

"On the House"

MEMBERSHIP

During this time of crisis, we want to do all we can to make sure Mississippi Restaurants get back on their feet. We want every restaurant to have access to what they need to succeed.

Are you not a member?

MHRA is offering a new membership status. **"On the House" Members can join the MHRA and receive all membership benefits for FREE until January 1, 2021.**

What is our mission?

The mission of the Association is to unify, foster, promote and protect the hospitality and food service industries

Why join the MHRA?

- Lobbying on city, state, and national levels for the Hospitality & Lodging Industries of MS
- Music Licensing Discounts
- Healthcare Discounts
- Payment Processing Discounts
- Product Purchasing Rebate Program
- Dual Membership with the NRA
- Email & Online Marketing
- Restaurant Loans and Financing Resources
- Workforce Development/Training
- ServSafe Discounts
- Customer Service Training
- Updates on All Rules & Regulations
- Review & Insite on Site Plan Review

...a Resource to the Industry





Why Join MHRA?

The Mississippi Hospitality & Restaurant Association is the only trade association in the state that exists solely for the purposes of helping you become successful.

We have a menu of training programs, many of which are free of charge to our members. From credit card processing and music licensing to health insurance and business insurance needs, our programs and services will bring more money to your bottom line.

To add benefit, your industry is represented by a team of government affairs experts that is dedicated to protecting you from harmful legislation while promoting legislation that will benefit the industry.

Contact Us

Executive Director

Pat Fontaine

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Member Services

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Communications & Membership

Betsy Nicholson

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Membership Benefits

The mission of the Association is to unify, foster, promote and protect the hospitality and food service industries



FOOD SAFETY AND ALCOHOL SERVER TRAINING

The Mississippi Department of Health requires food safety training for all restaurants. MHRA members receive deep discounts on training classes offered by our network of approved instructors

Heartland

CREDIT & DEBIT CARD PROCESSING/ PAYROLL SERVICES

Benefit from payment processing solutions, loyalty programs, fair pricing, and more. Plus, enjoy superior service that's available 24/7 with the most reliable data security solution in the country.



MUSIC LICENSING

Broadcast Music, Inc. is the bridge between songwriters and the businesses and organizations that want to play their music publicly. Save up to 20% on annual fees

Dining Alliance

PRODUCT PURCHASING REBATE PROGRAM

As a Group Purchasing Organization (GPO), Dining Alliance's mission is to make our members more profitable by offering them access to benefits and purchasing power that would not otherwise be available to them.



DUAL MEMBERSHIP

Dual membership provides huge advantages. From discounts on products to rich research reports to in-depth information on the latest battle on Capitol Hill, the NRA has you covered.

simple

PRODUCT PURCHASING EXPERTS

Simple is a marketplace helping restaurateurs streamline purchasing, ordering, inventory and receiving all in one place, saving time & money.



INSURANCE EXPERTS

Over 30 years of experience in workers' compensation, property, general liability, employment practice liability, special events, liquor liability, umbrella policies, and cyber liability.



EMAIL & ONLINE MARKETING

Receive exclusive benefits, including a FREE email marketing account with 500 free monthly messages, 10% discount on list-based pricing plans and more.



FINANCING OPTIONS

Members receive streamlined access to various financing solutions along with service from our best-in-class funding experts who will match you with the perfect financing option for you. Plus, members receive 60% off of the origination fee on Credibly products.



MUSIC LICENSING

SESAC is the bridge between songwriters and the businesses and organizations that want to play their music publicly. Save up to 10% on annual fees



HEALTH INSURANCE OPTIONS

Group health insurance plans at exclusive members-only discount rates and FREE Pharmacy Discount Card program for prescription savings for all members. Receive an exclusive 5% discount on group health plans.



WORKFORCE DEVELOPMENT/TRAINING

MHRA sponsors culinary programs in 50 MS high schools. ProStart is a great program that provides MHRA members with opportunities to mentor students, speak in classrooms, and ultimately recruit a better trained workforce.



OFFICE SUPPLY DISCOUNT PROGRAM

Members can save up to 80% off preferred products, and at least 15% off the 3,000 most commonly used products.

Recovery Check-Up

We are here for you!

It is our mission to assist you in any way possible through this difficult time. The stress is overwhelming. Therefore, our staff has your back. The services below are FREE. Rene' Adams has been in the hospitality & tourism industry for over 25 years. She has worked both sides of the industry. She has been a server, a tour coordinator, sales manager for the Natchez CVB, meeting planner, F&B Director, a manager, an owner of two restaurants as well as a tenure with a major food purveyor. She knows the industry and knows how to find the leaks, the profits and most importance of excellent customer service.

Reopening Check Up:

Is your equipment set up, cleaned and sanitized to code and government guidelines? Are your employees prepared? Are they trained to safeguard you and to make the patrons feel safe? Are your tables correct? Do you have enough sanitation stations?

Menu Analysis:

Evaluate your menu for profit. Prices have changed and so should you. Have you eliminated low profit or low selling items? Are you packaging properly for TO Go menus?

Cocktail Menu:

Do you need suggestions for new cocktails and regional beers? Are you selling wine by the glass or the bottle TO GO? It is LEGAL now and these are high profit items that assist with improving the bottom line.

Customer Service:

Now more than ever customer service will be key. Appearance both in dress and hygiene is extremely important. Being conscious of exhibiting a strong voice and happy eyes is key. Do they have clean and proper masks? Are your employees ServSafe certified or familiar with the ServSafe Food Handlers Guide?

Are you doing everything to assist your employees? Their work along with yours there work along with yours has quadrupled. Are you maximizing steps? Are you "working smarter, not harder?"

Marketing:

Now that you are open, are you putting the right message out there? Are you on social media? How are you reaching old patrons and reaching new?

Contact Rene' Adams today for your check-up!
reneadams@msra.org | 601.660.7300





"On the House"

Restaurant Member Application

Membership is for a 12-month period from date of joining. Restaurant and lodging members are entitled to vote and hold office at the state and chapter levels are encouraged to participate in all social and business activities. Members may also enjoy services in the association's cost saving package

Name of Company: _____

Corporation Name: _____

Contact Name: _____

Mailing Address: _____ Zip: _____

Physical Address: _____

City/State: _____

Business Phone: _____ Cell: _____

Email: _____

Website: _____

"On the House" Members will be invoiced 6 months after becoming a member. If you would like to set up monthly payments, please contact 601.420.4210, or email betsynicholson@msra.org.

Dues Schedule

Projected Sales	Dues
Under \$500,000	\$240
To \$750,000	\$260
To \$1 million	\$290
To \$2 million	\$360
To \$3 million	\$460
To \$4 million	\$560
To \$5 million	\$660
To \$6 million	\$760
To \$7 million	\$860
To \$8 million	\$960
To \$9 million	\$1060
To \$10 million	\$1160