

Keno City Snackbar

Keno City

Started: 1996

Contact: Mike Mancini

The snackbar is located next to the Keno City Museum and, is now run seasonally.



Getting started: After being involved with the Keno City Museum for a while, Mike Mancini realized museum visitors needed a place they could get coffee and food. Mike started up the snackbar on his own financing.

Key to success: Mike decorated the snackbar like an old fashioned café style, to meet his tastes and help draw in the main target clientele, museum visitors. He also has been fortunate in getting some free publicity for his snackbar in two books and a magazine article. This personal type of profile, along with word of mouth, outweighs any paid advertising he has done. Advertising is done in the Milepost and the Yukon's tour guide.

Lessons learned: Opening in a such a small and remote town clearly limits the number of clientele. However, the snackbar's good food helps draw people from Mayo, particularly on regular pizza nights. Cash flow has been a concern which income from other sources has helped address. Mike now wishes he had taken an in-depth business management course to better prepare himself for the job.

Future of business: Mike expects to keep the snackbar open on a seasonal basis in the immediate future. He will likely broaden the menu by providing more baked goods. He hopes to get a license for beer and wine and plans to organize music and dancing on weekends. To strengthen the marketing of the snackbar, Mike is working on a webpage and intends to get more signs up on the highway.