and access to counselors to your employees.
- If you're unable to provide that coverage, even sharing a list of mental health resources and hotlines can give employees access to additional support they may need.
- Consider offering some sort of positive reinforcement to motivate your employees to practice these mental health and safety measures.

Additional resources:

- [Advice from the CDC](#) about how to cope with stress during the pandemic. It also offers multiple hotlines to use in times of need.
- [A video](#) about small things to do throughout the day to improve mental health.

HEALTH

Mental Health

Additional resources (continued):

- [MindWise Innovation & Mental Health America](#) provides screening assessments to understand your current mental health and offer helpful resources.
- [The Happy Chef Project \(Nalini Mehta\)](#) works toward improved stress performance, resilience, rejuvenation, physical agility, mental agility and productivity.
- [Mental Health Clinic Locator](#) is anonymous, available 24/7 in English and Spanish.
- [Minnesota Department of Human Rights](#) focuses on issues with discrimination regarding disability, sexual orientation, race, religion, national origin, age, etc.
- [Minnesota National Alliance on Mental Health \(NAMI - MN\)](#) is dedicated to improving the lives of children and adults with mental illnesses and their families, NAMI provides education, support and advocacy.
- [Serving those Serving](#) is a non-profit dedicated to the service industry.

HEALTH

Mental Health

Resources for Finding a Therapist:

- [Walk-In Counseling Center](#) is a walk-in mental health service staffed entirely by volunteer clinicians.
- [Kente Circle](#) is a black owned practice that has a multi-ethnic staff and specializes in "culturally-sensitive services to the Twin Cities'" diverse communities.
- [Wilder Foundation: Mental & Chemical Health Services](#) provides trauma informed and culturally appropriate services, specializing in Southeast Asian communities.
- [Vona Center for Mental Health](#) is a program that offers culturally and language specific services for Somali & East African communities.
- [Soaring Eagle Therapeutic Services](#) has therapists specializing in work with Native American communities.
- [Minnesota's LGBTQ+ Mental Health Providers' Professional Network](#) has a list of therapists from Minnesota's LGBTQ+ community who are dedicated to your mental health.
- [Minnesota Women in Psychology Network](#) has a list of women in mental health professions in Minnesota.

HEALTH

Safety Information & Signage

A defining contributor to success during a crisis is communication and understanding. Follow these recommendations to show your dedication to safety and help customers feel more comfortable entering your establishment:

- Use posters to remind your employees of best practices
- Make use of signs to demonstrate to your customers how you are handling COVID-19
- Require employees to wash hands and clean their workspace frequently throughout their shift
- Consider dining table barricades so that your customers feel safer
- Sign the [Ready Together Pledge](#) from Visit Saint Paul and get branded COVID signage

Additional resources:

- [Stay Safe MN](#) from the MN Department of Health
- [Guidance for the restaurant industry](#) from the MN Department of Health
- [Occupant load guidance for Bars & Restaurants](#)
- [Guidance for evaluating, testing, and reporting COVID-19](#)
- [Who should get tested](#)
- [List of in-person COVID-19 testing locations](#) throughout Minnesota and requirements for testing
- [COVID-19 Vaccination Resources](#)

HEALTH

Training Materials

Training your staff on health and safety measures is of vital importance. We recommend using the following resources to make sure you and all your employees are knowledgeable and comfortable with best practices:

- [Training videos](#) based on CDC guidelines to share with staff
- [Best practices](#) from the Food and Drug Administration
- [Short video](#) with tips from the CDC
- [Free COVID-19 training and resources](#) from ServSafe

MARKETING

Now more than ever, customers demand intuitive and compelling digital experiences. Fortunately, there are many user-friendly tools to make sure your restaurant is keeping up with your social media presence, design, website, and delivery and menu implementation.

In this section, we provide some key technology recommendations to give your business a boost.

MARKETING

Website

Does your website say all it needs to about your current offerings, safety protocols, and answer any questions your customers might have? Here are some do-it-yourself options on the market, but you can also tap into the marketing experts at NCXT to implement a website using the following methods:

- Wix
 - Beginning a Wix Website
 - How to Use Wix (guided visuals)
 - Beginner's Tutorial Video
- SquareSpace
 - Beginning a SquareSpace Website
 - How to Use SquareSpace (guided visuals)
 - Beginner's Tutorial Video
- BentoBox
 - Beginning a BentoBox Website
 - How to Navigate BentoBox Site Features
 - Beginner's Tutorial Videos

MARKETING

Social Media

Customers rely on social media for current offerings and updates on hours, safety protocols, and finding other timely information. Make sure they find what they're looking for when they arrive at your profile and give them reasons to like, share, and support your profiles--and your business.

Get started with Plann to help manage your Instagram posts; register [here](#) and download the Plann app on the app store.

Plan your posts for social media platforms such as Instagram and Facebook:

- Evaluate your schedule and choose what days should be posting content. For example, scheduling posts every day or every other day. This helps your business become more organized and plan all your content before the day it's going to be posted.
- Make sure to mention COVID-19 guidelines, menu items, and delivery methods to your customers.

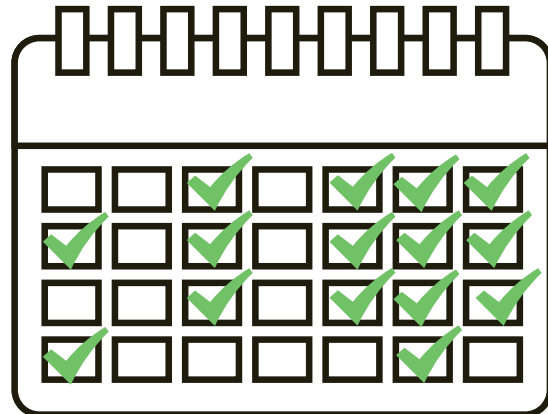
MARKETING

Social Media

To schedule and post on Plann:

- Gather photos and videos for the posts, then schedule throughout the week on Plann.
- [Follow this tutorial](#) to layout your scheduled posts

Here is an example of a schedule on when to post on social media inspired by [The Complete Guide to Social Media for Restaurants & Bars](#):



MARKETING

Advertisement

Implement Ads

Consider implementing social media ads as your budget allows using the following methods:

- [Facebook ads](#)
 - [How to](#) (video starts at 1:13)
- [Instagram ads](#)
 - [How to](#)
- [Google Ads](#)
 - [How to](#)

DIGITAL SERVICES

In this section, you'll find digital service options to help with delivery, creating a menu, and additional sources to make your business run smoothly!

Please review these digital services and consider if any are the right fit for your business!

DIGITAL SERVICES

Delivery

Delivery

[Postmates](#) makes it easy to provide delivery to your customers, without spending the money on your own digital solution. To implement online delivery you can follow the instructions below (and in [this tutorial](#)).

1. Set up an account in the merchant app.
2. Create your profile, including:
 - Restaurant name
 - Menu items and prices
 - Restaurant description
 - Logo
 - Pictures of food
 - Type of restaurant
 - Email
2. Review your Postmates storefront menu for pricing and item accuracy. In 3-4 business days, you will see a menu tab that allows you to make adjustments to your menu and prices.
3. Login into your partnership account to activate your restaurant profile.
4. Add your bank account information.

DIGITAL SERVICES

Menu

Menu

Create and design your menus to engage your customers using Canva! This platform allows you to customize the look of your menu(s) and offers templates to use! You can follow the steps below:

1. Set up your account.
2. Choose from the templates offered or create your own!
3. Upload your restaurant logo(s) or create your own using Canva's Branding Kit!
4. Review the information and download!
5. Add links to your online menu on your website and social media accounts.

NCXT can provide additional advisement to help you make the most of these menu recommendations.

DIGITAL SERVICES

Delivery, POS &
Subscriptions

These additional resources are great ways to bring additional revenue into your restaurant.

Ordering and Delivery

- Chownow
- Doordash
- Grubhub
- Postmates
- Ritual
- Shiftpixy
- Tavolo
- Tock

Point of Sales Systems

- Arryved
- Clover
- Lightspeed
- Square
- Toast

Subscription Services

- ReMember
- Upscribbr

NEXT STEPS

Additional Support

As part of this project, NCXT will be working with industry partners to deliver a cohort-based solution in the areas of:

- Digital Marketing Effectiveness
- Digital Ordering and Delivery Solutions

If you have not yet done so, please register for the Saint Paul Restaurant Resiliency Program to receive the benefits of this program at no cost to you.

About NCXT

NCXT is a company built on a commitment to social and organizational responsibility.

We're excited to continue our work together and look forward to helping you emerge even stronger from the challenges of recent social unrest and the COVID-19 pandemic.

Learn more at [NCXT.co](https://www.ncxt.co).



THANK YOU



NCXT

Our Best World



www.linkedin.com/company/ncxt



restaurants@ncxt.co



[@ncxtdotco](https://twitter.com/ncxtdotco)



ncxt.co/virtual-coffee



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