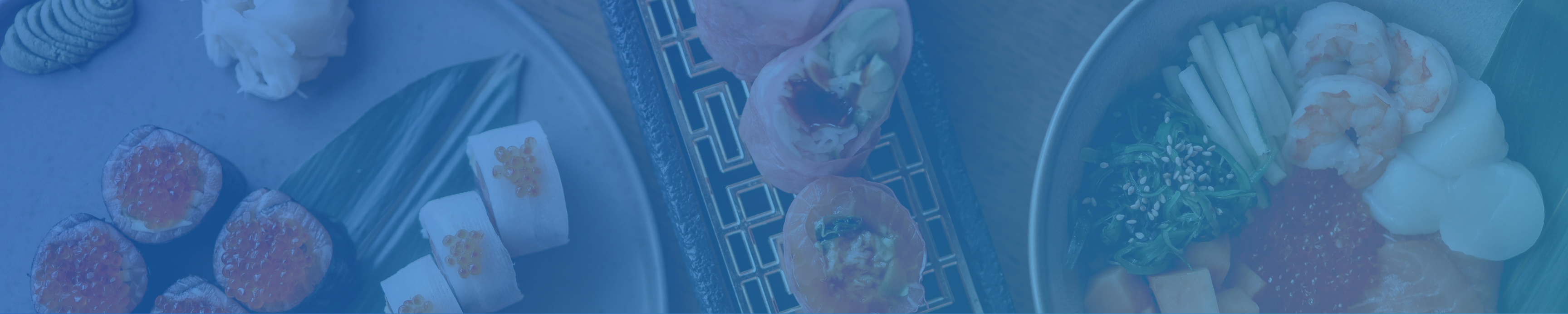


DINEOUT

LAUDERDALE

TOOL KIT





EXPERIENCE THE BEST OF GREATER FORT LAUDERDALE DINING SCENE

Dine Out Lauderdale is Greater Fort Lauderdale's signature summer dining program, spotlighting the region's culinary talent and driving diners during the late-summer season. Participating restaurants offer curated prix-fixe menus at accessible price points, giving locals and visitors an easy way to explore new flavors and revisit favorites.

The program highlights top dining spots, boosts tourism, and gives visitors and locals something to look forward to each year as they plan lunches, dinners, and new restaurant discoveries.

Running August 1 – September 30, 2026, Dine Out Lauderdale is free for all Visit Lauderdale partners and showcases the diversity of our culinary scene.



DINEOUT
LAUDERDALE

AUG 01 – SEP 30 | #DINEOUTLAUDERDALE | TAG @VISITLAUDERDALE

PROGRAM DETAILS

PROGRAM DATES

- **June 17** — Restaurant Sign-Up Opens
- **Early July** — Dine Out Website Launches
- **July 15** — Dine Out Lauderdale Party
- **July 31** — Deadline to Register
- **August 1** — Program Start Date
- **September 30** — Program Ends
- **Ongoing** — Media, influencer, and social promotion

PARTICIPATION REQUIREMENTS

RESTAURANTS MUST:

- Be a Visit Lauderdale partner
- Offer at least one prix-fixe menu tier
- Submit menus and details through the Partner Portal
- Provide accurate contact, reservation, and social media information
- Maintain consistent menu availability as submitted

HOW TO REGISTER

ALREADY A VISIT LAUDERDALE PARTNER:

- Register through the [Partner Portal](#).
- For resources and instructions on how to register, read our 2026 [Visit Lauderdale Resource Guide](#).

NEW TO DINE OUT LAUDERDALE:

- If your restaurant is new to Dine Out Lauderdale program, please reach out BLumb@broward.org for onboarding information.



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PROGRAM DETAILS

PRIX-FIXE MENU STRUCTURE

- 3-course (appetizer, entrée, dessert) **Lunch** for \$35 per person
- 3-course (appetizer, entrée, dessert) **Dinner** for \$45 per person
- 3-course (appetizer, entrée, dessert) **Dinner** for \$60 per person
- 3-course (appetizer, entrée, dessert) **Luxe** for \$75 per person
- **Culinary Experiences**

****Multiple options per course are welcome****

MENU SUBMISSION DETAILS

For each prix-fixe tier, restaurants must submit:

- Appetizer — dish name + description
 - Recommended 2 options for the appetizer course
- Entrée — dish name + description
 - Recommended at least 3 options for the entrée course
- Dessert — dish name + description
 - Recommended at least 2 options for the dessert course

OPTIONAL ADD-ONS:

Restaurants are encouraged to elevate their offering with:

- Wine pairings
- Signature cocktails
- Dessert upgrades
- Chef specials

These can be highlighted in your Partner Portal submission.



PROGRAM DETAILS

MENU GUIDELINES

Menus should:

- Reflect the restaurant's culinary identity
- Offer strong value and creativity
- Include clear dish names and descriptions
- Maintain consistent pricing throughout the program
- Be designed as a 3–4 course fixed menu

Visit Lauderdale recommends offering a savings off retail value to help attract visitors. Restaurants may also consider adding additional items — such as an alcoholic beverage, pairing, or an extra course — to enhance the overall value of their Dine Out Lauderdale menu.

RESTAURANTS MUST PROVIDE



WEBSITE



SOCIAL MEDIA LINKS



PHYSICAL ADDRESS



DAYS MENU IS OFFERED



CONTACT INFORMATION



MENU DETAILS



HIGH-QUALITY IMAGERY

Keyword

Search

Category

- ☐ American (233)
- ☐ Family-Friendly (147)
- ☐ Italian (108)
- ☐ Seafood (104)
- ☐ Waterfront (83)

SHOW 27 MORE

Region

- ☐ Fort Lauderdale (141)
- ☐ Hollywood (70)
- ☐ Lauderdale-By-The-Sea (90)
- ☐ Pompano Beach (29)
- ☐ Dania Beach (28)

SHOW 19 MORE

CLEAR ALL X

View: GRID LIST

Sort: RECOMMENDED



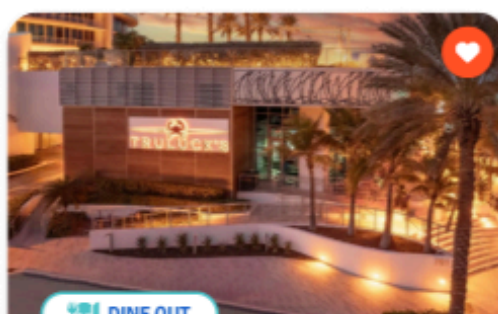
DINE OUT

Grand Cafe

Fort Lauderdale

OpenTable

Quick View



DINE OUT

**Truluck's Ocean's
Finest Seafood & Crab**

Fort Lauderdale

OpenTable

Quick View



DINE OUT

15th Street Fisheries

Fort Lauderdale

OpenTable

Quick View



DINE OUT

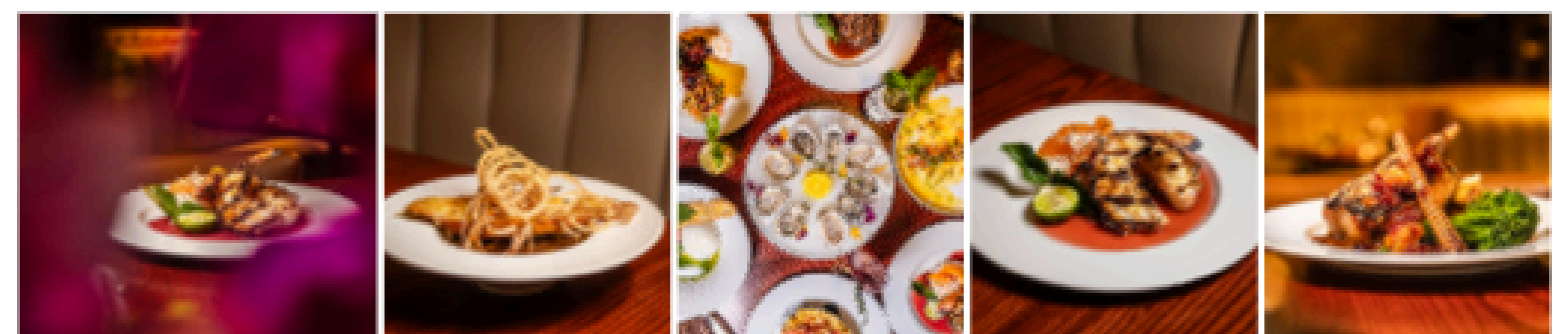
17th Street Thai Sushi

Fort Lauderdale

OpenTable

Quick View

Dine Out Lauderdale Menu



\$35 LUNCH

Sunday - Thursday

\$45 DINNER

Sunday - Thursday

\$60 DINNER

Friday - Sunday

APPETIZER MENU (CHOOSE ONE)

Grilled Lemon Herb Salmon

Succulent salmon fillet grilled to perfection, served with a zesty lemon and herb sauce.

Stuffed Portobello Mushrooms

Large portobello caps filled with a savory mix of cheeses, spinach, and sun-dried tomatoes.

Spicy Mango Chicken Tacos

Tender chicken marinated in spicy mango salsa, served in soft tortillas with avocado and cilantro.

Spicy Tuna Tartare

Avocado, sesame, soy sauce.

Wild Mushroom Risotto

Arborio rice, parmesan, fresh herbs.

LUNCH MENU (CHOOSE ONE)

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SIGNATURE CULINARY EXPERIENCES

as we prepare for another season of celebrating our culinary community in August and September, we're excited to welcome restaurants back into the Signature Culinary Experience program.

This initiative goes beyond the traditional three-course Dine Out menu, giving you the chance to create special, one-of-a-kind dining moments that highlight your team's passion and creativity.

To help amplify your participation, we're introducing updated promotional elements that bring even more attention to the restaurants shaping our local dining landscape.

CURATE A SIGNATURE DINING EXPERIENCE



CHEF'S TABLE



SPOTLIGHT SIGNATURE CREATIONS



EXCLUSIVE DINING AREA



SIT-DOWN WITH CHEF OR OWNER



LIVE COOKING DEMONSTRATIONS



HANDS- ON CULINARY WORKSHOP

SIGNATURE DINING EXPERIENCE REQUIREMENTS

- Restaurants set their own per-person price.
- Restaurants manage reservations and any required ticketing.
- Can be offered in August and/or September.
- All submissions require Visit Lauderdale approval.



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DINE OUT LAUDERDALE MARKETING KIT

ADVERTISING

- Digital Campaign Reach — Paid placements across social, outdoor, and search targeting drive-market and tri-county audiences.
- Social Amplification: Influencer partnerships and Visit Lauderdale's owned posts will promote the program across @VisitLauderdale channels.
- Program Web Presence: The Dine Out Lauderdale webpage (267k unique views in 2025) will feature participating restaurants with spotlights, details, and imagery.
- Email Features: Dedicated eblasts sent to Visit Lauderdale's more than 70k subscribers for strong visibility.

PROMOTIONAL MATERIALS

Restaurants receive a variety of marketing materials and digital assets to help promote their participation in Dine Out Lauderdale

- Menu Toolkit & Templates
- Social Media Tips & Templates
- Collateral Materials: Restaurants are strongly encouraged to display program flyers.
Please opt-in to receive them: [Form](#)

SIGNAGE PLACEMENT RECOMMENDATIONS

- Host Stand: Place program flyers at the host stand so guests see the promotion immediately
- Check Presenter: Add a small flyer or card with the final bill to encourage return visits or online sharing.
- Entrance/Windows: Use entrance or window space to showcase program signage and attract walk-ins.
- General Visibility: Restaurants are strongly encouraged to display program flyers throughout the establishment to maximize awareness.



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DINE OUT LAUDERDALE

BRANDING & LOGO

RESTAURANTS MUST:

- Dine Out Lauderdale logo
- Visit Lauderdale brand assets
- Approved campaign graphics

Logos must not be altered. Use only approved colors, proportions, and formats.

✓ [BRANDING GUIDELINES](#)

DINE OUT LAUDERDALE BRANDING & TEMPLATES

Use this year's official menu templates in the Dropbox folder when creating your Dine Out Lauderdale menu to maintain consistent branding. Download the template, then personalize it with your restaurant's menu items.

✓ [BRANDING & TEMPLATE](#)

PHOTOGRAPHY RECOMMENDATIONS

High-quality images significantly increase visibility across Visit Lauderdale's marketing channels.

Recommended:

- Professional photography
- Bright, clean, well-lit images
- Horizontal and vertical options
- Photos of dishes, interior, exterior, and team

Strong imagery improves placement in:

- Website listings
- Social media
- Press outreach
- Influencer content



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DINE OUT SOCIAL PLAYBOOK

SHAREABLES

BUILD AWARENESS.

ANNOUNCE YOU'RE IN..... **BEFORE AUG. 1**

Announce your participation early with a short video or post to build awareness and encourage diners to plan ahead.

POST YOUR MENU..... **TRY THE TEMPLATES**

We've created customizable templates for featured dishes and Dine Out menus. Just add your photos, menu items, and pricing. No design work required.

TAG & HASHTAG..... **EVERY POST**

Tag @VisitLauderdale and use #DineOutLauderdale on every post to boost visibility and increase resharing opportunities.

RECORD A VIDEO..... **GO VERTICAL**

Showcase your Dine Out menu with videos under 30 seconds featuring plating, pours, or signature dishes to capture attention and drive reservations.



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DINE OUT SOCIAL PLAYBOOK

MAINS

SHOW OFF YOUR DISHES.

SHOW THE KITCHEN

Diners are curious how the dish gets made, not only how it looks on the plate.

REPOST YOUR GUESTS

Reshare guest photos and Stories to build authentic engagement.

KEEP THE MOMENTUM GOING

Dine Out spans two months. Refresh your content in September with a new post or angle to keep diners engaged.

MAKE RESERVATIONS EASY

Include a reservation link or clear call to action in every post.

DESSERT

THE FINAL TOUCHES BEFORE YOU POST.



TAG @VISITLAUDERDALE



POST REEL, TIKTOK, SHORT VIDEO



HASHTAG #DINEOUTLAUDERDALE



ADD DATES & PRICING TO CAPTION



TRY OUT THE SOCIAL TEMPLATES



REPLY TO EVERY COMMENT



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DINE OUT LAUDERDALE CHECKLIST

ONE MONTH PRIOR

- ☐ Registration: Ensure menu details and pricing are submitted through the Portal.
- ☐ Marketing Assets: Download program creative assets and logos for your website, menus, and social channels.
- ☐ Staff Briefing: Hold a team meeting to introduce the program, its dates, and the program goals.
- ☐ Menu Finalization: Ensure your 3–4 course prix-fixe menu is finalized, printed, and ready for use.
- ☐ Signage: Opt-in to receive your Dine Out Collateral
- ☐ Social & Marketing Planning: Coordinate your promotion plan for the entire program duration; map out content for the lead-up period and both months of the program (August and September) to ensure consistent engagement.

LAST WEEK OF JULY

- ☐ Signage Placement: Position flyers at high-traffic areas: the host stand, entrance, and check presenters.
- ☐ Staff Training: Conduct a menu tasting session so servers are prepared to explain every dish and describe the prix-fixe structure to guests.
- ☐ Upsell Strategy: Train servers on specific wine pairings, signature cocktails, or dessert upgrades to enhance value.
- ☐ Reservations: Confirm your reservation platform is updated and that all staff can easily manage or explain booking processes.

START DATE (AUG. 1)

- ☐ Menu Launch: Confirm printed Dine Out Lauderdale menus are stocked at the host stand and at all tables.
- ☐ Social Announcement: Post your first campaign announcement video or image, tagging @VisitLauderdale and using #DineOutLauderdale.
- ☐ Staff Readiness: Verify every server can explain the menu and program details to every guest upon seating.



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DINE OUT LAUDERDALE CHECKLIST

DAILY OPERATIONAL (AUG 1 – SEPT 30)

- ❑ Pre-Shift Huddle: Brief the team on the Dine Out menu, any specific add-ons for the shift, and any limited availability or blackout dates.
- ❑ Guest Interaction: Ensure servers are proactively providing the Dine Out menu to guests upon seating.
- ❑ Engagement: Encourage staff to mention the campaign hashtag #DineOutLauderdale to guests throughout their meal to help boost visibility.
- ❑ Social Media: Regularly share content, including kitchen "behind-the-scenes" or plating videos, tagging @VisitLauderdale and using the official hashtag in every post.
- ❑ Feedback Loop: Reshare guest photos and Stories to your own social channels to build authentic engagement.
- ❑ Engagement Refresh (September): In September, refresh your content with a new post or angle to maintain momentum through the end of the program.

FINAL DAYS (SEPT 30)

The last day is your final opportunity to convert Dine Out guests into repeat, regular-menu customers.

- ❑ Final Call to Action: Post a "Last Chance" reminder on social media. Use a sense of urgency: "Only a few hours left to enjoy our Dine Out Lauderdale menu! Book now for tonight."
- ❑ Guest Appreciation: Create a final "Thank You" post featuring photos from the past two months. Express gratitude to the diners who visited and the kitchen/staff who made it possible.
- ❑ Collect Feedback: If you have a quick way to get feedback (like a QR code on the final check or a quick Instagram poll), ask guests what their favorite dish of the program was.
- ❑ The "Welcome Back" Offer: Many diners try restaurants specifically during program months. Send an email or post a social offer inviting them to return and try your full, regular menu. "Loved your Dine Out experience? Come back and explore our full seasonal menu!"



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