



Case Study: Capitol Square Bar & Grill

Powered By



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Case Study: Transforming Capitol Square Bar & Grill into a Community-Driven Culinary Destination



Client Overview

Capitol Square Bar & Grill is a 137-seat, 2-level, full-service fine dining restaurant offering a unique blend of African-Caribbean-American cuisine. Despite its prime location and distinctive menu, the restaurant faced challenges in profitability, guest experience consistency, and community engagement.

Challenge

The HNC Agency (THA) was engaged to:

- Elevate the guest experience
- Increase revenue and profit share
- Build meaningful partnerships within the local community

Strategy & Execution

1. Guest Experience Enhancement

THA implemented a comprehensive front-of-house (FOH) training program and operational overhaul to improve service quality and efficiency.

Key Initiatives:

- Instituted daily pre-shift meetings for FOH staff to align on service goals and guest expectations.
- Developed and enforced a standardized “Steps of Service” protocol to reduce wait times and increase consistency.
- Introduced rigorous quality control, KPIs, and premium service standards.

Outcome:

Customer satisfaction ratings jumped from **3.2 to 4.3+ stars within 3 months**, reflecting a significant improvement in service quality and dining experience.

2. Revenue Generation & Optimization

A. Menu Engineering & Morning Revenue Revamp

The breakfast period (8–11 AM) was previously operating at a loss due to low foot traffic. THA addressed this with a targeted solution.

Action:

- Created a **Grab-and-Go Breakfast Bar** by repurposing the underutilized bar area.
- Offered pre-packaged breakfast/lunch items, coffee, tea, and juices.
- Activated a dormant side window for sidewalk service to attract passersby.

Impact:

Added **\$6,000+ in weekly revenue**, transforming a loss-leading time block into a profitable operation with increased customer flow and lower labor costs.

B. Event Programming & Private Dining

An elegant but unused second-floor dining space (The Italian Marble Room) was reimaged as a private event venue.

Action:

- Developed a robust **event and private dining program**.
- Partnered with local organizations to host curated gatherings and celebrations.

Impact:

Generated new revenue streams and revitalized an underutilized asset.

C. Nightlife Activation

Leveraging the venue's entertainment license, THA capitalized on late-night hours.

Action:

- Launched a **late-night program** from 11 PM–2 AM on Fridays and Saturdays, featuring live music/DJ, drink specials, light bites & event programming.

Impact:

Added **\$25,000+ in weekend revenue**, drawing a younger, nightlife-oriented crowd and extending the restaurant's brand reach.

3. Community Partnerships & Engagement

THA identified over 15 schools and 50 nonprofit, faith-based, and community organizations in the restaurant's vicinity.

Action:

- Created a **Tuesday night “Dine-In” Series**, offering these groups the opportunity to host fundraisers at the venue.
- Developed a rotating prix fixe menu for each event.
- Provided 15% of proceeds (post sales quota) back to participating organizations.

Impact:

- Consistently **sold out two dinner services (5 & 7 PM) every Tuesday**
- Generated **\$12,000+ in additional weekly revenue**
- Expanded brand awareness among new guests
- Increased customer retention for regular service, happy hour, and brunch

Results

Through an integrated approach combining operational efficiency, targeted programming, and deep community engagement, THA delivered transformational outcomes:

- **\$2M+ in additional revenue generated**
- **Capitol Square is in the pre-opening planning staged of a second location**
- **Improved customer satisfaction (4.3+ star average rating)**
- **Established long-term partnerships with local organizations**
- **Sustainable, diversified revenue streams across all dayparts**