

Staffing Solutions for Spring and Summer

Presented by:

Illinois Restaurant Association, Workforce, 8 Hospitality, Healthy Hospitality, and the Cook County Small Business Source

Thursday, April 13, 2023



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此网络研讨会会有中英双语放送选项



Welcome

ILLINOIS



RESTAURANT
ASSOCIATION

IllinoisRestaurants.org

Cook County
**SMALL
BUSINESS
SOURCE**



Providing Access, Fostering Growth

CookCountySmallBiz.org



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The Cook County Small Business Source strives to support, grow and elevate small businesses by providing no-cost **business advising**, **resources** and access to **events**.

This program directly connects small business owners with expert guidance and support to take businesses to the next level.

Cook County established the award-winning program to ensure that businesses emerge from COVID-19 intact and positioned for growth.

Impact

10,000+

Small businesses reached

\$17Mill

In grants distributed to businesses
with 20 employees or less

2,700+

Businesses supported through
direct assistance

66%

businesses owned
by people of color

55%

businesses owned
by women

76%

microbusinesses
(with 5 or less employees)



Overview of Services



Business Advising

One-on-one, expert business advising provides small business owners with the advice and assistance they need.



Resources

A resource library and a network of over 30 partners are available to help grow and scale small businesses.



Events

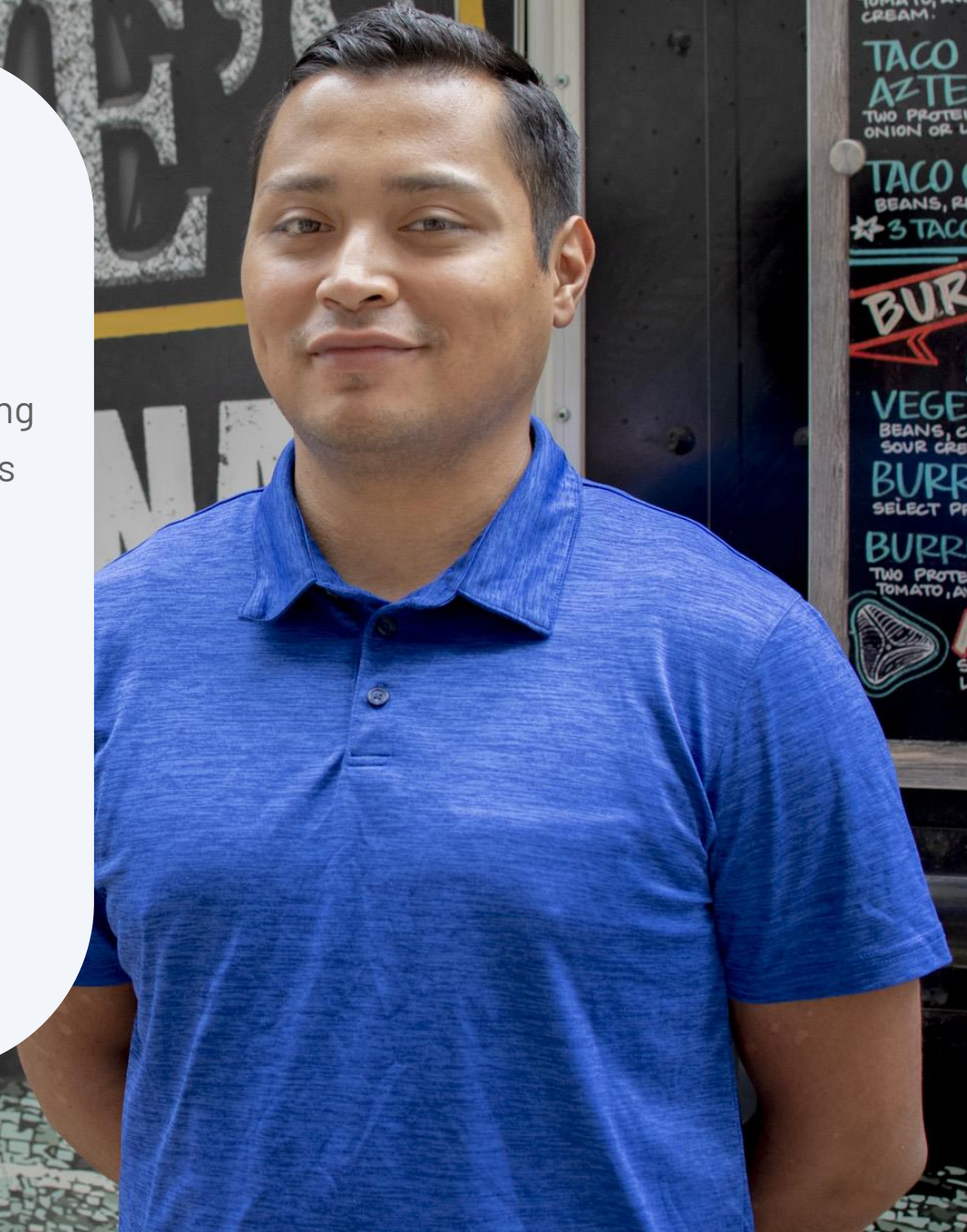
Events connect small business owners with a community of advisors who provide in depth knowledge on topics important to small businesses.

Business Advising

The Cook County Small Business Source's Business Advising program provides one-on-one assistance to small business owners to address their unique needs.

These sessions are conducted by Business Support Organizations (BSOs).

Sign up today at
cookcountysmallbiz.org



Cook County connects Small Business Owners with network of expert business advisors from the region:



Stay Connected

Sign up for news and updates at cookcountysmallbiz.org

Send us an email

info@cookcountysmallbiz.org

or

Contact Domini Brewton-Gamble, Small Business Program Manager

Cook County Bureau of Economic Development

domini.brewton-gamble@cookcountyl.gov

 @cookcountysource

 @cookcountysource

 @cookcountysbs

 Cook County Small Business Source



Panelists



Beau Grzanich

Workforce Management Consultant
Workforce



Carmen Rossi

CEO & Owner
8 Hospitality



Alliah Bradburn

Director, Association Partnerships
Healthy Hospitality

Healthy Hospitality



Alliah Bradburn

Director, Association Partnerships

Healthy Hospitality



healthy hospitality

a curated suite of wellness solutions for hospitality



Inclusive & equitable workforce solutions

Our curated suite of wellness solutions brings **convenient, affordable physical and mental health care** to all hospitality employees:

Solutions for everyone: full-time, part-time, seasonal, 1099



We remove barriers to physical and mental health care.

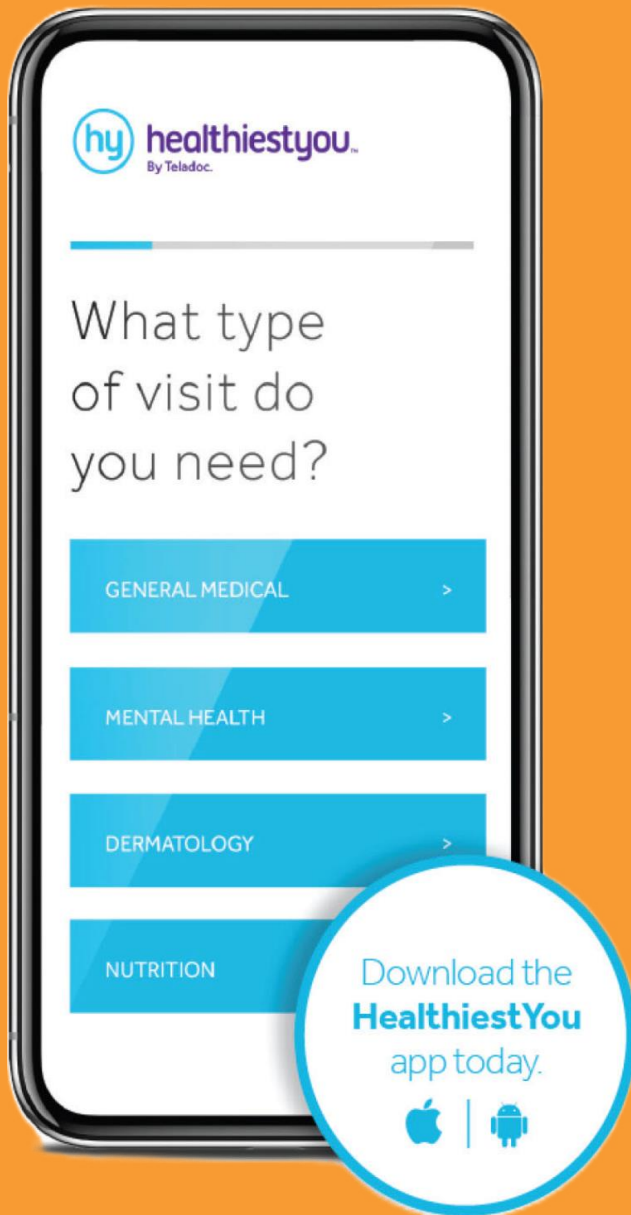
What's in it for the hospitality employer?

*Business
justification*

Providing access to convenient, affordable physical and mental health care:

- Incentivizes people to return to work and show up for work
- Attracts and retains talent: employees are looking for employers who offer more than a paycheck
- Increases productivity and loyalty
- Reduces the high cost of turnover
- Reduces absenteeism
- Reduces Workers Compensation claims by reducing workplace accidents and violence – helps your team manage anger & frustration with peers and customers
- Promotes loyal customers: happy, healthy employees as the face of your business help promote satisfied, loyal customers





TeladocTM

HEALTH

**Virtual health care where and when it's needed,
*with an exclusive low price for hospitality.***

Unlimited medical, mental health, dermatology, neck and back care, and nutritional guidance from the global leader in telehealth.

Employers may enroll team members for just \$9 / month per employee – includes entire household. Full-time, part-time, seasonal, 1099, H-2B all eligible. (Minimum 2 required.) Add adolescent mental health care for monthly price of \$9.50 per employee.

8 Hospitality

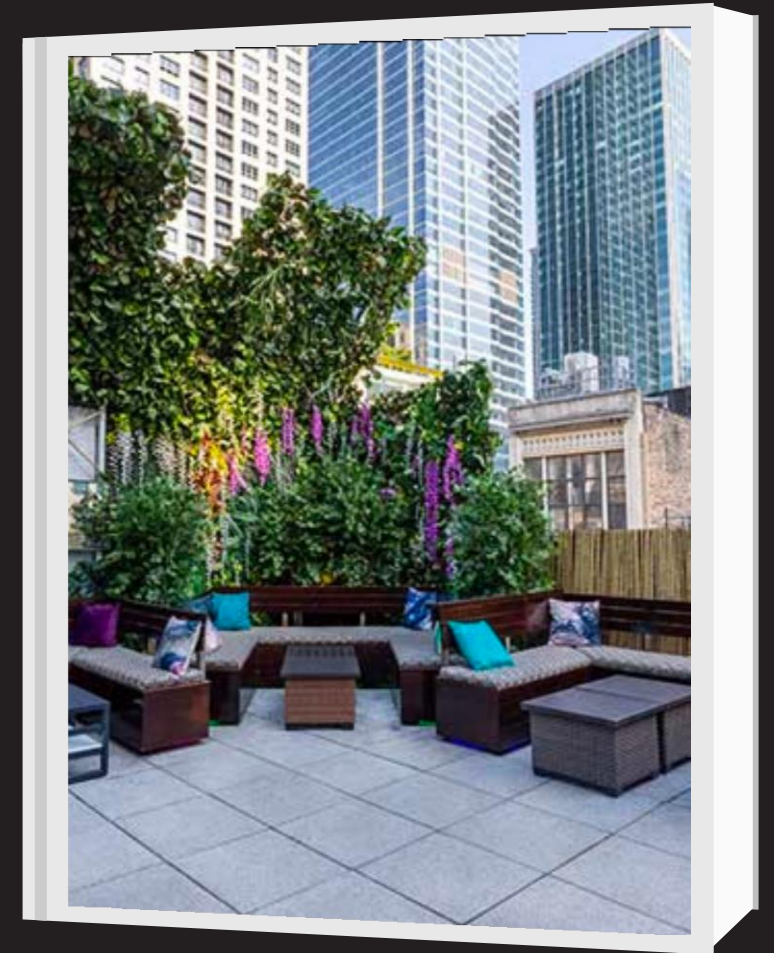


Carmen Rossi
CEO & Owner
8 Hospitality

Staffing Challenges

Summer months bring the opening of outdoor spaces, this requires:

- Increased demand for outdoor seating
- Increased volume of tourists Scheduling
- additional staff to cater to outdoor spaces
- Seasonal training protocol for patio and rooftop seating



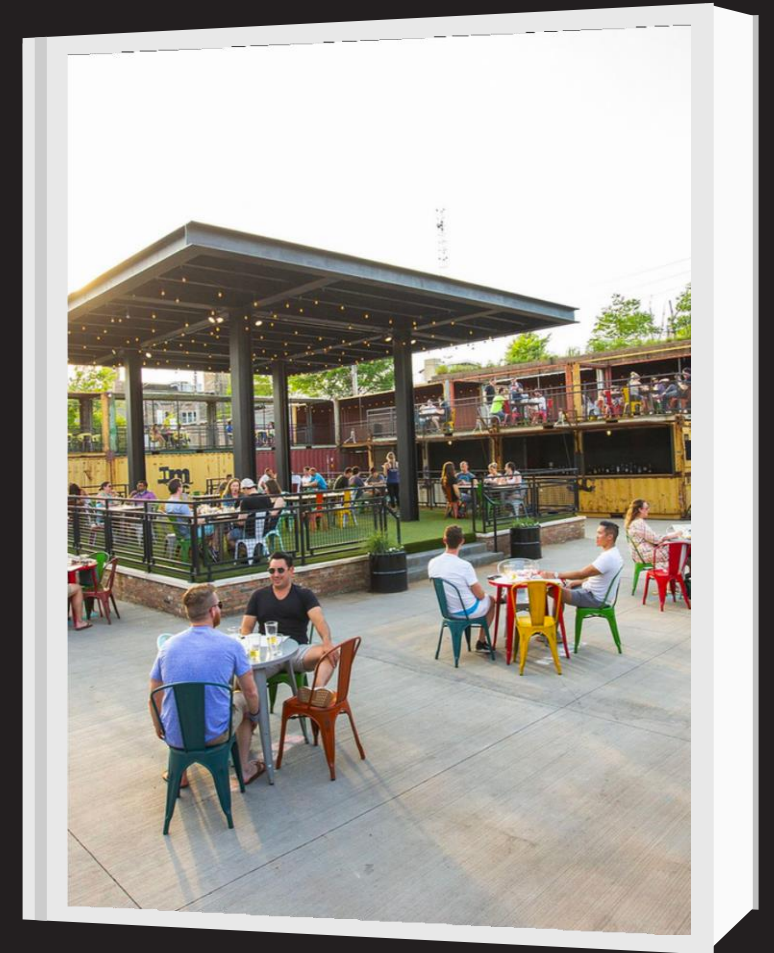
Accommodating Staff During Summer Months

Potential reasons for accommodation requirements:

- Unforeseen rain and weather issues
- Staff vacation and time off

Solutions:

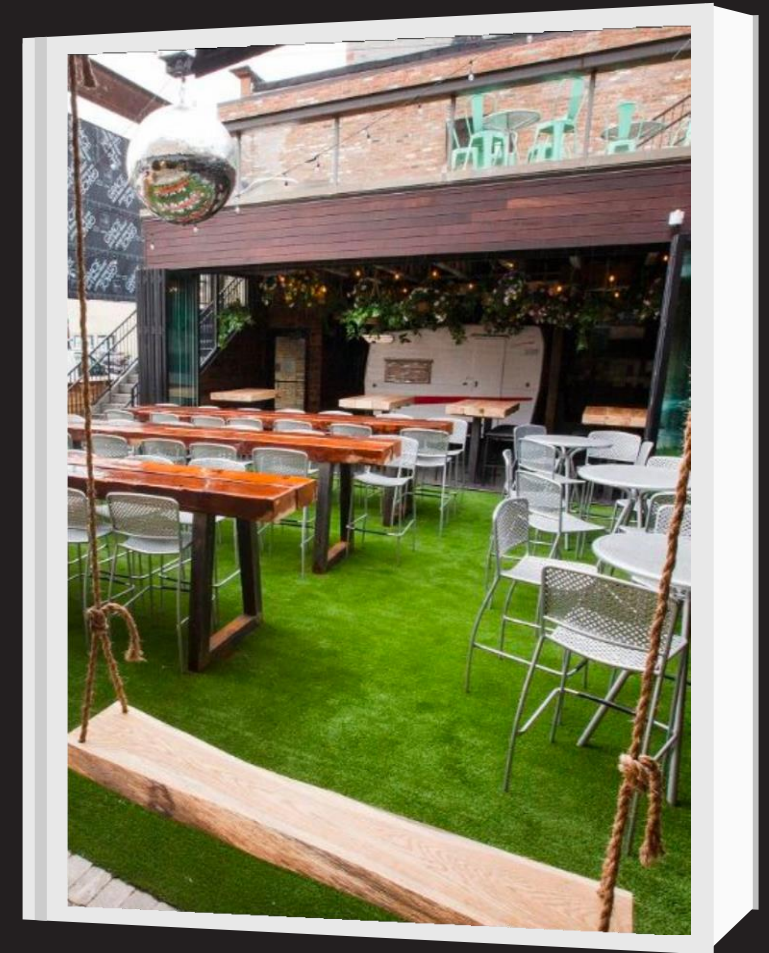
- Employee compensation program for last minute cancelled shift
- Employee time off requests



Managing Expectations

Set forth complete and clear guidelines with employees:

- Summer months bring an influx of customers, staff should be prepped and trained on how to best handle the busy season
- Conduct daily "pre-shift" meetings to ensure each team member knows what is expected of them in the coming shift



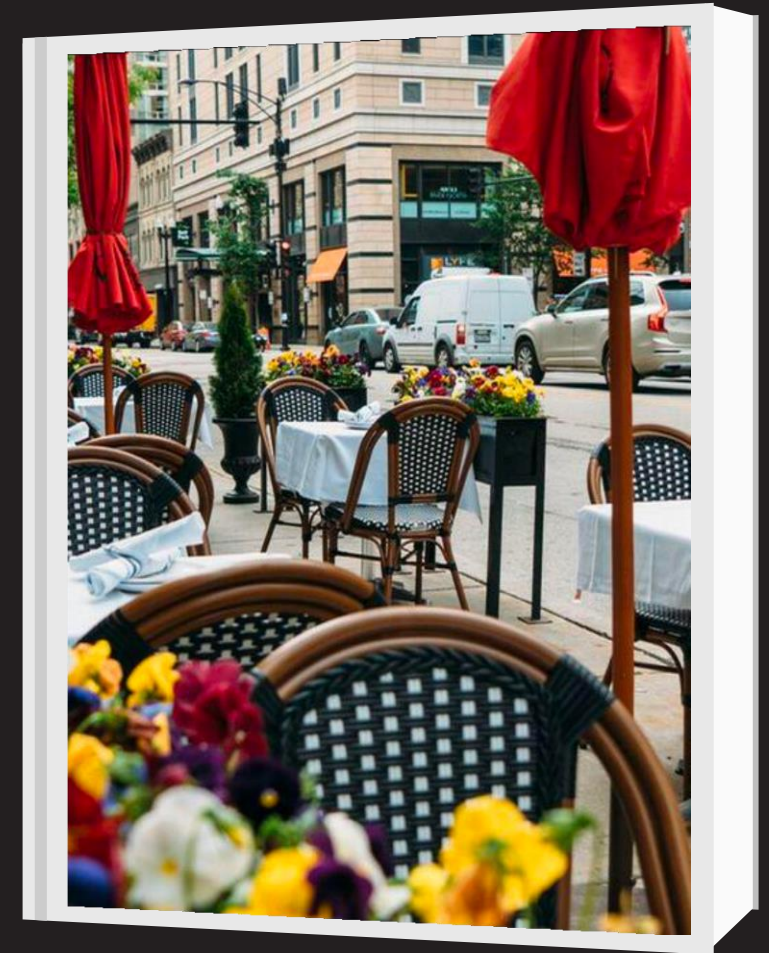
Avenues of Opportunity

Social Media:

- Targeted ads
 - targeting specific demographics and interests - age, gender, location, college attended, etc.
- Social media provides budget friendly outreach to a wide range of people

Workforce programs

J1 Foreign work program



Workforce



Beau Grzanich

Workforce Management Consultant

Workforce

Restaurant Seasonality: How to Hire for Busy Season

“

Seasonal changes lead to new customers and finding restaurant employees to meet the boom in customer traffic is essential... **restaurant owners must create strong staff engagement** to keep up morale and ensure they don't lose staff during the summer months.

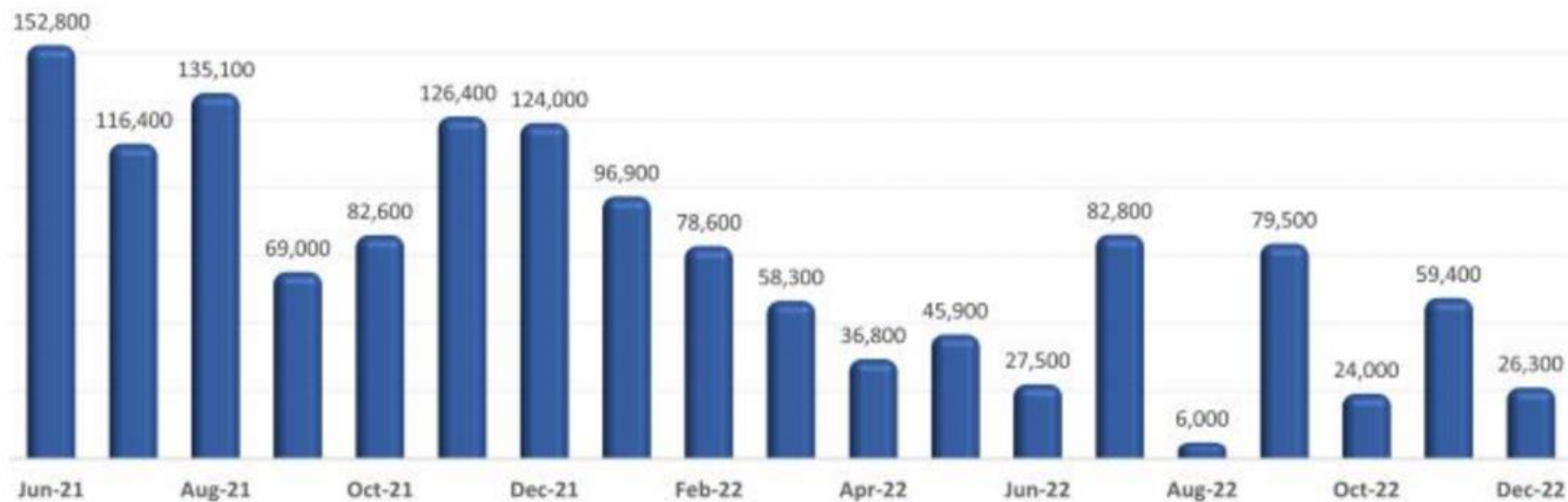
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Remember that peak season is the same for virtually the entire restaurant industry, so you're competing with other restaurants for staff members. Between the competition, potential worker shortages, and a surge of customer demand, **it's important to start planning and recruiting early** to be prepared for busy season.

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Monthly Change in Eating & Drinking Place Employment



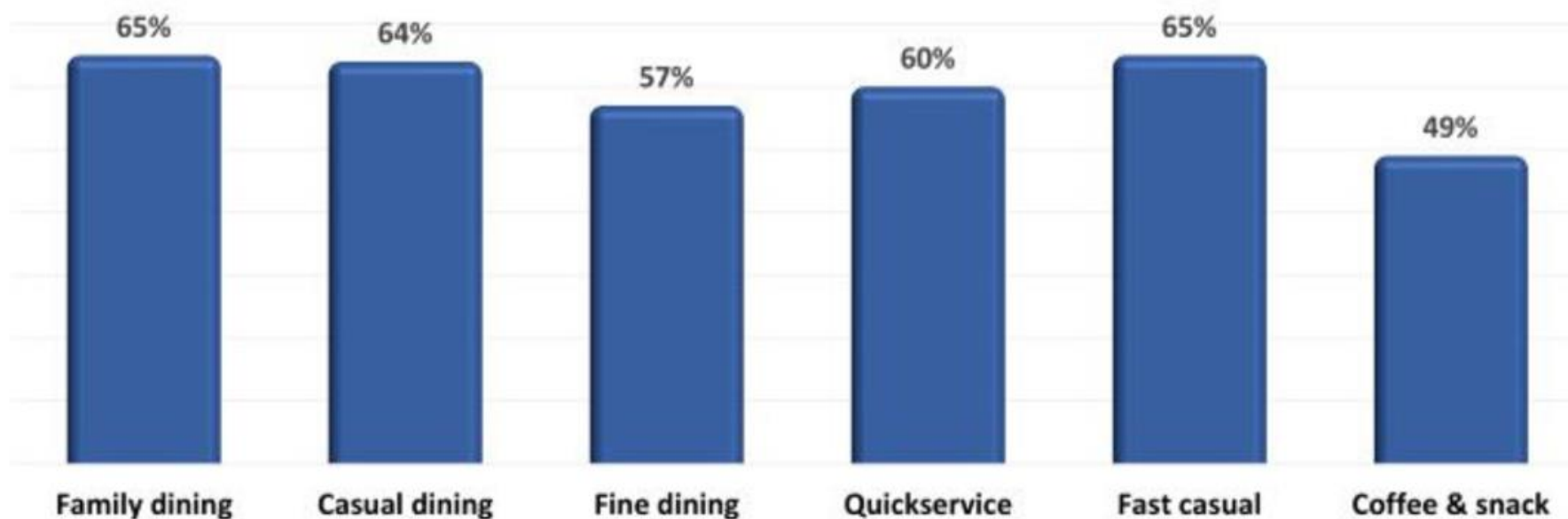
Sources: Bureau of Labor Statistics, National Restaurant Association; figures are seasonally adjusted and preliminary



5 mistakes in scheduling restaurant staff

1. Inaccurately scheduling labor without anticipating sales demand
2. Paying overtime wages unnecessarily
3. Stingy scheduling, leading to understaffed shifts
4. Short-term schedule releases, flexibility is key!
5. Not investing time and effort in employee engagement

Percent of restaurant operators who say they do not have enough employees to support existing customer demand



Source: National Restaurant Association, national survey of restaurant operators conducted November 2022



Possible Solutions:

- ✓ Start recruitment 3-4 months prior to busy season.
- ✓ Capitalize on your culture and its connections.
- ✓ Post schedules as far in advance as practical.
- ✓ Cross train employees & consider 3rd party order aggregators.
- ✓ Integrate flexible scheduling into your business model.

Solutions Applied

(examples)



Papa John's

Employee count: +250

Peak season: November - February



Kilowatt Brewing

Employee count: 28

Peak season: April - October

THE AMENITY
COLLECTIVE

The Amenity Collective

Employee count: +10,000

Peak season: April - October

Q & A



Thank You!

