



Dear St. Lawrence County Restaurant Owner/Manager,

Healthy Food, Healthy Farms, Everybody Eats - that is GardenShare's goal. After a tough year for restaurants, we're hoping to encourage local diners to explore the many delicious dining options available, all while supporting the great food access and local food programs that we offer at GardenShare. Restaurants are an important part of our community and our food system. Restaurant Week is a wonderful opportunity to promote and celebrate local food.

You're invited to participate in **GardenShare's first-ever Restaurant Week** in St. Lawrence County, scheduled for October 16-23, 2021.

Restaurant Weeks in regions across the United States have successfully generated increased revenues and diners for participating restaurants. Restaurant Week in St. Lawrence County seeks to replicate these successes by raising the profiles of the wonderful eateries across the county and encouraging the community to support their favorites, try something new, and above all, get a taste of St. Lawrence County!

Please complete the participation form by Wednesday, September 22, 2021. If you have any questions, contact Carlene Doane at [info@gardenshare.org](mailto:info@gardenshare.org) or by phone at 315-261-8054.

### Benefits to Your Restaurant

In addition to Restaurant Week's economic benefits, your business will enjoy GardenShare's marketing and media exposure benefits for several weeks leading up to the event:

- **Print media:** Local newspapers and newsletters.
- **Social media:** Facebook, Twitter, Instagram, and local food blogs.
- **Websites:** St. Lawrence County Chamber of Commerce, Cornell Cooperative Extension, TAUNY, and other St. Lawrence County sites.
- **Radio:** Community calendars, interviews, etc.
- **Email:** Multiple announcements to partner, restaurant, and media databases throughout St. Lawrence County.



### Benefits to Your Community

By participating in Restaurant Week you are helping GardenShare raise funds to support food justice programs that connect everyone in St. Lawrence County with affordable, healthy, locally grown food. You can introduce your patrons to GardenShare's important work, including our Local Food Guide, Farmers Market tokens, and the Bonus Bucks program, which ensures that fresh, local food is accessible and affordable to all. You can be a part of GardenShare's fight for food justice in St. Lawrence County!



## Restaurant Week Guidelines

### Featuring Local Food on Your Menu

Participating restaurants must feature at least one dish on their menu made from local ingredients sourced from a St. Lawrence County food producer (for ideas and inspiration, visit [gardenshare.org/food-guide](https://gardenshare.org/food-guide)).

We strongly encourage you to use and feature as many local ingredients as possible and to feature St. Lawrence County local beverages. We encourage you to join us in promoting local producers by naming the producers contributing to the meals you create.

### Menu Tips & Suggestions

In crafting your Restaurant Week menu, think about the goals of the event:

- Introducing new restaurants and cuisines to local and visiting diners.
- Celebrating the harvest by promoting local food and local producers.
- Helping GardenShare to fund its food access and local food programs.
- Stimulating business while providing a special value to the diner.
- Raising St. Lawrence County's visibility as a dining destination dedicated to delicious, locally sourced food.



### Deadlines for Participation



#### **Wednesday, September 22, 2021: Submit participation form**

Participation forms and information on how to submit them are included in this packet. Restaurants submitting participation forms after the deadline may not be included in all promotions.

#### **Friday, September 24, 2021: Website listing**

Once your participation is confirmed, you will be sent instructions about information required for us to create a listing on the event website - [gardenshare.org/restaurant-week](https://gardenshare.org/restaurant-week).

*\*Images courtesy of the Farm-to-Table Initiative led by Cornell Cooperative Extension of St. Lawrence County.*



## 2021 ST. LAWRENCE COUNTY RESTAURANT WEEK PARTICIPATION FORM

### Restaurant Contact Information

Restaurant Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

Hours of Operation: \_\_\_\_\_

Type of Cuisine: \_\_\_\_\_

### Local Food Commitment

What is your local food commitment for Restaurant Week? (We will follow up with you to get specific information for promotional purposes.)

- We already feature local ingredients!
- We will substitute local ingredients in existing menu items during Restaurant Week.
- We will create a special menu item for Restaurant Week that features local ingredients.

### Restaurant Week Rates

Your contribution provides support for GardenShare programs and valuable marketing for your business. Contact GardenShare with any questions about how to submit your contribution or if an invoice is required. Contributions are accepted by check mailed to GardenShare, PO Box 516, Canton NY 13617 or at [gardenshare.org/donate](https://gardenshare.org/donate).

Suggested contribution for Restaurant Week participation:

- \$250 (small restaurant)
- \$500 (medium restaurant)
- \$1,000 (large restaurant)
- Other: \_\_\_\_\_ (minimum \$100)



We are dedicated to making this event simple and accessible. In return, we ask for your cooperation with the following guidelines for participation:

### **Before Restaurant Week**

#### **By Wednesday, September 22, 2021**

Complete the participation form in one of two ways:

- 1) Complete the participation form online here: <https://forms.gle/LgcYxiBRf6YU7ryM7>
- 2) Complete and mail or email participation form: PO Box 516, Canton NY 13617 / [info@gardenshare.org](mailto:info@gardenshare.org)

#### **Friday, September 24, 2021**

Provide information, logo, and photos for a listing at [gardenshare.com/restaurant-week](http://gardenshare.com/restaurant-week).

#### **Starting Friday, October 1, 2021**

Begin displaying and sharing Restaurant Week promotional materials (you will be provided with these) in visible areas and social media.

#### **Starting Monday, October 4, 2021**

Distribute Restaurant Week advertising (bookmarks, postcards, etc. provided by GardenShare) to guests to inform them about the upcoming event.

Email a special Restaurant Week announcement to your email subscribers and/or share with social media providers.

### **During Restaurant Week**

- 1) Use local St. Lawrence County ingredients and beverages in your menu.
- 2) Track the number of patrons taking part in Restaurant Week.
- 3) Share Restaurant Week publicity on social media.
- 4) Complete Restaurant Week Participation Survey following the event.

**GardenShare**

**PO Box 516, Canton NY 13617**

[info@gardenshare.org](mailto:info@gardenshare.org)

**[www.GardenShare.org](http://www.GardenShare.org)**