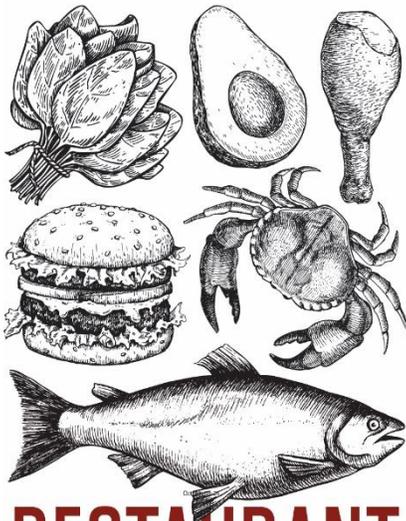


# RESTAURANT WEEK 2020

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



## RESTAURANT WEEK

## CHESAPEAKE OCTOBER 16-23, 2020

*“Chesapeake Restaurant Week provided our fledgling restaurant with tremendous exposure!! Can't wait for this year's Week!”*  
– Kapers

This year's Restaurant Week plans to be bigger and better than ever. Every year Restaurant Week gains in popularity as more restaurants join. We've gained enormous exposure along with terrific reviews and 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 Fourth 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 16-23, 2020

All participating restaurants are asked to offer a special value-added menu for breakfast, lunch, and/or dinner at a fixed retail price. That means:

- Simplified menu requirements to give you more creative flexibility. Menus are not required to be multi-course and can range in price points from \$10 up to \$50 increasing by \$5 increments (excluding tax and gratuity). Simply pick your price point and execute a great dish and a great deal – include multiple course, wine, beer, or cocktails, even desserts if you like.
- Special menus must be offered each day the restaurant is open for the duration of the eight-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 two weeks of registering for Restaurant Week; however, no later than October 1, 2020. Participating restaurants are asked to provide basic transactional information, share experiences, and provide feedback following the event for use in an economic impact analysis of Chesapeake Restaurant Week.
- We need a high-resolution logo, an image of your restaurant and a brief paragraph about your establishment for marketing purposes.

### How to participate:

Email [tourisminfo@cityofchesapeake.net](mailto:tourisminfo@cityofchesapeake.net), go to [VisitChesapeake.com/crwinfo](http://VisitChesapeake.com/crwinfo) or call 757-382-1352.

### 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.

### Website – [ChesapeakeRestaurantWeek.com](http://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 353,192 paid impressions and 48,200 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 E-Newsletter 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.



*"Chesapeake Restaurant Week brought in many new faces into our restaurant and the exposure was great! We are definitely participating again this year!"*  
 – Wickers



### E-Newsletter

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 E-Newsletters with links to our blog posts and website. Our E-Newsletters 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 9,600 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 may include:

- **THE CLIPPER AND THE BEACON** – paid print ads and Pilot digital ads
  - **DIGITAL BILLBOARD** – Our 14'x48" digital billboard ad will run for 8 seconds and will run 1,200 times a day with 900,000 traffic impressions
  - **COASTAL VIRGINIA MAGAZINE** – Two E-Newsletter banner ads advertising Restaurant Week to their database of 40,000 people.
  - **IN-RESTAURANT TABLETENTS AND BANNERS** – We will supply table tents and banners 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 digital advertising that is specifically targeted to individuals looking to dine. This will include video and display ads that we can track through to the website.
- **TV/OTT** – We run TV commercials on the local news stations and we purchase digital video ads for those individuals who watch on their phones and tablets.
  - **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.*

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