

# Invest Ottawa DMS Future Proof

## Success Story: Quinn's Ale House

### The Story

Quinn's Ale House is a popular Ottawa bar that puts a unique twist on pub favourites with its own line of authentic ales. Founder Art Hodgins has been in the business of owning, operating and flipping restaurants for over 45 years. He first opened Patty's Pub on Ottawa's Bank Street in the early 1970s, which he later sold and eventually re-acquired and branded as Quinn's Ale House. The establishment is now one of Ottawa's top English pubs, and the Hodgins family focuses intently on preserving its lively, community-focused atmosphere for their patrons.



### The Obstacle

When the COVID-19 pandemic hit, Quinn's Ale House was immediately closed. With only 36 seats indoors, Art had no choice but to remain shut until staff could accommodate the required safety measures. This left Art looking for other revenue options like offering takeout meals, to keep his doors open. He was also intently focused on gaining a digital presence to retain the customers gained through their new takeout offerings, once the lockdown measures eased.

### The Solution

To help lay the foundation for Quinn's new digital marketing tactics, Art engaged the Digital Main Street Transformation Team. Since Art already had a website and social media channels, the team began by evaluating all online platforms and identifying specific areas in which the business could improve. Art and his family had a specific image in mind for how they wanted their content to be structured, so the team worked collaboratively with them to create personalized User Guides to direct social media content moving forward. Now, Art has a detailed plan to renovate his website and social media channels on his own time which will optimize his online engagement.

# The Update and the Future

Since implementing some of the recommendations from the team, Art has noticed a significant increase in takeout orders. Quinn's has historically relied on indoor dining for revenue due to the popular ambience of the pub. While the safe reopening has been successful, Art has also observed a sustained uptick in takeout customers as a result of the new social media activity.



## Testimonial

“The Transformation Team was incredibly efficient given our personal needs,” says Art of his experience with the Future Proof program. “We have been in this business for over 45 years, yet the team was very good at giving us great resources that matched our circumstances. I highly recommend the program to other business owners looking for support.”

## Get Connected!



### Art Hodgins

Founder, Quinn's Ale House

[quinnsalehouse.com](http://quinnsalehouse.com)

 [twitter.com/ashtonbrew](https://twitter.com/ashtonbrew)

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