



Resources for Restaurants and the Service Industry

- [List of restaurant and retail changes from the Downtown Business Association.](#)
- National Restaurant Association – [Coronavirus Information and Resources](#)
- [The Colorado Restaurant Association Policies and Protols](#)
- Renew your Food Safety & Sanitation (ServSafe) certification – The Cooking Studio staff are trained and available to recertify local restaurant and food service managers. Learn more at <https://www.the-cooking-studio.com/protraining/>.
- Promote delivery and carry-out services and encourage customers to order directly from the restaurant, instead of a third-party delivery service. If you do not have capacity to add delivery services on your own, consider [NOCO Nosh](#) as a local option.
- Use social media to share updates and promotions with customers
- Promote the purchase of gift cards to be used at a later time or send as a gift.
- Please note, Downtown Business Association gift cards are not available for purchase at this time while their staff works from remotely. Gift card purchases can be made directly from the restaurant or establishment.
- Contact the [Larimer Small Business Development Center](#) to chat with their restaurant, retail, and marketing consultants for free.

Article Series:

Chapter 1: [Taking Care of Your Staff](#)

- [How to Take Care of Your Staff During a Health Crisis](#)
- [Prioritizing Employee Health and Wellness Improves Retention](#)
- [How to Find Room in the Budget for Employee Benefits](#)
- [How to Help Your Staff Learn New Restaurant Skills](#)

Chapter 2: Communicating to Guests

- [How to Run a Targeted Marketing Campaign in Your Restaurant](#)
- [10 Examples of Awesome Social Media Marketing](#)
- [5 Ways to Convert Restaurant Searches into New Business](#)
- [Restaurant Marketing Plan](#)

Chapter 3: [How to Manage a Restaurant During Coronavirus - Managing Your Profits:](#)

- [How to increase Off-Premise Sales for Your Restaurant](#)
- [How to Create an Online Ordering Menu with Food that Travels Well](#)
- [Should I Use a Third-Party Delivery Service or Create My Own?](#)
- [Menu Engineering: Boost Your Menu Items' Profit and Popularity](#)

Chapter 4: [Sanitizing Your Restaurant](#)

- [How to Clean A Restaurant \(checklist\)](#)
- [How to Create a No-Fail Kitchen Prep System](#)
- [How to Avoid Common Restaurant Health Code Violations](#)
- [How to Train Staff on Cross-Contamination in Restaurant Kitchens](#)

This content is for informational purposes only and is not intended as legal, accounting, tax, HR, or other professional advice. You're responsible for your own compliance with laws and regulations. Contact your attorney or other relevant advisor for advice specific to your circumstances.