DMV Black Restaurant Week
powered by LOOP NOW, LLC

Impact Report

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.

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

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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

WHY DMVbrw?

In majority Black or Hispanic communities, most small businesses had fewer than twenty-one cash buffer days.

JPMorgan Chase & Co.
September 2019

43%

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

Goldman Sachs, September 2020

9%

In majority Black or Hispanic communities, most small businesses had fewer than twenty-one cash buffer days.

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 a 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.
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 struggling 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.
January 2020: DMVbrw held its 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.
Theme: "The Power of Collaboration in the Age of COVID-19"

2020 Virtual Education Conference

STATS

2020 DMVbw Event Stats

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<thead>
<tr>
<th>Event Type</th>
<th>Goal</th>
<th>Actual</th>
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<tbody>
<tr>
<td>Participating Business Sign-Ups</td>
<td>75</td>
<td>90 (20% over goal)</td>
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<tr>
<td>Education Conference Registrations</td>
<td>150</td>
<td>179 (19.3% over goal)</td>
</tr>
<tr>
<td>Additional Followers (Oct. 1 (6,990) – Nov. 30 (6,421))</td>
<td>1,950</td>
<td>2,241 (15.0% over goal)</td>
</tr>
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Event Email Stats

<table>
<thead>
<tr>
<th>Event Email Average Industry Average</th>
<th>Open Rate</th>
<th>Click Thru Rate (CTR)</th>
</tr>
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<tbody>
<tr>
<td>DMVbw Event Email Average</td>
<td>29.67% (21.13%)</td>
<td>9.83% (2.67%)</td>
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Website Sessions: 57,003 (+92% over 2019)
Website Unique Visitors: 43,269 (+89% over 2019)

Demographics

- Women: 34%
- Men: 66%
- Age 18-24: 12%
- Age 25-34: 36%
- Age 35-44: 21%
- Age 45-54: 13%
- Age 55+: 4%

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Get in touch with us

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