

# Planning for a COVID Winter

November, 17, 2020

on  
the  
FLY



# **Agenda**

- 1. Welcome + housekeeping + intros**
- 2. Best practices + case studies...and how they work for you**
- 3. New rules**
- 4. Panel discussion**
- 5. Q/A**

# Welcome to the Webinar

## Housekeeping

### Panelists:

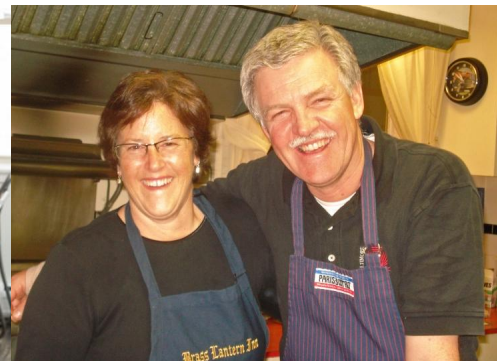
Matt + Caroline Corrente, The Arcadian/Haymaker Buns

Cara Tobin, Honey Road

George Lewis, Brass Lantern Inn

Sas Stewart, On the Fly + Adventure Dinner

Amy Spear, Vermont Chamber of Commerce (Moderator)



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# Best Practices

1. Reconsider Your Revenue Streams
2. Reimagine Your Customer Experience
3. Master COVID Communication
4. Evaluate Your Digital Footprint

# Reconsider Your Revenue Streams

- **Start at the beginning: what are the options you know?**
  - What may have not worked in the past, may work now
  - What are the things you've tried: takeout, specials, hours of operation
- **What are the new needs that you can meet?**
  - Your customers are also experiencing COVID, how can you meet their new needs?
  - Customers make less stops, tired of cooking at home, tired of being at home
  - Shifts we've seen: whole lodge rentals, change in takeout/dine in split, need for discovery of new
- **Know your numbers**
  - What you think your best seller is may not be! Adjust COGS for extra costs.
- **Diversify + adjust**
- **You'll probably need to do this more than once**

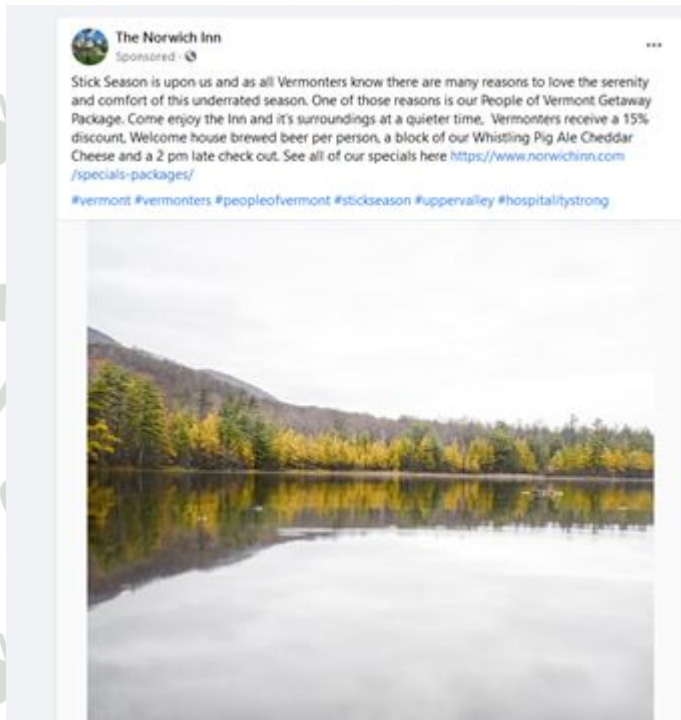
# Reconsider Your Revenue Streams: Case Studies



Shop from Home, Pick-Up Groceries and Essentials

How Does it Work?

1. Start by adding items to your cart from the categories below.
2. Once your order is complete, head to the check out and complete your order.
3. Stop by any time after placing your order, Wednesday - Friday from 12pm-6:00pm



# Reconsider Your Revenue Streams: Case Studies



## 11/13-Friday Family Meal- For TWO!

Friday Pick Up Time  
Please choose 1

Required

5pm

6pm

7pm

### Extras!

Add a Chef's Choice Cheese Plate +\$20.00

Add a Wine Pairing +\$30.00 >

 Add to Cart (1)

\$50.00

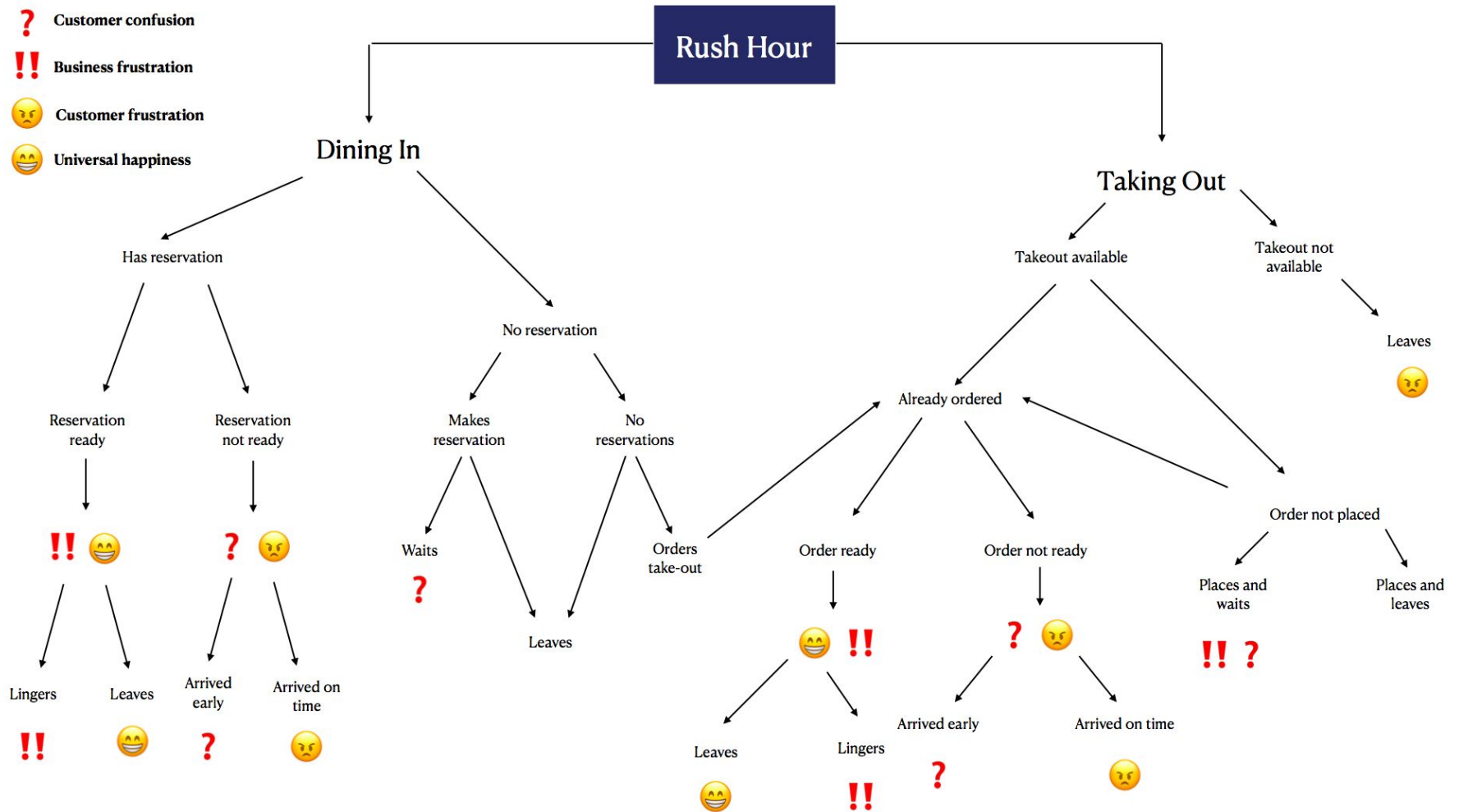
# Reimagine Your Customer Experience

## Start By Mapping Your Customer's Experience

- How does your customer find you? Online? Word of Mouth? Referral site?
- What are the options you give your customer--Dine in or takeout? Book now or book for the future?
- What happens next? Let's see:



-  Customer confusion
-  Business frustration
-  Customer frustration
-  Universal happiness



# Reimagine Your Customer Experience

- Map your customer experience--see what it tells you
- What are the pain points? Where are ways you can reinforce your own brand while guiding guests to do what you'd like to do?
- Design a new experience: Take-out / Check-in
- Be creative! We all want SAFE JOY!

# Reimagine Your Customer Experience: Case Studies

*Misery Loves Co.*

TAKE OUT MARKET BOTTLE SHOP THANKSGIVING GIFT CARDS

## Food & Drink for Now & Later

BOOK & BUY

JAY  PEAK

SKIING & RIDING

WATERPARK

THINGS TO DO

TRIP PLANNING

THE RESORT

SUMMER



## RELOCATION VACATION, WINTER EDITION

Make Jay home this winter with our new Relocation Vacation, Winter Edition promotion. Our 2-bedroom units are sold out but we do have some 1-bedroom options still available for a season-long winter rental (11/25/20 - 04/30/21). This promotion will also include 2020+21 Season Passes for 2 people. Book now with the option of a full refund right up to the start of the rental period.

Winooski Market and Delicatessen!

es to shop between our take home offerings, market, beverages, and made-  
id drink!

ir cart, and when you checkout, you'll be able to schedule a pickup time.  
ake a note, you'll have an opportunity before you submit your order.

# Master COVID Communication

## Set expectations for your guests:

- Give a clear picture to your guests of the new rules of engagement
- Show AND Tell, multiple times/ways

## Set expectations for your staff:

- What is the protocol if one of your staff gets sick?
- What is your protocol if a guest later tests positive for COVID?
- CDC + Health Dept. have guidelines, you give your team the power to know you've thought things through

# Mastering COVID Communication: Case Studies



## PHILO RIDGE FARM

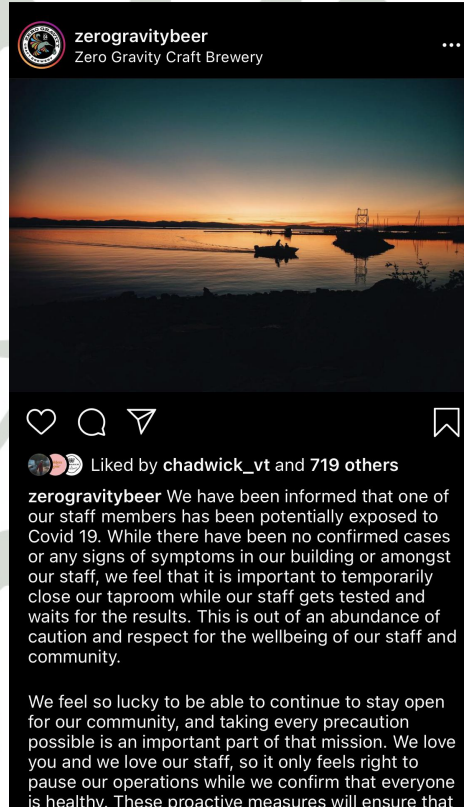
Dear Community Members,

**Philo Ridge** Farm learned today that a housemate of one of our employees tested positive for COVID-19. Our employee has had no direct interaction with the public or service staff, but upon learning of the result, we are moving quickly to notify our entire team and sanitize our facilities.

**Though none of our employees have tested positive at this time, we are cancelling our preview dinner for this evening.**

**We are not cancelling grocery pickup as the employee had no contact with this part of our operation.**

We are following all guidelines recommended by the Centers for Disease



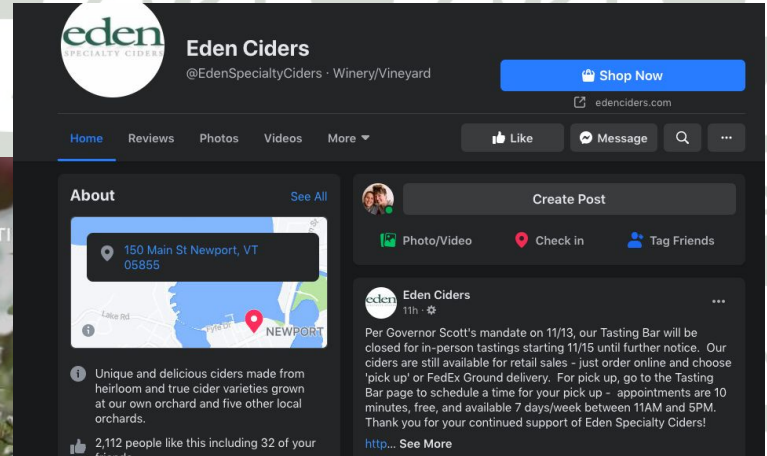
# Mastering COVID Communication: Case Studies



# Dig Into Your Digital Footprint

1. Your digital space is your own billboard
2. Websites can't be static anymore--people need information more than ever
3. Google business page is IMPORTANT, is yours updated?
4. Social media is your friend...because it's what people go to first

# Dig Into Your Digital Footprint: Case Studies



## Join Us for a Virtual Guided Tasting Session

New to artisan cider, or just wanting to delve a little deeper? Looking for a fun virtual event to share with friends, colleagues or family? With our tasting kits you can host your own tasting party, join one of our scheduled virtual tastings, or set up a personalized tasting with us just for your group.

FIND OUT MORE







# **Let's Get Real: The New Rules**



# **Panel Discussion + Questions**



# **Upcoming Webinars**

**Quick + Dirty Strategic Marketing**  
**Tuesday, December 8, 2020**  
**2:00 PM -3:30 PM**

**Understanding Your COVID Customer**  
**Tuesday, Dec 15, 2020**  
**2:00 PM-3:30 PM**

# THANK YOU!

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