

DMV Black Restaurant Week
powered by LOOP NOW, LLC

Impact Report



DMV Black Restaurant Week

The Co-Founders



Furard "Tate" Tate - Andra "AJ" Johnson - Erinn Tucker, Ph. D.

LOOP NOW, LLC is a consulting agency that focuses on the hospitality and tourism industry through education and curated programs. We accomplish this through lectures, workshops, training and development and curated events, most notable DMV Black Restaurant Week (DMVbrw).

The DMVbrw Platform

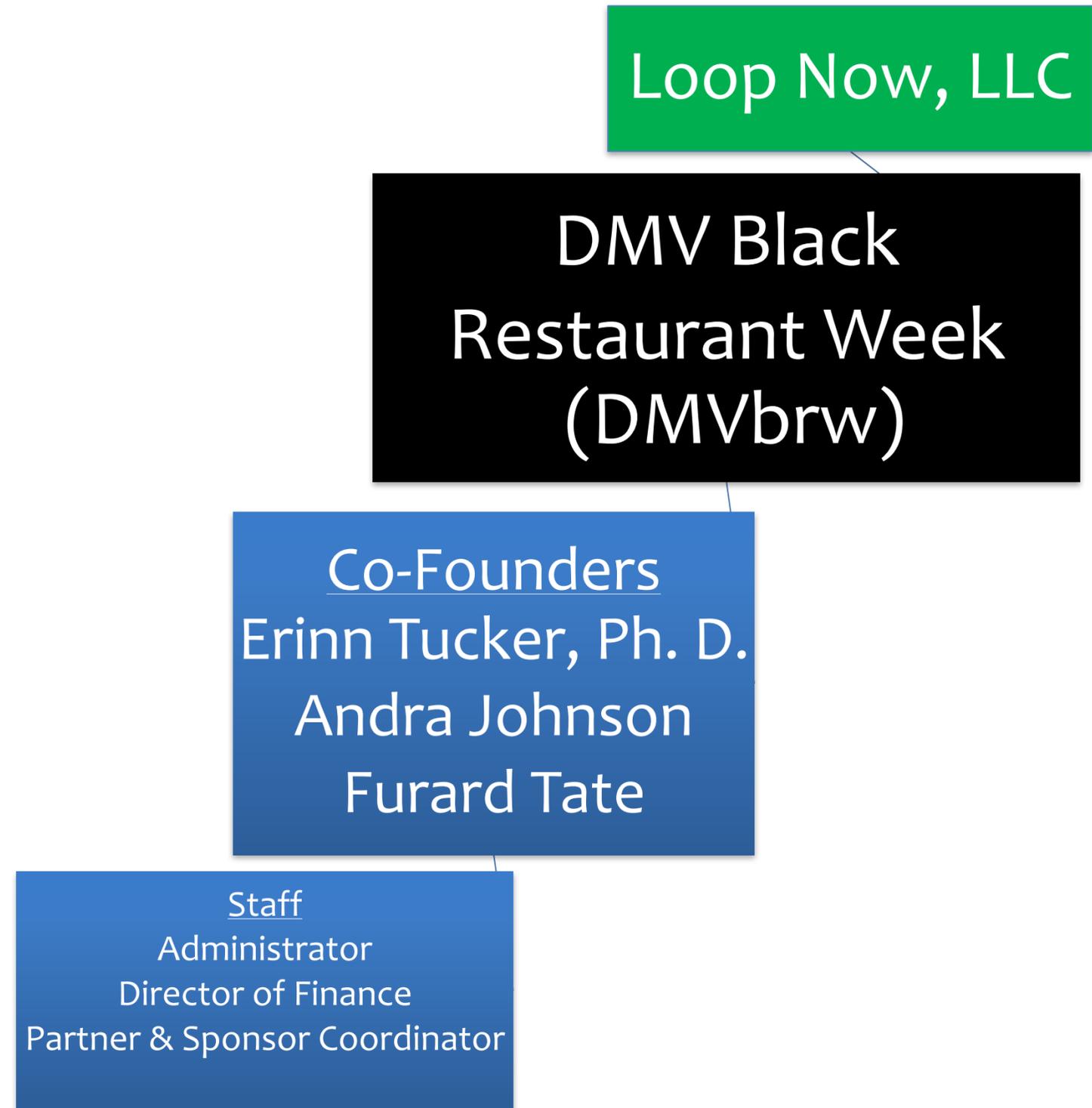
Throughout history, one of the greatest unifiers of community has been around the culture of food. In modern times, that culture has best been represented by our restaurants and other eating and gathering establishments.

DMVbrw heightens an awareness of the more marginalized segments of our restaurant communities to benefit the collective by highlighting the area's Black restaurant owners, managers, professionals and staffs and inviting our allied partners in the restaurant community to lock arms and ride the wave of success that will lift all of our boats.

That's our DMVbrw intention.

Organizational Chart

"The DC metro has so many Black and African American talent, innovation and culture in the food space but lack the platform to showcase their talent to the world. Food brings cultures together, so let's create a local event for the world." - Erinn D. Tucker, Ph.D., President & CEO, LOOP NOW, LLC



DMV Black Restaurant Week

As a local business, DMVbrw is an advocate for the growth of the community as the bulwark of social enterprise. We believe that sustained community growth in its fullest happens when everybody has access to resources, services, education, and training.

Mission

Our mission is to increase the awareness of black-owned restaurants and food service providers by creating an ecosystem to support and sustain the community.

Motto

CULTURE. EDUCATION. GOOD FOOD.

www.dmvbrw.com

FINANCIALS

DMVbrw utilized successful metrics used by similar destination organizations. These key measurements give us the blueprint to support our members, sponsors and cities.

- Manage an annual budget of \$75,000 per year.
- Maintain 32% profit margin over 5 years.
- Increase restaurant participation by 300% in 2020.
- Increase attendance to events by 25% yearly.
- Increase new sponsors by 20% year and retain 60% of current sponsors yearly.
- Reach and impact from Baltimore, Maryland to Richmond, Virginia.
- Measure direct economic impact of visitors.
- Increase social media presence on Twitter and Facebook by 20% and Instagram by 30% yearly.
- Increase media presence on national and international platforms yearly.



WHY DMVbrw?

In majority Black or Hispanic communities, most small businesses had fewer than twenty-one cash buffer days.
JPMorgan Chase & Co.
September 2019

Black-Owned Small Business who say their businesses' cash reserves will be depleted by year's end if Congress doesn't act in September.
43%
Goldman Sachs, September 2020

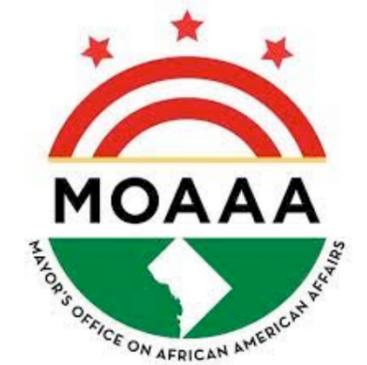
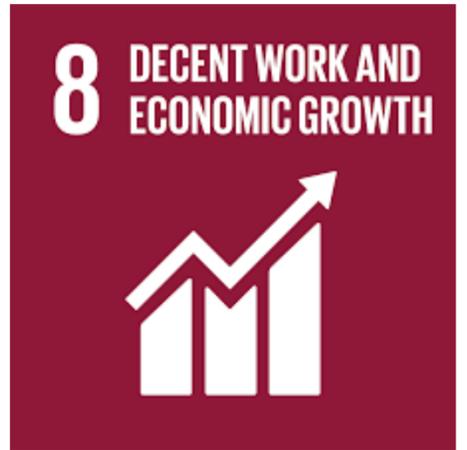
In majority Black or Hispanic communities, most small businesses had fewer than twenty-one cash buffer days.
9%
JPMorgan Chase & Co., September 2019

Impact in the DMV Community

DMVbrw cultivates private and public partnerships to build out an ecosystem and serve as a conduit to make it less daunting for small + medium size enterprises to connect to services and resources. The following notes supports the collaboration and food ecosystem which promotes an inclusive growth and decent work model for all within the community.

Below is a sample of the impact DMVbrw has resulted into a year round delivery of services:

- Selected by WOL 1450 AM as host for “Be Informed” weekly radio show, sponsored by Marshall Heights Community Development Organization (Ward 7) to provide information to the community on services offered.
- Curated and promoted six black-owned wine and spirit brands for the 2021 RAMMY’s.
- Participated in the DMPED DC Economic Recovery Tuesday highlighting the impact COVID-19 and the recovery strategies used to increase partnership participation by 90% over 2019.
- Provided 50 BIPOC businesses free advertising with Heritage Radio Network.
- Received Mayor’s Proclamation for every year along with the 2018 City Council Resolution.
- Recognized by Think Local First for Celebrating Black Business Owners in DC.
- Created bi-weekly “Remix” whose purpose is to put black bartenders back to work and securing five local, black-owned spirits companies with resources and support.
- Partnered with Marshall Heights Community Development Organization, Deanwood Heights Main Street, the Minnesota Main Street, Pennsylvania Avenue East Main Street, and Coalition for Nonprofit Housing & Economic Development with the 1st Annual Taste of Ward 7.
- Partnered with Virginia Black Business Directory (creators of the Fredericksburg Black Restaurant Week) on DMVA Juneteenth Black Restaurant Week to build the ecosystem of support in Virginia.



Training and Development for Businesses*

COVID-19 forced the community of owners to shut down, but DMVbrw partnering restaurants and foodservice providers were adversely hit harder. We partnered local churches such as Metropolitan AME and community coffee shops such as Culture Coffee Too with food service providers Pinke Eats and Dr. Ruby vegan meals with shared kitchen space options which allowed for business continuity.

Training + Professional Development for Restaurant Owners:

- Provide workshops showing restaurants how to get their businesses on a mobile platform using Restaurant Blueprint, through Wacif.
- Served as a site for the Department of Employment Services (Summer Youth Employment) since many students did not have a site to go to which resulted in high school students conducting marketing research for small businesses, conducting reopening surveys and writing copy on digital video.
- DMVbrw created Feeding DC's Finest Food Service Workers and since has provided over 400 families of hospitality employees nutritious meals.
- Conducted diversity and inclusion training for Martin's Tavern along with creating a community event for stakeholders.

Results:

- **300:** % of food business partnership increase over 3 year period.
- **200:** # of volunteers maintained commitment to promoting and supporting DMVbrw.
- **12:** # of black-owned spirit brands partnered and trained within the DMV resulting in orders from some of the longest standing restaurants in the region.
- **3:** The number of restaurant partnership lost in 2020.



DMVbrw

BLACK RESTAURANT WEEK

SIGNATURE PROGRAMS

Food & Beverage Education
Conference

Gala to Honor Black Chefs

Training & Development



DMV BLACK RESTAURANT WEEK & THE WASHINGTON INFORMER CHARITIES, INC. PRESENTS THE
@dmvbrw *1st Annual* @wicharities
Awards Dinner & Scholarships Gala
"CONVERSATIONS AND CUISINE OF THE AFRICAN DIASPORA"
FRIDAY, JANUARY 31, 2020 • 6:30PM
Ronald Reagan Building & International Trade Center • Washington, D.C.

🍹 COCKTAIL RECEPTION • 6:30PM - 7:30PM 🍹

Order of Program

Welcome
Introduction of Mistress of Ceremonies
The Occasion
Opening Remarks
Prayer
Dinner
Awards
Remarks

African Diaspora-Inspired Dinner Menu

APPETIZER
"Akara"
Chef Takeema Johnson
Keep It Tasteful @keepittasteful

ENTREE
"Poulet Yassa Occo Buco"
Jollof Risotto | Maafé
Chef Dadisi Olutosin
Plated Food Groupe @dadisiolutosin

DESSERT
"Pecan Dusted Puff Puff with
Apple Butter"
Chef Rock Harper
Rock Solid Creative Food Group @rockharper

ROCKSOLID
RONALD REAGAN BUILDING AND INTERNATIONAL TRADE CENTER
@rockharper @rrbite @AdminConciergeSvc

2020 was challenging for black-owned businesses in the DMV, especially our food service, beverage and hospitality businesses. Many black restaurants and other food service providers closed due to COVID-19 restrictions and employees received reduced hours or were laid off. PPP loans that were approved took 30 to 60-days longer to reach black-owned businesses than white-owned and PPP loans were denied black-owned businesses at twice the rate of white.

We know some of the business owners who closed in the DMV and who are struggled to keep their businesses. Therefore, DMV Black Restaurant Week 2020 was about RECOVERY.

Our 3rd Annual Food and Beverage Education Conference was held virtually for the first time! We brought government agencies, private companies and nonprofits together to spark innovation and to provide strategies to our audience. All business types in the industry were invited including hospitality, app creators, food bloggers and writers, chefs, cafes, tea and spice curators, food trucks, farmers, caterers – everyone – from all around the District, Maryland and Virginia so they can, themselves, create sustainable business models that include collaborations that make sense for the communities they serve and for their business goals and growth.

2020

2020 DMV Black Restaurant Week

THEME:
"The Power of Collaboration:
Recovery in the Midst of COVID-19"

REGISTER AT [DMVBRW.COM](https://dmvbrw.com)

DMVbrw
BLACK RESTAURANT WEEK
@dmvbrw @dmvbrw

(5 DAYS - VIRTUAL)

3RD ANNUAL FOOD & BEVERAGE EDUCATION CONFERENCE NOVEMBER 10 - 14, 2020

SPONSORED BY:



2020 Virtual Conference Speakers

DR. NAKIA WRIGHT

Stanley Jackson

ERNISHA HALL

LAFAYETTE BARNES

Pastor William H. Lamar

APRIL JOHNSON

KATHY HOLLINGER

Ntsiki Biyela

William Eric Linzey

Chef Rock Harper

sheldon scott

chef derrick wood

David Cabello

Christopher Bradshaw

Charese John

Pastor Sharon Anderson

Brent Kroll

Rodney Ruffin

APERANWORA

MELISSA GARDNER

Frederick Corder

ART GRAYSON

Rohit Mohaltra

Marie C Johns

Johnny Bailey

Juanita "BZB" Britton

caro blackman

jennene biggins

Stephanie Thomas

ANDRE WELLS

MARC FARRELL

ANTHONY EDWARDS



January 2020: DMVbrw held it's First Annual Awards Gala at the Ronald Reagan Building & International Trade Center emphasizing the Cuisine of the African Diaspora. The dinner honored black chefs from the past and present and over 120 attendees enjoyed a dinner of African, African-American and Caribbean-inspired cuisine curated by three DMV-area top chefs benefiting high school students studying hospitality and culinary arts.



2020 STATS

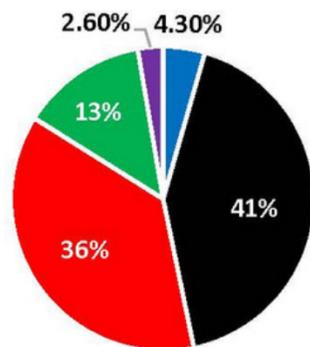
Theme:

"The Power of Collaboration
in the Age of COVID-19"

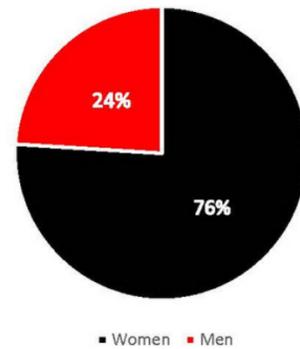
2020 DMVbrw EVENT STATS	GOAL	ACTUAL
• Participating Business Sign-Ups	75	90 <i>(20% over goal)</i>
• Education Conference Registrations	150	199 <i>(33.33% over goal)</i>
• Additional Followers (Oct. 1 (6,990) – Nov. 30 (9,421))	+1500	+2431 <i>(62.07% over goal)</i>

EVENT EMAIL STATS	Open Rate	Click-Thru-Rate (CTR)
DMVBRW Event Email Average (Industry Average)	29.67% (21.33%)	9.83.% (2.62%)

Website Sessions: 57,003 (+92% over 2019)
Website Unique Visitors: 43,269 (+89% over 2019)



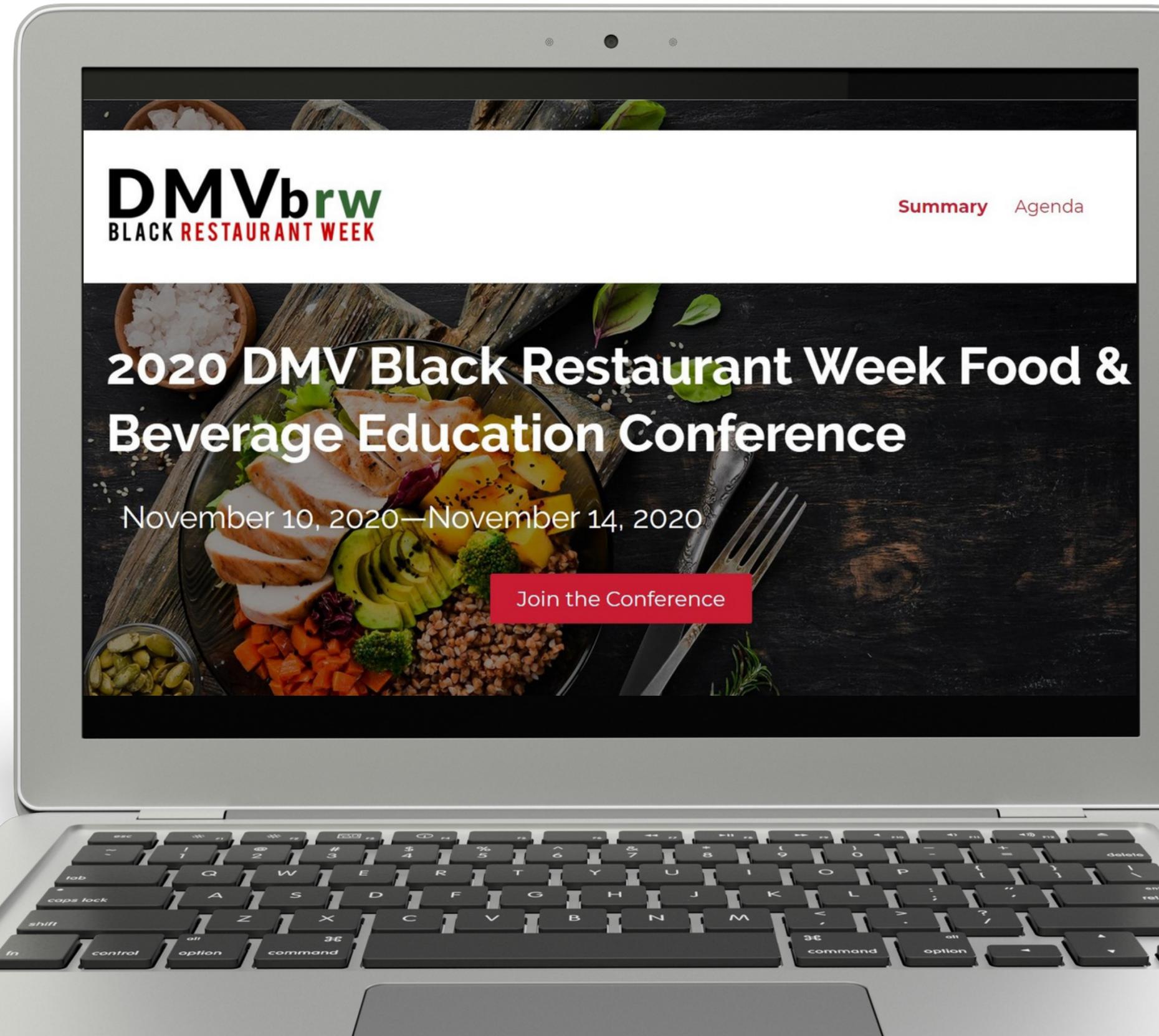
Demographics



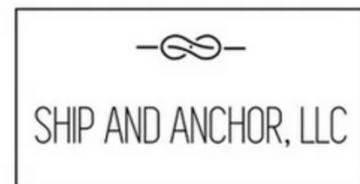
■ Women ■ Men

■ Age Range ■ 18-24: ■ 25-34: ■ 35-44: ■ 45-54: ■ 55-64:

Virtual Education Conference



SPONSORS & PARTNERS



EARNED MEDIA



wtop



WASHINGTONIAN



YAHOO!
NEWS

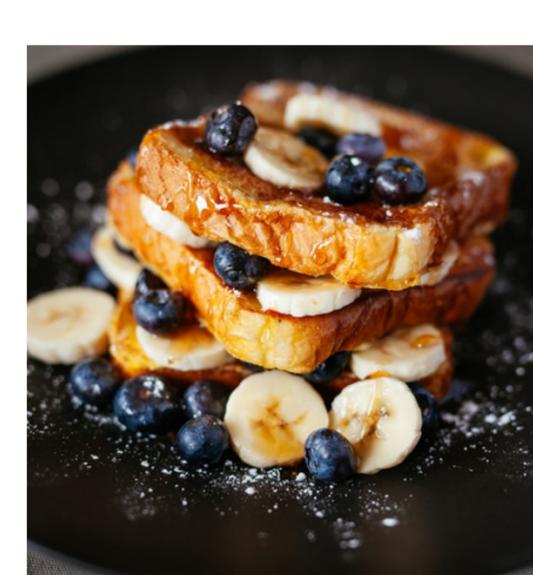


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FOOD & WINE



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WASHINGTON, DC
MURIEL BOWSER, MAYOR

Proclamation



DMV BLACK RESTAURANT WEEK

NOVEMBER 8 - 15, 2020

WHEREAS, established in 2018, DMV Black Restaurant Week aims to increase public awareness of Black-owned restaurants and food service providers located throughout the Washington, DC Metropolitan area; and

WHEREAS, DMV Black Restaurant Week is focused on the power of collaboration along with promoting the many businesses that are a critical component of our city and our region's broader food ecosystem; and

WHEREAS, support for Black restaurant owners and food providers is provided through access to resources, informational opportunities, and training for industry professionals, and our youth seeking careers in hospitality; and

WHEREAS, through an appreciation of the cultural diversity of our city, including many delectable cuisines, our Black-owned restaurants and food providers help to bring about a greater understanding of the influences of cultures from around the world—especially the African American community; and

WHEREAS, Black-owned restaurants and food service providers have supported their community by providing meals to seniors and first responders during the COVID-19 public health emergency; and

WHEREAS, with this recognition of DMV Black Restaurant Week, I ask Washingtonians to become more aware of the role that Black restaurant owners and food providers play in Washington, DC, and in fact, our region:

NOW, THEREFORE, I, THE MAYOR OF WASHINGTON, DC, do hereby proclaim the week of November 8 - 15, 2020 as **DMV BLACK RESTAURANT WEEK**, and encourage residents to seek out and support these establishments critical to our local economy and culinary landscape.



Get in touch with us

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DMV Black Restaurant Week

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2020 Event Management Services Provided By:
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