

Marketing and Communications

February 2024

Team Members

- Aleena Decker, Conference and Communications Coordinator
- Katherine DiPasqua, Director

Restaurant Week

- 107 restaurant listings, representing 112 establishments, participated in Restaurant Week.
- Economic Impact Survey currently being conducted. This survey helps us understand the economic impact of Restaurant Week. Last year's impact was estimated at \$4.9 million. Full report at the following link: <https://sonomaedb.org/Microsites/Economic%20Development%20Board/Documents/Reports/2023/Restaurant%20Week%202023%20ADA.pdf>
- Restaurant Week advertising included social media, digital displays, print, and radio. Advertising partners included:
 - Amaturio Sonoma Media Group (KSRO, Jazzy, Hot 101.7, The Bull, KZST, The Wolf, The River, All Request Oldies, and Froggy)
 - Bohemian Magazine
 - Go Local
 - North Bay Biz Magazine
 - Sonoma Media Investments (The Press Democrat and Sonoma Magazine)
 - Additional feature article in Sonoma Magazine by Heather Irwin, "Where to Eat During Sonoma County Restaurant Week 2024," <https://www.sonomamag.com/where-to-eat-during-sonoma-county-restaurant-week-2024/>.
 - Wine Country Radio (Exitos and Krush)
- To encourage participation in Restaurant Week, dinners had the chance to win a Restaurant Week gift card in the following ways:
 - Check in at a participating restaurant during Restaurant Week via the Sonoma County Tourism app.
 - Take the Restaurant Week Survey. Responses still being collected.
- Restaurant Week sponsors, Jackson Family Wines, hosted a Restaurant Week Kick Off Party at Kendal Jackson Wine Estates. Restaurants that participated appreciated it being on a Monday and the chance to network.
- Additionally, The Redwood Empire Food Bank held a Restaurant Week campaign to raise funds to end hunger. Restaurants received collateral and had the option of supporting this campaign in their restaurant. Diners that donated to the campaign were automatically entered in a drawing to win a restaurant gift card or wine experience.