

Hospitality Minnesota Written PR Plan



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Research

Program Goal

Three associations have a history and have merged as Hospitality Minnesota. The goal is to help support restaurants and small businesses to provide targeted relief from economic devastation of the COVID-19 pandemic through the offering of membership resources and community promotion. #SaveHospitality

Situational Analysis

Currently we are in the COVID-19 pandemic in which the restaurant and hospitality industry have been impacted immensely by. With executive orders requiring restaurants to shut down and indoor dining being limited, the amount of consumers in this industry has shifted. Restaurants have become more reliant on take out orders during this time and people are limiting their travel which is affecting the revenue of resorts.

Key Points

- Individuals working in this industry have been laid off. They may not want to continue working in the field due to lack of security.
- Establishments have had to close due to lack of revenue. Family owned and small businesses have been impacted the most.
- Minnesota Restaurant Association has merged to Hospitality Minnesota, and utilizes social media including Facebook. Their Facebook page has a moderate following of 995 people.

Positive and Negative Forces

Negative forces include:

1. COVID-19 pandemic impacting the amount of patrons to restaurants.
2. Loss of restaurant staff and turnover rates in the industry
3. Restaurants closing and lack of new businesses in the field
4. Some people can't afford to eat out as often
5. Mental health of restaurant industry workers being affected

Positive forces include:

1. During this time many individuals have wanted to help support small businesses by ordering food.
2. On April 1, 2020, the Minnesota Lodging Association, Minnesota Resort and Campground Association and Minnesota Restaurant Association united to become one, under the name Hospitality Minnesota.
3. Hospitality Minnesota Facebook following.
4. Hospitality Minnesota engages in advocacy and education.

The Impacted and Affected

Who is impacted: Patrons, restaurant owners, restaurant employees, the economy.

To assess the impact, an online social media survey was conducted asking individuals multiple questions regarding how their restaurant patronage has changed during the pandemic. (Ex: how many times per week they support a restaurant through ordering takeout or delivery.)

Restaurant employees were also interviewed inquiring how they were impacted by the pandemic personally and professionally. This uncovered what they feel their futures hold and how they have coped with this impact. Not did was the restaurant staff interviewed but also

restaurant owners to see how they are personally impacted as business owners during the pandemic.

Research

This research was executed by formulating a set of research objectives that would pinpoint the barriers and assess the situation. By doing this, important questions were answered by the main stakeholders of Hospitality Minnesota. Research was primarily done by interviews, conversations, and completion of surveys.

Primary: Interviews, surveys

Secondary: Websites, social media, news articles.

Qualitative: Personal encountered in restaurants.

Quantitative: Survey Monkey.

Formal: Personal Interviews with restaurant workers & restaurant owners.

Informal: Conversations with patrons and restaurant workers with less interview format.

Survey Reflection

Patrons are wanting to support the hospitality and restaurant industry in Minnesota (See Appendix A). They are easing into a sense of safety and normalcy, although weary of indoor dining. Safety and support can coexist in this situation. Patron cooperation is essential to helping revenue at these businesses.

Primary Research: Interviews with Restaurant Owners/Employees

What people in the industry are saying (See Appendix A):

- There is a fear of contracting the virus at work.
- There is a strong sense of community with co-workers and regular customers.
- There are common feelings of uncertainty about losing a job or if a restaurant will make it through the pandemic.
- Emotions are high
- Some restaurant customers don't wear masks
- The customers that are appreciative show their awareness of the situation through higher tips, gift cards, and ordering takeout.

· Second wave of shut downs was significantly more difficult (less business).

Follow Up Reflections

Research Barriers

Due to COVID-19, in person interviews were not able to be conducted. Having in person interviews can be a helpful way to connect with individuals first hand and make ongoing

connections for research. COVID-19 has changed the climate of this industry making it challenging to assess previous baselines and histories.

Utilizing online communication mediums to reach out to the community was the best option to see how the pandemic has impacted their restaurant engagement. It would also be highly beneficial to engage with more individuals in the field going forward in order to display more personal stories.

PR Plan Foresight

Hospitality Minnesota is aimed to provide support through offering advocacy to the government, membership resources, and incentivizing community engagement with hospitality stakeholders.

Planning

Audiences

Primary Publics	Secondary Publics
Current members of MN Hospitality	Restaurant patrons
Perspective members	Restaurant suppliers
Restaurant employees	Delivery Drivers
Lodging employees	Larger networks and organizations that utilize restaurant services

Quality of Hospitality MN Public Relationships

Hospitality MN is a new merger therefore it is important to see the individual standing of each of these organizations previously. “On April 1, 2020, the Minnesota Lodging Association,

Minnesota Resort and Campground Association and Minnesota Restaurant Association united to become one, under the name Hospitality Minnesota (Hospitality MN).”

The Minnesota Hotel & Lodging Association was formed in 1931. In 1997, the Minnesota Bed & Breakfast Guild merged with the Minnesota Hotel & Lodging Association. The MLA has included some 350 hotels, motels and B&Bs in membership and some 100 Allied members. The final merger is the Minnesota Resort and Campground Association. This association includes fishing cabins, luxury townhomes, family reunion lodges, houseboats and other types of lodging.

“Minnesota Restaurant Association promoted and provided support for restaurants in Minnesota. The merger of these three entities has created a great opportunity for new connections in the hospitality field. Hospitality MN also has relationships with the community and strategic partners include Ecolab, Heartland, UnitedHealth Group, KLB Insurance, Coca Cola, Food Service News and others.”

As a member of the new merger Hospitality Minnesota, there is also opportunity for changes in public policy-making. This can be done through the extensive network that brings relevant perspectives to the state and federal policy development process, and to advocate for legislation and ordinances that will help businesses succeed. These organizations have been reputable in the past. Due to COVID-19, the public’s perspectives have potential to change. Facebook Business reviews have shown one star ratings from frustrated restaurant owners claiming a lack of support during the shutdown. Angela Ness on Facebook writes: “Actually DO SOMETHING for MN restaurants.”

Though Hospitality Minnesota is a new merger, each individual organization has created long standing relationships within different communities and at varying capacities. The community base will be targeted throughout the objectives of the program goal.

Reaching the Public

Current Hospitality Minnesota members can be personally reached through the mediums already established for communication. This includes E-mail, snail mail, and newsletters.

Restaurant owners can be met in person to create rapport and engage personally in regards to joining Hospitality Minnesota.

Social media is a way that patrons of restaurants can be reached easily. Hospitality Minnesota has a Facebook, Twitter, LinkedIn and Youtube account. They have their address and email information on their website to gain interaction. Local newspapers also have the ability to reach restaurant patrons to inform them of the situation.

Priority Publics

In this PR plan, the restaurants who already belong to Hospitality MN will be the main priority. The goal is to maintain their memberships, which builds credibility among the community and measures effectiveness of services. In this PR plan, it is highly beneficial to encourage at least 80 percent of current members to renew by January 1, 2021. Restaurants and their owners would be the other primary publics in hopes they would join Hospitality Minnesota and utilize their platform.

Patrons are important in the process of gaining information and research data. They are also able to create support for the restaurants and the overall mission of Hospitality Minnesota.

Objectives

Objective 1: Continuation of 80% of Hospitality Minnesota current restaurant and lodging owners membership within a 7 month period by providing training for these restaurant owners and employees in CDC approved cleaning procedures to ensure patrons feel safe and comfortable during their visit and experience. Offer supplementary support by using social media and reaching out to local newspapers/media organizations for coverage of their establishment to gain more foot traffic for businesses that have memberships.

Objective 2: Promote member restaurants, resorts, campgrounds, and lodges throughout the state of Minnesota that are members of Hospitality MN by the distribution of 3,000+ of the MN Summer Pass to garner more business through May-September. (See Appendix B)

Outcomes

1. Promote the primary audience through the establishment of the #MNSummerPass.
Measured by the distribution of 3,000 passess to patrons.
2. Provide promotion throughout Winter 2021 in hopes to maintain Hospitality Minnesota members and potentially gain new membership for Summer 2021.
3. Educating current members and potential new members about the advantages of Hospitality MN memberships such as advocating to the government, network and education.
4. Advocacy: Pass the Drink Local Economic Act. “The Minnesota Craft Beverage council and Hospitality MN are asking people to reach out to legislators to pass the Drink Local Economic Recovery Act which:
 - Allows all breweries to sell beer to-go cans, bottles, and growlers up to 64oz.

- Allow cideries to have more access to the market through self-distribution
- Allow liquor stores to fill growlers
- Put 100,000+ furloughed and laid off hospitality workers back in their jobs
- Allows small/family-owned businesses to recover faster
- Support economic recovery throughout the state.”

The informational outcome is to bring awareness to the fact that restaurants are facing a big financial hit and people’s mental state is affected from the stress of not knowing what will happen to their jobs. The motivational/behavioral outcome is to maintain/increase Hospitality Minnesota memberships. We want the audiences to feel like they can help make a difference and feel encouraged by the advocacy and support of Hospitality Minnesota.

Members will be informed of what changes the merger has created and encourage the use of new services that Hospitality Minnesota has since the merger. The restaurant owners will see the benefit of joining Hospitality Minnesota and the patrons will gain benefits from supporting the businesses that are a part of this network.

Intended Change

- Hospitality MN has a 5-10% increase in new memberships.
- Hospitality MN retains 80% of current members
- Hospitality MN’s current members continue their membership and feel supported by the organization.
- Provide transparent information to potential members
- Testimonials from current members
- MN Summer Pass will provide traction to Hospitality MN establishments

- Promote over social media platforms #MNSummerPass
- Increased take-out orders/gift card purchases by patrons

Deadlines

The deadline is the end of Summer 2021 because we would like to launch promotion for Hospitality MN for Spring and Summer 2021. The goal is to see 80% of current members sign on for the upcoming year by January 1, 2021. We have chosen this time frame because there will be an increase of patrons to the various Hospitality MN establishments due to outdoor availability. COVID-19 has created restrictions to indoor dining, and this time frame will open potential for more patrons to feel safe and active.

Communication Tools & Tactics

Tactic 1 - Social Media: Social media will be utilized to promote our MN Summer Pass and the Hospitality Minnesota brand. Hospitality Minnesota has a Facebook, Twitter, LinkedIn and Youtube account. Partnering with influencers in the Twin Cities who have a large social media following would be an important piece to reach our publics. Targeting local TV stations and media outlets to promote the story behind the MN Summer Pass. Radio and streaming could be a use for reach as well.

Tactic 2 - Community Participation & Education: Participating in community and industry events in order to engage with the community and current members. These events will include education on the benefits and growth of being Hospitality Minnesota members. There will also be opportunities for education surrounding industry specific needs. This will allow cross engagement with the industry connections to Hospitality Minnesota.

Tactic 3 - Promotional Benefits: Promoting our #Hashtag Campaign for the MN Summer Pass that includes potential for prizes and other benefits. The benefits of promoting the hashtag will spark community engagement and will persuade the public to engage in something fun while enjoying customer benefits at local businesses. With this tactic, we will see increased sales of the MN Summer Pass and increased social media postings to each individual establishment.

Tactic 4 - Newsletters: Send weekly newsletters to Hospitality Minnesota members via email updating them of new guidelines put in place by the governor such as capacity, guidance for relief and other related resources, upcoming webinars that members could participate in, education opportunities, and update members on the campaign of the MN Summer Pass. This will include industry successes, fun stories about experiences of those that participated in the MN Summer Pass.

Target Publics and Message

Tactic 1 Publics - Social Media: Patrons are the primary public for this tactic. The message is the beneficial outcomes that come with engaging in Hospitality Minnesota activities. The opportunity to participate in a number of social media activities provided in the MN Summer Pass for recreation at a discount.

The current members have an opportunity to be a part of the MN Summer Pass which acts as a means to promote their business and gain patrons who may have not visited otherwise.

Tactic 2 Publics - Community Participation & Education: The primary public for this tactic is the current members and potential members. Industry events allow for the promotion of

Hospitality Minnesota and the brand surrounding MN Summer Pass. Being able to create relationships and talk to the public in person allows for connection and networking opportunities.

Tactic 3 Publics - Promotional Benefits: The #Hashtag campaign is for both patrons and the current members. This piece allows for a sense of community and connection. Individual patrons can utilize the hashtag in order to display their experiences and members can promote their company. This will also allow for the opportunity of engaging with prizes, events and other opportunities to engage the patrons. This also allows patrons to want to become involved in the MN Summer Pass when they see social media influencers utilizing the hashtag.

Tactic 4 Publics - Newsletters: The target publics for this tactic are members of Hospitality Minnesota. The message is to inform the publics on current events since the hospitality industry has had to face due to the COVID-19 pandemic in order to build confidence in their future since there has been so much uncertainty over the last year. This message will also target publics letting them know the COVID-19 precautions that are in place to ensure that MN Summer Pass is a safe and fun opportunity for community engagement with Hospitality Minnesota.

Implementation

	March/April	May	June	July	August
Internal	Monthly meeting discussing current/future tactics	Monthly meeting discussing current/future tactics	Monthly meeting discussing current/future tactics	Monthly meeting discussing current/future tactics	End of summer meeting with members
External	Newsletter prep, educational classes for CDC cleaning guidelines/ recommendations, seek out participants	Newsletter, Summer kickoff promotional event, educational classes for CDC cleaning guidelines/ recommendations	Newsletter, Promotional events, educational classes for CDC cleaning guidelines/ recommendations	Newsletter, Promotional events, educational classes for CDC cleaning guidelines/ recommendations	Newsletter, Promotional events, educational classes for CDC cleaning guidelines/ recommendations

	for MN Summer Pass				
Social Media	Introduce MN Summer Pass, Spotlight member businesses, promote events	Spotlight member businesses, promote events, MN Summer Pass updates, patron photos/posts with #MNSummerPass	Spotlight member businesses, promote events, MN Summer Pass updates, patron photos/posts with #MNSummerPass	Spotlight member businesses, promote events, MN Summer Pass updates, patron photos/posts with #MNSummerPass	Spotlight member businesses, promote events, MN Summer Pass updates, patron photos/posts with #MNSummerPass
Media Relations	News Release	Patron testimonies, feature campgrounds and resorts	Feature restaurants, patron testimonies	Feature restaurants, patron testimonies	Survey Monkey Survey, patron testimonies

Tone

The creative tone of our tactics are overall light and motivating in a positive way that promotes connection.

Tactic 1 Tone - Social Media: The brand of MN Summer Pass will be about connection, getting outside and enjoying what Minnesota has to offer. The design elements will incorporate local themes and a feel good outlook on the restaurant and hospitality industry. There will be spotlights on each member organization and what they have to offer through photography and videography elements.

Tactic 2 Tone - Community Participation & Education: The tone will be about staying ahead on trends, keeping members safe and {supported} through the upkeep of relationships, promotion, and advocacy. Connecting the various businesses who are members of Hospitality Minnesota.

Tactic 3 Tone - Promotional Benefits: The tone of the #Hashtag Campaign is to promote fun and connection amongst patrons. Feedback is important and we want the voices of

both members and patrons to be heard. The Hashtag campaign will promote the interaction between the business and their customers. Creativity will be expressed through each individual post.

Tactic 4 Tone - Newsletter: The tone of the weekly newsletter will be informative and supportive so that Hospitality Minnesota members feel they are sustained while feeling safe to attend promotional events. This newsletter will provide updates on current COVID-19 legislature, highlight a member business, and report on goals for the upcoming month and how this will be achieved.

Timeline & Budget

Launch May to end of Summer 2021

Tactic 1 Budget - Social Media: Utilizing social media will have little to no budget as social media posts can be completed internally. Approximately 10% of the budget will be designated for any necessary changes in the branding and visuals which will then be taken from designated out of pocket expenses . Another 10% will be set aside for connecting with TV stations and other media will take more specific planning and out of pocket expenses along with internal expenses for the public relations practitioners that create and send out the press kit.

Tactic 2 Budget - Community Participation & Education: Events will occur regularly and depending on the event there will be costs. Cost of permits will need to be contingent depending on which city or town the event will take place in along with safety and security that will need to be present depending on how large the events will be. 15% of the budget will be set aside for events.

Tactic 3 Budget - Promotional Benefits: The #Hashtag Campaign requires no budget and can begin immediately through the social media channels. Approximately 15% of the budget in the out of pocket expenses category will be allocated from revenue from a rise in Hospitality MN members to help pay for the contests, prizes, and promotions.

Tactic 4 Budget - Newsletter: The newsletter can be completed internally within Hospitality Minnesota and sent out via MailChimp which would cost approximately \$14.99 per month for the Standard plan which will be approximately 10% of the budget for this project.

***10% of the budget will be set aside for any unexpected costs that arise in planning events, news releases, designs, etc...**

Evaluation

Program Objectives and Goals

Objective 1

Primary Audience - Hospitality Minnesota Members/Prospective Members:

Maintain a majority of Hospitality Minnesota members, estimating a potential loss of 5-10% due to recent COVID-19 pandemic and business closures, gain 5% membership with new partners, provide training for participating businesses on CDC recommended sanitation guidelines

Objective 2

Secondary Audience - Hospitality Industry Patrons: Obtain 1,000 followers on Instagram and promote our #Hashtag MN Summer Pass Campaign with estimated feedback of 200 posts.

Goals

Goals for Objective 1: Provide relief through maintained/increased memberships as well as through our MN Summer Pass campaign, completion of 1-3 training or educational/promotional events on CDC sanitation guidelines, increased sense of community and built relationships for participating members throughout the program timeframe.

Goals for Objective 2: Increase of patrons supporting Hospitality Minnesota businesses by purchasing gift cards, frequenting their local establishments, and attending a minimum of 10 events to promote MN Summer Pass throughout the program timeframe.

Measuring the Outcomes

Tactic 1 Outcomes - Social Media: Social media growth by 1,000 followers on Instagram, 200 #hashtag posts under MN Summer Pass, keep track of what the publics are saying through two-way communication on Facebook, Twitter, and Instagram about Hospitality Minnesota for any feedback on events, MN Summer Pass, and general attitude/awareness about the organization. Utilize Web Analytics to see which posts had the most hits on each social media site. Keep track of influencers in the twin cities areas and their followers/social media engagements regarding MN Summer Pass Promotion and Events.

Tactic 2 Outcomes - Community Participation & Education: We will measure the success of our program through the testimonies of the publics involved. Through interview and feedback methods we will gain a qualitative understanding of whether our publics had a positive experience. When engaged in training and education we will utilize surveys and questionnaire methods to better understand if the members feel supported. Measure amount of sales and whether there was an increase or decrease within the time the campaign began. Feedback will also be gauged by a survey included in our Newsletter. To increase feedback, we are offering the

chance to be entered in a drawing to win a free meal at any participating Hospitality Minnesota Restaurants.

Tactic 3 Outcomes - Promotional Benefits: With any promotional benefits we can monitor the use of any discounts through MN Summer Pass and engage with the publics through satisfaction surveys surrounding the program. Measure how many people attended the promotional events. Engage the publics at our events to find out how they found out about our events to evaluate which tactics rendered success.

Tactic 4 Outcomes - Newsletter: Newsletter will circulate to approximately 600 members (100 new members and 500 existing members). Members will be continuously informed on current events surrounding government mandates and regulations regarding capacity, CDC guidelines, promotional events, and anything else pertaining to members of Hospitality Minnesota that may affect them and how they run their businesses in any way. Conduct interest surveys or article recall about Newsletters to gauge how content was received. These surveys will also include a section regarding how they found out about Hospitality Minnesota Events.

Reporting Results

In order to report the results to potential management, we would gather the data from our MN Summer Pass Program in order to display the process to our management team for review. This is an important piece of evaluation because we will be able to recognize if our program was a success and if our goals were obtained. Once we complete the evaluation program, we will be able to move forward and decide if the MN Summer Pass is something that Hospitality MN would like to have on a recurring basis by analytical data.

The data will be presented in the following ways:

Data will include information such as amount of followers on social media platforms, member retention, new member buy in and MN Summer Pass success with sales.

Charts: Data will be readily available after conducting a qualitative focused survey for each business to record the impact. Graph charts and pie charts will be most efficient at displaying the effects of this campaign.

Testimonies and interviews

- In person conversations or phone conversations, two-way communication.
- Social media input: What is being said on social media through tags and/or comments.
- Online Surveys conducted through our Newsletters and SurveyMonkey
- Interviews with business owners who participated in MN Summer Pass

Presentation

- Once all findings are gathered on action and awareness, a designated public relations professional will put together a Powerpoint presentation and access the ROI, reception and behavioral data.

Changes in the Future

Hospitality MN will determine a successful campaign by the measurement of audience action and awareness. Changes and adjustments will be made for any missed opportunities with the two primary personas. Such changes could be how we conduct initial research which has the

potential to completely change the entire public relations strategy, through RPIE. Our set criteria in the objectives will guide this process.

Cost of Research

The evaluation process is relatively cost free due to the use of social media platforms, analytical tools, and having quantitative owned media to measure. Time will be spent in collecting testimonies and presenting the information in a fashion that is well thought out, visually appealing and accurate. This process will heavily rely on technology and the ability to formulate data in an efficient manner throughout the sales process and through the process of collecting followers through online platforms. This will not only be collected at the point of evaluation but throughout each process in order to gauge progress along the way.

Research Methods

Qualitative: Qualitative measures will be utilized through the data that we obtain surrounding our owned media analytics, the criteria met with the sale of 2,000+ MN Summer Pass sales and hard survey data collected that pertains to the objectives.

Quantitative: Quantitative results will include feedback from members, patrons that utilize the MN Summer Pass and any testimonies either in person or via our social media platforms. The use of the Hashtag Campaign will allow for some qualitative information to be collected on an ongoing basis. Social media platforms will allow for 24/7 feedback to occur and two way communication. Gathering research in a comprehensive and collaborative fashion in order to make choices that benefit the targeted publics.

Appendix

Appendix A

Interview with Restaurant Owners & Survey Results *Interview with Restaurant Owner from Fosston, Minnesota*

How has the pandemic affected overall business in rural Minnesota?

“In the beginning, we didn’t actually think that we would be hit as we are right now. You know, we heard little news of Corona in the beginning months, and we never expected that it would become this disastrous. It was hard in the beginning because we didn't know if we should be worried or not. Then when everything started shutting down in March, that’s when we became really scared and started to see the business going South really fast. We were grateful when we were able to open back up, but 50% capacity is still a hard hit for a small business owner.”

Have you adopted any new business plans to accommodate the pandemic? What was successful or unsuccessful about this?

“One thing we had adopted was takeout and delivery options. That was a huge change that helped us stay afloat. This is a small town, you know? It was fast and easy to deliver and I think the delivery drivers liked getting out of the restaurant too.”

How has your staff felt about working through the pandemic?

“They’re very adaptable and I think that they handled it considerably well. I can see how it can be tough when tips decline, hours decline and some of my employees work and go to college. If it weren't for the staff, we wouldn't have been able to keep this place alive for as long as we have through the pandemic.”

Have you seen any decline in tips for the staff?

“You know, interestingly enough, we have noticed that tips have stayed about the same, or maybe even a slight increase in tips. I think as a small business, our little town has supported us through a lot and has really kept this place going.”

Interview with Restaurant Staff Member from Fosston, Minnesota

How has the pandemic changed your working environment?

“It has changed so much. It has been kind of a rollercoaster. We shut down, we reopen. We shut down, we reopen. It can also be really hard sometimes because I’m in school and I’m not getting as many hours as I used to. There’s been a lot of changes you know, we have delivery so that’s kind of cool. What I really can’t stand is when so many people come into the restaurant unmasked.”

Do you think people have been tipping more or less during the pandemic?

“I think people are tipping around the same. I can see how it would be tough to tip even more considering that so many people are struggling financially too. I appreciate everything I can get but it’s hard for everyone right now.”

Has there been a decline in traffic since the reopening phases?

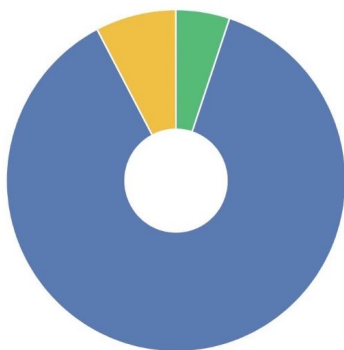
“Yeah, even being at 50% capacity it has been incredibly slow, but we have been managing. I think this place is really lucky because of the people who work here and we all work together so well. It’s especially hard getting traffic in such a small town.”

If there was anything you would like to change about working in the restaurant through the pandemic, what would it be?

“I mean, there’s not much we can do right now until people start wearing masks. It’s only going to get worse and I just wish people could start taking this seriously. We are following guidelines as much as we can in here but it’s hard to control people when they choose not to wear a mask.”

Survey Responses

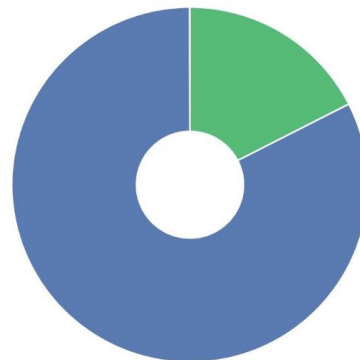
1. How many days a week do you support local restaurants?



Answered: 39 Skipped: 1

never	5.13%	2
1-2 times a week	87.18%	34
3+	7.69%	3

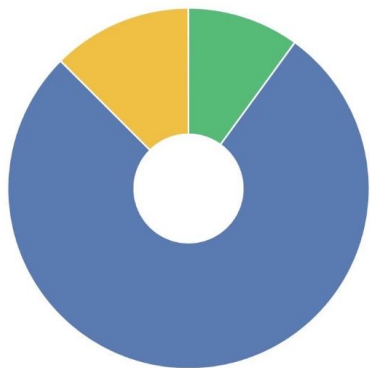
2. Do you tip more or less during the pandemic?



Answered: 40 Skipped: 0

same	17.5%	7
more	82.5%	33
less	0%	0

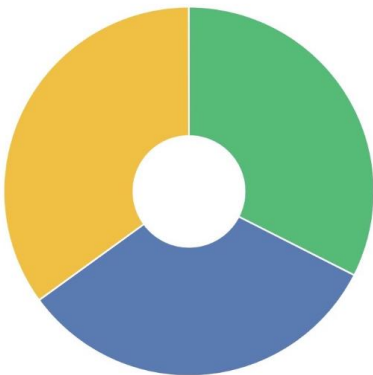
3. How comfortable are you with the COVID-19 protocols at restaurants?



Answered: 40 Skipped: 0

not at all	10%	4
somewhat comfortable	77.5%	31
very comfortable	12.5%	5

4. Would you eat indoors at a restaurants?



Answered: 40 Skipped: 0

maybe	32.5%	13
yes	32.5%	13
no	35%	14

Appendix B

Personas and Mini Profiles

Persona Profile for Primary Public:

Rachel, the restaraunt owner of the popular new cafe in Uptown has been impacted by COVID-19 and loss of revenue.

- Has experienced challenges with keeping staff due to government mandated shut downs. She feels as though she has no support and may have to eventually shut down her business.
- She is interested in joining Hospitality MN in hopes to gain support and promote her restaurant with the use of the new #MNSummerPass. When meeting with a current member of Hospitality MN, she learned that Hospitality MN has an array of benefits that her business could benefit from.
- Free in-person or calls with our Director of Government Relations for guidance on business challenges was something that she felt would benefit her due to being a newer business owner. She was also introduced to other benefits including industry education, best practices and updates on how to navigate during COVID-19.

Persona Profile for Secondary Public (Patron):

Chelsea, a 35 year old who is married with two kids.

- Identifies as a “Twin Cities Foodie.” Loves going out to new experiences and supporting local businesses.
- She is very active on social media, and has been participating in campaigns for restaurant support and takeout.

- COVID cautious. She will only dine in at restaurants with reputable COVID precautions and protocol.

Mini Primary Profiles -

Profile 1: Restaurant owners and employees that have been impacted by the pandemic and impacted their socioeconomic standing. Joining Hospitality MN could help gain support and regain a standing in the industry during these challenging times.

Profile 2: Employees and owners that haven't had stability in their career for the last year--they are anxious, frustrated, and ready for things to go back to normal.

Profile 3: Employees and owners that have hesitations about going into work because of people not taking the COVID-19 pandemic seriously.

Mini Secondary Profiles -

Profile 1: Restaurant patrons are a diverse population but primarily individuals who afford to eat out on a regular basis - primarily middle class. They want to support local businesses and support the economy.

Profile 2: Patrons that are not taking the pandemic as seriously so they may be frustrated with all of the extra CDC recommended precautions that have to be in place in order for businesses to stay open and safe.

Profile 3: Patrons that are very determined to stay home and not support local businesses until COVID-19 is gone because the risk is too high.

Profile 4: Patrons patrons that are *both* respectfully cautious and willing to go out and support businesses while not making employees and other patrons uncomfortable by not following guidelines that are in place.

Appendix C

MN Summer Pass

MN Summer Pass



This is a campaign mockup designed to meet Objective 2. It is a mini-booklet that will be distributed by Hospitality MN and member establishments to increase patron traffic in the summer of 2021. The purchase includes coupons, deals, and spotlight businesses.

Appendix D

Schedule & Duration

March & April 2021:

Begin efforts for branding, designate who will be responsible for writing weekly newsletters, collaborate with partner organizations who want to be involved in the MN Summer Pass. Designate which deals to promote and to what extent. Work with the design team to formulate the physical document. Create a detailed social media promotion calendar. Hospitality Minnesota will consistently keep the public up to date on safety protocols during the pandemic and any government mandated changes that might affect any business tactics or events that are planned.

May:

Launch MN Summer Pass and #Hashtag Campaign, begin weekly newsletters for members. Present a news release on the collaborations with the MN Summer Pass and the Drink Local Economic Recovery Act. Anticipate approximately 100 members to join the MN Summer Pass cohort. Continue safety updates and/or changes in government mandates. Social Media promotion campaigns will begin to inform public audiences through the end of August.

June:

Events, continue weekly newsletters. Integrate partnerships with businesses into the #Hashtag campaign. Continue safety updates and/or changes in government mandates. Start integrating social media influencers into the campaign for promotional boost.

July:

Continue weekly newsletters. Follow up with each business involved in the MN Summer Pass for feedback, challenges, and successes. Continue safety updates and/or changes in government mandates.

August:

Continue weekly newsletters. Begin to measure the efficacy of the MN Summer Pass and newsletters by feedback from members and patrons. Continue safety updates and/or changes in government mandates.

Appendix E

Budget Planning

Creating the MN Summer Pass: Production and printing of the individual passes.

Rebranding and updating visual aids: Changes to the website and social media sources.

Events: Costs to events we will promote the MN Summer Pass

Training: Cost of internal trainers, space and educational information.

Prizes and Swag: Buttons, T-shirts, hats and other products to promote the brand.

Other Media promotion: Print media, television, fliers, posters.

Social Media Promotion: Consistent management of all different social platforms, photography, and graphic design. Utilizing Influencers.

Newsletter Production: Design and distribution of weekly physical newsletter, through free softwares like Canva or Adobe Illustrator.

Media Examples

MN Summer Pass News Release



FOR IMMEDIATE RELEASE

March 31, 2021

Hospitality Minnesota to Release MN Summer Pass

Restaurants and lodging entities join forces to facilitate a COVID-19 comeback

MINNEAPOLIS, Minn. – Hospitality Minnesota has recently joined forces with the Lodging, Restaurant, Resort, and Campground association to offer comprehensive leadership in response to the COVID-19 pandemic. With the hospitality industry being heavily impacted by state-wide restrictions, Hospitality Minnesota has responded quickly to the needs of their members.

The MN Summer Pass is a new campaign booklet that features over 70 Hospitality Minnesota dining and lodging members, with over \$100 worth of deals. This booklet will be available to buy at any member facility or <https://www.hospitalityminnesota.com/resources>.

“This is not a high margin industry, it’s a high love industry” says Liz Rammer, the president and CEO of Hospitality Minnesota. This campaign is the incentive to getting these small businesses back at the capacity they once saw, pre-pandemic. The MN Summer Pass highlights the businesses most effected, and is hoping to bring customers back to the beloved small businesses that create Minnesota’s dining culture.

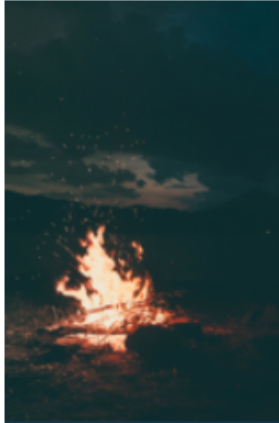
As of March 2021, restaurants and other venues are allowed to operate at 75% capacity with social distancing.

About Hospitality MN

Hospitality Minnesota is the merger association between the Minnesota Restaurant Association, Minnesota Hotel & Lodging Association, and the Minnesota Resort Association. This new alliance is the leader of advocacy and support for the many member hospitality businesses that have been affected by the COVID-19 economic crisis. Connect with Hospitality Minnesota on their [website](#), [Facebook](#), [Twitter](#), and [LinkedIn](#).

###

MN Summer Pass Brochure



CAMP GROUNDS

MN SUMMER PASS

Let the adventure begin

ACTION

All things adventure that you can find and where to find it at #MNSummerPass



RESORTS

Explore what Minnesota has to offer at a number of resorts, restaurants and campgrounds.

There is a distinct character to each venue that will make you want to stay just longer.

MN SUMMER PASS DISCOUNTS

Visit the #MNSummerPass Instagram page for live updates of new discounts and specials to use with the Summer Pass.

10% OFF AT ALL PASS LOCATIONS

Receive additional perks depending on the location and stamp your pass for more ongoing discounts!



scan here at MNSummerPass locations



After sharing a bit about the destination with the hashtag #MNSummerPass, take the time to impart key knowledge on getting around to the community.

Put in some tips on how one can fully enjoy a trip or suggest some ideal places to visit while in an area.

Hospitality Minnesota Poster



YOUR WEEKLY SCOOP

HOSPITALITY MN



NEW RECIPES POSTED FOR
YOUR VENUE OR JUST YOU!

MN Summer Pass

Follow us on Instagram
#MNSummerPass and let us
know the highlight of your week

*Thank
you!*

STAFF HIGHLIGHT
FULL BIO ON INSTA



SPRING IS JUST AROUND THE CORNER, SEE WHAT
OUTDOOR ACTIVITIES CAN HAPPEN AT YOUR VENUE
WITH SAFE COVID-19 PROTOCOL



Emily Mauter

Event Strategist

MN Summer Pass Poster

Looking for a new & fun way to
support Minnesota businesses
during these times?

HOSPITALITY MINNESOTA
PRESENTS:



OUR MISSION:

- ▶ SUPPORT RESTAURANTS & SMALL BUSINESSES
- SUPPORT MINNESOTA'S HOSPITALITY INDUSTRY ◀
- ▶ ENHANCE COMMUNITY ENGAGEMENT
- SHOW SUPPORT TO ESSENTIAL WORKERS ◀
- ▶ FIND YOUR NEW FAVORITE FOODS IN YOUR CITY
- PROVIDE A SAFE, CLEAN, AND FUN MINNESOTA HOSPITALITY EXPERIENCE ◀

COME SEE WHAT THE HYPE IS ABOUT!
@MNSUMMERPASS



MN Summer Pass Brochure (Side One)



what are we about?

Inside you will find:

- Hospitality Minnesota's Mission
- Your Contribution
- Our Perks
- Safety
- Social Media

Interested in supporting your neighbors & local businesses?

let's get social!

Introducing Hospitality Minnesota's

Minnesota Summer Pass

Instagram, Twitter, Facebook icons

MN Summer Pass Brochure (Side Two)



HOSPITALITY MINNESOTA'S MISSION:

MN Summer pass offers benefits for family and friends to explore new restaurants, engage with members of your community, and hopefully find your new favorite food joint!

IT GETS BETTER!

Not only do you have a new Minnesota Summer bucket list, you are also supporting small & local businesses and their essential workers during this time. MNSummer Pass allows our community to explore new and exciting hospitality options that you might not have even heard of!

PERKS

MNSummerPass offers perks such as member discounts, drawings for free meals at your favorite restaurants, finding new and exciting dining opportunities at an unbeatable price, all while supporting small restaurants, businesses, and essential workers during this unprecedented time.

SAFETY

With MNSummerPass, your family and friends will be able to explore the numerous benefits to new dining and hospitality experiences while ensuring a safe and clean environment that lives up to CDC guidelines. As long as you're with us, you'll be safe and a good time is guaranteed!

USE OUR HASHTAG TO SEE WHAT YOUR NEIGHBORS ARE UP TO!

#MNSummerPass

Instagram, Twitter, Facebook icons

What's on your Minnesota Bucket List?

Thank you!