

The Shameful Tiki Room

Vancouver location at 4362 Main Street

Established 2013

One owner, Rod Moore

5 to 6 full time, 6 to 8 part time (when open and operating at 100%)

Our customer base is very large, everyone from hardcore tiki nerds, first dates, last dates (!), birthday parties and sometimes even families with kids. We use Yelp for booking and our guests understand to make a reservation to ensure their time. We use social media (Facebook and Instagram) for promotions and communication.

Our sales were very strong pre-covid as we were almost always full. We are not a big venue at just 50 seats. Our sales have dropped to half while we were allowed to be open (due to occupancy and time restrictions) and next to nothing when ordered closed. Take away cocktails provide enough to move some product so we don't have to throw it away but the extreme short notice is very challenging and to be honest, illogical.

Government decisions - the extreme short notice of closures, such as the recent three week notice given *the day of* don't make sense and left us (like everyone else) scrambling to figure out how to deal with fridges full of perishable product. New Years eve is another example; next to no notice and restaurants with full bookings to 10pm (and all the food/drink inventory needed for such) only to hear we must know close at 8. All of this while at the same time stating that transmission isn't coming from restaurants!

Community contribution - we are a very popular spot in our neighbourhood as it provides a wonderful escape from those parts of life we occasionally need escape from. As far as travel restrictions go, I don't know that it's had a large impact for us. We do normally have a lot of guests who, while travelling, make it a point to come to our venue as they heard about it elsewhere.

Personal implications - the pandemic has had a heavy impact on me in every way. Regardless of anything, being open at 50% capacity has a large effect on profitability. With a location in Ontario as well (ordered closed most of the last year) it's been very difficult to hear the powers that be offer polar opposite directives from one province to the next. Watching some local Vancouver restaurants recently defy orders and open their doors has left me with some friends saying "good for them you should too!" and others saying "It's too soon to mutiny, stay the course!" When *is* the time to say "Ok, it's been long enough, I'm going to run out of money, I'm not doing this anymore!" I'm all for trying to do the right thing but what happens when my livelihood is in jeopardy? That scares me more than Covid to be honest.