



ST. CHARLES  
SINCE 1834

### AGENDA ITEM EXECUTIVE SUMMARY

Title: Update on the 2014 Restaurant Week Promotion - Information Only

Staff: Matthew O'Rourke

*Please check appropriate box:*

	Government Operations		Government Services
X	Planning & Development (5/12/14)		City Council

Estimated Cost:	N/A	Budgeted:	YES		NO	
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If NO, please explain how item will be funded:

#### Executive Summary:

As part of the ongoing efforts of the Economic Development Division to update the City Council on marketing and promotional efforts, staff is presenting an update on this year Restaurant Week event. This was the 4<sup>th</sup> year of the event which is typically held in the last week of February to increase patrons and shopping traffic in the City during a typically slow time of the year. This year Restaurant Week took place from February 24 to February 28 and was a very successful event that created noticeable increase in activity.

Highlights of this year's event are:

- 34 restaurants (**the most ever**) participated.
- 29,944 St. Charles and neighboring area residents received the mailed Restaurant Week Post card (**the most ever**).
- The event was advertised in the Daily Herald, The Den resident newsletter, and Neighbors magazine.
- Patrons received a 25% discount on their final bill over \$20 (tips and alcohol not included).
- There were over 3,000 unique views of the Restaurant Week 2014 website page.
- 732 residents visited participating restaurant's websites using the link provided on the City's website.

As part of this event, staff asked each participating restaurant to take a summary survey (6 restaurants took the survey). The following is a summary of this survey:

- 100% of respondents stated they will participate in next year's promotion.
- 83% of respondents noticed an increase in business.
- 100% of respondents felt that the 5 day time period was appropriate and did not want to see modifications.
- 100% of respondents felt that City staff's handling of the promotion was "good" or "very good".

**Attachments:** *(please list)*

#### Recommendation / Suggested Action *(briefly explain):*

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*For office use only:*

*Agenda Item Number: 3g*