Colorado's Restaurant Industry & the Effects of the Coronavirus Pandemic
A Statewide Effort to Map Business Models & Recovery Priorities

July 3rd, 2020

Phase 1 Survey Report for Opening Date of May 28th through June 30th, 2020

Executive Summary

Resilient Restaurants introduced itself to Colorado's food and beverage industry at the end of April this year with the pre-pandemic intention of creating a new, more inspired peer working group network of values-driven individuals who operate businesses throughout the ecosystem of our food supply and hospitality sectors. Now, we're all navigating through circumstances we were not prepared for and our short term goals have adapted to survive.

There were many challenges within our industry before the pandemic, and now that many businesses within the food and beverage industry are redesigning their models for a new economy and social culture, it is our opportunity to build something better for our businesses, our employees, our producers and suppliers. We must do this locally as much as possible while we collaborate and raise our knowledge of best practices.

The solution to a more sustainable, equitable and resilient food service industry begins with our commitment to higher standards and how we execute new priorities. It requires us to train up our workforce and engage our customers and local communities to understand what it actually costs to provide healthy, delicious food and drink with an awesome dining experience.

Understanding how our businesses were operating before and during the pandemic is an essential baseline that is needed to properly analyze and adjust our business models. In order to effectively develop and deploy recovery programs and relief funding, we need to have a clear picture of who needs what kinds of specific assistance. This survey is our attempt to provide this valuable data for our industry stakeholders, state and local agencies, and partner organizations.
We plan to keep the survey open as long as the pandemic continues to substantially affect our industry - which we hope will enable us to capture hundreds more responses and reach statistical significance for state agencies.

RESULTS

This Phase 1 Survey Report is not a substantial sample size to represent the entire state of Colorado’s food and beverage industry, although we do find value in the data and achieved considerable geographic and demographic diversity.

We received 60 completed responses in the month of June, dozens of incomplete responses with unusable data and survey bounces. Pages in the Survey Results PDF are extracted from the report since they display the personal names and emails of the respondents and individual answers to questions.

This was the result of organizing over a dozen organizational allies with email lists reaching thousands of Coloradans and a small online ad campaign. Connecting with proprietors was very challenging in June, in addition to the request to complete a survey coming from a group that is brand new.

Survey Highlights:

- 80% of respondents were women owned or co-owned businesses
- 17% of respondents were employee owned
- 64% of respondents are owner operators
- 76% of respondents own 1 location
- 54% of respondents have annual revenues of $600k or less
- 35% of respondents employee less than 10 people, 63% less than 20 employees
40% of owners employ 1-5 Front-of-House, 45% employ 1-5 Back-of-House workers

60% of respondents use the traditional wage model, 31% pool tips, 5% use a service charge of some kind, and 2% pay salaries.

Average kitchen position base wage was $14.79/hr pre-pandemic, average tipped worker base wage was $9.98/hr which increased from the average tipped base wage 5 years ago of $6.34

When asked if their compensation model is publicly known to customers, 35% responded NO, 26% responded I DON’T KNOW

Benefits like Paid Time Off, Health Insurance, Sick PTO and Maternity Leave are offered by 43%, 40% & 20% of respondents respectively.

Changes to Service due to COVID-19: 53% restricted to Take-Out & Delivery, 19% to Take Out only, 39% Temporarily or Permanently Closed

Nearly all respondents expected the mid-March social lockdown and business restrictions to last from 2-3 weeks to 2 months.

The average revenue loss from COVID-19 YTD per location is $212,342

62% of respondents had 70% or more of their pre-pandemic workforce return, 16% had less than 30% return

19% of respondents had employees that required child or family care during the shutdown period

62% of respondents have employees known to have filed for Unemployment, 35% of owners themselves filed for Unemployment and/or a Small Business Assistance Claim

Survey Report Availability & Phase 1 Applications

Survey results are available publically and will be distributed directly to our distribution partner organizations. We will use this data to inform our immediate
programmatic response, and will continue promoting this survey until we achieve a significantly larger sampling of Colorado dining establishments in food service, or until the COVID-19 disruption has subsided.

**Organizational Allies in Survey Distribution**


**Geographic Map** of respondent locations from SurveyGizmo tracking dashboard.

This Statewide Survey Report is published by RESILIENT RESTAURANTS of Colorado, a not-for-profit program of Good Business Colorado and RAISE.