



RESTAURANT WINTER 2020 PREPAREDNESS QUESTIONNAIRE

Are you ready to tackle the challenges of the coming winter and the risks of a new lockdown? Answer below to find out:

QUESTION	YES	NO	COMMENTS
Online Presence			
1. Do you have a website? If Yes, add URL in Comments.			
2. How often do you update your website?			
3. How do you keep track of your website traffic / visitors to your website?			
4. Can customers place an order or purchase anything from your website? If Yes, detail in Comments.			
5. What is your monthly website cost?			
6. Do you have a Facebook page? Twitter or Instagram account? If Yes, add details in Comments.			
7. What online improvements are you interested in? Order page? Social media? Email marketing?			
Delivery Presence			
1. Do you offer free delivery? Takeout? If Yes, add details in the Comments.			
2. What ordering services, if any, do you work with? (GrubHub, Uber Eats, etc.)			
3. Do you know your cost per delivery? If Yes, detail in Comments.			
4. What % of your total food sales are via delivery?			
Outdoor Dining			
1. Have you taken or do you plan on taking any measures to winterize your outdoor seating? If Yes, add details in the Comments.			
2. Do you plan on closing your outdoor dining over the winter? Add details in the Comments.			
Indoor Dining			
1. Have you taken any Covid mitigation measures for indoor dining? If Yes, add details in the Comments.			
2. Do you have baseline numbers of customers dining indoors and/or outdoors for the past 6 weeks?			



Current Marketing			
1. Do you have any pre-existing marketing materials, such as Email Lists, 'menus as pamphlets', or special events or programs? If Yes, detail in Comments.			
2. Do you currently advertise anywhere? If Yes, add details in the Comments.			
3. What is your monthly advertising budget?			
4. What customer outreach do you do, if any?			
5. Do you have a way of contacting your regulars or local community to announce events or request emergency support? If Yes, detail in Comments.			
Business Continuity Planning			
1. Do you have a business continuity plan in place in case of a new lockdown? If Yes, detail in Comments.			
2. What other business continuity plans do you have in place, if any? (ex.: for power loss, civil unrest, etc.)			