Taste of Downtown Delaware

Restaurant Obligations

Key Dates:

- Get signed up by April 20th; form will need to be completed/signed.
- Have menu items confirmed by May 18th.
- Be prepared to serve your small taste item(s) on Wednesday June 13th, from 5:00- 8:30 PM.

Day of Event:

- A Rotary volunteer will be present during the event to check passports and take food tickets. Foods items can be 1 or 2 tickets pending the portion size and item cost. ***We encourage smaller portion sizes.***
- The restaurant will be responsible for serving food and to provide utensils if needed (plastic is OK). We also suggest cups of water being readily available.
- A small area for participants to be able to sit and eat is highly suggested. Pending the weather, we encourage a small area of patio to be used for serving and seating to help promote the overall visible activity from the street.

- At the end of the event the Rotary volunteer and the restaurant manager will count tickets and agree on the official tally sheet that is turned into the Taste of Downtown Committee. There will be a signature spot and a box that allows the restaurant to choose to redeem the tickets for payment or donate their portion to the event. In 2017 Restaurants that indicated they would **donate their ticket redemption value = $1780.00** (*3788 was the total tickets turned in*)! Each ticket is worth $1.00 of redemption. A check is then provided to restaurants about 1-2 weeks after the event.

Restaurant Owners

Suggestions/Additional Thoughts:

- Be prepared to serve a ***small*** taste of a food item for participants (400-500). We will communicate the actual passport sales as we get closer to the event to help you be prepared for the event.
- Make the serving size ***small.*** We want to encourage participants to get a quick sample of your food and atmosphere and move to the next venue. Surveys have told us that venues serve too much food and they just cannot eat that much even though it is all great! We also have been told by restaurants that seating can be a challenge taking up space for paying customers, so we want to encourage all restaurants to help keep participants moving during the event to avoid loitering at one location too long and taking up too many seats.
- Think about your menu item and make sure you can keep up with the volume of participants. Items that can be prepared in substantial portions that can be quickly divvied out in smaller portions work best for this event. You will get a lot of people coming through in a relatively short timeframe, so pre-planning how you are going to serve an item in volume quickly will be key to a pleasant experience by the participant.
- We suggest providing a ***coupon*** for a return visit. One goal of the restaurant should be to get the participant to want to come back and spend money in your establishment soon.
- ***Be creative*** - a unique food item and/or a drink specialty item may set you apart! This venue gives you an opportunity to try new items and get feedback before permanently adding to your menu.
- ***Have Fun and Tell Your Story!*** This is your opportunity to let people know about your business. Have people *want* to come back to your venue to spend their money!