

5 TIPS FOR EXPANDING YOUR OUTDOOR SEATING

Enhancing your outdoor seating area can be a game-changer for businesses. It allows restaurants to add extra seating to capture more revenue while offering guests an inviting space for relaxation, dining, or socializing.

This checklist will help ensure your outdoor dining hits all the marks and brings in business.

1. TAKE IT SLOW

Start slow and add a few outdoor seating options for diners then gradually build up to your desired patio space.

- Assess your current budget, space, and customer base.
- Begin by adding smaller outdoor seating options.
 - Sidewalk benches
 - Bistro tables
 - Two-tops



2. RESEARCH AND SECURE LICENSES AND PERMITS

Once you have your initial patio space conceptualized and sketched out, it's time to get approval from your city.

- Choose the correct outdoor seating permit for your business.
- Research any zoning rules, guidelines, and prohibitions.
- File applications and pay fees.
- Be aware of any additional licenses or permits needed as you expand.



3. INVEST IN THE CORRECT SUPPLIES

Your outdoor space must be functional while expanding your operations.

- Purchase or rent outdoor furniture suitable for your restaurant's style and climate.
- Install adequate lighting for evening dining.
- Ensure access to utilities such as electricity and water for outdoor seating areas.



4. MAKE YOUR CUSTOMERS COMFORTABLE

Ensure all guests can enjoy your outdoor dining experience.

- Install umbrellas, awnings, or other shading structures to provide comfort and protection from the sun and rain.
- Implement safety measures such as hand sanitizing stations and cleaning protocols for outdoor seating areas.
- Ensure that outdoor seating areas are accessible to all customers, including those with disabilities.



5. MARKET. MARKET. MARKET

Get the word out about your new patio dining to create buzz and drive consumers to your establishment.

- Consider hosting a grand opening event or offering specials to attract customers to the expanded space..
- Post on social media (Reels, Stories)
- Create a newsletter.
- Post eye-catching signs.
- Offer discount incentives for outdoor diners.

