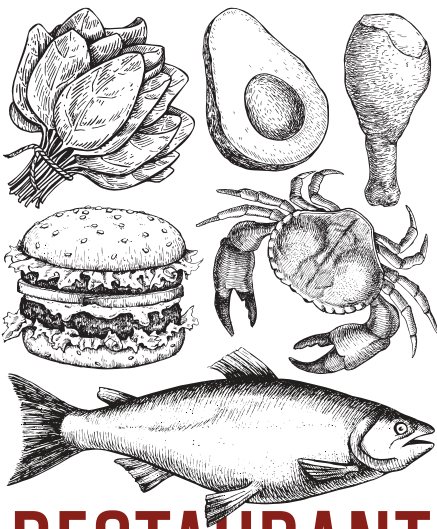


RESTAURANT WEEK 2018

Be part of the sights and bites of this culinary blowout.



RESTAURANT WEEK

CHESAPEAKE
OCTOBER 20-26, 2018



This year's Restaurant Week plans to be bigger and better than ever. With our launch of Chesapeake's first Restaurant Week last year, local restaurants gained enormous exposure along with terrific reviews, we attracted thousands of enthusiastic diners. Make this year the year to turn tables like never before.

What is Restaurant Week?

Chesapeake CVB is organizing the Second Annual Restaurant Week for any Chesapeake restaurant that fulfills the menu and pricing request. The event not only gives our restaurants the publicity they deserve, but also entices new and loyal diners.

Join us October 20 – 26, 2018

All participating restaurants are asked to offer a special value-added, multi-course menu at a fixed retail price. That means:

- At a minimum, a two-course or equivalent prix-fixe lunch menu for \$10;
- And/or a three-course or equivalent prix-fixe dinner menu for \$20, \$30, or \$40.
- Special menus must be offered each day the restaurant is open for the duration of the seven day program.
- There is no limit to what restaurants can offer in terms of number of courses or items, but we encourage all participating restaurants to use this opportunity to create signature menu items.
- Menus must be submitted within 2 weeks of registering for Restaurant Week; however, no later than September 21, 2018. Participating restaurants are asked to participate in a post wrap-up event to share their experiences and provide feedback.
- We need a high resolution logo, image of your restaurant and a brief paragraph about your establishment for marketing purposes.

How to participate:

Email: tourisminfo@cityofchesapeake.com, or call: 757- 382-6411

Why put your name in the spotlight?

Chesapeake CVB plans and pays for all marketing initiatives to create a successful event. Here's an overview of how your restaurant can profit.

Web Site – ChesapeakeRestaurantWeek.com

Chesapeake Restaurant Week has its own prominent web presence and dedicated URL on the Visit Chesapeake website. Last year this URL received over 11,000 page views with visitors spending four minutes on average, on the site. To help your restaurant get the attention it needs, we'll update the website to provide a profile for each participating restaurant, complete with its featured menu items, and a link back to each specific restaurant website.

Blog – [Chesapeake Uncovered](#)

The Chesapeake Blog entitled Chesapeake Uncovered, receives approximately 800 views per month. The blog is promoted through a combination of a dedicated social media campaign, the ENewsletter and a targeted advertising campaign. Each restaurant will be favorably profiled on the blog through a series of posts about Restaurant Week and the Chesapeake dining scene.



ENewsletter

The Chesapeake CVB database is comprised of over 25,000 individuals who have opted in to receive information about events in Chesapeake. Restaurant Week will be included in two of our ENewsletters with links to our blog posts and website. Our ENewsletters currently have over a 25% open rate.

Social Media

Chesapeake CVB enjoys an overwhelming following on a number of social media platforms. Through our dedicated efforts, we have cultivated a highly targeted and loyal audience.

Last year our video ads alone received over 47,000 views. Plus our menu-related posts received hundreds of comments and likes with over 4,000 click-throughs to our webpage.

To boost our following even more, we recommend that you share authentic content about your menu and establishment both prior to, and during Restaurant Week.

Public Relations

Third party endorsement also provides momentum for our event. We reach out to several of our local food writers, bloggers and other popular Influencers ahead of time to get involved and promote the event.

Paid Advertising

To ensure that we reach our target audience we plan and pay for an advertising campaign 40 days prior to, and during the event. This includes:

- **THE CLIPPER AND THE BEACON** – paid print ads and Pilot digital ads
- **DIGITAL BILLBOARD** – Our 14'x 48" digital billboard ad will run for 8 seconds and will run 1200 times a day with 900,000 traffic impressions
- **COASTAL VIRGINIA MAGAZINE** – Two ENewsletter banner ads advertising Restaurant Week to their database.
- **IN-RESTAURANT TABLE TENTS** – We will supply table tents in advance to display in your restaurants.
- **GOOGLE ADWORDS AND THE AD NETWORK** – A dedicated budget managed by Google AdWords experts to serve targeted ads when prospects search key words like “dining Chesapeake”, “restaurants Chesapeake” and other related key phrases. We also purchase pre-roll video ads and digital ads against a specific geographic area, time frame, demographic and psychographic audience to deliver high conversion rates.
- **TV/OTT** – To ensure the audience reach, we run commercials on local news and streaming TV services for those who have ‘cut the cord’ and only watch their phones, devices and smart TVs.
- **TRACK AND BENCHMARK** – As with all our initiatives, we track our efforts to “course-correct” during restaurant week on an as-needed basis. This helps us maximize our success on-the-fly and plan for Restaurant Week next year.



Let's serve up our best to Chesapeake.

tourisminfo@cityofchesapeake.com | 757- 382-6411