

**Project**

Ruddick/Wood Updates & Marketing

Seeking \$120,000 for material updates and marketing expenses

**Justification**

Since 2013, Ruddick/Wood has served as a cornerstone business in Newberg, with a focus on supporting the local community in various ways. We employ 20 - 35 people at a time, the majority being from Newberg or the surrounding communities in Yamhill County, and many have come from under-represented groups and at-risk communities; we focus on supporting local farms, winemakers, brewers, and distributors; we actively engage outside diners, wine tourists, and locals alike to attract them to downtown Newberg; and utilize various local vendors, contractors, and makers throughout the year. This ethos adds longterm economic stability to our partner businesses, attracts outside economic input, and keeps money circulating in the local economy.

Ruddick/Wood has also established itself as a leading employer in the local market, offering workers the opportunity for healthcare coverage; education benefits; fair wages; and a balanced lifestyle, all uncommon in the restaurant industry.

The COVID pandemic drastically affected our ability to maintain our full service, and forced us to reduce employment; limited our ability to make updates to equipment, furnishings, and workspaces; and limited our budget for marketing and other expenses. ARPA funding would allow us to catch up on some of these overlooked areas, make updates necessary to offer a comfortable and safe environment for guests and employees, and continue to work with other local businesses to serve the community as Newberg continues to grow. The principles on which we operate are not the cheapest route, and having to tackle big expenses out of reduced income threatens to have us make cuts in other places, most likely to some of these other local businesses as we would turn to more commodity markets for goods and supplies.

If selected as a grant recipient, Ruddick/Wood would use the funds to update our patio tables and chairs; replace or refinish our patio benches, planter boxes, flooring, and other worn surfaces; lightly remodel our dining room to allow more light, faster service, and more comfort; replace our indoor chairs; update our point-of-sale system, replace broken or out-of-date lpads, and update and expand our wifi coverage; replace or repair worn and outdated kitchen equipment, and expand our food preparation area; update our water heater; and provide for 12 months of marketing expenses, and purchase of merchandise for retail sale. All these improvements are necessary to stay functional and relevant as the business ages, and guest trends change in a post-COVID world.

If funded, we believe all work could be completed in an 18mo timeframe, which includes time for any necessary permitting and planning.

Ruddick/Wood focuses on local connections and would continue to do so through this process, working with local vendors and contractors as much as possible to keep the economic impact spreading close to home. We actively employ folks from marginalized communities both in house as well as as contractors and vendors, and welcome the opportunity to continue doing so during this rebuilding phase.

**ARPA Categories**

Ruddick/Wood qualifies under the following sections:

- 2.9 Small Business Economic Assistance (General)
- 2.11 Aid to Tourism, Travel, or Hospitality