



March 2 - 8, 2020 • VisitFindlay.com/RestaurantWeek

Restaurant Week 101

For Participating Restaurants

 Visit Findlay!
Hancock County Convention & Visitors Bureau



About Restaurant Week

The Findlay Area Restaurant Week is an initiative led by Visit Findlay to assist area restaurants. The idea is to incentivize new customers to try different restaurants, while also rewarding loyal customers, during a time of year that is typically slower. 2020 is the third restaurant week, with the intention that it continues on an annual basis.

What will Visit Findlay do for You?

We are here to help! The CVB will provide menus (both printed and digital versions), flyers, posters, and social media post examples. We will provide the marketing for the event and ask that you contribute as well by sharing information on social media, as well as to your regular patrons.

Timeline

January 6 - VisitFindlay.com/Restaurant Week updated

January 8 - Food and Drink Club Meeting

January 10 - Create Facebook Event and start light social media promotion

February 5 - Registration and Menus DUE

February 7 - Website and Facebook Event updated with participating locations

February 14 - Menus created, uploaded to VisitFindlay.com/Restaurant Week, and sent to you

February 17 through event - Heavy Marketing/Promotion

February 19 - Menus printed and distributed

February 24 - March 1 - Toledo Restaurant Week

Know a Toledo Restaurateur? Feel free to plan cross-promotion!

March 2 - 8 - Restaurant Week!

Here are some tips:

- We recommend that guests call for reservations. Even if you do not typically welcome reservations, you may want to consider making an exception during Restaurant Week.
- When making your menu keep in mind different tastes and preferences, especially vegetarian/vegan options or substitutes!
- Feel free to up-sell! Specialty cocktails, wine specials, and seasonal beers are welcome!
- Figure out your individual logistics before restaurant week begins, as we would like this to be as seamless as possible for a positive experience for both you and your guests.
- We strongly encourage you have a sharing policy (whether you allow it or charge a sharing fee) in place!

Graphics:



Restaurant Week Checklist:

We made the list, you check it twice.

- Submit your Restaurant Week Registration Form and logo by Wednesday, February 5.
- Submit your Menu by Wednesday, February 5.
- Send photos of the dishes to Info@visitfindlay.com to be shared on social media!
- Do you offer a reservation link? Send it to the CVB at the above email to be added to your Restaurant Week listing!
- Add the event to your facebook page! Because of the number of participating restaurants we probably will not be able to add locations as co-hosts. However a work-around is available - see below to the Social Media section!
- Post about the event! Add Restaurant Week posts frequently to your content calendar and get creative!
- Prepare the staff! Remind staff what and when Restaurant Week is and have them familiarize themselves with the special menu beforehand and come up with a plan of action on how you want them to present Restaurant Week options.
- Have fun with it! Restaurant Week will hopefully bring many new customers to your location - make sure you're showing the best version of your restaurant to them!

Let's Get Social

Help us help you! Send up photos of your restaurant and menu items for us to promote on VisitFindlay.com/RestaurantWeek and to share on our social media. And, share our posts to broaden the reach. The more people that know about Restaurant Week the better!

- Connect socially via Facebook, Twitter and Instagram. We have been using #419Eats previously, but if there is a better hashtag to use please let us know and we will use it as well!
- Use the provided logos and social media headers to your advantage.
- Make sure you, personally, click "Attending" on the event and invite your friends!
- Add the event to your facebook page without being a host. Open the event and click the three dots to the right of the share button. This will open a drop down menu, click "Add to Page". A dialogue box will open, select the proper page, click "Add Event" and you did it!
- Get creative with your marketing! Visit Findlay will provide marketing for you, but ask that contribute as well. Make interesting Facebook and Instagram posts, post a video of your chef creating one of the items on the menu, take photos of the items and post them online, etc.

For example,

