

Portrait of a Virginia Restaurant Owner



Kathleen Richardson owns and operates Urban Farmhouse Market in RICHMOND, Va.

Hello, my name is **Kathleen Richardson**

- Owns and Operates Urban Farmhouse Market in RICHMOND, Va.
- Kathleen has Worked in the Restaurant Industry for 35 years
- Opened her First Restaurant in 2010
- Employs 50 People

"All of my managers have been promoted from junior roles."

Virginia Restaurant Industry At A Glance

354,900 Virginians

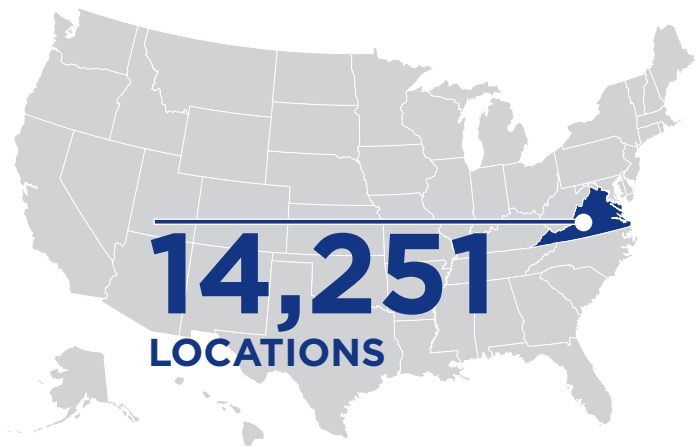
In 2014, restaurants account for **354,900 jobs in Virginia** — 9% of employment in the state.

Every **\$1 Million Spent** in Virginia's restaurants generates an additional **23.5 jobs in the state.**

\$14.3 Billion In Sales

In 2014, Virginia's restaurants are projected to register **\$14.3 billion in sales.**

In 2012, there were **14,251 eating and drinking places** in Virginia.



Industry Facts



AVERAGE PROFIT MARGIN ON \$6 MEAL



90% of Restaurants are Independent or Franchises



1 in 3 Americans Begin Their Working Careers in the Restaurant Industry



1 in 2 Adults Have Worked in the Restaurant Industry