

**Impact of Covid-19 on Full-service Ethnic Restaurants in Madison, WI:
Changes on Geographies, Operations, and Customers' Preferences**

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Abstract

The Covid-19 pandemic is a challenge for small businesses, especially for non-chain restaurants, because of the restrictions. To understand how the Covid-19 pandemic affected the geography pattern of full-service ethnic restaurants and how the effects are related to customer preferences changes, we used Madison, Wisconsin, as a case study. Through mapping the distribution of verified records of full-service ethnic restaurants in 2019 and the affected restaurants, divided by permanently closed, temporarily closed, and relocated, from 2020 to 2022, American restaurants and Asian restaurants near the capitol and campus area, are affected the most. The data from a public survey of Madison residents and interviews of Asian restaurant owners revealed that fear of infection and forcible policies directly related to dining in fewer times than before. Although online order platforms and government funding are usable strategies, they could be more efficient and impeccable. The overall negative effect of Covid-19 has not recovered in 2022.

Introduction

As Covid-19 continues to threaten people's health, the U.S. economy has not yet recovered since the beginning of the pandemic in 2020. According to the National Bureau of Economic Research (NBER)'s Business Cycle Dating Committee, the unemployment rate, and recessions in 2020 reached the highest peak since 1948: 14.7%. While small businesses contributed to 65.1% of total net jobs between 2000 and 2019, they are still negatively affected by the spread of Covid-19. Among the industries in the U.S., food and accommodation services have the highest negatively impacted rate (U.S. Small Business Administration Office of Advocacy, 2020). The total sales in the restaurant industry in 2021 is \$65 billion lower than that in 2019, and there have been 90,000 restaurants closed due to the covid pandemic (National Restaurant Association, 2022).

Ethnic food is defined as a traditional food whose recipes and cooking methods are originated in a foreign region (Kwon, 2015, p. 1). Research from Korede, Mamum, Lassalle and Giazizoglu (2021) illustrates that owners of ethnic restaurants felt depressed about the future of their life as they experienced the loss of income and employment resources during the pandemic (p. 5). One of the cases is "Salvatore's," a traditional Italian restaurant in Madison, Wisconsin, owned and operated by the DePula family since opening in 2011. First founded in Sun Prairie, a small city on the Northeast side of Madison, the DePula family expanded their business to 5 locations across Wisconsin, both in downtown Madison and the City of Monona. During the pandemic, they experienced a hard time staff shortage during the pandemic, and as a result, their young children started helping them in the restaurant (Bandstra, 2022). Because of the pandemic, they temporarily closed their 912 E Johnson St location in Madison. Under the Covid policies by the U.S. Center for Disease Control and Prevention (CDC), travel was restricted, causing less

“leisure-oriented temporary mobility” (Hall, 2004, p. 2) and leading to the cliff descent of sales from gift and souvenir stores. To some extent, the pandemic has gradually weakened the features of Madison, a city represented by local restaurants and souvenir stores.

The researchers of the present study have been residing in Madison, WI, since 2019. As witnesses of the economic recession in 2020, the present study focuses explicitly on how the Covid-19 pandemic affected the geographies and operations of full-service ethnic restaurants in Madison, and how the pandemic affected Madison restaurants’ customer preferences and behaviors. The area of our research covers the municipal boundaries of Madison, WI. Because full-service ethnic restaurants are the key objective of our research and most are a non-chained small business, based on National Restaurant Association statistics and Small Business Trends, we define the targeted restaurants and stores as having less than 50 employees and are single-unit operations. To make a better comparison, we use the year 2020 as a major breakpoint and divide the target into two directions: owners and customers. For business owners, we conducted interviews with several owners of ethnic restaurants to uncover how Covid-19 changed their business modes. Regarding customers, we select people who have stayed in Madison. Through a questionnaire, we collect participants’ demographic information, consumption habitats, and concerns about in-person store visits during these three years. We hope to use the data to estimate if their strategies and the recovered geographic mobility help them revitalize their businesses.

Site Setting

The research looks at local ethnic restaurants in Madison, Wisconsin. The geographic area of our research is the City of Madison, also known as the State Capital. As a result of its location between two lakes, Lake Mendota and Lake Monona, the boundary of Madison is in a diagonal “bone” shape from the Southwest to the Northeast. University of Wisconsin-Madison is west of the State Capitol. As thousands of students graduate here as well as abundant water sports and famous dairy products attract tourists, Madison has a special characteristic of high geographic mobility so that apartments and rental spaces for businesses are clustered in the downtown, while the houses far east and west side are for residents. There are three main business centers in Madison: the downtown and campus area, the West Towne Mall, and the East Towne Mall. Both two malls are owned by large properties in a uniform mode, and owners operate their businesses inside the buildings. In contrast, the State Street is a pedestrian street consisting of individual buildings with businesses on the first floor and residential housing on the upper floor.

The Capitol and surroundings are the oldest neighborhoods founded between 1850 and 1900. According to Long and Veroff (2007), the general immigration at the beginning of the 20th Century in Southeast was from Europe, represented by Germany, Italy and Norway (pp.7-8). Therefore, the building style in downtown business zones are similar with European styles, and ethnic restaurants are authentic and popular.

Because our research is heavily based on the chronological order and is a social-science issue, we divided the time slot from 2019 to 2022 into three parts: before March 2020; between March 2020 and June 2021; after June 2021. March 2020 is a significant month during which positive Covid-19 cases increased dramatically in the U.S. The University of Wisconsin-Madison announced the change of class mode from in-person to online meetings on March 12,

2020 (UW-Madison News, 2020). Campus buildings were locked in April so that faculties had an option to work from home (UW-Madison News, 2020). This time is marked as the beginning of Covid-19 in Madison area. Moreover, according to Order of Public Health Madison & Dane County (2020, p. 6), the seat capacity was decreased to 25% for in-person gatherings. June 2021 is the end of the restricted access to campus buildings and Chancellor Blank stated the resume of in-person classes and public visiting to campus (UW-Madison News, 2021). In Wisconsin, the government resumed dine-in food services in restaurants without masks required (The New York Times, 2021). The Order of Public Health Madison & Dane County (2021) allowed to resume the seat capacity inside a restaurant to 75% (p. 8).

Literature Review

Food-service industry is an essential part in a community as it leads to the major economic development. Except for the large chained fast-food restaurants, such as McDonalds, Wendy's and Chipotle, the local full-service restaurants represent a traditional culture of their cities and are the centers for citizens' social activities. While full-service restaurants provide stable job opportunities to local people, the general pattern of restaurants in a city or a town heavily relies on the demographic composition and the economic environments in the country. As the Covid-19 pandemic caused a serious economic recession, it negatively affected the full-service restaurants the most. According to U.S. Centers for Disease Control and Prevention (2020), Covid-19 is highly infectious through droplets and touching in a short distance. Restaurants are the areas with high concentration of talking and touching. Therefore, restaurants need to follow the mask and cleaning policies to prevent the spread of the virus and keep the employees and food safe. In the literature review, we will focus on three themes: (1) The determination of restaurants' location based on transportation and demographic characteristics. (2) The negative impacts of restaurants' business during Covid-19 policies period. (3) The possible strategies for restaurants to revitalize their businesses.

The determination of restaurants' location based on transportation and demographic characteristics

The analysis compares the common points and differences of socio-demographic characteristics in the whole United States and some specific states including Kentucky, Florida, and British Columbia, Canada, with Madison, WI, and how the geo-spatial models adapt to restaurants in Madison. Because food service is based on high geographic mobility, full-service restaurants are mainly concentrated on places including downtown streets, large shopping malls

and near recreation centers compared with fast-food chained restaurants in a more scattered distribution. According to Yang, Roehl and Huang (2017, p. 34), one of the essential aspects of selecting the location of a restaurant is transportation support. Because communities with a higher population density and higher income have a large group of restaurants (Yang, Roehl, Huang, 2017, p. 39), convenient and various transportation types are necessary for residents.

State Street in downtown Madison, WI, is one of the most popular commercial streets for residents. Looking back to the transportation history of State Street, the entertainment business containing bars and restaurants increased dramatically because of the development of streetcars and mobile vehicles at the beginning of the 20th century and rose to a peak in 2014. State Street now contains 35 restaurants and 6 bars (Fadelli, Mullendore, Nehls, Wein, 2016, pp. 39-40). The gravity model in Dock, Song, and Lu's article (2014) shows that seating capacity, with the similar menu prices, visibility, and availability of parking, are three variables to calculate the attractiveness of a restaurant's location (p. 207). State Street is composed of double-side pedestrian roads for tourists and college students, and bus routes, and public parking centers constructed from 1951 that can be accessed by foot (Fadelli, Mullendore, Nehls, Wein, 2016, p. 24). Similar as the restaurants along the Bardstown Road in Jefferson County, Kentucky (Dock, Song, Lu, 2014, p. 205), buildings along the State Street are in orderly traditional European style, the name boards hang outside the restaurants' door are visible to visitors. However, according to the projected restaurant growth map (Yang, Roehl, Huang, 2017, p. 43), the growth rate of restaurants in Madison metropolitan area before the Covid-19 pandemic are not as high as that in Florida and Texas as a result of a relatively small increase of population.

Different than metropolis and other state capitals developed on politics as well as international trading, Madison is a well-known college town. University of Wisconsin-Madison

is one of the most famous public universities in the U.S., which is composed of 47932 students enrolled and 24232 faculties (UW-Madison Facts, 2021). Although there are 7 bus routes from university center to the Hilldale Shopping Center in the far west, the State Street is more accessible by foot. Located on the west side of downtown Madison and the south side of Lake Mendota, State Street is one of the most convenient and busiest commercial zones for students and tourists to shop and eat (Fadelli, Mullendore, Nehls, Wein, 2016, p. 23). While State Street connects the campus Library Mall on the west end, the east end of the street is the State Capitol, which the change of the customer type from young, energetic students to professional businessmen and older government officers lead to the conversion of restaurant's types from bar and clubs to casual, upscale (Fadelli, Mullendore, Nehls, Wein, 2016, p. 50). Yang, Roehl and Huang's article (2017) proves such pattern of businesses' locations: neighborhoods that have residents with high-educational level and rental housing tend to attract more restaurants (pp. 39-41). With the flexibility of living with friends, most students in UW-Madison choose rental apartments and houses nearby besides living in residence halls on campus. University faculties and government officers also rise the general educational level. These two characteristics contribute to the demographic variables EDU_COLLEGE and RENTER_OCC in Yang, Roehl and Huang's analysis.

According to U.S. Census Bureau (2021), there are 77.5% of white alone residents in Madison, while the proportions of African American alone, Asian alone and Hispanic alone are 6.6%, 9.1% and 7.2%. Compared with New York City where white alone residents are 41.3% and 44.7% in Chicago, the race in Madison is less diversified. In Yang, Roehl and Huang's analysis (2017), the concentration of American and Italian restaurants is in direct proportion to a the rate of white population, and the geographic pattern of the ethnic restaurants, such as Chinese

and Mexican style, rely on population in the related race (p. 41). In the relation to the above analysis, Italian and American restaurants represented by Cento and Lucille are in the west and east side of the State Capitol.

The enrollment report from UW-Madison Office of Registrar (2022) states there are 7330 international students enrolled in fall 2022-2023, which China, India and Republic of Korea are the top 3 number of enrollments. However, it is still a small number to form an Asian community. Asian restaurants are clustered in the State Street providing service for Asian students, few scatter in the southwest of Monona Bay and east of State Capitol. In contrast to the discrete distribution of Asian people in Madison, the longer and more consolidated settlement of Asian people in Vancouver, Canada, constructed the base of a social-segregated Chinatown later (Anderson, 2005, p. 583). In the history, the local government in Vancouver published laws and regulations to oppose the settlement of Chinatown arguing that areas containing Chinese have worse sanitary conditions than whites, but there is no evidence to show that Chinatown spread a disease (Anderson, 2005, pp. 587-589). This stereotype is similar with the opinion today that China is a cluster of fatal viruses including Covid-19. Fadelli, Mullendore, Nehls and Wein's article (2016) focused more on the relationship between the transportation development and local businesses in Madison, but their research has not covered the racial bias issues and Asian's settlement. Therefore, it is essential to find out if the businesses of Asian in Madison, especially Chinese cuisine, is affected by discrimination during the pandemic through the further interview with owners.

The negative impacts on restaurants during Covid-19 policies period

The COVID-19 pandemic has had an unpredictable impact on people in all countries of the world. The way people live and behave has been changed. The United States is one of the

countries most affected by the pandemic. “The latency of the virus and a relative lack of countermeasures in the early stages of transmission resulted in more than 100,000 deaths and 1.7 million cases in the country as of late May 2020.” (Yang, Liu, Chen, 2020, p. 3809) And these are conservative numbers. The real numbers may be worse than that. Eating and drinking has always been a human problem. The pandemic has had a direct impact on people's eating habits. Because restaurant is a great social occasion, in the restaurant, people can eat food from different regions of the world. And eating in a restaurant can save time and facilitate social interaction. In Madison, there are many Chinese restaurants and other Asian restaurants. They have also been hit hard during the coronavirus pandemic. Governments in different parts of the United States have issued several laws to limit social distancing. These laws reduce the risk of infection by prohibiting consumers from eating in restaurants. These methods minimize the spread of the virus, but also harm the restaurant management and revenue. A restaurant is a place composed of consumers and operators. The following will analyze the impact of COVID-19 on restaurants from the perspectives of consumers and operators.

Consumers come to restaurants and pay money. And the cost of spending money in a restaurant is higher than at home. During the COVID-19 pandemic, most people's income has been affected. "The operation of many businesses was expected to be disrupted to some among in terms of decreased Revenue, temporary closure, increased layoffs, or increased furloughs.” (Wang, Wei, 2021, pp. 536-537) As a result, many people cannot even secure a job. It's harder for these people to have extra money to go to a restaurant. Consumers may opt for cheaper restaurants if they go out to eat. Fast food is a relatively good choice. At McDonald's, you might be able to eat for seven or eight dollars. But in a fancy restaurant, seven or eight dollars is the price of a drink. “Consumers’ preventive behavior refers to avoiding dining out in restaurants to

minimize personal contacts. Perceived susceptibility captures the perceived risks and chances of becoming infected with COVID-19.” (Yang, Liu, Chen, 2020, p. 3813) These psychological conflicts can leave consumers choosing between good food and the risk of infection. Most people would probably choose not to go to a restaurant. The novel coronavirus is a very transmissible virus. Many consumers from large families worry about the risk of infection from eating in a restaurant. Because they are afraid of spreading the virus to other members of the family. Especially consumers with elderly and children in their homes. They think more about the risks of eating out. And it's cheaper for these consumers from large families to cook at home. This article focuses on Asian restaurants in Madison. Most of the customers at these restaurants are also from Asian backgrounds. Asian Americans are dealing with the coronavirus differently than other ethnic groups. “Asian Americans are more likely to follow government policies regarding social distancing. Asian Americans tend to have higher perceived risks and severity due to the exchange of health information in their ethnic community.” (Yang, Liu, Chen, 2020, p. 3815) As a result, Asian-Americans mostly don't go to restaurants. They make some food at home. Finally, the restriction of social distancing will also affect the dining experience of consumers. Some restaurants require only two people per table at a time. That has forced some consumers to eat separately. And many restaurants have dividers and hand sanitizer between tables. It all makes consumers feel like they're in a chemistry lab. All these changes will make consumers feel uncomfortable and give up eating in restaurants.

Besides consumers, another part of the restaurant is the operator. The coronavirus pandemic has hit restaurant operators even harder. “Restaurants can be generally divided into two types, limited-service restaurants and full-service restaurants.” (Yang, Liu, Chen, 2020, p. 3814) Limited-service restaurants can also be called fast food restaurants. The food in this restaurant is

suitable for take-out. Fast food has been more resilient than full-service restaurants during the coronavirus pandemic. Many fast-food restaurants offer drive-through and takeout services. Consumers don't need to go into a restaurant to get food. This reduces the risk of infection from eating in restaurants. And these fast-food restaurants are more affordable. In contrast, limited-service restaurants have been relatively less affected by the pandemic than full-service restaurants. Most Chinese restaurants in Madison are full-service restaurants. These restaurants are also small businesses in a way. “A region’s economic, social, and demographic vulnerability is significantly associated with small businesses’ reduction in revenue and operation, as well as a negative perception of recovery and overall impacts of covid-19.” (Wang, Wei, 2021, p. 553)

How these small businesses respond to these crises depends on their business, location, and local government support. During that time, the restaurants have had to cut open hours and lay off workers. These full-service restaurants are going to see a big drop in revenue. They also must pay rent and a host of other fees. These restaurants must keep their ingredients supplied if they're going to stay open. These are big challenges. These restaurants have a long way to go to get through these difficulties. “Small-business owners are particularly impacted when disaster strikes—they are impacted as business owners, and also as private citizens.” (Wang, Wei, 2021, p. 554) But confronting racism may be a bigger problem for Asian restaurant operators. The coronavirus pandemic has magnified problems between races and the gap between rich and poor. The covid-19 pandemic has highlighted and exacerbated the well-defined inequalities within society. Most Asians and Asian-Americans belong to the upper middle class of society. And Asian Americans have always been outside the mainstream of American culture. “Conservative elites in the US radicalized the pandemic, referring to the coronavirus as the “Chinese flu” or the “Wuhan virus.” Existing research suggests that this linking of the viral pandemic to a social

group will “activate” anti-Asian attitudes in the mass public, helping bring those attitudes to bear on behaviors and attitudes related to COVID-19.” (Reny, 2020, pp. 219-210) Prejudice against Asian ethnicity can also be reflected in visits to Asian restaurants. Researchers have found that visits to Chinese restaurants and Chinatown in major US cities have dropped significantly during the coronavirus pandemic. Some Asians in the United States have been subjected to psychological or physical violence. Researchers have found that visits to Chinese restaurants and Chinatown in major US cities have dropped significantly during the coronavirus pandemic. For a while, it was hard for non-Asians to eat in Asian restaurants. This is another blow to Chinese restaurant operators. Some Asians in the United States have been subjected to psychological or physical violence. There have also been incidents of violence against Asians in Madison. Last year, a Chinese student at the University of Wisconsin was violently attacked on state street. So, it's an important challenge for Asian restaurant operators to protect their own safety and the safety of their families.

The above content analyzes the negative impact of COVID-19 on restaurants from the perspectives of restaurant consumers and restaurant operators. The impact of COVID-19 on small businesses like Chinese restaurants has been huge. Hatred of Asians is also on the rise. The next section will focus on what strategies these restaurants are using to revitalize their businesses.

The possible strategies for restaurants to revitalize their businesses

In the past two decades, the United States has faced terror crises, natural disasters, virus epidemics and more. But none of these disasters has upended many industries. Nor has it led to mass layoffs and closures in many industries. But this COVID-19 outbreak is different. (Norris, Courtney, Taylor, 2021, p. 132) In the face of this aggressive virus, each country has come up

with different response measures and strategies. Patient isolation, wearing masks, vaccination, social distancing, and nucleic acid testing are all solutions that humans have come up with in the face of COVID-19. The restaurant industry has been hurt tremendously during the coronavirus pandemic. Almost all the restaurants were damaged. “Restaurants are now faced with mounting expenses and limited revenue due to mandatory closures of dining rooms.” (Yost, Elizabeth, Kizildag, Ridderstaat, 2021, p. 1) Next, we will help the restaurant overcome the crisis of COVID-19 from three aspects: government subsidies, changing the original business model of the restaurant and reshaping the social relationship of the restaurant.

During the coronavirus pandemic, governments in almost every country in the world have introduced stringent measures to stop the spread of the disease. Closing public places is one of them. There are two sides to every coin, and such strict measures have effectively contained the spread of the epidemic. But it's also hurting the restaurant business. Restaurants are the public places where people go most often. Many restaurants were forced to close during the pandemic. The rest of the restaurants that are still open are having a hard time hanging on. This is the time for government departments to show their role. “For disastrous events, public policy instruments are of utmost importance for precautionary planning in order to shield the region against crisis, for mitigating the worst impacts, and for transforming and reorientation the region to recover.” (Wang, Wei, 2021, pp. 531-532) Restaurant managers should organize for a government aid package. For example, the rent and utilities of the restaurant are reduced. Madison is a college town and a tourist town. Madison is also the capital of Wisconsin. It has plenty of natural beauty and historic buildings. State Street, next to the State Capitol, is the place to clock in. There are restaurants from all over the world on State Street. During the pandemic, schools changed their teaching models. Students can study online. This made the bustling State Street a lot quieter.

Wisconsin's government could help revive Madison's tourism industry. The government can drive economic development through tourism. According to Sardar's article, the optimizing value is the empowerment and welfare of local communities through tourism. (Sardar, 2022, p. 4)

When tourists come to Madison for sightseeing, they naturally come to the restaurants. That brings in some revenue for local restaurants.

Besides relying on the government, restaurants also need to change their business models. The restaurant needs to transform to survive. The food delivery industry has grown in popularity during the pandemic. Although the quality of food deteriorates after packaging, it can reduce the contact between people. Many fast-food restaurants adapted well to such eating patterns before the pandemic. "But for others such as fine dining, where delivery or carry-out were never a part of their business model, the task seemed insurmountable." (Norris, Courtney, Taylor, 2021, p. 137) This is the problem with Chinese restaurants. Chinese food is hard to pack away. But to survive, these restaurants need to overcome such difficulties. They can try to transform some of the packaged dishes. Many restaurants offer some alcohol service. Many restaurants turn into bars later in the day. In the Madison area, bars have been a major focal point for the spread of the virus. According to Harris, restaurants and bars are very important vectors of virus transmission. But centrally located cluster of bars appeared to be a significantly greater vehicle for propagation of the virus than restaurants in a particular university-based outbreak. (Harris, 2021, p. 9) And many of the cases are concentrated around state street, where there are many Chinese restaurants. So, these restaurants can cut hours and suspend alcohol service at the same time. This can relatively reduce the risk of transmission. Many Asian restaurants are not very hygienic. But they must pay attention to these things after the pandemic. "The staff members wearing masks, disinfecting hands at regular intervals, wiping tables and chairs after guests left and keep the

restaurant clean.” (Alam, 2021, p. 9) Consumers will pay more attention to restaurant hygiene than before. Therefore, restaurants need to make consumers feel at ease in these ways. In Taylor's article, he also offers many suggestions such as transforming the restaurant into a pop-up market, changing some of the old menus, adjusting the opening hours, etc. (Norris, Cortney, Taylor, 2021, pp. 133-143) Yost, in another article, also talks about the need for restaurants to offer new, low-priced menus, preserved cash flow, rebuilt of dining room to accommodate covid-19 policies. (Yost, Elizabeth, Kizildag, Ridderstaat, 2021, pp. 2-4) These are all ways that restaurants can use of changing the old business model. In addition to these ways of changing the old business model. These restaurants also need to reinvent their social relationships. Restaurants need to help their employees during this difficult time. In the case of Darden Restaurant, executives voluntarily cut salaries and paid for emergency medical expenses. All of this makes employees trust the restaurant more. (Yost, Elizabeth, Kizildag, Ridderstaat, 2021, p. 3) Also, these Asian restaurants can band together to help each other. “The restaurant industry is one where friends are also rivals but when the pandemic began closing restaurants, many were at a loss for what to do or how to proceed and phoned a friend who was in the same situation.” (Norris, Cortney, Taylor, 2021, pp. 133-143) They can play their own advantages together and jointly launch some packages to attract customers. Asian restaurants have a fixed clientele. They need to maintain good relationships with their communities during the pandemic. When there is some extra food, they can share it with the community and church for free. Restaurants can also do some surrounding gifts to consumers. This will help them maintain their relationship. Restaurants are vulnerable to the coronavirus pandemic. But restaurants may be able to weather the storm in the way above. Restaurants need to take advantage of government support. They also need to change their old business model. Finally, they need to rebuild their old social

relationships. The restaurant is as helpful to its employees, customers, and community as possible.

Methods

I. Map comparison

The maps in our research compare the geographic location of restaurants. The thematic map is a dot distribution classified by ethnic types in 2019. Each dot represents a restaurant. There are zoomed-scale maps for areas that have a concentration of restaurants. We collected the data from Data Axle Reference Solutions database which archives business information in the U.S. and Canada. Through the advanced search function by a geographic area and business type, it generated a list of verified businesses. We also retrieved the data of closure and relocations of restaurants in 2020, 2021 and 2022 from the last question in our public survey, Madison Magazine, and Wisconsin State Journal, which help us supplement missing records in the dataset. For the ethnic types of restaurants in Madison, we used categories from The Real Yellow Pages. Ethnic types include American, Asian, Latino, Mediterranean, European, Hawaiian, Middle Eastern and no records.

II. Public survey

The purpose of the public survey is to determine the how the changes of customer's behaviors during the Covid-19 pandemic affect the restaurants. We divided our participants into 4 categories based on characteristics of residents in Madison and their time living here. The first

two groups are students and faculties or staff at UW-Madison because they represent the racial diversity in Madison, and most of students live in rental housing around downtown and campus area. Staff and faculties are the group with a high educational level. The third group is the residents in Madison who live with one or more family members, and the last group is the temporary visitors or tourists. Different than the previous three groups, although tourists stay in Madison temporarily, tourism is also an essential contribution to Madison's restaurants.

All the participants in the survey signed a consent form to protect their privacy, including their full names, email addresses and local addresses. We constructed the survey through Qualtrics by UW-Madison account in the format of multiple questions, text entry and distributed it through the social media Wechat, Reddit and email list of the geography department to reduce the racial bias. The first block of the survey is demographic questions, including basic information of age, gender at birth and race. The fourth question asks the residential identity, which is the four types we mentioned in the previous paragraph. The fifth question inquires the period when participants live or visit in Madison, and the options are the time slots identified as before March 2020, between March 2020 and June 2021 and after June 2021. Based on this answer, we divided the following questions into three branches. If participants choose the option before 2020, then they will enter the Question 6, 7 and 8 about their restaurants' preferences. Question 6 asks the frequency of eating in a full-service, dine-in restaurant before March 2020 and Question 7 allows the text-entry of their three favorite restaurants. If participants do not choose "Never" in Question 6, then they will select three ethnic restaurants they visited the most. The result would be calculated as the popularity of full-service ethnic restaurants by customers' racial groups in the map.

For the group who choose the option “Between March 2020 and June 2021” in Question 5, they will answer Question 9 and 10. Question 9 also asks the frequency of dining in full-service restaurants, but the time is during the period of mandatory Dane County public health orders. We used the result to construct a bar chart to compare with the result before Covid-19. To get more details, Question 10 provides several options of people concerning about dining in a restaurant during the peak of the increased cases. The data represents factors that changed customers’ behaviors, which is used to compare with Question 6 to find out the subjectivity from customers regarding to Covid-19 that directly negatively impacted restaurants’ profits. Question 11 is for participants who choose “June 2021” with the same question about frequency to dine in a full-service restaurant, which indicates the overall trend of visiting among two years. The last three questions are for people who have lived in Madison since March 2020. From customers’ perspective, they answer how satisfied they were to the changes in the Madison’s restaurants after the lockdown in Question 12. The next question focuses on how customers build the communication connection with the restaurants’ owners. We constructed these two questions based on research results from Norris, Taylor Jr and Taylor’s article (2021) in our literature review session. The last question is in an open-text form. To analyze the results, we categorized them and created charts in the results section. We appended the full survey form in the Appendices section in the paper (Appendix C.).

III. Interview

The purpose of the interview is to collect the personal experiences from restaurants’ owners in Madison, which helps us analyze how they form the ethnic food culture in Madison and overcome the difficulties during the pandemic. The interviewers are owners or employees

who worked in the restaurant before or during the covid-19 pandemic. Due to the limitation of interview acceptance, the ethnicity is mainly focused on Asian restaurants. We held the interview through face-to-face talking, online meeting, and phone calling. The first two questions contain the basic information of the established year, the number of employees, and the reason why the owner chose the location and the motivation of opening the restaurant. The next three questions ask about the influence, concerns about marketing changes and communication changes with customers during March 2020 and June 2021. Based on their answers, we can compare with each restaurant to find out how geographic mobility and preferences are related to their business modes. The last two questions focus on how effective the programs could support the restaurants if the owners received any federal assistance and if their businesses got better after students returned on 2021. All these questions are related with the public survey, but they are from different perspective. The interviewers signed the privacy consent form before the interview, and we did not leak their personal information in the paper. As some owners or employees might not speak English, we use Mandarin to communicate and translate the transcript for some Chinese restaurants to ensure the information accuracy. We appended the full interview list and transcripts in the Appendices section (Appendix D, Appendix E.).

Results

I. Location Analysis

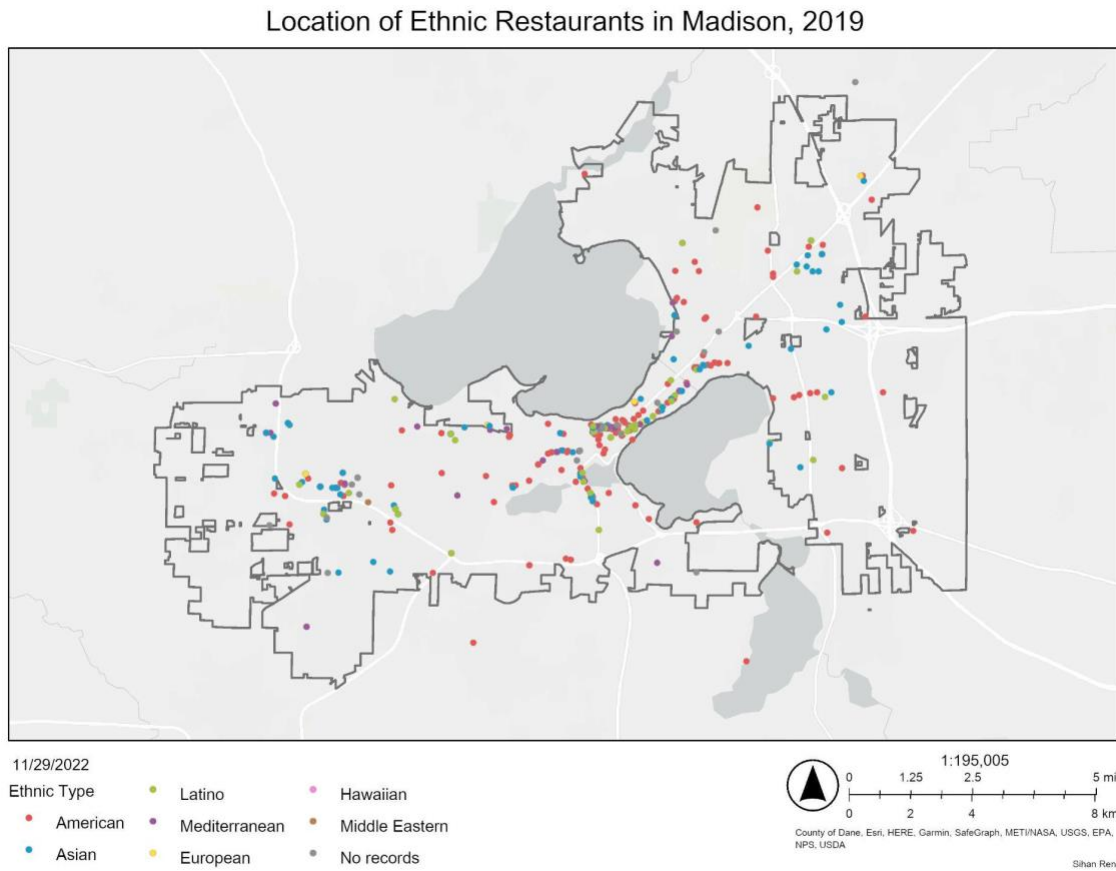


Figure 1.1: Shows the location of Ethnic Restaurants in Madison, 2019

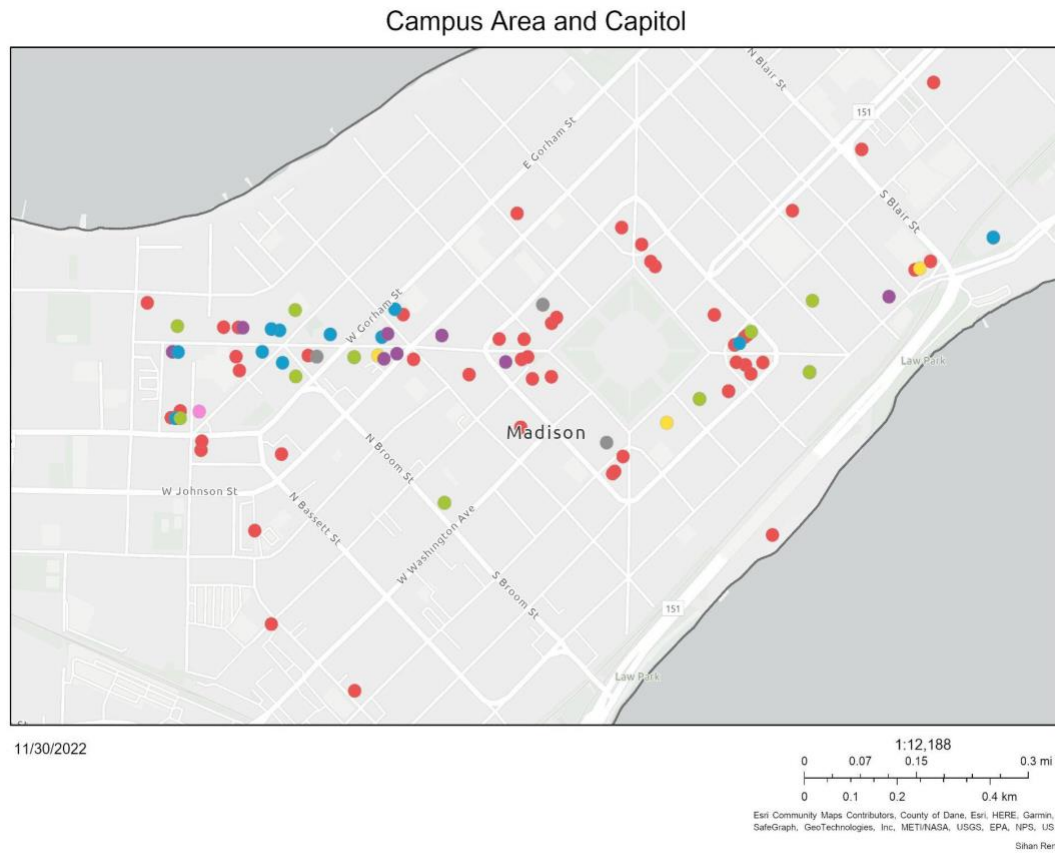


Figure 1.2: Shows the location of Ethnic Restaurants around Campus and Capitol area.

We retrieved 359 historical records of full-service restaurants and drinking places from Data Axle and verified their ethnic types from The Yellow Pages and Google Maps. Fig. 1.1 shows the general locations of each restaurant opened in 2019, and Fig. 1.2 zooms in on the details of the overlapping points in downtown Madison. These two maps indicate three clusters of ethnic restaurants: around the State Capitol and campus with an extension to the Monona Bay, the West Towne Mall, and the East Towne Mall. Also, these restaurants prefer to choose their locations along the central road, such as W Beltline Highway, State Street, E Washington Avenue, S Park St, and S Stoughton Road. American local restaurants, including cafes and grills, contribute 44.29% of the total, and the proportion of Asian restaurants is 24.23%. Compared with the scattered pattern of American restaurants which cross over the municipal boundary of

Madison, Asian restaurants are more reliant on large marketing places with larger customers' volumes. In Fig. 1.2, 10 Latino restaurants and 8 Mediterranean restaurants also located in Downtown Madison to diversify the food culture.

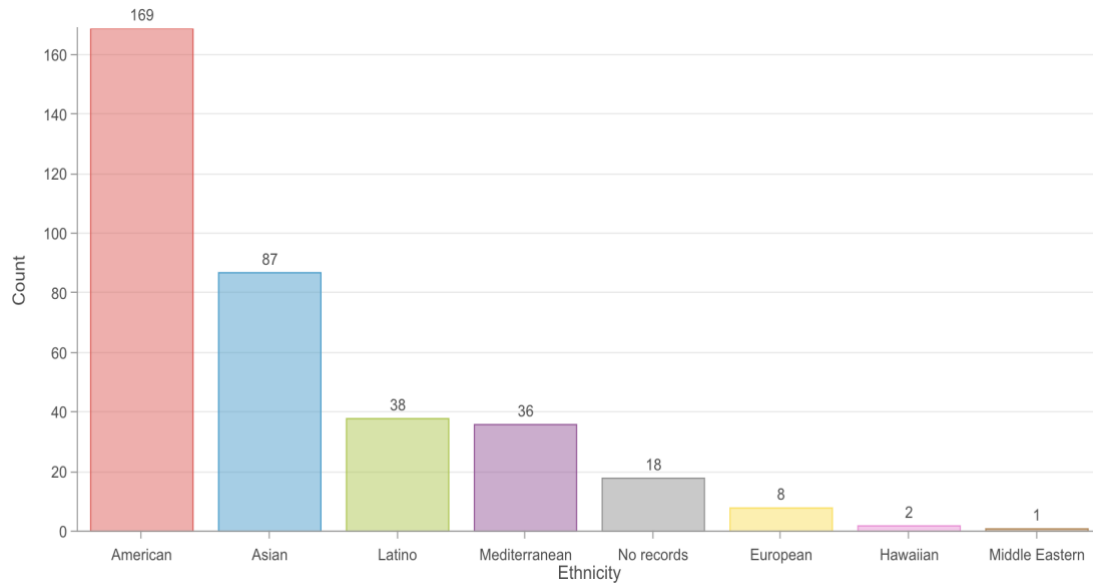


Figure 1.3: Shows the number of ethnic restaurants in the Madison area in 2019

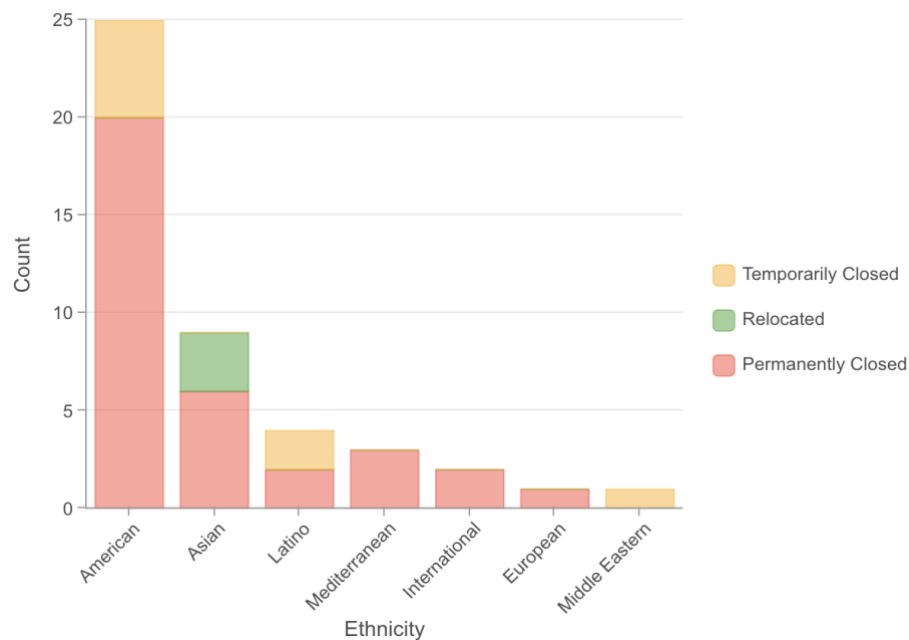
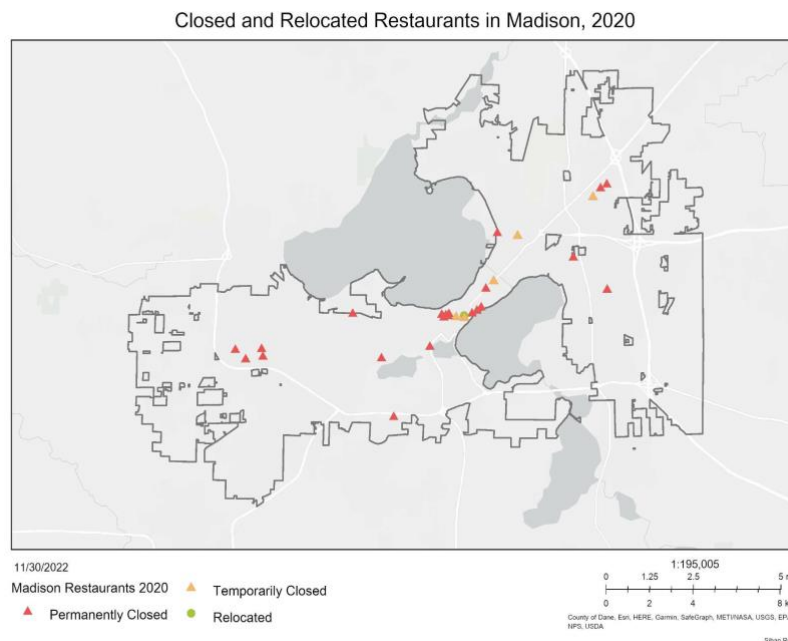


Figure 1.4: Shows the closing status of ethnic restaurants from 2020 to 2022.

Fig. 1.4 is a bar chart in a stacked series showing the closing status of 45 ethnic restaurants impacted by Covid-19 pandemic from 2020 to 2022. Compared with Fig. 1.3, which reveals the numeric data in 2019, Fig. 1.4 follows the same sequence in X-axis and the data are in the same pattern. Analyzing through each ethnicity horizontally, the number of affected restaurants falls dramatically from 20 permanently closed and 5 temporarily closed American restaurants to 6 permanently closed and 3 relocated Asian restaurants, but the number declines level off from Latino restaurants to Middle Eastern ones. In the vertical comparison between Fig. 1.3 and Fig. 1.4, the number of permanently closed restaurants is in the direct proportion to that of the total number in 2019. However, Mediterranean restaurants face slightly more challenges than Latino restaurants that permanently closed 3 restaurants and have no record of temporarily closed restaurants. Specifically, three relocated restaurants in our records are Asian. Rollplay moved from 449 State St to 3241 Garver Green Suite 115 in 2022. Double-10 Mini Hotpot relocated from 1272 S Park St to 600 Williamson St, and Umami Ramen & Dumpling Bar moved from 923 Williamson St to 27 E Main St.



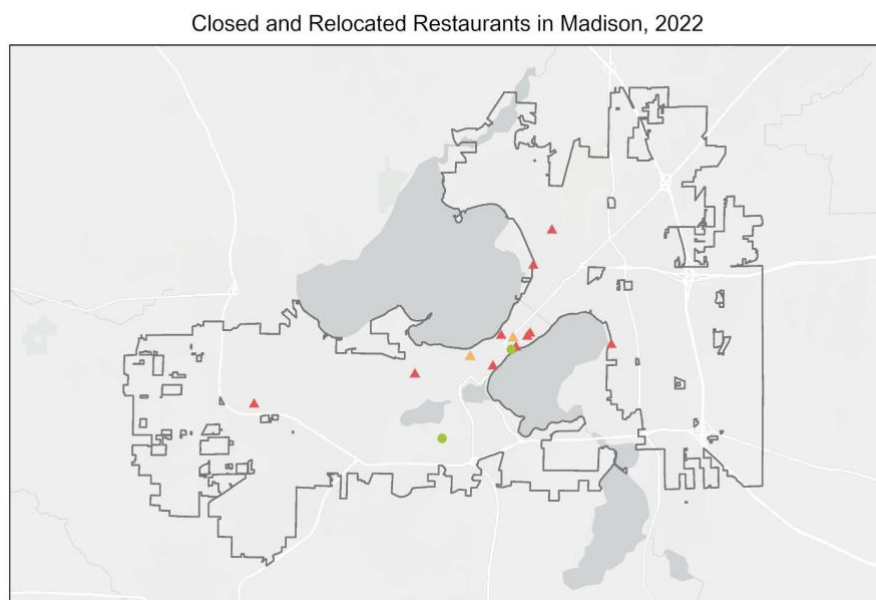


Figure 1.5, 1.6, 1.7: Shows the closed and relocated restaurant in Madison, 2020 2021 and 2022.

Fig. 1.5, Fig. 1.6, and Fig. 1.7 are the locations of closed and relocated restaurants across the timeline. Downtown Madison is the area where businesses were negatively impacted the most by the Covid-19 pandemic, including 5 restaurants on the State Street, 5 on the Williamson Street, and 2 on the W Johnson Street and E Washington Ave respectively. For the restaurants temporarily closed these three years, 7 of 8 reopened normally. Pasqual's Cantina, a Mexican

restaurant on the E Washington Ave, temporarily closed in 2020 according to Derby's interview with its owner Roberts (Wisconsin State Journal, 2020). However, there are no other latest records or news related to the three other locations. Since the alternative locations are in Verona and Middleton, which are out of the Madison's municipal boundaries, we did not count it as relocated.

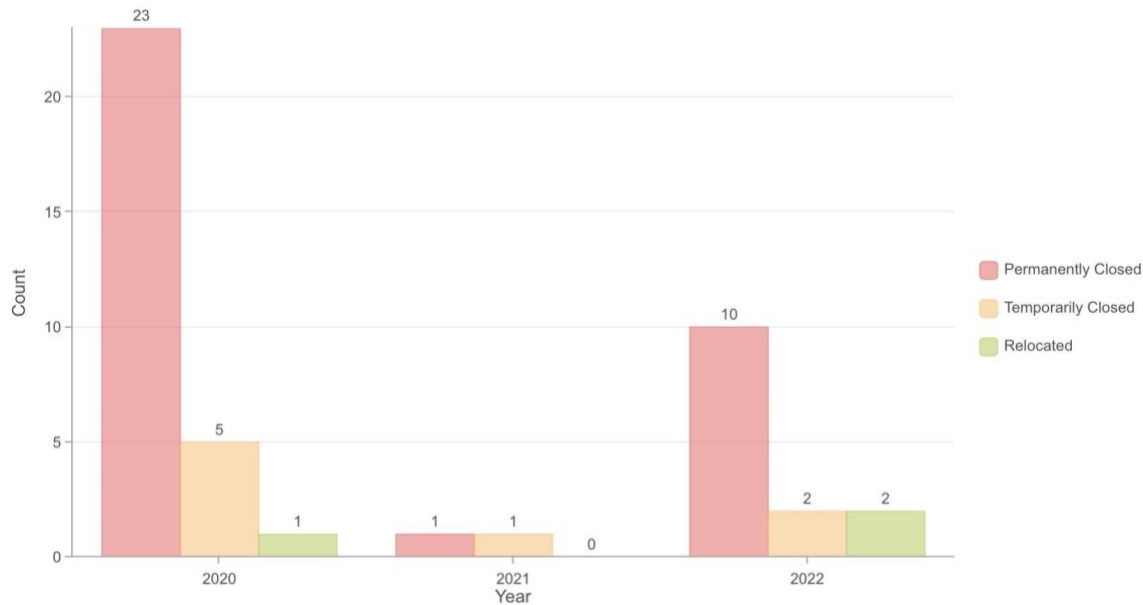


Figure 1.8: Shows the number of closed and relocated restaurants from 2020-2022.



Figure 1.9: Shows that the keywords about reasons of the closing of the restaurants under the pandemic

In addition to our interviews, to find the general reasons of the closing of the restaurants under the Covid-19 pandemic among the 45 records, we summarized a word cloud (Fig. 1.9) to extract the keywords from their official websites and interviews with restaurants' owners on Wisconsin State Journal, Madison Magazine, and The Cap Times. While 17 restaurants did not give specific reasons, 8 restaurants were suffered from Dane County Covid-19 Policy restrictions, such as 25% seating capacity and selling restriction of cocktail drinks. The limitation directly leads to a decrease in customers as well as a staff shortage, which is mentioned 8 and 7 times, respectively. Due to the high infection rate of coronavirus, food transportation became difficult, and companies allowed employees to work from home. Therefore, there was less traffic flow on the streets, especially for the American cafe Capital Takeout relying on its sales from city-county buildings and Ground Zero Cafe with the lack of a drive-thru option.

Half of 28 restaurants with specific reasons faced two or more negative impacts beginning in 2020, and that is related to the high permanently closed rate as data shown in Fig. 1.8. According to the public WeChat group's announcements from Rollplay, the Asian restaurant we mentioned above, their rent increased by the landlord at the end of 2020, which forced them to apply a GoFundMe program to maintain their business. In 2021, the food costs rise more than 25%, so they had to increase the menu price and delivery fees to balance their operation. Other restaurants' owners also struggled from serious social and mental issues from Covid-19, for example, mental stress and extensive vandalism.

II. Interview summary



Figure 2.1: Photos of restaurants. Source: Google Maps

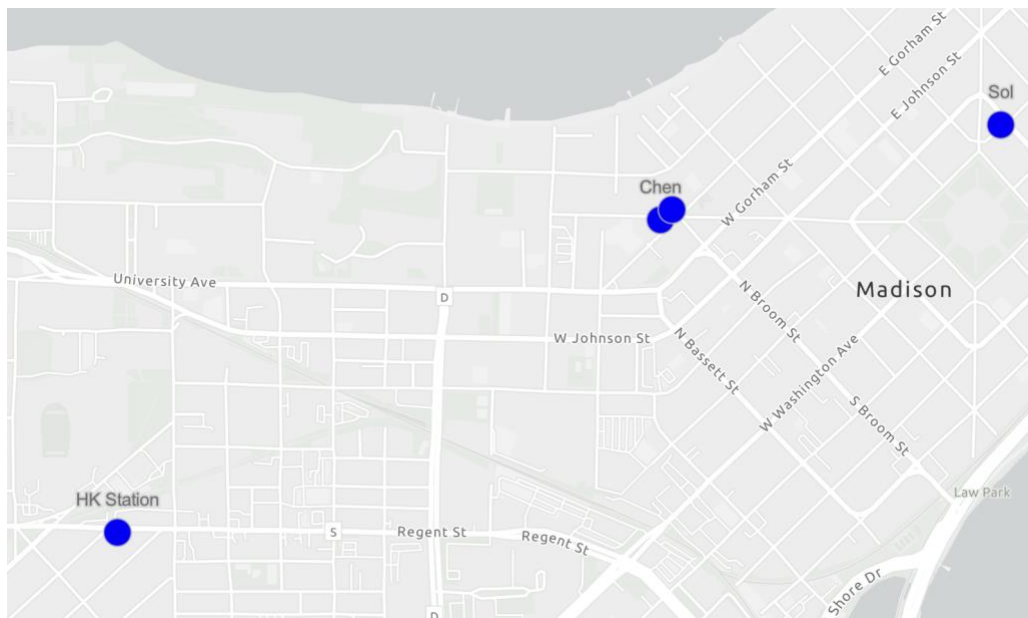


Figure 2.2: Locations of four restaurants. The overlapped point without the label is the Delicacies of Asia

Questions Name	Size	Purpose	Impact	Strategies	Communication	Funding Program	Revitalization After June 2021
Sols on the Square	<10 Family-owned	Bring authentic Korean food	No tips Close dine-in	Online orders Social Media	Instagram Facebook	Urgent Need	Yes Confident
H.K. Station		Healthy Asian food for students	Food cost Employee shortage	Special menu Online orders	Wechat group	Unfamiliar/ Unknown	
Delicacies of Asia		Great skills of cooking	Fewer customers; close Szechuan Garden	Relocated Online orders	Wechat group In-person communication		
Chen's Dumplings	Latino Chinese	Make money	Less income but more cost	Online orders Rechargeable cards	Official websites Google Maps	Funding Received	

Table 2.1: the summary of the interview results.

Specifically, we analyzed the reasons why the Covid-19 pandemic hit hard on the full-service ethnic restaurants through the interview with four restaurant owners in this study. They are Sol's on the Square, Chen's Dumpling House, Hong Kong Station, and Delicacies of Asia (See Fig. 2.1). All their locations are around the capitol and campus area (See Fig. 2.2). Table 2.1 is an overview of our interviews' summary. The last three are Chinese restaurants, while the first one is a Korean restaurant. The main reason they came here to open an Asian restaurant is because there are enough Asian students attending the University of Wisconsin. Chan from H.K. Station told us that before they opened this restaurant, they were doing American Chinese food. The food is relatively more in line with American tastes. Most of these foods have a lot of sugar, oil, and MSG, which is unhealthy. Therefore, they opened H.K. Station in 2013. The location of this restaurant is on regent street where there is a large student apartment nearby, and students who live in this neighborhood apartment come here to eat. Unlike H.K. Station, Delicacies of Asia and Chen's dumpling House are both located on State Street. Jing Li, the owner of

Delicacies of Asia, told us that opening an Asian restaurant is one of the best things Asians can do. They have rich experience opening restaurants in the Madison area for many years. The owner of Chen's dumpling House also saw the advantages of State Street, and he opened the restaurant in 2017. Compared with Regent Street, State Street is well located with many more college students and tourists.

For the employment size, Chen's dumpling House now has a staff of seven Latinos. Before the outbreak, their staff was all from China. But now, because of the pandemic, the former Chinese employees have gone back to China. So, Chen had to hire Latino employees because the wages of Latino labor are relatively low compared to Chinese labor. In addition, the Chinese employees are familiar with Chinese cooking cuisine, such as hand-pulled noodles and steamed buns, while the Latino employees need to be taught by the owner constantly. Chen thinks that the Latino employees work very hard, and he is satisfied with the current situation. Delicacies of Asia now has about five to six employees, all of whom are basically from China. After the epidemic, H.K. Station also had a hard time hiring staff, so the owner and his wife helped each other to keep the restaurant running. H.K. Station and Sol's on the Square are in the traditional family-owned mode, so they had a smaller employee-scale and family members operated the restaurants. Jason Kim, the manager of Sol's on the Square, told us that the old grandma from Korea owns the business. However, since the grandma speaks Korean only, Kim takes the responsibilities to serve the customers.

The answers from the third interview question shows that the outbreak has hit the restaurant disastrously overall. Li used to run another Chinese restaurant called Szechuan Garden at 6654 Mineral Point Rd, which was in the Southwest of Madison and was far from the cluster of Asian students. During this period, many students left Madison. She had to close Szechuan

Garden under the Covid-19 restriction in 2020. Li guessed that the economic recession is a main reason that people ate outside less often. For Chen's Dumplings House and H.K. Station, the increase of cost was stressful. Chen mentioned that during the epidemic, their turnover plummeted. His restaurant only earned \$500 a day, but he should split the money to pay for staff salaries, utilities, and rent. He also told us that it was difficult for them to buy enough ingredients during the outbreak, so he planned far in advance to ensure the daily supply of ingredients by booking and stocking up. According to Chan from H.K. Station, not only are ingredients often out of supply, but the price of ingredients has doubled or tripled. And the rent has been going up as well. Restricted Dane County Covid-19 policies forced Sol's on the Square to shut down all their dine-in service. Other than providing traditional Korean food, the Korean-style bar is also a well-known characteristic. Without customers dining and drinking in the restaurant, it was difficult for them to receive tips by only providing online order services instead. "We barely survived from the Covid-19 pandemic," Kim said frankly.

Chen also thinks that the online order service is not particularly beneficial to them. Online operators, including Chowbus and Ricepo, take about two-fifths cut profits. To guarantee the restaurants' own profits, they normally increase the menu prices. For example, a dish of chive and pork dumplings in Ricepo is \$10.87, which is \$1.42 more expensive than ordering in-person. Customers need to pay extra service fees and tips for the delivery drivers, and this part of the money does not belong to the restaurants themselves. To overcome the difficult period, online ordering is their necessary choice to prevent closing.

During the epidemic, these restaurant owners were using different ways to keep in touch with their customers. Kim told us that they resumed Instagram and Facebook accounts in 2022. They published close-up photos and stories to showcase the Korean food production process

from the Korean grandma and their careful selection of ingredients to attract customers. HK station and Delicacies of Asia has two WeChat groups of over 1000 customers to update the menus and coupon codes. Customers can also order food directly from the WeChat group and pick up later. It is a win-win solution for both restaurants and customers to maximize the earning profits and save redundant money. Chen's dumpling House uses rechargeable cards for discounts to retain customers. If a customer reloads \$500 at their restaurant, they get a 20% discount. They also keep their restaurant information updated on google map, allowing customers to know their updated opening hours or menus. While three other restaurants did not provide details of how they communicate among employees, Li pointed out that she required their staff to wear masks during work hours as well as maintain a social distance from guests. It was also necessary for the staff to notify customers that all dishes and restaurant facilities are sanitized so that customers can use them without any concerns.

In the location analysis, inefficient government funding to support local business is another issue. When we asked whether our interviewees received or know about the federal funding programs, only Chen's Dumpling House answered yes. According to Chen, he received \$60,000 from the government during the epidemic, but he did not provide which federal program he applied for. This is an essential amount of money for them to keep their restaurants running. In contrast to Chen's success, Kim had a strong aspiration to receive the funding, but he has not found an appropriate federal program for his business. Since Li and Chan were not familiar with such funding programs, we did not record details for this question.

For the last question, all the restaurant owners agreed that their restaurants have seen a big improvement in business since the University of Wisconsin-Madison resumed in-person instruction and the end of mask policies. The number of tourists and residents increased in State

Street, bringing customers to the restaurants nearby. Especially for Kim, it is a turning point for them to return to normal. Chen and Li also believe that right now the epidemic has not affected their business, and they are confident about the future of the restaurant as they have passed the most difficult time.

III. Survey Report

A total of 203 people participated in our online questionnaire. 41.38% of the total participants were between the ages of 18 and 24 as students at UW-Madison (See Fig. 3.1). This was followed by the 25 to 34 age group at 27 percent. There were thirty more women than men who participated in our online survey. Women made up about 56 percent of the respondents. Men made up about 41 percent of the respondents. The demographic patterns of our participants are similar with the statistics from the U.S. census Bureau, showing the non-biased distribution of the participants.

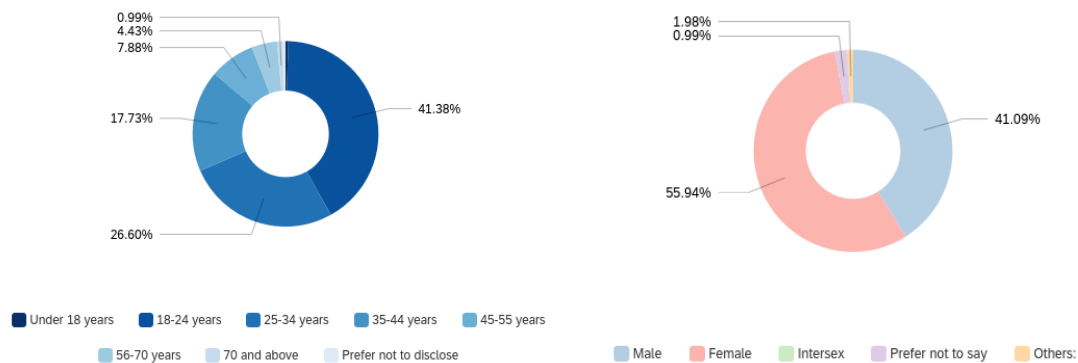


Figure 3.1: Shows the age and gender ratio of the participants in the questionnaire.

Field	East Asian	Black or African American	Hispanic, Not White	Latino	Middle Eastern	South Asian	White	Two or More Races	Total
I am a student at UW-Madison.	35.19% 19	0.00% 0	1.85% 1	0.00% 0	3.70% 2	1.85% 1	50.00% 27	5.56% 3	54
I am a faculty or staff at UW-Madison.	17.39% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	82.61% 19	0.00% 0	23
I am neither a student nor faculty at UW-Madison, but I am a resident of Madison.	1.89% 1	0.00% 0	0.00% 0	1.89% 1	0.00% 0	0.00% 0	90.57% 48	1.89% 1	53
I am a visitor or tourist.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	2
Others:	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	80.00% 4	0.00% 0	5

Table 3.1: Demonstrates the actual state of the people who participated in the questionnaire.

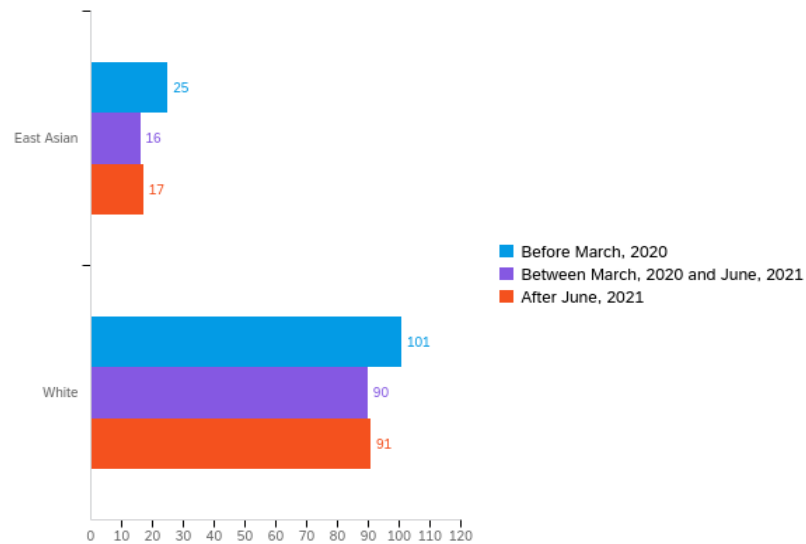
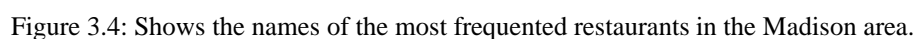


Figure 3.2: Demonstrates the population mobility of East Asians and Whites over three time periods.

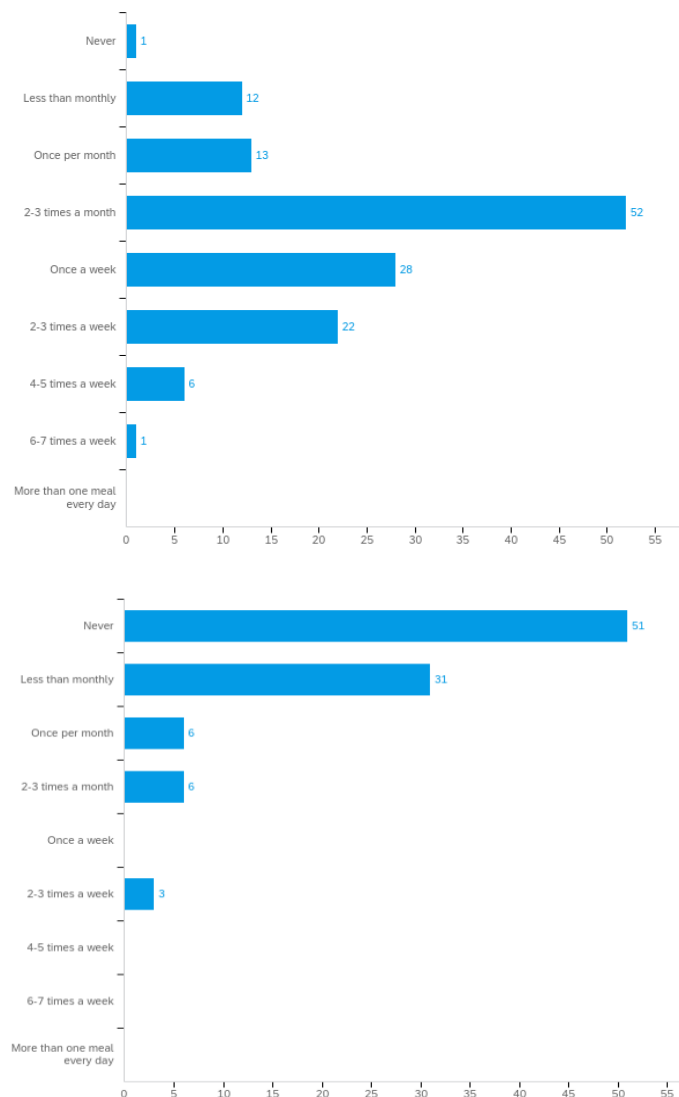
From Table 3.1, most of the remaining ethnic populations in the Madison area, except for whites, are all University of Wisconsin students. In addition to people in racial minorities were born in America, the rest are international students. Therefore, the mobility of these populations is relatively large. Because of the epidemic, online classes, rent, and other reasons, these international students prefer choosing to go their hometowns, or they will choose to live a little further away from downtown Madison, where the rent is cheaper. There are relatively more white residents and faculty, and their housing situation is relatively stable. So, the probability of them leaving Madison during the epidemic is not high. Since whites and Asians are the majority



In our survey, people's favorite restaurants in Madison are around the campus and the Capitol. As the traditional American restaurants lead the first place that 53 people choose them,

Asian, Mexican, and Mediterranean restaurants are also people's top preferences (Fig. 3.3).

According to Fig. 3.4, the most common choices of restaurants include cafes, Pizzas, the Chinese restaurant Fugu on the State Street and Ichiban on the S Park St, Mexican restaurants, and Mediterranean restaurants. After all, 170 of Madison's 320 registered restaurants are traditional American restaurants. Although drinks and brunch in cafeterias are at cheaper prices, people who would like to try different ethnic cuisines select ramen, curry and rice, sushi, and Vietnamese pho. The frequency of selections reflects proportionally with the number of restaurants in each ethnic type in our verified records.



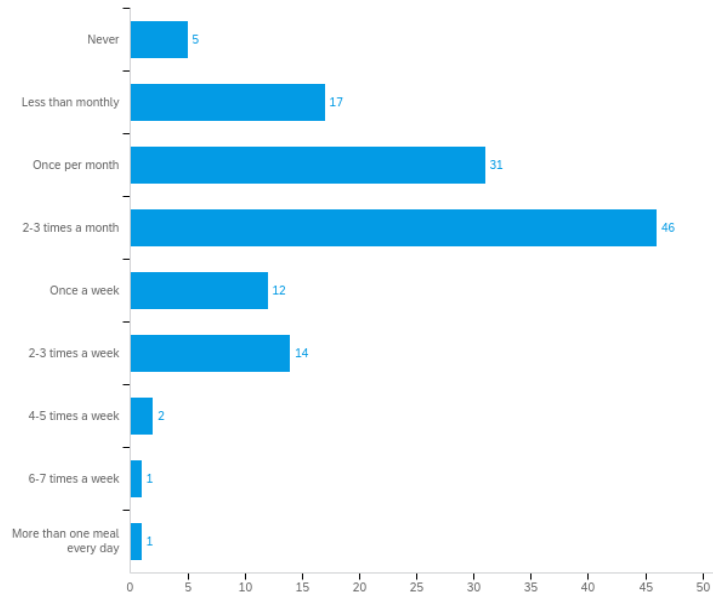


Figure 3.5, 3.6, 3.7: Shows the contrast of customers' frequencies of visiting the restaurants during the three time periods.

Before the epidemic, 52 people dined in the restaurants 2-3 times a month, while 28 people chose once a week (See Fig. 3.5). The pattern is in the normal distribution with a decrease to both sides. The two extreme points include one person never ate in the restaurants before, and one person ate 6-7 times a week. However, the pattern of results during the period of mandatory Dane County public health orders (March 2020-June 2021) changed dramatically that answers inclined to "Never" (See Fig. 3.6). 51 people living in Madison stopped going to full-service restaurants. Except 3 people who dined in 2 or 3 times a week, no one had meals outside more than once a week, which closely connected the change of customers' preferences with the reasons why 45 restaurants closed and had fewer profits during the pandemic. Since we analyzed that business revitalized from the end of mandatory Dane County public health orders (June 2021) to the present, people had their lives back on track. The answers' pattern is similar with the one before the covid-19, which 46 people dine in the restaurants 2-3 times a month. However, the trend is more clustered to the upper side, meaning that more people dining in less

often (See Fig. 3.7). The answer “Never” increased from 1 to 5, while the answer “Once per month” increased from 13 to 31. With the two-year experience of Covid-19, its impact on people’s preferences would hardly slow down even in the post-pandemic period.

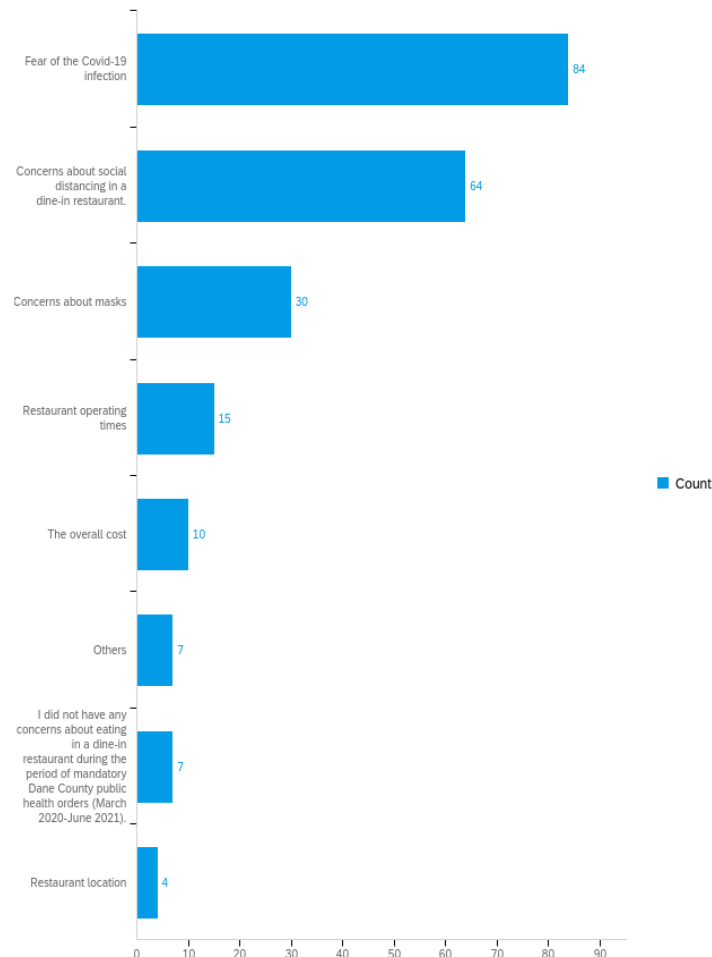


Figure 3.8: Shows why people are reluctant to eat at restaurants during an outbreak.

Given the concerns of how dining in a restaurant during March 2020 to June 2021, 84 people did not choose to eat at full-service restaurants because of “Fear of the Covid-19 infection”, “Concerns about social distancing in a dine-in restaurant”, and “Concerns about masks” (See Fig. 3.8). Based on the interview results, both customers and restaurants’ owners are negatively affected by the Covid-19 policies of keeping 6 feet distances and wearing anti-virus masks. That is the reason why the Delicacies of Asians guarantee their environment is fully

sterilized. Due to the increase of temporarily closed and permanently restaurants at the beginning of 2020, the average operating times is another concern for people, and 10 people cared about the overall cost because of the increased food prices. The answer “Others” from 7 people includes “Concern for restaurants staff”, “Being responsible and dining in is not necessary”, and “living far from the restaurants near the campus”, which is corresponding to the less transportation and deficiency of driving-thru options.

Field	Very unhappy	Unhappy	Neutral	Happy	Very happy	Total
Restaurant seating changes (e.g. greater spacing between tables, tables for only one person, physical barriers, etc.)	1.64% 2	6.56% 8	48.36% 59	36.07% 44	7.38% 9	122
Ordering and Payment changes (e.g. Online order & contactless delivery through mobile apps or websites, special menu)	2.44% 3	4.07% 5	18.70% 23	48.78% 60	26.02% 32	123
Cooperations between restaurants (e.g. one-time delivery from multiple restaurants)	0.00% 0	3.33% 4	66.67% 80	24.17% 29	5.83% 7	120
Advertisements (e.g. promo code from social media, evaluations from famous YouTubers)	2.52% 3	8.40% 10	75.63% 90	10.92% 13	2.52% 3	119
Government Support (e.g. Wisconsin Small Business Development Center, Paycheck Protection Program, etc.)	3.33% 4	6.67% 8	48.33% 58	32.50% 39	9.17% 11	120
Communication with customers for updating information timely through social media	2.52% 3	4.20% 5	45.38% 54	35.29% 42	12.61% 15	119
Others	9.09% 3	3.03% 1	69.70% 23	12.12% 4	6.06% 2	33

Table 3.2: Demonstrates how satisfied people are with the restaurant making some changes to accommodate the outbreak.

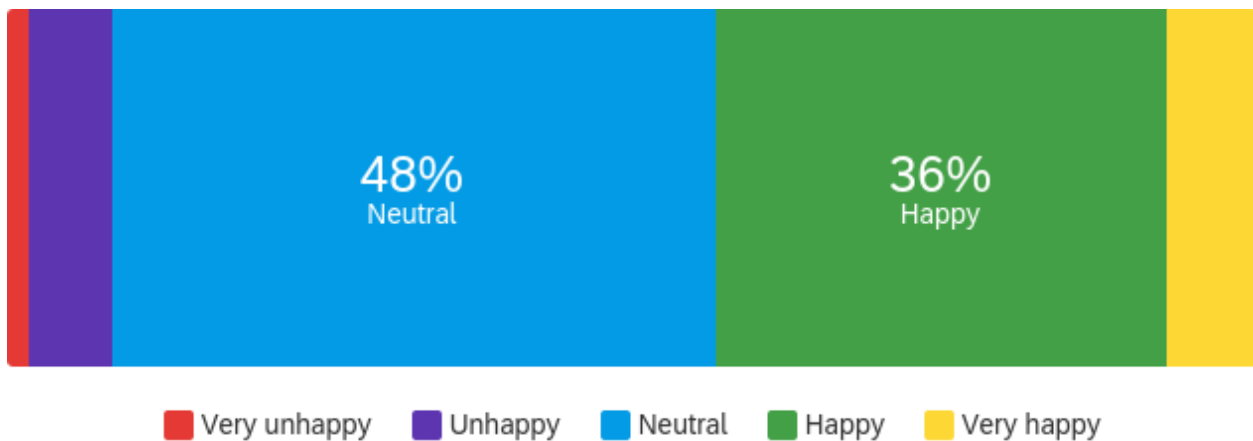


Figure 3.9: shows the percentage of people satisfied with the restaurant making some changes to accommodate the outbreak.

Restaurants have also made some changes in response to the outbreak, for example, “Restaurant seating changes,” “Ordering and Payment changes,” and “Cooperation between restaurants and Communication with customers for updating information timely through social media”. Table 3.2 shows the statistics of answers in detail. Overall, people reacted to the changes with either happiness or neutrality. 36 % of people were happy with the changes and 48% of people were neutral about the changes (Fig. 3.9).

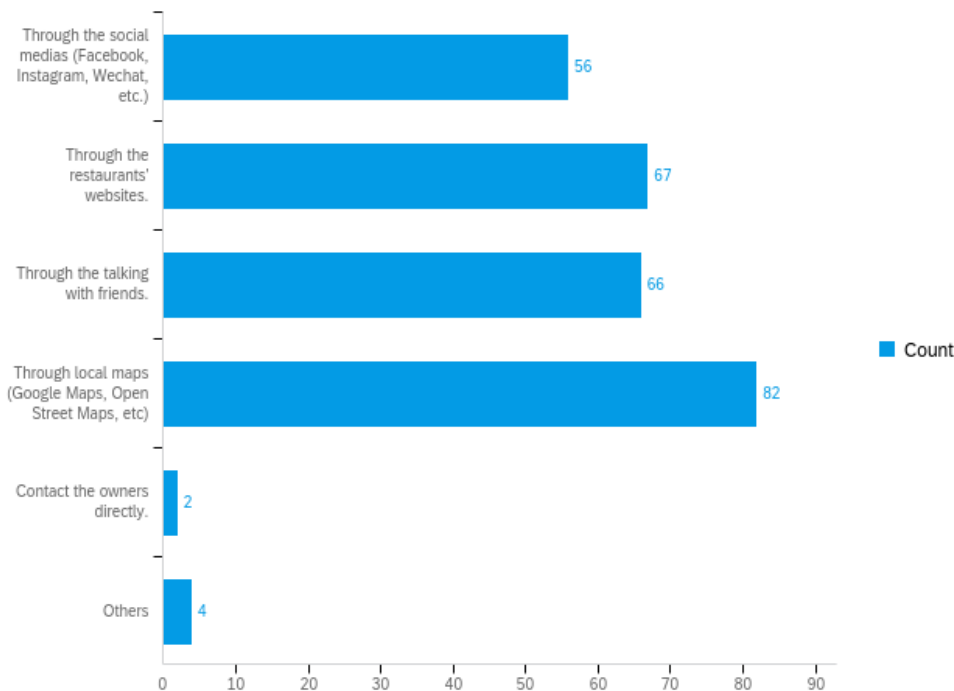


Figure 3.10: Shows the most common way that people get information about restaurants.

Since it is important for consumers to get the information about a restaurant, there are four online media through which people learn about a new restaurant and one media propagating through words (See Fig. 3.10). The first way is through social media promotion, with 20.22% people using it, and it is the most multi-dimensional and objective method to receive information from personalized photos, comments, and descriptions. We have indicated that Sol's on the Square focused on social media. 24.19% people also learned about a new restaurant through the

restaurant's official website for more accurate information. However, some restaurants do not update their website often, which makes it less efficient than using map searching. The largest number of people (30%) found out about a restaurant through a map. We believe this refers primarily to Google Maps. Google Maps provides the most detailed information about each restaurant's location, menu, customer reviews, hours of operation and photos of the restaurant environment.

Discussion

As a case study in Madison, our data analysis clearly shows the close connection between the negative impact on ethnic restaurants during the Covid-19 pandemic and the change in customers' preferences from their perspectives. In addition to the information retrieved from the news, announcing owners' general concerns and worries about continuing the business, the interviews with four Asian restaurants strongly support our hypothesis. Because we chose the restaurants based on their location and managing characteristics, the answers from owners were not redundant. Specifically, the statement of Chen's Dumplings House that the owner received funding for assisting the business from the federal program is unexpected. Compared with what the Spanish restaurant Estrellon's owners said in the news that they had not received the promised funds, Chen's answer is a crucial turning point to help us evaluate the federal funding objectively. According to the U.S. Census Bureau, the demographic statistics in 203 responses from our survey results are in the same pattern as the demographics in Madison. Such distribution increases the credibility of our research to show unbiased results of customers' preferences in Madison.

However, there are still limitations and future research needed. First, since we collected the map data from the U.S. Historical Businesses in Data Axle, the filtered records are "verified" by the company. Therefore, we did not include those restaurants existing in Madison without the verification so that the size of the full-service restaurants in Madison is smaller than the actual size. In addition, the data for permanently closed and relocated restaurants in Madison is basically from the news and answers to the last question in the survey. We verified the raw data by checking their official websites, news, and social media posts that the reason causing their close or relocation is from Covid-19, but not other personal reasons during the Covid-19 period.

Since the original information and access to data are limited, the actual number of affected restaurants might be more significant than our dataset.

Second, although the responses to our public survey can reveal part of the consumer preferences of residents living in Madison, the number still needs to be more significant to represent all residents in Madison. Since the survey is time-sensitive, the number of responses is the highest in the first two days we published and decreases exponentially within seven days. Moreover, through sharing the public survey to the social media platforms for two weeks, there are approximately 5200 views in total. However, because the survey is anonymous and voluntary, only 5% of the viewers chose to complete the survey. For our interviews, 4 of 10 restaurant owners accepted our interviews, while five restaurants did not respond to us, and one denied it. These four restaurants are Asian, which cannot represent other ethnicities. For future research, we will reach out to many ethnic restaurants, including Latino, Mediterranean, and American, to gather a more comprehensive collection.

Conclusion

For the first research question of how Covid-19 changed the ethnic full-service restaurants' patterns, our research results gave a clear answer from five aspects. The number of restaurants that chose to close permanently is more significant than reopened or relocated restaurants. Among them, American restaurants and Asian, Latino, and Mediterranean restaurants are on the top, which corresponds to the types of restaurants that people visited the most frequently before the start of the pandemic. While restaurants in downtown and campus areas were more diversified and clustered than other places in Madison, they also encountered an enormous hardship. Although white people comprise Madison's most significant resident population, this is not an excuse to maintain the customer flow of American and Mediterranean restaurants, especially bars and cafes. The main reason is that people's primary concern about the high infection rate and the social distance policies forced the decrease of dine-in visiting frequency. For other restaurants that represented racial minorities, we analyzed Asian restaurants in detail. The loss of their main customers, the Asian students at UW-Madison, and the loss of local Asian employees was the pressure to balance the profits and costs. The truth and personal perspectives from the interviews with Asian restaurant owners emphasized the business in space and time.

Following the timeline across the three years, restaurants experienced the largest area of lockdown at the beginning of Covid-19 in 2020 because of the unexpected worldwide epidemic, and they had no prepared strategies to overcome it, but the trend decelerated in 2021 and 2022. Although in-person classes and dining-in options resumed in June 2021, the negative impact on both restaurants and customers will still exist in 2022. We cannot anticipate how long the Covid-19 pandemic will continue restricting our health and economics. However, these ethnic

restaurants in Madison are trying new operation strategies to communicate with customers efficiently and innovate their social media to survive during the pandemic. Since our research targets are non-chain restaurants in Madison, federal funding programs must assist them. Based on owners' statements, these potential funding programs could have been more effective in revitalizing the business. The city and county governments should simplify the application process for business owners.

Acknowledgements

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Appendixes

Appendix A. Qualtrics Survey Questions

Impact of Madison's ethnic local restaurants during the covid-19 pandemic

Start of Block: Privacy form



Consent form **Privacy Policy and Informed Consent Geography Undergraduate Colloquium, University of Wisconsin - Madison** Researchers:

Sihan Ren sren33@wisc.edu

Junxian Xu jxu445@wisc.edu We are geography majors at UW-Madison working on our senior thesis project. We are interested in how Covid-19 impacts ethnic full-service restaurants in Madison and what possible strategies to revitalize their business. The survey consists of 14 questions and should take less than 5 minutes to complete. Your participation is **voluntary** – you may skip any question or exit the survey anytime. We are not collecting any personal information. Finally, your responses are confidential. We will destroy all individual surveys once the results are tabulated.

Our paper will be archived on the Minds@UW website, which is password protected. Minds@UW is available to UW-Madison researchers for non-profit scholarly and educational purposes. We will also send you a digital copy of our paper upon request. Simply contact one of us through the email address listed above.

By participating in the survey, you indicate that you: (1) have read the above privacy policy and consent to the statement, (2) understand how we will protect your privacy, and (3) voluntarily agree to participate.

Thank you for helping us with our senior project!"

If you have any comments, questions, or concerns about this project, please contact Dr. William Gustav Gartner, 115D Science Hall, Department of Geography, UW-Madison, 550 N Park St, Madison, WI 53706. Phone: (608) 890-3816. Email: wgartner@wisc.edu

Click the continue button if you agree to the policy above.

End of Block: Privacy form

Start of Block: Demographic questions

Q1 What is your age?

- ☐ Under 18 years (1)
- ☐ 18-24 years (2)
- ☐ 25-34 years (3)
- ☐ 35-44 years (4)
- ☐ 45-55 years (5)
- ☐ 56-70 years (6)
- ☐ 70 and above (7)
- ☐ Prefer not to disclose (8)

Page Break

Q2 What was your gender assigned at birth?

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Intersex (3)
 - ☐ Prefer not to say (4)
 - ☐ Others: (5) _____
-

Page Break

Q3 What is your race?

- ☐ American Indian or Alaska Native (1)
- ☐ East Asian (2)
- ☐ Black or African American (3)
- ☐ Hispanic, Not White (4)
- ☐ Latino (5)
- ☐ Middle Eastern (6)
- ☐ Native Hawaiian and Other Pacific Islander (7)
- ☐ South Asian (8)
- ☐ White (9)
- ☐ Two or More Races (10)
- ☐ Prefer not to Disclose (11)
- ☐ Others: (12) _____

Page Break

Q4 Which of the following best describes you?

- ☐ I am a student at UW-Madison. (1)
- ☐ I am a faculty or staff at UW-Madison. (2)
- ☐ I am neither a student nor faculty at UW-Madison, but I am a resident of Madison. (3)
- ☐ I am a visitor or tourist. (4)
- ☐ Others: (5) _____

Page Break

Q5 Please indicate if you lived or visited Madison during any of the time periods listed below (select all that apply).

- ☐ Before March, 2020 (1)
- ☐ Between March, 2020 and June, 2021 (2)
- ☐ After June, 2021 (3)

Page Break

End of Block: Demographic questions

Start of Block: Customers' consumption behavior before covid-19

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below (sele... = Before March, 2020)

Q6 On average, how often did you eat out at a full-service, dine-in restaurant prior to the pandemic (before March 2020)?

- ☐ Never (1)
- ☐ Less than monthly (2)
- ☐ Once per month (3)
- ☐ 2-3 times a month (4)
- ☐ Once a week (5)
- ☐ 2-3 times a week (6)
- ☐ 4-5 times a week (7)
- ☐ 6-7 times a week (8)
- ☐ More than one meal every day (9)

Page Break

Display This Question:

If On average, how often did you eat out at a full-service, dine-in restaurant prior to the pandemic... != Never And Please indicate if you lived or visited Madison during any of the time periods listed below (sele... = Before March, 2020)

Q7 Please list three restaurants' names that you visited the most.

Page Break

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below (sele... = Before March, 2020) And On average, how often did you eat out at a full-service, dine-in restaurant prior to the pandemic... != Never

Q8 Select three ethnic restaurants that you visited the most in Madison. (3 choices maximum)

- ☐ American traditional restaurants (1)
- ☐ Chinese restaurants (2)
- ☐ Mexican restaurants (3)
- ☐ Japanese/Korean restaurants (4)
- ☐ Italian restaurants (5)
- ☐ French restaurants (6)
- ☐ Southeast Asian restaurants (7)
- ☐ Indian restaurants (8)
- ☐ Mediterranean restaurants (9)
- ☐ Spanish restaurants (10)
- ☐ Others (11) _____

Page Break

End of Block: Customers' consumption behavior before covid-19

Start of Block: After the pandemic started

Page Break

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below
(sele... = Between March, 2020 and June, 2021)

Q9 How often did you eat in dine-in restaurants during the period of mandatory Dane County public health orders (March 2020-June 2021)?

- ☐ Never (1)
- ☐ Less than monthly (2)
- ☐ Once per month (3)
- ☐ 2-3 times a month (4)
- ☐ Once a week (5)
- ☐ 2-3 times a week (6)
- ☐ 4-5 times a week (7)
- ☐ 6-7 times a week (8)
- ☐ More than one meal every day (9)

Page Break

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below
(sele... = Between March, 2020 and June, 2021)

Q10 What misgivings, if any, did you concern about dining in a restaurant during the period of mandatory Dane County public health orders (March 2020-June 2021)? Select all that apply.

- ☐ Fear of the Covid-19 infection (1)
- ☐ Concerns about masks (2)
- ☐ Concerns about social distancing in a dine-in restaurant. (3)
- ☐ Restaurant operating times (4)
- ☐ Restaurant location (5)
- ☐ The overall cost (6)
- ☐ Others (7) _____
- ☐ I did not have any concerns about eating in a dine-in restaurant during the period of mandatory Dane County public health orders (March 2020-June 2021). (8)

Page Break

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below
(sele... = After June, 2021)

Q11 How often do you go to dine-in restaurants now that the period of mandatory Dane County public health orders has ended (June 2021 to present)

- ☐ Never (1)
- ☐ Less than monthly (2)
- ☐ Once per month (3)
- ☐ 2-3 times a month (4)
- ☐ Once a week (5)
- ☐ 2-3 times a week (6)
- ☐ 4-5 times a week (7)
- ☐ 6-7 times a week (8)
- ☐ More than one meal every day (9)

Page Break

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below
(sele... = Between March, 2020 and June, 2021)

Or Please indicate if you lived or visited Madison during any of the time periods listed below
(sele... = After June, 202)

Q12 Please select your satisfaction value for the following changes in the Madison restaurant scene.

	Very unhappy (1)	Unhappy (2)	Neutral (3)	Happy (4)	Very happy (5)
Restaurant seating changes (e.g. greater spacing between tables, tables for only one person, physical barriers, etc.) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ordering and Payment changes (e.g. Online order & contactless delivery through mobile apps or websites, special menu) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperations between restaurants (e.g. one-time delivery from multiple restaurants) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements (e.g. promo code from social media, evaluations from famous YouTubers) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government Support (e.g. Wisconsin Small Business Development Center, Paycheck Protection Program, etc.) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Communication
with customers
for updating
information
timely through
social media (6)**

☐☐☐☐☐

Others (7)

☐☐☐☐☐

Page Break

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below (sele... = Between March, 2020 and June, 2021) Or Please indicate if you lived or visited Madison during any of the time periods listed below (sele... = After June, 2021)

Q13 What is the most common way that you get information about restaurants? Select all that apply.

☐

Through the social medias (Facebook, Instagram, Wechat, etc.) (1)

☐

Through the restaurants' websites. (2)

☐

Through the talking with friends. (3)

☐

Through local maps (Google Maps, Open Street Maps, etc) (4)

☐

Contact the owners directly. (5)

☐

Others (6) _____

Page Break

Display This Question:

If Please indicate if you lived or visited Madison during any of the time periods listed below (sele... = Between March, 2020 and June, 2021) Or Please indicate if you lived or visited Madison during any of the time periods listed below (sele... = After June, 2021)

Q14 Do you know of any restaurants that have closed or moved since the onset of the pandemic (March, 2020)? Please list below.

End of Block: After the pandemic started

Appendix B. Restaurants Location and ethnicity in Madison, WI, 2019

Version Year	Company Name	Ethnicity	General_Ethnicity	Executive First Name	Executive Last Name	Address	City	State	ZIP Code	Record Type	Primary NAICS	Primary NAICS Description	Location Employee Size Range	Type of Business	Location Type
2019	Alchemy Cafe	American	American	Josh	Wacker	1980 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Aldo's Cafe	American	American	Bob	Mort	330 Orchard Dr	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Ale Asylum LLC	American	American	Ross	Hubbard	2002 Pankratz St	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	American Skillet Co	American	American			1010 Gilson St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Ancora Coffee Roasters	American	American	George	Krug	107 King St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Argus Bar & Grill	American	American	Rick	Brahmer	123 E Main St	Madison	WI	53703	Verified	72241001	Drinking Places (Alcoholic Beverages)	10 to 19	Private	Single Loc
2019	Babes Restaurant & Cocktails	American	American			5614 Schroeder Rd	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Badgerland Bar & Grill	American	American	Tom	Ziarnik	525 W Johnson St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Baldwin Street Grille	American	American	Ryan	Schultz	1304 E Washington Ave	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Barriques	American	American			961 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Bassett Street Brunch Club	American	American	Michelle	Duvall	444 W Johnson St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Bennetts Meadow Country	American	American	Eugene	Bennett	2009 Freeport Rd	Madison	WI	53711	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Blue Moon Bar & Grill	American	American	Tom	Schmock	2535 University Ave	Madison	WI	53705	Verified	72241001	Drinking Places (Alcoholic Beverages)	20 to 49	Private	Single Loc
2019	Blue Velvet Lounge-Sunset	American	American	Larry	Schmock	430 W Gilman St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Bonefish Grill	American	American	Jd	Duncan	7345 Mineral Point Rd	Madison	WI	53717	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Bonfyre American Grille	American	American	Manuel	Barrales	2601 W Beltline Hwy # 110	Madison	WI	53713	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Brass Ring	American	American	Larry	Walsh	701 E Washington Ave # 104	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Brasserie V	American	American	Matt	Van Nest	1923 Monroe St	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Brothers Three Bar & Grill	American	American	Rick	Sawyer	614 N Fair Oaks Ave	Madison	WI	53714	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Bunky's Catering	American	American	Teresa	Pullara	2425 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Busse's Markway Tavern	American	American	Mark	Deadman	2005 N Sherman Ave	Madison	WI	53704	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Cafe Coda	American	American			1224 William son St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Cafe Coda	American	American			113 W Dayton St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Cafe Maya	American	American			5501 Odana Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Cafe Social	American	American			102 N Bedford St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Cafe Zoma	American	American	Ann	Friewald	2326 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Capital Tap Haus	American	American			107 State St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Cargo Coffee	American	American	Lindsey	Lee	1309 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Caribou Tavern	American	American	Mark	Schmelzko	703 E Johnson St	Madison	WI	53703	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Caseta Kitchen & Counter	American	American	James	Juedes	222 W Washington Ave	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Cat Cafe Mad	American	American			1925 Monroe St # 101	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Christy's Landing	American	American	Eric	Christenson	2952 Waubesa Ave	Madison	WI	53711	Verified	72241001	Drinking Places (Alcoholic Beverages)	10 to 19	Private	Single Loc
2019	Circ At The Madison Concourse	American	American			1 W Dayton St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Club Lamark	American	American	Stan	Otis	1525 N Stoughton Rd	Madison	WI	53704	Verified	72241001	Drinking Places (Alcoholic Beverages)	1 to 4	Private	Single Loc
2019	Coliseum Bar & Banquet	American	American	Dennie	Jax	232 E Olin Ave	Madison	WI	53713	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc

2019	Come Back In	American	American	Bob	Worm	508 E Wilson St	Madi son	WI	537 03	Verif ied	72241 001	Drinkin g Places (Alcoh olic Beverag es)	20 to 49	Priva te	Singl e Loc
2019	Cooper's Tavern	American	American	Peter	Mcelvann a	20 W Mifflin St	Madi son	WI	537 03	Verif ied	72241 001	Drinkin g Places (Alcoh olic Beverag es)	5 to 9	Priva te	Singl e Loc
2019	Copper Top Restaurant	American	American	Nick	Jonuzi	5401 Schroeder Rd	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Cottage Cafe	American	American	Bryan	Stolarik	915 Atlas Ave	Madi son	WI	537 14	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Cranberry Creek	American	American	Jim	Norton	114 E Main St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	5 to 9	Priva te	Singl e Loc
2019	Curve	American	American	Bill	Antonie	653 S Park St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	1 to 4	Priva te	Singl e Loc
2019	Dairyland Family Restaurant	American	American	John	Jajovski	716 Cottage Grove Rd	Madi son	WI	537 16	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Daisy Cafe & Cupcakery	American	American	Darryl	Sisson	2827 Atwood Ave	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Delaney's Steak Seafood Wine	American	American	Jim	Delaney	449 Grand Canyon Dr	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Dlux	American	American	Meagan	Nolan	117 Martin Luther King Jr Blvd	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Doolittles Woodfire Grill	American	American	Kristine	Becks	4323 E Towne Blvd	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Dotty Dumpling's Dowry	American	American	Rachael	Stanley	317 N Frances St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Eagle Crest Bar	American	American	Juli	Krenz	3710 County Road T	Madi son	WI	537 04	Verif ied	72241 001	Drinkin g Places (Alcoh	5 to 9	Priva te	Singl e Loc

												olic Beverages)			
2019	Echo Tap & Grill	American	American	Joe	Selbo	554 W Main St	Madison	WI	537 03	Verified	72241 001	Drinking Places (Alcoholic Beverages)	20 to 49	Private	Single Loc
2019	Falbo Brothers Pizzeria	American	American			1207 N Sherman Ave	Madison	WI	537 04	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Falbo Brothers Pizzeria	American	American	Matt	Jenson	406 S Park St	Madison	WI	537 15	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Fit Fresh Cuisine	American	American	Sarah	Burns	8066 Watts Rd	Madison	WI	537 19	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Freiburg Gastro Pub	American	American			2612 Monroe St	Madison	WI	537 11	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Fresco	American	American	Megan	Kirby	227 State St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Gates & Brovi	American	American	Nate	Kinderman	3502 Monroe St	Madison	WI	537 11	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Gennas Lounge	American	American	Kristi	Genna	105 W Main St	Madison	WI	537 03	Verified	72241 001	Drinking Places (Alcoholic Beverages)	20 to 49	Private	Single Loc
2019	George's Chop House	American	American			1109 Fourier Dr	Madison	WI	537 17	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Gooseberry On The Square	American	American			1 S Pinckney St # 104	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Graft	American	American			18 N Carroll St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Grandview Cafe	American	American	Patty	Lemke	1 John Nolen Dr	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Great Dane Pub-Eastside	American	American	Eliot	Butler	876 Jupiter Dr	Madison	WI	53718	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Green Owl Cafe	American	American	Jennie	Capellaro	1970 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Growlers	American	American	Alex	Van Oudenhoove	4402 E Washington Ave	Madison	WI	53704	Verified	72241001	Drinking Places (Alcoholic Beverages)	10 to 19	Private	Single Loc
2019	Hail Mary Sports Grill	American	American	Caleb	Prcevecv	401 E Washington Ave	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Hamilton's On The Square	American	American	Lindsey	Ellis	101 N Hamilton St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Harmony Bar & Grill	American	American	Keith	Daniel	2201 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Harvest Restaurant	American	American	Tami	Lax	21 N Pinckney St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Hawk's Bar & Grill	American	American	Hawk	Schenkel	425 State St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Heartland Grill	American	American	Dan	Hoppey	706 John Nolen Dr	Madison	WI	53713	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Hill Farm Cafeteria	American	American	Sally	Zenchenko	4822 Madison Yards Way	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Humble Sweet & Savory Pies	American	American			6642 Mineral Point Rd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Ian's Pizza	American	American	Ian	Gurfield	319 N Frances St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Ian's Pizza & Salad	American	American	Steven	Slack	100 State St # 100	Madison	WI	53703	Verified	72251115	Full-Service Restaurants	20 to 49	Private	Single Loc

2019	Icon	American	American	Mo	Barkettallah	6 Ondossagon Ct	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Ideal Bar	American	American	John	Gray	1968 Atwood Ave	Madison	WI	53704	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Indie Coffee	American	American	J J	Kilmer	1225 Regent St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Jade Monkey	American	American			109 Cottage Grove Rd	Madison	WI	53716	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Jelly Side Up LLC	American	American			2540 University Ave	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Jet Room Pat O'Malley's	American	American	Pat	O' Malley	3606 Corben Ct	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Johnny Delmonico's	American	American	Craig	Madigan	130 S Pinckney St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Jordan's Big Ten Pub	American	American	Kelly E	Jordan	1330 Regent St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Jsm Red Shed Tavern	American	American	Jeff	Meise	406 N Frances St	Madison	WI	53703	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Karaoke Kid	American	American	Emiko	Telstad	614 University Ave	Madison	WI	53715	Verified	72241001	Drinking Places (Alcoholic Beverages)	1 to 4	Private	Single Loc
2019	Karben4 Brewing LLC	American	American	Alex	Evans	3698 Kinsman Blvd	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	King & Mane	American	American	Michael	Banas	102 King St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Kollege KLUB	American	American	Jordan	Meier	529 N Lake St	Madison	WI	53703	Verified	72251117	Full-Service	20 to 49	Private	Single Loc

												Restaurants			
2019	Laurel Tavern	American	American	Dianne	Zilley	2505 Monroe St	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Lazy Jane's Cafe & Bake	American	American	Jane	Capito	1358 William son St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Lazy Oaf Lounge	American	American	Tom	Alswager	1617 N Stoughton Rd	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Le Tigre Lounge	American	American	Steve	Joseph	1328 S Midvale Blvd	Madi son	WI	537 11	Verif ied	72241 001	Drinking Places (Alcoholic Beverages)	1 to 4	Private	Single Loc
2019	L'Etoile Restaurant-Cafe SII	American	American	Kristian	Dipersio	25 N Pinckney St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Licari's Tavern	American	American	Larry	Schmidt	1405 Emil St	Madi son	WI	537 13	Verif ied	72241 001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Little Caesars Pizza	American	American	Joe	Vancik	700 S Gammon Rd	Madi son	WI	537 19	Verif ied	72251 115	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Locker Room Sports Bar & Grill	American	American	Dale	Beck	1810 Roth St	Madi son	WI	537 04	Verif ied	72241 001	Drinking Places (Alcoholic Beverages)	10 to 19	Private	Single Loc
2019	Lu Lu's 13 Pub	American	American	Steve	Hable	232 East Towne Mall	Madi son	WI	537 04	Verif ied	72241 001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Lucille	American	American	Patrick	Sweeney	101 King St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Mad Chicken Shack	American	American			1129 S Park St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Mad City Sandwiches	American	American	Steve D	Beloungy	4914 Pflaum Rd # 1	Madison	WI	53718	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Madison's	American	American	Tommy	Gohsman	119 King St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Madtown Chicken & Fish	American	American	Lutfur	Shaboz	1101 N Sherman Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Maduro Cigar Bar	American	American	Brian	Haltinner	117 E Main St	Madison	WI	53703	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Main Depo	American	American	Tripalin H	Travis	627 W Main St	Madison	WI	53703	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Marigold Kitchen	American	American	Phillip	Hurley	118 S Pinckney St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Merchant	American	American	Joshua	Berkson	121 S Pinckney St # 100	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Mickey's Tavern	American	American	Janie	Capito	1524 William son St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Mickies Dairy Bar	American	American	Payow	Thongnua m	1511 Monroe St	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Mike's Horseshoe Bar & Grill	American	American	Mike	Ibrahim	3900 Dempsey Rd	Madison	WI	53716	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Milio's Sandwiches	American	American	Patti	Joyce	5534 Eastpark Blvd	Madison	WI	53718	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Mint Cafe	American	American			312 Timber Ave	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Mondays	American	American	Gary	Garten	523 State St	Madison	WI	53703	Verified	72241001	Drinking Places	10 to 19	Private	Single Loc

												(Alcoholic Beverages)			
2019	Murphy's Bar & Restaurant	American	American	Sue	Collins	5344 State Road 113	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	N Victor Allen's Coffee	American	American			707 S Mills St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Next Door Brewing Co	American	American	Aric	Dieter	2439 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Nomadic Grill Inc	American	American	Michael L	O'Russa	1976 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	North Of The Bayou	American	American			802 Atlas Ave	Madison	WI	53714	Verified	72241001	Drinking Places (Alcoholic Beverages)	20 to 49	Private	Single Loc
2019	North-South Seafood-Smokeyhouse	American	American	Keith	Stoesz	6604 Mineral Point Rd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Oakcrest Tavern	American	American	Chip	Cantwell	5371 Old Middleton Rd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Off Broadway Draft House	American	American	Joe	Klinzing	5404 Raymond Rd	Madison	WI	53713	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Ogden's North Street Diner	American	American	Will	Tracy	2409 Commercial Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Oliver's Public House	American	American	Jessica	Kucza	2540 University Ave	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pancake Cafe	American	American	Carrie	Elmer	724 S Gammon Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Paradise Lounge	American	American	James	Disch	119 W Main St # 2	Madison	WI	53703	Verified	72241001	Drinking Places (Alcoholic)	5 to 9	Private	Single Loc

												Beverages)			
2019	Parkway Family Restaurant	American	American	Nuredin	Selimi	1221 Ann St	Madison	WI	53713	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Pigs In A Fur Coat	American	American	Bonnie	Arent	940 William son St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pizza Extreme	American	American			605 E Washington Ave	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Players Sports Bar	American	American	Wendy	Allen	2013 Winnebago St	Madison	WI	53704	Verified	72241001	Drinking Places (Alcoholic Beverages)	10 to 19	Private	Single Loc
2019	Plaza Tavern & Grill Inc	American	American	Dean	Hetue	319 N Henry St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pooleys	American	American	Geoffrey	Poole	5441 High Crossing Blvd	Madison	WI	53718	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pots-N-Tots	American	American	Adam	Markley	126 W Towne Mall	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Rare Steakhouse	American	American	Jim	Hansen	14 W Mifflin St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Red Zone Pub & Grill	American	American	Ryan	Holker	1206 Regent St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Reverend Jim's Road House	American	American	Jim	Hollback	6402 Millpond Rd	Madison	WI	53718	Verified	72241001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Rigby Pub	American	American			119 E Main St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Roast Public House	American	American	Douglas	Haymaker	558 State St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Roman Candle	American	American			2623 Monroe St # 100	Madi son	WI	537 11	Verif ied	72251 115	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Roman Candle Co	American	American	Brewer	Stouffer	1054 William son St # A	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Roman Candle Sparkler	American	American			100 N Hamilt on St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Rp Adlers	American	American	Randy	Adler	8202 Watts Rd	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Rustic Tavern	American	American	John	Tennyson	516 S Park St	Madi son	WI	537 15	Verif ied	72241 001	Drinking Places (Alcoholic Beverages)	1 to 4	Private	Single Loc
2019	Shamrock Bar	American	American	Glenn	Jahns	117 W Main St # 1	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Short Stack Eatery LLC	American	American	Alex	Lindenmeyer	301 W Johnson St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Showbiz Pizza Time Inc	American	American	Ken	Sellers	438 Grand Canyon Dr	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Silver Dollar Tavern	American	American	Willy	Teasdale	117 W Mifflin St	Madi son	WI	537 03	Verif ied	72241 001	Drinking Places (Alcoholic Beverages)	1 to 4	Private	Single Loc
2019	Silver Mine Subs	American	American	Kenny	Brenner	2601 W Beltline Hwy # 103	Madi son	WI	537 13	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Snappy Tomato Pizza Co	American	American			505 S Rosa Rd	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Stadium View Pizza LLC	American	American	Philip S	Booras	1614 Monroe St	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	State House	American	American			1001 Wisconsin Pl	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Steenboks On Orchard	American	American	Kellee	Hansen	330 N Orchard St	Madison	WI	537 15	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Steep & Brew	American	American	Stephen	Dongarra	544 State St # 1	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Teddywedges	American	American	Anthony	Rineer	101 State St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Tin Fox Restaurant	American	American			2616 Monroe St	Madison	WI	537 11	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Tip Top Tavern	American	American	Calvin	Beecher	601 North St	Madison	WI	537 04	Verified	72251 117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Tipsy Cow	American	American	Michael	Banas	102 King St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Toby's Supper Club	American	American	Roxanne	Peterson	3717 S Dutch Mill Rd	Madison	WI	537 18	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Twist	American	American	Jason	Salus	6617 Odana Rd	Madison	WI	537 19	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Up North	American	American	Bob	Worm	150 S Blair St	Madison	WI	537 03	Verified	72241 001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Uw Saddle & Sirloin	American	American			1675 Observatory Dr	Madison	WI	537 06	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Villa Tap OD Madison LLC	American	American	Chris	Warren	2302 Packers Ave	Madison	WI	537 04	Verified	72241 001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Village Bar	American	American	Mark	Kampa	3801 Mineral Point Rd	Madison	WI	537 05	Verified	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Vintage Spirits & Grill	American	American	Trent	Kraemer	529 University Ave	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Weary Traveler Inc	American	American	Christopher	Berge	1201 William son St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	Willalby's Cafe	American	American	Nathan	Prince	1351 William son St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaur ants	5 to 9	Priva te	Singl e Loc
2019	Wilsons Bar	American	American	Randy	Wilson	2144 Atwood Ave	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Wingra Cafe	American	American	Amanda	Dennis	1000 Edgewood College Dr	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Wisco	American	American			852 William son St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Wise	American	American	Jerinna	Onafuwa	1501 Monroe St	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaur ants	20 to 49	Priva te	Singl e Loc
2019	Wonder Bar Steakhous e	American	American	Mike	Mckee	222 E Olin Ave	Madi son	WI	537 13	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Woody & Annes	American	American	William	Pfister	2236 Winneb ago St	Madi son	WI	537 04	Verif ied	72241 001	Drinkin g Places (Alcoh olic Beverag es)	1 to 4	Priva te	Singl e Loc
2019	Zu Zu Cafe	American	American	Bobby	Shapiro	1336 Drake St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Journey Buffet	Asian	Asian	Joe	Li	4325 Lien Rd	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Kato's Cajun	Asian	Asian			108 W Towne Mall # 157	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaur ants	5 to 9	Priva te	Singl e Loc
2019	Nams Noodles	Asian	Asian	Zach	Li	1336 Regent St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaur ants	5 to 9	Priva te	Singl e Loc
2019	Tai's Asian Bistro	Asian	Asian			638 S Whitney Way	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc

2019	VIP	Asian	Asian	You	Zheng	6718 Odana Rd	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	VIP Asian Cuisine	Asian	Asian			6722 Odana Rd	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Samba Brazilian Grill	Brazilian	Latino	Joanne	Fairbotha m	240 W Gilman St # 2	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Samba Grill LLC	Brazilian	Latino	Lee	Jongyea n	402 W Gorham St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Jamerica Caribbean Restaurant	Caribbea n	Latino	Martin	Beacon	1236 William son St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	A 8 China	Chinese	Asian	Defeng	Yang	608 Universi ty Ave	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	Asian House	Chinese	Asian	Wei	Li	1 Dempse y Rd # 3	Madi son	WI	537 14	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	Chang Jiang	Chinese	Asian	Jake	Lin	4929 Commer cial Ave	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	Chang Jiang	Chinese	Asian	Sian	Huane	646 S Gammo n Rd	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	Chang Jiang Restaurant	Chinese	Asian	Yao	Liu	5710 Raymon d Rd	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	Chang Jiang-Madison	Chinese	Asian	Chen	Li	3195 Muir Field Rd	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaur ants	1 to 4	Priva te	Singl e Loc
2019	Chens Dumplings LLC	Chinese	Asian			505 State St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Chili King	Chinese	Asian			602 S Park St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	China Inn II Inc	Chinese	Asian	Xin	Zheng Qi	4702 Cottage	Madi son	WI	537 16	Verif ied	72251 117	Full-Service	1 to 4	Priva te	Singl e Loc

						Grove Rd						Restaurants			
2019	China Kitchen	Chinese	Asian	Mike	Jaing	6608 Mineral Point Rd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	China Star	Chinese	Asian	Stella	Leung	111 Weaver Pl	Madison	WI	53716	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	China Wok	Chinese	Asian	You	Gheng	1724 Fordem Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Chinese Relaxation Ctr	Chinese	Asian			89 East Towne Mall	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Double 10 Mini Hot Pot	Chinese	Asian			1272 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Dragon I	Chinese	Asian			422 State St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Dumpling Haus	Chinese	Asian	Jenny	Yin	540 N Midvale Blvd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Flaming Wok	Chinese	Asian	Pochulee	Lee	4237 Lien Rd # H	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Great China	Chinese	Asian			619 N Sherman Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Great Wall Madison	Chinese	Asian	Jie	Chen	925 Rockefeller Ln	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Happy Wok	Chinese	Asian	George	Poon	17 Eastpark Ct	Madison	WI	53718	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Happy Wok	Chinese	Asian	George	Poon	429 Commerce Dr	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Hong Kong Cafe	Chinese	Asian	Terry	Leung	2 S Mills St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Hong Kong Station	Chinese	Asian			1441 Regent St	Madi son	WI	537 11	Verif ied	72251 117	Full-Service Restaurants	1 to 4	Priva te	Singl e Loc
2019	Jade Garden	Chinese	Asian	Wuguo	Zheng	1109 S Park St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	5 to 9	Priva te	Singl e Loc
2019	Koi Sushi	Chinese	Asian			502 State St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Mandarin Express	Chinese	Asian			89 East Towne Mall	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Mandarin Express	Chinese	Asian			66 W Towne Mall	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Nani Restaurant	Chinese	Asian			518 Grand Canyon Dr	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Orient House	Chinese	Asian	Yongyu e	Ma	626 S Park St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Oriental Wok	Chinese	Asian	W	Chen	532 S Park St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	1 to 4	Priva te	Singl e Loc
2019	Qq Express	Chinese	Asian			1401 University Ave # B	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Soga Shabu Shabu	Chinese	Asian	Cai Zhou	Ting	508 State St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Taiwan Little Eats	Chinese	Asian			320 State St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Tang's Bistro LLC	Chinese	Asian	Xiao H	Li	1336 Regent St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Wah Kee Wonton Noodle Rstrnt	Chinese	Asian	Albert	Ng	600 William son St # E	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	5 to 9	Priva te	Singl e Loc
2019	World Buffet	Chinese	Asian			499 Donofri o Dr	Madi son	WI	537 19	Verif ied	72251 117	Full-Service	10 to 19	Priva te	Singl e Loc

	Chinese & Amer											Restaurants			
2019	How To Cook A Wolf	French	European			708 E Johnson St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	LA Baguette	French	European			7424 Mineral Point Rd	Madi son	WI	537 17	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Labrioché True Food	French	European	David	Yankovich	2862 University Ave	Madi son	WI	537 05	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Prosit To You Inc	German	European			514 E Wilson St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Gyro Express	Greek	Mediterranean			66 W Towne Mall	Madi son	WI	537 19	Verif ied	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Husnu's	Greek	Mediterranean	Husnu	Atis	814 W Shore Dr	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Nick's Bar & Restaurant	Greek	Mediterranean	Constantine	Christ	226 State St	Madi son	WI	537 03	Verif ied	72241 001	Drinking Places (Alcoholic Beverages)	20 to 49	Private	Single Loc
2019	Parthenon-Gyros Of Wisconsin	Greek	Mediterranean	Gus	Vranas	316 State St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Plaka Taverna	Greek	Mediterranean	Telly	Fatsis	410 E Wilson St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Poke	Hawaiian	Hawaiian	Judy	Zhu	600 William son St # K3	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Poke It Up	Hawaiian	Hawaiian			540 University Ave	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Monona Eatery & Bakery LLC	Honduran	Latino	Claudia L	Gamoneda	4544 Monona Dr	Madi son	WI	537 16	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Indian Taj	Indian	Asian	Anita	Kumar	1256 S Park St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service	5 to 9	Private	Single Loc

	Restauran t											Restaur ants			
2019	Kangchen Inc	Indian	Asian			7475 Mineral Point Rd	Madi son	WI	537 17	Verif ied	72251 117	Full- Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Maharaja Restauran t E Pt Plaza	Indian	Asian			1707 Thierer Rd	Madi son	WI	537 04	Verif ied	72251 117	Full- Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Maharani Indian Restauran t	Indian	Asian	Satnam	Saini	380 W Washing ton Ave	Madi son	WI	537 03	Verif ied	72251 117	Full- Service Restaur ants	5 to 9	Priva te	Singl e Loc
2019	Nonnos Ristorant e Italiano	Indian	Asian	Joaquin	Lopez	704 S Whitney Way	Madi son	WI	537 11	Verif ied	72251 117	Full- Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Osteria Papavero	Indian	Asian	Kevin	Trottier	128 E Wilson St	Madi son	WI	537 03	Verif ied	72251 117	Full- Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Swagat Indian Cuisine	Indian	Asian	Resham	Singh	707 N High Point Rd	Madi son	WI	537 17	Verif ied	72251 117	Full- Service Restaur ants	5 to 9	Priva te	Singl e Loc
2019	Taste Of India	Indian	Asian	Sital	Singh	2623 Monroe St # 150	Madi son	WI	537 11	Verif ied	72251 117	Full- Service Restaur ants	5 to 9	Priva te	Singl e Loc
2019	Thulasi Kitchen	Indian	Asian			515 Junction Rd # A	Madi son	WI	537 17	Verif ied	72251 117	Full- Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Zeolites India	Indian	Asian			812 E Dayton St	Madi son	WI	537 03	Verif ied	72251 117	Full- Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Dobhan Restauran t	Indian & Mediterra nean	Asian	Rajan	Pradhan	2110 Atwood Ave	Madi son	WI	537 04	Verif ied	72251 117	Full- Service Restaur ants	10 to 19	Priva te	Singl e Loc
2019	Bandung Indonesia n Restaura nt	Indonesia n	Asian	Pram	Adriasjac h	600 William son St # M	Madi son	WI	537 03	Verif ied	72251 117	Full- Service Restaur ants	5 to 9	Priva te	Singl e Loc
2019	Brocach Irish Pub- Rstrnt- Mdsn	Irish	European	Cliff	Mc Donald	7 W Main St	Madi son	WI	537 03	Verif ied	72241 001	Drinkin g Places (Alcohol ic Beverag es)	20 to 49	Priva te	Singl e Loc

2019	Erin's Snug Irish Pub	Irish	European	Jerry	Lawler	4601 American Pkwy	Madi son	WI	537 18	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Irish Pub	Irish	European	Mark	Mackesey	317 State St # A	Madi son	WI	537 03	Verif ied	72241 001	Drinkin g Places (Alcoh olic Beverag es)	5 to 9	Priva te	Singl e Loc
2019	Martin O'Gradys Irish Pub	Irish	European	Steve	Alt	7436 Mineral Point Rd	Madi son	WI	537 17	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Benvenuto's Italian Grill	Italian	Mediterranean	Greg	Delatorre	1109 Fourier Dr	Madi son	WI	537 17	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Benvenuto's Italian Grill	Italian	Mediterranean	Collin	Bernhardt	1849 Northport Dr	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Cafe LA Bellitalia	Italian	Mediterranean	Joe	Pipitone	1026 N Sherman Ave	Madi son	WI	537 04	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Cafe Porta Alba	Italian	Mediterranean	Vincent	Pugliese	558 N Midvale Blvd	Madi son	WI	537 05	Verif ied	72251 115	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Cento	Italian	Mediterranean	Melanie	Horzuesky	122 W Mifflin St	Madi son	WI	537 03	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Common Pasta LLC	Italian	Mediterranean	Thomas	Durbin	902 Moorland Rd	Madi son	WI	537 13	Verif ied	72251 117	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Glass Nickel Pizza	Italian	Mediterranean	Charlie	Nguyem	3191 Muir Field Rd	Madi son	WI	537 19	Verif ied	72251 115	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Glass Nickel Pizza Co	Italian	Mediterranean	Neal	Stath	5003 University Ave # 170	Madi son	WI	537 05	Verif ied	72251 115	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc
2019	Grampas Pizzeria	Italian	Mediterranean			1374 William son St	Madi son	WI	537 03	Verif ied	72251 115	Full-Service Restaurants	10 to 19	Priva te	Singl e Loc
2019	Greenbus h Bar	Italian	Mediterranean			914 Regent St	Madi son	WI	537 15	Verif ied	72251 117	Full-Service Restaurants	20 to 49	Priva te	Singl e Loc

2019	Itzza Pizza	Italian	Mediterranean			2825 University Ave # 3	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Lacoppa Gelato	Italian	Mediterranean			341 State St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Lombardi no's Restaurant	Italian	Mediterranean	Patrick	O'Halloran	2500 University Ave	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Luigi's Pizzeria	Italian	Mediterranean	Dylan	Freund	515 S Midvale Blvd # 1	Madison	WI	53711	Verified	72251115	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Pietros Pizza Inc A Corp	Italian	Mediterranean			1026 N Sherman Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pizza Bella	Italian	Mediterranean			1437 Regent St	Madison	WI	53711	Verified	72251115	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Pizza Brutta	Italian	Mediterranean	Derrick	Lee	1805 Monroe St	Madison	WI	53711	Verified	72251115	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pizza Di Roma	Italian	Mediterranean			439 Grand Canyon Dr	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pizza Di Roma	Italian	Mediterranean	Jimmy	Pashaj	313 State St	Madison	WI	53703	Verified	72251115	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Sbarro	Italian	Mediterranean	Jorge	Raredes	66 W Towne Mall	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Tutto Pasta Trattoria	Italian	Mediterranean	Pam	Mc Cord	305 State St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Akari Sushi	Japanese	Asian			811 S Gammon Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Edo Japanese Restaurant	Japanese	Asian	Jing	Xun	532 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Morris Ramen Fms LLC	Japanese	Asian			106 King St	Madison	WI	53703	Verified	72251117	Full-Service	10 to 19	Private	Single Loc

												Restaurants			
2019	Ramen Station	Japanese	Asian			1124 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Sarku Japan	Japanese	Asian	Ramiro	Truglio	111 W Towne Mall	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Sarku Japan	Japanese	Asian	Michael	Chang	89 East Towne Mall	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Sumo Steakhouse & Sushi Bar	Japanese	Asian			1745 Parkside Dr	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Sushi Muramoto	Japanese	Asian	Shinji	Muramoto	546 N Midvale Blvd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Takara Japanese	Japanese	Asian	Jenni	Ni	696 S Whitney Way	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Takumi Japanese Restaurant	Japanese	Asian	Rong	Chen	4222 E Towne Blvd	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Umami Dumpling & Ramen Bar	Japanese	Asian	Wendy	Kuo	923 William son St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Wasabi	Japanese	Asian	Ken	Katsuma	449 State St # G	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Mister Kimchi Modern Korean	Korean	Asian			225 King St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	New Seoul Korean Restaurant	Korean	Asian	C	Lee	721 N High Point Rd	Madison	WI	53717	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Hot N Spicy Asian	Lao	Asian	Tammy	Phammahanh	4602 Monona Dr	Madison	WI	53716	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Lao Laan Xang Restaurant	Lao	Asian	Sone	Inthachith	2098 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Lao Laan-Xang Restaurant	Lao	Asian	Christine	Inthachith	1146 Williamson St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Vientiane Palace	Lao	Asian	Ounla	Thongsanh	151 W Gorham St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Fuegos Steak & Tapas LLC	Latin	Asian	Jordan	Wegner	4551 Stein Ave	Madison	WI	537 14	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Banzo	Mediterranean	Mediterranean	Aaron	Collins	1511 Williamson St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Banzo	Mediterranean	Mediterranean	Aaron	Collins	2105 Sherman Ave	Madison	WI	537 04	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Dubai Restaurant & Bar	Mediterranean	Mediterranean	Miar	Makadi	419 State St	Madison	WI	537 03	Verified	72241 001	Drinking Places (Alcoholic Beverages)	5 to 9	Private	Single Loc
2019	Kabul	Mediterranean	Mediterranean	Hamed	Zafari	540 State St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Mad Shawarma	Mediterranean	Mediterranean			610 Junction Rd # 113	Madison	WI	537 17	Verified	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Mediterranean Cafe	Mediterranean	Mediterranean	Faycal	Belakhdar	625 State St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Oliva Italian Mediterranean	Mediterranean	Mediterranean	Mehmet	Dayi	751 N High Point Rd	Madison	WI	537 17	Verified	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Otto's Restaurant-Bar Madison	Mediterranean	Mediterranean	Kamil	Tanyeri	6405 Mineral Point Rd	Madison	WI	537 05	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Pantheon Bar	Mediterranean	Mediterranean	Gus	Vranas	316 State St	Madison	WI	537 03	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Bartaco	Mexican	Latino	Chris	Myers	464 N Midvale Blvd	Madison	WI	537 05	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc

2019	Bel Air Cantina	Mexican	Latino			111 Martin Luther King Jr Blvd	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Blue Agave	Mexican	Latino			117 Butler St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Brasa	Mexican	Latino	Jose V	Zecua	15 N Broom St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Burrito Drive	Mexican	Latino	Dave	Swedarsky	310 S Brearly St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Cancun Mexican Restaurant	Mexican	Latino	Joaquin	Lopaz	704 S Whitney Way	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Casa De Lara	Mexican	Latino	Charles	Otto	341 State St # 2	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Cuco's Mexican Fusion	Mexican	Latino			225 King St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	El Pastor	Mexican	Latino	Maria	Jimenez	2010 S Park St	Madison	WI	53713	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	El Rancho	Mexican	Latino	Jose F	Torres	819 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	El Rancho East	Mexican	Latino	Daledora	Florencio	4527 Cottage Grove Rd	Madison	WI	53716	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	El Rincon Tico	Mexican	Latino			1133 William son St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Eldorado Grill	Mexican	Latino	Kevin	Tubb	744 William son St # 101	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Gloria's Mexican Restaurant	Mexican	Latino	Sergio	Ugalde	610 Junction Rd	Madison	WI	53717	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc

2019	Habanero's Mexican Grill	Mexican	Latino	Jose A	Garcia	2229 S Stoughton Rd	Madison	WI	53716	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Habeneros	Mexican	Latino			3001 N Sherman Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	LA Bamba Madison	Mexican	Latino	Hernesto	Ajus	710 S Gammon Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	LA Hacienda	Mexican	Latino	David	Herrera	515 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	LA Hispana Taqueria	Mexican	Latino			4512 E Washington Ave # 4	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	LA Mestiza	Mexican	Latino	Antonio	Estrada	6644 Odana Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	LA Taqueria El Jalapeno	Mexican	Latino			1326 S Midvale Blvd	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	LA Taqueria Three Amigos	Mexican	Latino			1133 Williamson St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Lalo's Mexican Restaurant	Mexican	Latino	Youssef	Amraoui	5510 University Ave	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Laredo's	Mexican	Latino	Rafael	Escamilla	694 S Whitney Way	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Laredo's	Mexican	Latino			4001 Lien Rd	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Martha's Cocina LLC	Mexican	Latino	Martha T	Gonzalez	121 E Main St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pasqual's Cantina	Mexican	Latino	Ben	Roberts	670 N Midvale Blvd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Pasqual's Cantina	Mexican	Latino	Rebecca	Frame	1344 E Washington Ave	Madison	WI	53703	Verified	72251117	Full-Service	10 to 19	Private	Single Loc

												Restaurants			
2019	Pedro's Madison West	Mexican	Latino			499 Donofrio Dr	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Taqueria Guadalajara	Mexican	Latino	Francisco	Vazquez	1033 S Park St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Taqueria Sabor Queretano Qrtn	Mexican	Latino	Mario	Carrillo Armwe	4512 E Washington Ave # 7	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Tex Tubb's Taco Palace East	Mexican	Latino	Christopher	Durley	2009 Atwood Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Nile Restaurant	Middle Eastern	Middle Eastern	Mohammad	Hinnawi	6119 Odana Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Bierock Madison	N/A	No records			Superior St	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Brew City Pizza	N/A	No records			737 S Gammon Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Brew City Pizza	N/A	No records			2810 E Washington Ave	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Cafe Osher	N/A	No records			1015 Mound St # 206	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Creative Croissants	N/A	No records			4000 International Ln # 1	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Farm Tavern	N/A	No records	Rod	Peterson	1701 Moorland Rd	Madison	WI	53711	Verified	72241001	Drinking Places (Alcoholic Beverages)	1 to 4	Private	Single Loc
2019	First Madco	N/A	No records	Samuel	Brown	6402 Odana Rd # 103	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Frameshift Arts Cafe LLC	N/A	No records	John P	Dehaven	2262 Winnebago St	Madison	WI	53704	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Jerome's	N/A	No records	George	Wiasnar	22 S Carroll St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Jesus Lunch Inc	N/A	No records	Melissa	Helbach	6993 Applewood Dr	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Nostrano	N/A	No records	Tim	Dahl	9 Deer Point Trl	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Ovations	N/A	No records	Rod	Burwell	1 W Dayton St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Palma Restaurant & Lounge	N/A	No records			419 State St	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Rhs Cap Wisc LLC	N/A	No records	Caleb	Maier	902 Regent St	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Rockford Pizza LLC	N/A	No records	Richard J	Divelbiss	434 S Yellowstone Dr # 101	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Tanyeri Corp	N/A	No records			6405 Mineral Point Rd	Madison	WI	53705	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Uncle E's Pizza Co LLC	N/A	No records	Kelly	Erdman	3787 Park Knoll Dr	Madison	WI	53718	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Underground Catering LLC	N/A	No records	Jonathan D	Hunter	931 E Main St # 19	Madison	WI	53703	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Inka Heritage	Peruvian	Latino			604 University Ave	Madison	WI	53715	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Lillian's Phillipine Cuisine	Phillipine	Asian			730 Ray O Vac Dr	Madison	WI	53711	Verified	72251117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Mabuhay Philippine Cuisine	Phillipine	Asian	Cita	Johnson	1272 S Park St	Madison	WI	53715	Verified	72251117	Full-Service	1 to 4	Private	Single Loc

												Restaurants			
2019	Eno Vino Wine Bar & Bistro	Spanish	Mediterranean	Matt	Robert	601 Junction Rd	Madi son	WI	537 17	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Bahn Thai Restaurant	Thai	Asian	Vandy	Inthasak	944 William son St # 4	Madi son	WI	537 03	Verified	72251 117	Full-Service Restaurants	5 to 9	Private	Single Loc
2019	Curry In The Box	Thai	Asian			3519 University Ave	Madi son	WI	537 05	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Ha Long Bay	Thai	Asian	Gene	Tran	1353 William son St	Madi son	WI	537 03	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Monsoon Siam	Thai	Asian	Pooh	Wong	2045 Atwood Ave # 109	Madi son	WI	537 04	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Rising Sons	Thai	Asian			745 N High Point Rd	Madi son	WI	537 17	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Rising Sons Deli	Thai	Asian	Be	Macvilay	617 State St	Madi son	WI	537 03	Verified	72251 117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Sa Bai Thong	Thai	Asian	Uaiporn	Wichitchu	6802 Odana Rd	Madi son	WI	537 19	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Sa-Bai Thong Thai Cuisine	Thai	Asian	Uaipoin	Wichitchu	2840 University Ave	Madi son	WI	537 05	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc
2019	Sala Thai	Thai	Asian	Thongp one	Vanphravong	36 S Fair Oaks Ave	Madi son	WI	537 14	Verified	72251 117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Thai Basil	Thai	Asian	Keratirowja	Perapong	6714 Raymond Rd	Madi son	WI	537 19	Verified	72251 117	Full-Service Restaurants	1 to 4	Private	Single Loc
2019	Sunroom Cafe	Venezuelan	Latino	Mark	Paradise	638 State St	Madi son	WI	537 03	Verified	72251 117	Full-Service Restaurants	20 to 49	Private	Single Loc
2019	Pho Nam Noodle House	Vietnamese	Asian	Thuy	DO	610 Junction Rd	Madi son	WI	537 17	Verified	72251 117	Full-Service Restaurants	10 to 19	Private	Single Loc

2019	Saigon Noodle LLC	Vietnamese	Asian	Ann	Tram	6754 Odana Rd	Madison	WI	53719	Verified	72251117	Full-Service Restaurants	5 to 9	Private	Single Loc
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Appendix C. Permanently closed, temporarily closed, relocated restaurants from 2020 to 2022 in Madison, WI.

Name	Year	Address	Status	City	State	Type	Country	Reason
Cranberry Club	2022	617 N. Sherman Ave	Permanently Closed	Madison	Wisconsin	American	United States	Second wave of Covid, inflation and supply chain issues
The Heights	2022	11 N. Allen St	Permanently Closed	Madison	Wisconsin	American	United States	staffing restrictions and pandemic restrictions
Lake Edge Seafood	2022	4100 Monona Dr	Permanently Closed	Madison	Wisconsin	American	United States	staffing issues and rising food costs
Doc's Smokehouse	2022	72 W Towne Mall	Permanently Closed	Madison	Wisconsin	American	United States	Staff issues
Capital Takeout	2022	215 S. Hamilton St	Permanently Closed	Madison	Wisconsin	American	United States	traffic flow at the city-county building not returned; nearby employees work from home
Ale Asylum	2022	2002 Pankratz St	Permanently Closed	Madison	Wisconsin	American	United States	Purchase fell
The Tin Fox	2020	2616 Monroe St	Permanently Closed	Madison	Wisconsin	American	United States	Forced the stay-at-home order; cannot sell taps and cocktails
Manna Café & Bakery	2020	611 N Sherman Ave	Permanently Closed	Madison	Wisconsin	American	United States	Limited amount of space
Doolittle's Woodfire Grill	2020	4323 E Towne Blvd East Towne Mall	Permanently Closed	Madison	Wisconsin	American	United States	Integrated reason
Good Food Low Carb Café	2020	4674 Cottage Grove Rd	Permanently Closed	Madison	Wisconsin	American	United States	Extensive vandalism between covid
Potbelly on University Avenue	2020	3320 University Ave	Permanently Closed	Madison	Wisconsin	American	United States	Integrated reason
Potbelly on West Towne	2020	112 W Towne Mall	Permanently Closed	Madison	Wisconsin	American	United States	Integrated reason
Freddy Valentine's	2020	134 W. Jefferson St.	Permanently Closed	Madison	Wisconsin	American	United States	Avoid "losing Everything"
Rockhound Brewing Co.	2020	444 S Park St	Permanently Closed	Madison	Wisconsin	American	United States	county-mandated 25% capacity policy
Pizza Di Roma on State Street	2020	313 State St	Permanently Closed	Madison	Wisconsin	American	United States	Integrated reason
Pizza Di Roma West side	2020	439 Grand Canyon Dr	Permanently Closed	Madison	Wisconsin	American	United States	Integrated reason
S&A Café	2020	2501 W Beltline Hwy Ste 111	Permanently Closed	Madison	Wisconsin	American	United States	Integrated reason
Nomad World Pub	2020	408 W. Gorham St	Permanently Closed	Madison	Wisconsin	American	United States	Integrated reason
Ground Zero Coffee	2020	744 Williamson St	Permanently Closed	Madison	Wisconsin	American	United States	Less customers, no drive-thru
Roman Candle Pizza	2022	1054 Williamson St	Permanently Closed	Madison	Wisconsin	American		sales declined, lack of staff, rising food prices

Jardin	2022	829 E Washington Ave	Temporarily Closed	Madison	Wisconsin	American	United States	Pandemic restrictions
Graft	2020	18 N Carroll St	Temporarily Closed	Madison	Wisconsin	American	United States	Integrated reason
Ogden's North Street Diner	2020	560 North St	Temporarily Closed	Madison	Wisconsin	American	United States	Shortage of staff
Mercies	2020	1748 Eagan Rd	Temporarily Closed	Madison	Wisconsin	American	United States	Integrated reason
Johnny Delmonico's and Fresco	2020	130 S Pinckney St	Temporarily Closed	Madison	Wisconsin	American	United States	25% capacity policies, fewer customers
Rollplay	2022	3241 Garver Green	Relocated	Madison	Wisconsin	Asian	United States	Increased food cost and rents
Dragon I	2020	422 State St	Permanently Closed	Madison	Wisconsin	Asian	United States	Integrated reason
Szechuan Garden	2020	6654 Mineral Point Road	Permanently Closed	Madison	Wisconsin	Asian	United States	Fewer customers
Double-10 Mini Hot Pot	2022	600 Williamson St E	Relocated	Madison	Wisconsin	Asian	United States	Integrated reason
Umami Ramen & Dumpling Bar	2020	27 E. Main St	Relocated	Madison	Wisconsin	Asian	United States	Integrated reason
HungryBadger Café	2020	540 State St	Permanently Closed	Madison	Wisconsin	Asian	United States	Struggle and stress
Lao Laan Xing (Willy St)	2022	1146 Williamson St	Permanently Closed	Madison	Wisconsin	Asian	United States	Hard to find staff
Vientiane Palace Restaurant	2020	151 W Gorham St	Permanently Closed	Madison	Wisconsin	Asian	United States	Integrated reason
Pho King Good	2020	600 Williamson St	Permanently Closed	Madison	Wisconsin	Asian	United States	Integrated reason
Martin O'Grady's Irish Pub	2020	7436 Mineral Point Rd	Permanently Closed	Madison	Wisconsin	European	United States	Tight restrictions
Hone	2022	708 E. Johnson St	Permanently Closed	Madison	Wisconsin	International	United States	Not enough volume for restaurants
The Avenue Club	2020	1128 E Washington Ave	Permanently Closed	Madison	Wisconsin	International	United States	dine-in close, Covid-19 Restrictions
Eldorado Grill	2022	744 Willamson St	Permanently Closed	Madison	Wisconsin	Latino	United States	Staff shortage and customers not returning after the pandemic
El Poblano	2020	3737 Milwaukee St	Permanently Closed	Madison	Wisconsin	Latino	United States	Integrated reason
Pasqual's Cantina on E Washington Ave	2020	1344 E Washington Ave	Temporarily Closed	Madison	Wisconsin	Latino	United States	subpar delivery and takeout sales
Sunroom Café	2021	638 State St	Temporarily Closed	Madison	Wisconsin	Latino	United States	uncertainties of the pandemic and unknowns about being able to reopen safely; limited work capacity
Fazoli's	2020	2143 Zeier Road	Permanently Closed	Madison	Wisconsin	Mediterranean	United States	Integrated reason

Plaka Taverna	2020	410 E Wilson St	Permanently Closed	Madison	Wisconsin	Mediterranean	United States	Covid-19 restrictions, small space
Estrellon	2021	313 W Johnson St	Permanently Closed	Madison	Wisconsin	Mediterranean	United States	Did not receive the promised funds
Naf Naf	2022	555 State St.	Temporarily Closed	Madison	Wisconsin	Middle Eastern	United States	Integrated reason

Appendix D. Interview Transcript (Original Chinese Version for Chinese Restaurants)

Delicacies of Asia:

1. 您开餐厅的初衷是什么？为什么选择在这个地址开餐厅？餐厅是什么时候开业的？

因为 Madison 当时中餐馆不是特别多，开餐馆也是亚洲人最擅长的事情，州街地理位置好，学校附近大学生多。

2. 餐厅里目前总共有几位员工？

5-6 个左右，或者更多一些。

3. 新冠疫情对餐厅营业有哪些影响？比如：堂食客流量减少？租金变高？食材短缺以及成本变高？

前两年影响大一些，现在稍微好一些，客流量偶尔会稍微少一点点，可能跟经济也有关系吧。租金也差不多吧。之前我们开的一家叫川香园的餐厅没有开了，因为那时候疫情刚刚开始，影响有点大。不过之前也有很多学生去那边吃饭。

4. 在疫情政策影响下，餐厅布局以及营业策略有哪些改变？比如：座位间隙；菜单变更；加入网上 app 订餐/支付；消毒措施等。您对这些改变有什么看法？疫情期间网上订单会变多吗？

座位空间需要隔离一个位置，菜单没有变化，网络会稍微多一些单，桌面，沙发，手拉门，等等需要酒精消毒。我们在 Ricepo. Grubhub. EatStreet. Uber Eats 这些外卖平台有上架。员工就是需要注意卫生方面，戴口罩、跟客人接触稍微不要那么靠近，让客人知道我们需要消毒过的东西有消毒，让他们放心使用。

5. 疫情期间您如何保持跟顾客的交流？比如：创建微信群；朋友圈；更新谷歌地图等信息？

客人来餐厅的时候会告知客人。微信群也有，会发一些菜单以及活动通知等。

6. 您有接受过政府部门的商业资金支持的项目吗？如果有的话，您觉得这些项目对商业支持有效果嘛？他们有哪些不足可以改进？

没有呢。

7. 2021 年秋天学校恢复线下课学生返校以来，对比疫情期间餐厅的营业会有显著的改善吗？

会好转很多的。

Chen's Dumplings House:

1. 您开餐厅的初衷是什么？为什么选择在这个地址开餐厅？餐厅是什么时候开业的？

我们来麦迪逊开餐厅主要是因为赚钱，主打做饺子等面食。因为之前在中国是做食堂的厨师，有很多做菜的经验。我们来这里已经有五年了。

2. 餐厅里目前总共有几位员工？

现在是 7 个人，有中国员工和拉丁裔员工。

3. 新冠疫情对餐厅营业有哪些影响？比如：堂食客流量减少？租金变高？食材短缺以及成本变高？

疫情对我们影响特别大。客流量减少让我们只能一天赚大概六七百块钱，我们还需要用这些钱分摊房租，员工工资，所以整体盈利特别少。为了防止食材短缺，我

们需要提前囤货。并且最开始的时候中国员工都回家了，我们只能找一些拉丁裔的员工，因为他们的平均工钱少一些，但是需要教他们如何做中国食物。

4. 在疫情政策影响下，餐厅布局以及营业策略有哪些改变？比如：座位间隙；菜单变更；加入网上 app 订餐/支付；消毒措施等。您对这些改变有什么看法？疫情期间网上订单会变多吗？

我们主要是做一些简餐来挣快钱。我们也有在外卖平台上架，但是这些平台会抬高菜品的价格来抽成，而我们通过外卖平台又不会多赚钱。但是外卖平台是一个不得已的方式。我们还有会员充值积分来吸引我们的消费者。

5. 疫情期间您如何保持跟顾客的交流？比如：创建微信群；朋友圈；更新谷歌地图等信息？

我们更新自己的网站信息，谷歌地图里也会有更新信息。我们把网站交给外包公司来做。目前没有微信群。

6. 您有接受过政府部门的商业资金支持的项目吗？如果有的话，您觉得这些项目对商业支持有效果嘛？他们有哪些不足可以改进？

我们参与了政府的资金支持项目并且成功的拿到了 6 万美元。这对我们的帮助特别大，而且可以说是没有这些钱我们可能度过不了这个难关。

7. 2021 年秋天学校恢复线下课学生返校以来，对比疫情期间餐厅的营业会有显著的改善吗？

有的。除了中国学生们回来之后，现在周六也有很多美国人和其他国家的人过来吃饭。我们对接下来的运营很有信心！

Hong Kong Station:

1. 您开餐厅的初衷是什么？为什么选择在这个地址开餐厅？餐厅是什么时候开业的？

我们是在这里生活久了，发现这里自己休息天都吃不上传统的食品，在这里吃到的都是美式中餐，在这之前也是做美式中餐，都是迎合美国人的口味做的菜，多糖多油多味精，感觉太不健康了，而且这里有这么多的亚洲留学生，所以就在 2013 年的时候选择在这里开了这家店

2. 餐厅里目前总共有几位员工？

不到 10 人。

3. 新冠疫情对餐厅营业有哪些影响？比如：堂食客流量减少？租金变高？食材短缺以及成本变高？

疫情以来，房租跟以前一样的涨，食材的价格涨了一倍有的在两倍以上，还经常断供，工资也是涨了很多，也很难请到工人了。

4. 在疫情政策影响下，餐厅布局以及营业策略有哪些改变？比如：座位间隙；菜单变更；加入网上 app 订餐/支付；消毒措施等。您对这些改变有什么看法？疫情期间网上订单会变多吗？

疫情发生后，我们就关闭了堂吃服务，用外带的方式继续为大家服务。用

chowbus，和 beyondmenu 线上点餐来减少跟客人直接接触的机会。后来 我们有了微信群，有时候每周会特制一些菜品提供给学生们，并且在群里直接点单自取会比外卖便宜许多，是店里的原价。

5. 疫情期间您如何保持跟顾客的交流？比如：创建微信群；朋友圈；更新谷歌地图等信息？

主要是 Google Maps 和微信群，我们微信群的回应比较快。

6. 您有接受过政府部门的商业资金支持的项目吗？如果有的话，您觉得这些项目对商业支持有效果嘛？他们有哪些不足可以改进？

不了解。

7. 2021 年秋天学校恢复线下课学生返校以来，对比疫情期间餐厅的营业会有显著的改善吗？

好多了。我们现在也开放了堂食的服务。但是大部分人还是会自取或者外卖。

Appendix E. Interview Transcript (English Translated Version)

Sol's on the Square:

1. Why did you open your restaurant, and why did you choose this location? How many years have you owned the restaurant?

We are a family-owned restaurant opening for many years, and we never move the place.

The owner is a Korean grandma who wanted to bring authentic Korean food to Madison, but she cannot speak English. So, I am the manager and take the responsibility of serving and contacting with customers.

2. How many employees do you have in your restaurant?

We are a family-owned restaurants, but we don't have many employees.

3. How did the Covid-19 pandemic affect the daily operations of your restaurant? For example, fewer customers? Increased rent? Shortage of staff and food?

We barely survived from the Covid-19 pandemic because we had to close the dine-in option due to the government policies. Specifically, we couldn't receive any tips through online-orders. Tips are an important part to our profits.

4. Due to the covid-19 policies, what's your concern about restaurant design and seating changes, menu changes, ordering and payment changes, general hygiene changes and delivery changes?

As I said before, we only provide online service. We closed all the tables.

5. How did communication with your employees change during the pandemic, if at all? How did communication with your customers change during the pandemic? if at all?

We reopened our Instagram account to post some great pictures of our foods, and how the Korean grandma cooked them. We would like to let more people see our authentic Korean food and its fresh ingredients.

6. Do you receive federal assistance through the Paycheck Protection Program, the Restaurant Revitalization Act, or other federal program during the pandemic? From the perspective of your business, how effective were these programs? How could they be improved?

No, we always want to find an appropriate program to apply, and we need the funding. At the beginning, I thought you were the government officers to help us.

7. Has business improved since the resumption of in-person classes at the UW-Madison in 2021?

Yes, absolutely. We are happy that it turns better now.

Delicacies of Asia:

1. Why did you open your restaurant, and why did you choose this location? How many years have you operated your restaurant?

Because there were not many Chinese restaurants in Madison at that time, and opening restaurants was also what Asians were best at. The location of State Street was good, and there were many college students near the school.

2. How many employees do you have in your restaurant?

About 5-6, or more.

3. How did the Covid-19 pandemic affect the daily operations of your restaurant? For example, fewer customers? Increased rent? Shortage of staff and food?

In the past two years, the impact was greater, but now it is slightly better, and the passenger flow occasionally decreases a little bit, which may have something to do with the economy. The rent is about the same. A restaurant called Szechuan Garden we opened before was not opened, because the epidemic had just started at that time, and the impact was a bit big. However, many students went there to eat before.

4. Due to the covid-19 policies, what's your concern about restaurant design and seating changes, menu changes, ordering and payment changes, general hygiene changes and delivery changes?

The seating space needs to be separated from one location, the menu has not changed, the network will be slightly more single, and the table, sofa, pull door, etc. need to be disinfected with alcohol. We have shelves on food delivery platforms such as Ricepo.Grubhub.EatStreet.Uber Eats. Employees need to pay attention to sanitation, wear masks, and stay away from customers, so that customers know that the things we need to sterilize are sterilized, so that they can use them with confidence.

5. How did communication with your employees change during the pandemic, if at all? How did communication with your customers change during the pandemic? If at all?

Guests are informed when they come to the restaurant. There is also a WeChat group, and some menus and event notifications will be posted.

6. Do you receive federal assistance through the Paycheck Protection Program, the Restaurant Revitalization Act, or other federal program during the pandemic? From the perspective of your business, how effective were these programs? How could they be improved?

No.

7. Has business improved since the resumption of in-person classes at the UW-Madison in 2021?

It gets better.

Chen's Dumplings House:

1. Why did you open your restaurant, and why did you choose this location? How many years have you operated your restaurant?

We came to Madison to open a restaurant mainly to make money, mainly making dumplings and other pasta. Because I was a canteen chef in China before, and I have a lot of experience in cooking. We have been coming here for five years.

2. How many employees do you have in your restaurant?

Now there are 7 people, including Chinese employees and Latino employees.

3. How did the Covid-19 pandemic affect the daily operations of your restaurant? For example, fewer customers? Increased rent? Shortage of staff and food?

The epidemic has particularly affected us. The decrease in passenger flow means that we can only earn about six to seven hundred yuan a day, and we have to use this money to share the rent and employee wages, so the overall profit is very small. In order to prevent the shortage of ingredients, we need to stock up in advance. And at the beginning, all the Chinese employees went home. We could only find some Latino employees, because their average wages were lower, but we needed to teach them how to cook Chinese food.

4. Due to the covid-19 policies, what's your concern about restaurant design and seating changes, menu changes, ordering and payment changes, general hygiene changes and delivery changes?

We mostly cook quick meals for quick cash. We also have food delivery platforms, but these platforms will raise the price of the dishes to get a commission, and we will not

make more money through the delivery platform. But the takeaway platform is a last resort. We also have membership recharge points to attract our consumers.

5. How did communication with your employees change during the pandemic, if at all? How did communication with your customers change during the pandemic? if at all?

We update our website information, and there will be updated information in Google Maps. We hand over the website to an outsourcing company. Currently there is no WeChat group.

6. Do you receive federal assistance through the Paycheck Protection Program, the Restaurant Revitalization Act, or other federal program during the pandemic? From the perspective of your business, how effective were these programs? How could they be improved?

We participated in the government's funding support project and successfully received 60,000 US dollars. This helps us a lot, and it can be said that without this money we may not be able to get through this difficult time.

7. Has business improved since the resumption of in-person classes at the UW-Madison in 2021?

Yes. In addition to the return of Chinese students, many Americans and people from other countries also come to eat on Saturdays. We are very confident about the operation!

Hong Kong Station:

1. Why did you open your restaurant, and why did you choose this location? How many years have you operated your restaurant?

We have lived here for a long time and found that we can't eat traditional food here on our rest days. All we eat here are American-style Chinese food. Before this, we also cook American-style Chinese food. They are all dishes that cater to the taste of Americans.

They are full of sugar. Too much oil and MSG, it feels too unhealthy, and there are so many Asian students here, so I chose to open this store here in 2013.

2. How many employees do you have in your restaurant?

No more than 10.

3. How did the Covid-19 pandemic affect the daily operations of your restaurant? For example, fewer customers? Increased rent? Shortage of staff and food?

Since the epidemic, the rent has risen as before, the price of ingredients has doubled and sometimes more than doubled, and the supply is often cut off. The wages have also increased a lot, and it is difficult to hire workers.

4. Due to the covid-19 policies, what's your concern about restaurant design and seating changes, menu changes, ordering and payment changes, general hygiene changes and delivery changes?

After the outbreak, we closed the dine-in service and continued to serve everyone with take-out. We use Chowbus, and BeyondMenu to order food online to reduce the chance of direct contact with customers. Later, we had a WeChat group, and sometimes we would make some special dishes for students every week and ordering directly in the group for self-collection would be much cheaper than takeaway, which was the original price in the store.

5. How did communication with your employees change during the pandemic, if at all? How did communication with your customers change during the pandemic? if at all?

Mainly on Google Maps and WeChat groups. Our WeChat group responds relatively quickly.

6. Do you receive federal assistance through the Paycheck Protection Program, the Restaurant Revitalization Act, or other federal program during the pandemic? From the perspective of your business, how effective were these programs? How could they be improved?

No.

7. Has business improved since the resumption of in-person classes at the UW-Madison in 2021?

Much better. We are now open for dine-in service. But most people still pick it up or take it out.