

Hard times for local business owners

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Right now, the coronavirus has put a halt on leisure activities such as seeing a movie, going to concerts and going out to eat. Because of this sudden pandemic, places that we know and love will be financially hurting. Big chain restaurants like McDonald's have enough financial security to pick themselves up after the quarantine has ended. However, what about small local businesses?

Restaurants operate on profit margins. Sometimes the amount may vary between being more than enough to just barely enough. Having this huge gap in normal sales is going to have a big impact, regardless of how prepared each establishment thought they were before this.

A lot of local businesses have temporarily changed how they sell food to their customers

by switching to take-out and/or delivery. This has decreased social interaction between people gathering and possibly spreading the virus. Along with switching to take-out or delivery, restaurants have kept special tabs of wiping all surfaces and keeping their personal hygiene on par.

It's important to remember that a lot of service workers are facing huge wage cuts or unemployment. It is encouraged that people leave a tip whenever you pick-up food because it helps the workers keep their job and livelihood.

Here are a few ways to help your local business survive in these stressful times:

Go out and pick up food. As long as the government allows us to leave our homes, you can pick up as much food as you want. If traveling is an issue, some restaurants are participating in "Meals on Wheels" or working with their local communities to deliver food to

shut-ins and elderly people who cannot leave their house. You can also order food online and pick it up. Or you can call and order in bulk, and freeze it when you get home. These businesses want to stay open, so they will do their best to satisfy your needs and expectations.

Buy gift cards and merchandise from a local establishment. Restaurants collect revenue as soon as the card is purchased, then they mark it redeemed once a customer applies it to a bill. If you are sitting on some extra cash, buy a gift card. If you are able to save that gift card for the future, you'll be helping your local business.

Again, tip the servers. They are getting hit with a big blow to their bank accounts now. When you go to pick up food, tip the cashier. A lot of people don't feel the need to tip on a to-go order, but now is the time to do so because it could be the deciding factor of them keeping their jobs or losing them.



The Rural Seed Restaurant located in Columbus, NC.