

Restaurant Week 101

For Participating Restaurants





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. Restaurant Week began in 2018 with the intention of it continuing 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

Early January - VisitFindlay.com/Restaurant Week updated & Food and Drink Club Meeting Mid-January - Create Facebook Event and start light social media promotion

Early February - Registration and Menus DUE

Early February - Website and Facebook Event updated with participating locations February 14 - Menus created, uploaded to VisitFindlay.com/Restaurant Week, and sent to you Mid-February through event - Heavy Marketing/Promotion

No later than Wednesday before event - Menus printed and distributed Last full week of February - Restaurant Week!

Following Week - Toledo Restaurant Week

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

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 deadline
	Submit your Menu by deadline
	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
Restau	rant Week listing!
	Add the event to your facebook page! Because of the number of participating
restaur	rants we probably will not be able to add locations as co-hosts. However a work-around is
availab	ole - see below to the Social Media section!
	Post about the event! Add Restaurant Week posts frequently to your content calendar
and ge	et creative!
	Prepare the staff! Remind staff what and when Restaurant Week is and have them
familia	rize themselves with the special menu beforehand and come up with a plan of action on

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!

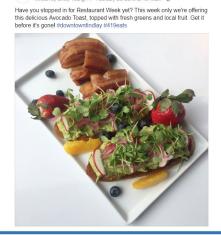
Let's Get Social

Help us help you! Send up photos of your restaurant and menu items for us to promote on VisitFindlay.com/Restaurant Week 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.

how you want them to present Restaurant Week options.

- 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,



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