



# North East River Yacht Club

## Restaurant & Bar Survey

A vibrant full-service restaurant and bar at NERYC continues to be one of our organization's distinguishing characteristics and a great place for members to socialize. However, evolving changes in the club's demographics, increasing food and liquor costs, and the general state of the economy require periodic changes to the restaurant operation. The viewpoints of the membership on a variety of subjects is invaluable to the Board of Governors when changes are needed to ensure this membership asset remains financially and operationally viable for the long-term.

### Current Assessment

1. How many times do you usually eat at the restaurant or visit the bar during seasonal months?  
(May - October)
  - A few times a week
  - Once a week
  - More than once a month
  - Hardly ever (please specify why)
  
2. How many times do you usually eat at the restaurant or visit the bar during non-seasonal months?  
(November - April)
  - A few times a week
  - Once a week
  - More than once a month
  - Hardly ever (please specify why)
  
3. When you eat in the restaurant, what type of food do you normally choose?
  - Appetizer
  - Dinners
  - Sandwiches
  - Salads
  - Desserts
  - The Specials
  - Other (please specify)

4. Thinking about value for money, how would you describe the food in general?

- Good value for money
- Reasonable
- Poor value for the money

Please give reasons:

5. How would you generally describe the service in the restaurant?

- Excellent
- Good
- Fair
- Poor

Please give reasons:

6. When you visit the bar, what type of drinks do you choose most often?

- Beer
- Wine
- Mixed drinks
- Other (please specify)

7. Thinking about value for money, how would you describe bar services in general?

- Good value for money
- Reasonable
- Poor value for the money

Please give reasons:

8. How would you generally describe the service at the bar?

- Excellent
- Good
- Fair
- Poor

Please give reasons:

9. On average, how many of the Club's special events have you or will you attend this year?  
(i.e. Crab Feast, Sail Invitational, Commodore's Ball, etc)
- A select few
  - About half
  - Most
  - All of them
10. Is the cost of these events a factor in whether you attend or not?
- No
  - Somewhat
  - Yes
11. Is the menu at these events a factor in whether you attend or not?
- No
  - Somewhat
  - Yes
12. What changes, if any, to our current special events would encourage you to participate in more of them? Please specify
13. What additional special events can you suggest that the club should consider offering?  
Please specify

## Prospective Outlook

The days and hours of service that the restaurant/bar is open is a reflection of expected business. To maintain operational and financial viability, the restaurant/bar must attain a certain level of business on an annual basis. There are a number of paths to achieve this. Please indicate your preferences on a number of them.

1. During seasonal months (May-October), please indicate the days and arrival times you would likely visit the restaurant or bar given our current schedule:

- |                                    |                                 |                                 |                                 |                                 |
|------------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> Thursdays | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |
| <input type="checkbox"/> Fridays   | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |
| <input type="checkbox"/> Saturdays | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |
| <input type="checkbox"/> Sundays   | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |

What changes, if any, to our current schedule would encourage you to increase your use of the restaurant/bar during seasonal months: Please specify

2. During non-seasonal months (November-April), please indicate the days and arrival times you would likely visit the restaurant or bar given our current schedule:

- |                                    |                                 |                                 |                                 |                                 |
|------------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> Thursdays | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |
| <input type="checkbox"/> Fridays   | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |
| <input type="checkbox"/> Saturdays | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |
| <input type="checkbox"/> Sundays   | <input type="checkbox"/> 5:00pm | <input type="checkbox"/> 6:00pm | <input type="checkbox"/> 7:00pm | <input type="checkbox"/> 8:00pm |

What changes, if any, to our current schedule would encourage you to increase your use of the restaurant/bar during seasonal months: Please specify

3. If a decrease in the days and hours of service were required, what would be acceptable from your perspective. Please specify

4. I would support an annual member minimum for bar/restaurant/special events?

- Yes     No

