



**OFFICIAL FRONT OF HOUSE  
EMPLOYEE HANDBOOK**

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**FLocale Seminole Heights**

*FLocale*

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### INTRODUCTION

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#### COMPANY OVERVIEW

Did you know that at the start of 2019, employee turnover rates for the food service industry were **as high as 75%**, meaning restaurants can expect to lose **three** out of **four** employees over the course of a year. In the quick-service industry, this rate can be as high as **130-150%**

At FLocale, we feel there is a problem with those numbers. The industry has become toxic from the top down. We want to foster the belief and the principle that there is change coming to our industry. We want to help become part of that change.

FLocale is many things. We are a Food Hall Style Restaurant, Sports Bar, Cocktail Bar, Music Venue, Event Space, think tank of creativity, and most importantly a work family.

With King of the Coop becoming one of the most successful small business restaurants in the Tampa Bay Area and Westshore Pizza operating as staple across the city, FLocale can become something extremely special. With a full-service bar and the ability to produce numerous other ghost kitchens under our umbrella, success is the only pathway.

For this to happen, FLocale needs to understand that the culture needs to be that of a community for everyone. We are casting a wide net. We do not want to cater to any one group of people. Rather we want to create an environment where everyone feels at home.

## **HANDBOOK OVERVIEW**

At FLocale, the cohesiveness of our brand and culture is embedded in those who we are proud to have a part of our *team*. Those individuals will rely on the main core values of our company by maintaining professional workplace behavior, knowing how to instill proper and careful guest service, and fully believing in what FLocale represents. We strive to create a bright, rewarding, and creative atmosphere that fosters personal and professional strides for the collective happiness of anyone who walks through our doors.

## **DISCLAIMER**

For any questions concerning this handbook, or any other policies and procedures, feel free to voice your questions or concerns to members of the FLocale Management Team.

Choosing to work for FLocale is your choice, and you have the right to seek other employment at any time.

## SECTION 1

# Core Values

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At FLocale, we strive to give our patrons an experience like none other. By uniquely encompassing all our concepts under one roof, we can achieve what many businesses are unable to. Something for everyone!

### **I. Patron Interaction**

The most important aspect to our values, however, is our professional interaction with our patrons. They are not customers. They are our guests. FLocale will never belittle or make someone feel bad for their choice of food, music, or beverage.

We have a purpose is to unite everyone, no matter their interests, in the music and beverage community.

### **I. Neighborhood Influence**

Since FLocale is located in the heart of Seminole Heights, we have a duty to our neighbors to blend our atmosphere into something the community has been thriving. It's important to remember that 50% of our guests live within a 2-mile radius our business. Due to that intimate fact, we must always remember that we serve the community first.

## SECTION 2

# Presentation & Workplace Behavior

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During the course of your employment, the impressions you leave on your guests are life lasting. It doesn't take much to put a sour taste in someone's mouth based on how they were treated, spoken to, or made to feel. Someone that has a great experience will only tell a few people. Someone who has a terrible experience will tells dozens.

FLocale asks that you always remember the company's core values both on and off the clock. When you are employed by FLocale, you are a symbol of what we represent. This goes for all aspects of life. You serve as the face of the business even in the smallest of ways. The goal is to always exemplify how you want people around you to view the company you work for.

## **CONDUCT & BEHAVIOR**

In this section, it will be explained how employees should conduct themselves in a variety of areas. Remember to always represent the brand in an appropriate and efficient manner.

### **a) On The Clock**

When on the clock at FLocale, every team member must be shown respect. Verbal altercations or otherwise are a zero-tolerance situation. If you or someone else has an issue concerning another employee, you are to report it to a Manager On Duty Immediately.

All guests must be shown the same level of respect. FLocale will not tolerate undermining of patrons under any circumstance. If anyone is

witness to such a situation, they are to report it to a Manager On Duty immediately.

### **b) Off The Clock**

After you have been checked out and you are off the clock, all Front Of House Employees are allowed one shift drink. In order to redeem your drink, you must be:

- Clocked Out
- Wearing a non-work shirt
- Have been checked out by an MOD

Employees are allowed 1 shift drink per day and 2 drinks at 50% off after they have clocked out.

### **c) Outside Of Work**

When employed by FLocale, we want to be able to hold our work family to a high level. What you do outside of work is a reflection of not only yourself, but your team, and our business. FLocale reserves the right to terminate employment of any employee who FLocale feels shows conduct detrimental to the business. Employees should not wear FLocale uniforms outside of work while under the influence of alcohol.

## **STEPS OF SERVICE/EXPECTATIONS**

Hospitality 101 comes with a multitude of acronyms and customer service rules that can be applied in any business where service is a key element of the experience. With that, creating a “customer-first” bar and restaurant culture takes time and *consistent* effort. There is

almost always something that can be approved on. Guests need to have expectations set on the brand level. Employees need to have expectations on their roles, responsibilities, and how they interact with everyone around them.

The most important interaction in the service industry is the interaction with the consumer. A personalized touch goes a long way in making a dining or drinking experience fun and memorable for a guest. Small steps like greeting a guest by their first name (“Hello Mary! Right this way!”) Puts guests at ease and lets them feel cared for and accommodated. The hospitality concept called, “**Service and Smile**” is a simple way to exemplify this duty. Anytime you provide “service” accompany it with a “smile.” Projecting warmth and friendliness in your communications – both verbal and nonverbal are key elements. Things like eye contact and friendly body language, though simple, can make or break any encounter. When guests have great experiences, they return to your bar, and they bring their friends. You can help to foster this kind of continued patronage with special loyalty programs and incentives. If you would like any discount cards, please let your supervisor know. “Comp Tabs” are a great way to build repeat guests and should be utilized for new and regular patrons, NOT your best friends. “Comping” someone a shot vs a full drink, is a great way to show someone love and respect, while opening the door for the follow up of a potential sale.

### **a) Understanding the 10-and 5-Foot Rule**

Simply explained, the 10 and 5 Rule suggests that anytime a guest is within *ten* feet of a staff member, the staff member should make *eye contact and warmly smile* to acknowledge the oncoming guest. When a staff member is approximately *five* feet from a guest, a *sincere*

*greeting or friendly gesture of acknowledgement should accompany the eye contact and smile.* Acknowledgement, especially when you are at your busiest, is crucial and can make or break many guests' experiences. Bartenders use your time when "shaking" or "stirring" a cocktail as an opportunity to scan your surroundings for new guests in your 5–10-foot domain.

### **b) The Power of "1 Second."**

**Nine** out of **ten** guests are willing to wait a few minutes for a drink. They understand that the bar may be busy. What nine out of ten of them won't wait for, is ***being acknowledged***. If you're busy enough to where you can't provide immediate drink service, and your guest is within your 5 Foot Rule, use the *Power of 1 Second*. Politely let them know that you will be with them in 1 second. Too many bars fail to acknowledge their guests during the busy times of the night and in doing so, taint the experience for their guests before they even have a chance to enjoy themselves.

### **c) Higher Service**

Service can mean many things. Like other principles, great service going beyond the simple "order taker." An example of this would be if a guest comes in with a dog, and you bring the dog a bowl of water. Another example is walking a guest to the restroom vs. pointing them in the general direction. Perhaps someone purchases a case of beer "to-go" and you offer to walk it to their car. This level of service breaks the cycle of "conveyor belt hospitality," which simply put, means merely being an "order taker." Try to understand your guests needs. What are they really asking for? For example, if someone is

looking over the cocktail in a way that says they are confused or overwhelmed, find out what they like to drink. Ask questions. Treat every scenario as a possible way to chisel out the perfect guest experience.

#### **d) The Ideal Guest Interaction**

This is simple. Reverse the roles of yourself and the guest. How do you like being treated when you walk into a bar or restaurant? Try and consider the situation. Are your guests on a first date? Is it a businessperson trying to impress a client? Are they a first timer and don't know a lot about the brand? Anticipating what your guest's needs and intentions are, is a great way to up your level of service and cater them in the perfect way.

Here is one example of an ideal way to interact with a guest at the bar. "Hello, welcome to FLocale, my name is Richard, that's Michael down there, and this is Michelle. Is this your first visit with us?" Yes. "That's awesome, welcome. Here is our cocktail list, you'll find several different types of libations here. Let me know if you have any questions. My favorite is the Stairway To Heaven. If you are in the mood beer, we have some great options of our own for you to choose from. If you would like to sample any of our beers, please don't hesitate to let me know. If you would like something to eat, let me know and I will grab you a menu from Westshore Pizza or King of the Coop." The rest of the experience should lead to you informing the guest about our live music and weekly drink specials.

#### **e) Brand Recognition & Culture**

Another important element to customer service is the overall culture of your establishment, as well as a solid backbone of knowledge about what you are selling. Consider the impression that a passer-by

gets when they glance at the exterior of your job. Is the building messy? Are the windows clean? Is there enough lighting for people on the street to see your interior? What is the impression of the staff when they walk in? Is the staff huddled in a corner chit-chatting? Are they casually leaning on a cooler or table? Is there a beverage napkin or chewed up straw on the floor? Ask yourself what level of sophistication your venue falls under. Always make sure the culture that you want to exemplify represents what the business you work for is trying to portray.

## **ATTIRE**

Each FLocale employee will be provided with 2 company t-shirts. This will be acceptable attire for all shifts. For Front of House this should be accompanied by **dark wash jeans only**. No ripped jeans. Shorts are not acceptable attire except between the months of *June - August* during *open shifts*. Shoes must be **all black, close toed, and non-slip**.

For any questions on attire, feel free to speak with management.

## **STAFF CONFLICT POLICY**

Employees should always treat each other with respect. There should be no hostile or aggressive, (passive or otherwise) interactions between employees. If issues arise during a shift, please notify your superior as soon as your immediate task is complete. Remember to never allow the guest to see any hostility between you and a coworker unless you are in danger. Guests gain an interpretation of

their environment in multiple ways. Employee to employee interaction is one of them. The happier you interact with your team, the better the experience becomes for the guest.

You are reminded that you have your own rights under applicable local, state, and federal law.

## **GUEST CONFLICT POLICY**

We cannot control an unruly guest; however we can control how we handle ourselves. As such, no bar or restaurant is immune to a customer complaint. Though the degrees of their charges will vary, the way an establishment handles these claims shouldn't. If you are faced with an unruly guest:

### **Focus on the Guest**

Listen to their complaint and take every measure you can to empathize with them, not interrupting until they're finished.

### **Clarify the Problem**

Thank them for letting you know about the problem, and make sure you fully understand it before moving on to the next step.

### **Apologize**

Your whole demeanor should be apologetic but make your actual apology count. Say "**I'm sorry,**" instead of "I apologize" and don't go overboard with explanations or it will just seem like you're making excuses.

## **Resolve the Issue**

Think carefully about what the guest is looking for. In some cases, a disgruntled guest may choose to leave and never come back. Maintain composure and leave the figurative door open. If it is a drink that they did not like, offer to buy them another one and remove it from their tab.

## **Report the Incident**

If your efforts do not seem to be working, or if the issue is more serious, find a manager immediately.

### **\*\*Post incident Management \*\***

After the shift is complete, or when upper management is available, the management team will discuss any incident with all staff members involved. The group will discuss what went wrong, how it was handled, and how the situation can be prevented in the future.

## **ANTI-HARASSMENT & ANTI-DISCRIMINATION POLICIES**

Harassment or discrimination of any kind in the workplace will NOT be tolerated. If you feel that you have been the victim of such abuse, report it to your management team immediately.

## **DRUGS/ALCOHOL POLICY**

FLocale is a **drug free** workplace. At no time shall **any** employee(s) be under the influence of illegal drugs both **before** and **during** their shifts. Employees should **NOT** be under the influence of alcohol prior to their shift. If management feels that any employee is under the

influence of **any** drug during these times, they will be subject to a written warning, being sent home, or immediate termination.

## **CELL PHONE POLICY**

Cells phone usage for personal means will NOT be allowed in public spaces while you are on the clock. If you need to use your device for any reason, you may leave your designated area after approval from your manager or team members. There shall be no texting, talking, or posting on said devices unless it is in strict coordination with a supervisor, or it is for the purpose within your scope of work as a FLocale employee.

- Examples of appropriate cell phone use behind the bar or in public areas.
  - Directly coordinating with a team member regarding current work.
  - Making a work-related post to social media.
  - Looking up details regarding an event.
  - Looking up recipes for drinks or other work-related duties.

Frequent violation of this policy can result in written warning or termination. Cell phone policy will be enforced.

For any questions regarding cell phone use, please feel free to ask your management team.

## **STRIKE POLICY & FIREABLE OFFENSES**

Read over this section carefully as it will be enforced.

- **Late** – Every front of house employee is required to arrive for their shift at least 15 minutes early. If you are running late, inform your supervisor immediately.
  - 1<sup>st</sup> offense - verbal warning
  - 2<sup>nd</sup> offense – written warning
  - 3<sup>rd</sup> offense – written suspension of 3 shifts
  - 4<sup>th</sup> offense – termination.
- **No Call No Show** – If you do not make it to your shift and do not inform the proper authorities, you are subject to termination. After contact is made between management and employee, a termination decision will be made based on the reason missing your shift.
- **Insubordination** – In the case of insubordination to any staff member, the right of termination will be decided by the acting General Manger. If no termination is deemed necessary, a suspension may be in order.
- **Attitude/Guest Service/Poor Performance** – In the event of these situations:
  - 1<sup>st</sup> offense – verbal warning
  - 2<sup>nd</sup> offense – written warning
  - 3<sup>rd</sup> offense – written suspension of 3 shifts
  - 4<sup>th</sup> offense – termination

## **END OF EMPLOYMENT**

In the event of an employee resigning or quitting, we ask for 3 weeks of notice. We would like to remind all employees that employment at FLocale is at-will and may be ended at any time by said employees or said company.

Termination is not limited to the above actions, and any other issues will be handled by the management team.

## SECTION 3

# **Procedures and Emergencies**

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## **PRE-SHIFT MEETINGS.**

Every employee is required to arrive at least 15 minutes prior to their shift time. In this 15 minutes, the employees should meet with their supervisor for relevant details on the upcoming shift.

## **HEALTH PROCEDURES**

Employees may be faced with medical emergencies regarding their guests, themselves, or their coworkers. In the event of a medical emergency:

- Stop what you are doing immediately and dial 9-1-1.
- See to it that a manager is aware of the emergency.
- Calming and efficiently verbalize the emergency to the operator.

- i.e., "Hello, my name is Beth, I am at work and someone has fallen and lost consciousness.
- I am located at 5910 N Florida Ave, a business named FLocale.
- Listen to the instructions you are given by the emergency operator.
- NEVER offer water to someone who has lost consciousness or had a seizure.

## **SETTING THE TABLE**

Please familiarize yourself with the opening and closing procedures for your job title. These should be second nature and be followed in a routine way, so duties are consistent and not forgotten.

## **ALCOHOL SERVING POLICY**

Any person who looks below the age of 40 should have their ID checked. Valid IDs by the State of Florida include:

- Any State Issued Driver's License.
- Military **ID**.
- Passport or Passport Card.
- State-Issued **ID** Card.

All Front of House Employees are required to be certified as Responsible Vendors by a company designated by FLocale. Failure to meet these requirements can result in suspension or termination.

## **SCHEDULING**

All scheduling will be done through a company mobile/device app. Employees are **required** to have a valid **phone number** and **email address** in coordination with this app.

FLocale encourages each employee to create their own separate work email for this purpose. Management may send out weekly emails that are vital to operations as well as important shift notes for special events. It is highly recommended that every employee checks their email daily for any new information. Employees who do not keep themselves informed in this manner will be subject to suspension or termination.

Call Offs: After 3 consecutive days of call outs for sick reason, all employees must provide a doctor's note to avoid written action.

## **REQUESTING TIME OFF**

FLocale wants to remind all employees that a request off does not guarantee time off. It is recommended that no employee makes outside plans on days they normally work, or for dates regarding large company or industry/holiday events. While your management team will make every possible attempt to satisfy your requests, understanding of the business's needs are to be understood by all employees.

## **SWICHING/DROPPING SHIFT**

If employees are attempting to switch or drop shifts, it must be done through the scheduling app. Once a shift is dropped or attempted to be switched, it must be approved by a manager. Once full coverage is met and approved, **then and only then** will it be confirmed.

Breaching of protocol for this policy can result in suspension or termination.

## **COMPING/VOIDING CHECKS**

When there is not manager or supervisor on duty, a bartender will be permitted to comp and void items or checks. There will be a POS card given to such employees for this purpose. If there is a manager on duty, employees shall NOT comp or void any items or checks.

Employees are NOT permitted to run their own sales reports unless there is no immediate manager or supervisor on duty. When an employee is closing without a supervisor or manager, they are permitted to run their "employee report," and "system report."

## **CLOSING PAPERWORK**

Employees are NOT permitted to run their own sales reports unless there is no manager or supervisor on duty. When an employee is closing without a supervisor or manager, they are permitted to run their "employee report," and "system report."

After all tabs are closed out on POS, a manager or supervisor will run employee report. Signed credit card receipts will be stapled to front of closed out copy. Any receipts left unsigned may be resulted in employee penalty if transaction is disputed. All left tabs will be closed

out to \$0 tip. Close outs will take place in the office. Employee will do blind drop. Manager will take drawer and paperwork from employee. Manager will count down employee drawer and remove “cash due.” Employee will verify drawer is restored to opening balance. Manager will provide employee with tips or obtain cash owed to the house. Employee will return cash drawer to station and make sure all closing duties are fulfilled. Once duties are completed, employee may be approved to clock out.

## **THEFT/ROBBERY POLICY**

In the event of a robbery, comply with every request from attacker in regard to your safety and the safety of those around you. After the incident, dial 9-1-1. Follow the instruction of the emergency operator. After call is conducted, call your General Manager immediately if able.

## **ASKING FOR HELP**

FLocale wants to remind you that no matter what, you can always ask for help or consult with your management team. This can be in regard to menu specific items, health or allergy concerns, proper skills and techniques, even personal concerns.

## SECTION 4

# Pay & Benefits

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### **PAY**

All employees at FLocale are required to declare all tips. Employee credit card tips are automatically declared; however, cash tips need to be manually declared by employee.

The Front of House will pool all credit card tips on a weekly basis. All cash tips made per shift will be split between each department. Bar cash tips will be split with bar each shift. Server, Takeout, and Runner/Busser will split their cash.

### **OVERTIME**

Florida overtime laws essentially defer to federal law. Florida follows the Federal Labor laws and does not have any state specific exemptions in its Florida overtime rules, meaning all non-exempt employees must be paid overtime pay of time and a half for any hours worked over 40 hours during a work week. Any employee that will be in OT that is NOT on salary must be cleared to do so by management.

When clocking in, employees may not clock in more than 10 minutes prior to their scheduled shift.

### **BREAKS**

All employees are granted a 30-minute paid break per 8 hours and a 1-hour break after 8 hours. All breaks must be done *before* 5 pm. No breaks should be authorized after 5 pm. Employees under the age of 18 shall receive a 30-minute break every 4 hours of consecutive work. Employees should NOT involve themselves in any inappropriate acts detrimental to themselves or FLocale during that time of break. Any acts deemed detrimental to the company by the management team may result in termination.

No smoking of tobacco or illegal drugs is allowed during breaks or at any time during shift. If an employee cannot go the whole shift without smoking, they cannot work for FLocale. We are in the business of guest service. FLocale will NOT tolerate its staff smelling of illegal drugs or tobacco smoke products while on shift. It can pose a problem for health and safety. If an employee uses tobacco before their shift, they must be in a different shirt prior to, so they do not smell of smoke before coming to work.

## **EMPLOYEE DISCOUNTS**

All employees will receive 50% off all of discount available items. This includes merchandise. All employees will receive a free shift meal in the form of a 10" cheese pizza. Shift meals should be rang no less than 1 hour before the closing of the restaurant. Toppings for pizza, desserts, or any other food items less that \$5 will not be discounted.

## **FEEDBACK AND SUGGESTIONS**

FLocale is an open-door company. Please give any feedback, both positive and negative to your management team. Your words will not go unheard. FLocale makes a promise to do their best to create a workplace that is not only rewarding, but enjoyable on every level.

Giving back to our team is of the utmost importance. FLocale believes that the basis of any strong business are its employees. As such, maintaining healthy, strong, happy, and motivated staff is the backbone of our culture.

## SECTION 5

# **Anti-Harassment Policy & Complaint Procedure**

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### **ACTIONS CONSTITUTING HARASSMENT**

It doesn't matter who makes the offense. It could be a manager, owner, co-worker, or even a non-employee like a client, contractor, or vendor. If the person's conduct creates a hostile work environment or interrupts an employee's success, it is considered unlawful sexual harassment.

Sexual harassment isn't limited to making inappropriate advances. In fact, sexual harassment includes any unwelcome verbal or physical behavior that creates a hostile work environment.

Here are some examples of sexual harassment in the workplace and information on how to handle it if you have been harassed at work.

- Sending suggestive letters, notes, or e-mails
- Displaying inappropriate sexual images or posters in the workplace
- Telling lewd jokes, or sharing sexual anecdotes
- Making inappropriate sexual gestures
- Staring in a sexually suggestive or offensive manner, or whistling
- Making sexual comments about appearance, clothing, or body parts
- Inappropriate touching, including pinching, patting, rubbing, or purposefully brushing up against another person
- Asking sexual questions, such as inquiries about someone's sexual history or their sexual orientation
- Making offensive comments about someone's sexual orientation or gender identity

These are just a few examples of sexual harassment.

**Bottom line:** Any actions or words with a sexual connotation that interfere with an employee's ability to work or create an uncomfortable atmosphere are considered sexual harassment.

## **REPORTING HARASSMENT**

Any employee who feels that they have been subjected to sexual harassment should inform their management team immediately. If they do not feel comfortable doing so, they may speak to an owner

regarding their claim. FLocale will NOT tolerate harassment of any kind in the workplace.

## **ACTIONS FOLLOWING A HARASSMENT REPORT**

Once you have notified the proper authorities, the Board of Directors and management team will meet to discuss the problem under supervision of their legal department. The employee or employees will be questioned on the incident and the most appropriate action will be done. Everyone's voice will be heard and respected.

## SECTION 5

# **Conclusion**

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FLocale is proud to teach, train, empower, reward, and grow each of their employees. It is our pleasure to be the center piece of our employee's professional world.

FLocale wants to remind all employees to always represent themselves and their brand with the up most etiquette in all areas.

FLocale will strive to foster a positive atmosphere, and always reward strength, perseverance, and pride in work.

**We proudly welcome you to**

**FLOCALE**



Employee Printed: \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Employer Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_