



### *Highlights of the industry*

The restaurant industry is about more than just meat and potatoes. We are a driving force in the state's economy. Our sales generate tremendous tax revenues while providing jobs and building careers for thousands of people. In addition, restaurants give back to their communities and are working to reduce their carbon footprint on the environment.

To give you a small idea of what I'm talking about, let me share some national statistics.

- The restaurant industry continues to be one of the nation's largest private sector employers, employing 12.7 million people.
- Restaurant industry sales on a typical day in 2010 total \$1.6 billion; \$580 billion in a year.
- In 2008, the average household spent \$2,698 for food away from home.
- 40 percent of adults agree that purchasing meals from restaurants, take-out and delivery makes them more productive during the day.
- 57 percent of adults say they are likely to make a restaurant choice based on how much a restaurant supports charitable activities in the community.

How about some numbers a little closer to home?

- In 2010, Ohio restaurants are projected to register \$17 billion in sales.
- Every \$1 spent in Ohio restaurants generates an additional \$1.14 in sales for the state economy.
- Every extra \$1 million spent in Ohio's eating and drinking places generates an additional 32.1 jobs in the state; and
- 9 out of 10 Central Ohio restaurants take part in charitable activities and charitable giving.

## ***Central Ohio Restaurant Association***

### ***Central Ohio Restaurant Association Foundation***

The Central Ohio Restaurant Association or, as we call ourselves, CORA--is proud to represent establishments that bring so much to our economy, our communities and our well-being in general. As the largest of the nine local associations that make up the Ohio Restaurant Association, CORA was established more than 50 years ago to have a positive impact on the nine-county region we serve.

Our mission is to:

- Promote a strong and innovative restaurant industry.
- Provide education, training, community involvement and networking events for our members.
- Enhance the industry's image locally, regionally and nationally through effective use of the media.
- To be proactively involved in political issues.
- And to maintain affiliation with the Ohio Restaurant and National Restaurant Associations.

We maintain the vision of supporting the restaurant professional who represents the largest private sector employer in our nation. *We must* do this in order to keep jobs in our state that are critical to our economic growth and development.

### ***Advocacy & Efforts***

Those in the public who know about CORA most often are aware of our restaurant members. That's good! We want people to know the many great establishments that have membership with us. But, we also have a great reputation as an organization that advocates on behalf of its members. Advocacy is a critical part of what we do.

Through the years, our involvement in city and state issues have brought greater awareness to our industry, and CORA takes great pride in knowing its involvement and coordinated efforts have had a marked positive effect on our communities and our economy.

Our voice has been heard in a number of areas that affect Central Ohio's financial landscape and quality of life. Areas like: the sign disclosure system, the smoking ban, minimum wage increase, convention sales and tourism—just to name a few. See? We really are more than just meat and potatoes.

We are community minded and politically active, getting in front of elected and public officials and letting them know that CORA and its members are entities that make significant contributions to our region.

In 2007, we formed our own Political Action Committee (also known as PAC) to work on legislative issues that directly impact our industry including trans fats, menu labeling and the Sick Leave Act.

Along with being politically active, we are committed to education.

- We have an OSU CORA chapter through the College of Education and Human Ecology – School of Hospitality Management.
- We have a Marketing Exchange Group that hosts meetings to introduce and discuss the importance of issues like crisis management, branding and how to attract new business to local restaurants.
- Being in the food industry, obviously food safety is a necessity to our existence. A large part of what we do involves educating members and even students on the importance of food safety. We are great promoters of ServSafe, a national training program that combines critical information, exclusive tools and real world resources so that restaurants can maintain the highest possible standards in food safety.
- We also work diligently to provide our members with the latest information on topics and political issues that directly involve the restaurant industry.

### *ProStart, Scholarships*

- Of course, being in this business, we are constantly looking ahead at what might happen within the industry and how to prepare for it. One of the ways we do this is by supporting young talent—local students who are looking to make the restaurant industry their lifelong career.

To this end, we are greatly involved in ProStart. It is a wonderful restaurant management program developed by the National Restaurant Association for high school juniors and seniors. Through education and mentoring, ProStart brings continuity and state-of-the-art education to prepare today's culinary students for their place in tomorrow's restaurant industry.

ProStart is offered in technical schools throughout the country. One of the primary responsibilities of the CORA Education Committee is to provide support and mentoring to the seven ProStart schools in our markets. These include C-Tec, Delaware Area Career Center, Eastland Career Center, Northwest Career Center, Southeast Career Center, **Southwester** Career Academy and Tolles Career Technical Center.

CORA has a liaison to each of these schools because we believe it is essential that we nurture and instill confidence in our young talent to keep our industry viable and maintaining its impact on our economy. We greatly encourage everyone to support our chefs and restaurant talent of tomorrow.

CORA is doing that through ProStart, and through the support of the Ian Adams Van Heyde Scholarship Fund. This fund was started by Nan and Steve Van Heyde in memory of their son, Ian. Ian had dreams of a culinary career and was studying for it when his life was cut short in an automobile accident. The Van Heydes established a scholarship fund in Ian's name, helping students to pursue post-secondary studies in the culinary arts, food management or restaurant management fields.

With various fundraisers on the calendar and generous scholarships like the one in memory of Ian Adams Van Heyde, in 2009 it became clear that due to CORA's tremendous community involvement—not only in advocating for the industry—but in conducting fundraisers to support our charitable efforts, we needed to establish a foundation to distribute funds and assist in fulfilling our philanthropic goals.

As a result, beginning in 2009, all funds were distributed to select charities by the *Central Ohio Restaurant Association Foundation through The Columbus Foundation*. This Foundation will guide future distributions to insure both impact and accountability of the funds raised.

The mission of this Foundation is to:

- Support efforts to help people enter and thrive in the restaurant industry; and
- To feed our community.

With the establishment of the Foundation, we have developed goals. These include:

- Establishing accountability for giving.
- Establishing accountability and reporting for fund recipients.
- Developing a giving process to the CORA Foundation; and
- Gaining recognition for philanthropic efforts of our industry.

## ***Fundraising***

CORA is very fortunate to host and participate in a number of fundraising efforts that lend credibility to our organization, bring about continued awareness of who we are and what we do within the community and, finally, to raise funds that help a number of local charities.

You've probably heard about some of our very popular community projects:

- We helped to establish the ***Columbus Food & Wine Affair Grand Tasting***—the most elegant and unsurpassed food and wine event this city has ever seen. Through this event, we are able to give thousands of dollars to a variety of worthwhile charities, including the WBNS-10TV Family Fund—a fund that since its inception has fed nearly a half million Central Ohio families. Of course, it wouldn't be very philanthropic of me not to give the Food & Wine Affair a plug and to encourage each of you to be there. ☺ So, put Friday, September 24<sup>th</sup> in your Blackberrys and get your tickets at [foodandwineaffair.com](http://foodandwineaffair.com).

- A sister event to the Grand Tasting is our *Columbus Food & Wine Affair Wine Enthusiast's Competition*. This is one of the largest competitions of its kind in the Midwest. That will be held 9 a.m. on Saturday morning, August 28. Again, I encourage you to go to our website to get all the details: [foodandwineaffair.com](http://foodandwineaffair.com)
- Next year, we will expand our Food & Wine Affair events to include a year-long series, including *Food & Un-Wine*, something new that invites you to relax and enjoy remarkable food and tempting libations in one of Columbus' most spectacular restaurants or venues. You'll be hearing more about this as we begin promotion in the months to come.
- Last year, the proceeds from our annual President's Dinner went to the Mid-Ohio Food Bank. Our annual golf outing, the CORA Classic, contributes its proceeds to the Ohio Restaurant Association Education Foundation. And, just this past March, for the first time, we participated with the Arnold Classic Sports Festival to make contributions to Nationwide Children's Hospital.
- Another of our popular fundraisers is *Food Fight 6-30* which is held—obviously—on June 30. This event is another way we are working to alleviate hunger in our community. With this event, participating CORA restaurants donate 5% of sales to Operation Feed. Every dollar raised equals two meals. It's a wonderful fundraiser that the restaurants love as well as their patrons. It's a win-win for both—and especially Operation Feed.

Of course, there are also the number of silent auctions and special events throughout the city to which our members contribute on an ongoing basis.

### ***Community Involvement***

We truly have a generous industry, and one that is consistently looking for ways to help in the community. Staying connected to our community is critical to the success of our mission. Because of this, we look for ways to be active in the areas where we live, run our businesses and raise our families.

We want our region to remain vital, so we have immersed ourselves wherever possible to contribute to the well-being of our communities.

- CORA is a member of ExperienceColumbus with a seat on the Tourism Committee.
- We are a member of the Columbus Chamber, actively participating in the Government Affairs Steering Committee and Small Business Council.
- CORA sits on Mayor Coleman's Healthy Choices Committee where we work to provide nutritional information through restaurants to help the public make healthier eating choices.

- We are a part of the 2012 Commission and have served on a wide range of committees for local elected officials and MORPC.
- Our own Bob Hines is co-chair of the Columbus Public Health Food Safety Advisory Council, and he is also on the Kitchen Cabinet of Operation Feed.
- We were a major sponsor of this year's KickButt Columbus, the intersection ramp cleanup project. CORA fed all 400 volunteers and had teams at the intersections. All of this was to raise awareness of the litter issue in these areas.

We can't overstate how valuable the restaurant industry is to our way of life and what they bring to the table—no pun intended.

I hope we've made it clear what a wonderful, generous, impactful, and economically needed industry we have in the restaurant business. We are happy to answer any questions and provide additional information. Thank you so much for letting us have a few moments of your time.