Manitoba Restaurant & Foodservices Association
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To: Executive Policy Committee.

From: Shaun Jeffrey CEO, Manitoba restaurant and foodservices association.

To Whom It May Concern:

I would like to thank you for the opportunity to speak on behalf of the restaurant and hospitality industry in Manitoba. As part of one of the most culturally diverse industries in Manitoba our industry was reduced over the last 18 months to take out and delivery business that resulted in the loss of many long standing local eateries, enormous debt loads and an uncertain future based on a estimated 5-8 year timespan to gain pre-pandemic levels of operation capital and ROI.

The previous 18 months resulted in 90% of our industry that has an average profit margin of only 4.5% left relying on 20% of their previous revenue stream to sustain their business.

A recent survey conducted by MRFA to restaurant operators showed that average restaurant has accrued $89704.00 in pandemic debt. The average yearly restaurant revenue in 2020 in Canada was $738,000 in retrospect at a 4.5% profit margin, the average operation with continue to operate at a loss for 2.69 years once we assume pre-pandemic revenues. As I mentioned earlier in the presentation we don't expect to operate at this level for a minimum of 5-8 years.

We have seen an 50% reduction in our work force and dedicated operators turned into cooks, delivery drivers and receptionists to assist in remaining sustainable during our recovery.

The time for forward thinking is now including a "continuing recovery grant" similar to other large city's such as Vancouver and Calgary to continue to support the restaurant industry in promotion of their business, update their business models and institute new ways to generate revenue to offset 18 months of loss revenue. Due to health requirements we continue to be the largest private sector that requires fully vaccinated patronage, keeping Winnipeggers safe.

**For this grant, eligible businesses or organizations are those required to adhere to the Manitoba Vaccine Passport , which includes proof of vaccination.**

Refer to the attached link:

https://www.calgary.ca/business-economy/investment-and-support/rep-support-grant.html

We recognize that collaboration is key and this was instrumental in the creation of a new hospitality coalition in 2022 that will partner with our municipal government to provide an accurate insight into the creation of these and any other programs required to keep our 1.52-billion-dollar industry on the upward climb through recovery and viable for the 42,000 Manitobans.