



SONOMA COUNTY RESTAURANT WEEK REPORT

INDUSTRY REPORT

2019



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EXECUTIVE SUMMARY

June 2019

The Sonoma County Economic Development Board (EDB) in partnership with Sonoma County Tourism, is pleased to bring you the 2019 Sonoma County Restaurant Week Report.

This report summarizes the results from the 10th Annual Restaurant Week. This ten-day celebration of the county's farm fresh food and premier beer and wine featured special three course dinners at \$19, \$29, or \$39, two course lunches at \$10 or \$15, and/or pastry perk specials at Sonoma County's top restaurants.

New this year, Restaurant Week added a pastry perk special. This allowed bakeries, pie shops, and coffee shops to participate in the successful event, expanding the diversity of cuisine offerings.

In its tenth year, Restaurant Week expanded marketing and media exposure, increased overall participation through partnerships with local chambers of commerce to recruit restaurants, and collected comprehensive survey and economic data.

HIGHLIGHTS

- The event had a total direct economic impact of \$6.52 million. Over \$280,000 in taxes were generated.
- More than 18,000 meals were served directly from the lunch and dinner prix-fixe menus, and more than 65,000 meals were served over the week at participating restaurants.
- 40% of restaurants completed the "Post-Restaurant Week Survey" that helped determine economic impact and satisfaction with the event.
- The event was popular with diners and restaurants alike. Almost all diners rated their Restaurant Week experience as good or excellent. 90% of participating restaurants indicated that they were satisfied with their involvement and 98% indicated they will participate again.
- Restaurant Week sponsors were instrumental in the success of Restaurant Week 2019. Jackson Family Wines encouraged restaurants to participate and to use locally produced wine, and Sonoma County Tourism, Sonoma Media Group, the Press Democrat, the Bohemian, Northbay Biz, and Sonoma West Publishers provided advertising. Open Table provided a customized reservation experience, and contributed to promotion as well.
- Restaurant Week participation grew by six restaurants, with a total of 153. Initial participation totaled 157, but declined due to flooding in west county in late February.
- 20% of total diners were from outside of Sonoma County. Additionally, diners came from all over the county to enjoy Sonoma County Restaurant Week.

Because of its success, Restaurant Week will return for its eleventh year in 2020.

Sincerely,

Sheba Person-Whitley
Executive Director

Pamela Chanter
Chair



ADVERTISING EXAMPLES

10th Annual



RESTAURANT WEEK

March 1-10, 2019

PASTRY PERK SPECIALS

LUNCH \$10/\$15

DINNER \$19/\$29/\$39

Presented by:



The Press Democrat
pressdemocrat.com

www.sonomacounty.com/restaurant-week

10th Annual



RESTAURANT WEEK

March 1-10, 2019

PASTRY PERK SPECIALS

LUNCH
\$10/\$15

DINNER
\$19/\$29/\$39

OVER 145
WORLD-CLASS
RESTAURANTS TO
CHOOSE FROM

BOOK A TABLE

[SONOMACOUNTY.COM/
RESTAURANT-WEEK](http://SONOMACOUNTY.COM/RESTAURANT-WEEK)

10th Annual



RESTAURANT WEEK

March 1-10, 2019

PASTRY PERK SPECIALS

LUNCH
\$10/\$15

DINNER
\$19/\$29/\$39

MARK YOUR
CALENDAR
FOR THIS
DELICIOUS
EVENT

Presented by:



The Press Democrat
pressdemocrat.com

Thank you to our sponsors:



Advertising

Above are two examples of physical advertising collateral used to publicize Restaurant Week 2019. The large poster on the left went out to all 153 participating restaurants to hang prominently in their windows to announce that they would be offering a unique menu. The bottom of the large poster features each of the logos of this year’s sponsors.

The bookmarks to the right were placed on tables, in checks and handed out to patrons to advertise Restaurant Week. Over 30,000 pieces of physical collateral were delivered.

Additionally, small posters, small comment cards and dozens of digital ads were produced and distributed.



RESTAURANT WEEK EXPERIENCE

Background

The inaugural Sonoma County Restaurant Week held in 2010 was well received. 85 restaurants participated, 15,000 meals were served, and the event had a total economic impact of almost \$900,000. Each of the subsequent years has seen the number of meals served and the economic impact of the event grow.

Economic Impact

The total economic impact of Restaurant Week 2019 is \$6.52 million. This includes restaurant revenue and taxes for Sonoma County Restaurant Week prix-fixe menus. This shows the consistently strong impact of the program, and the success of expanding the lunch category.

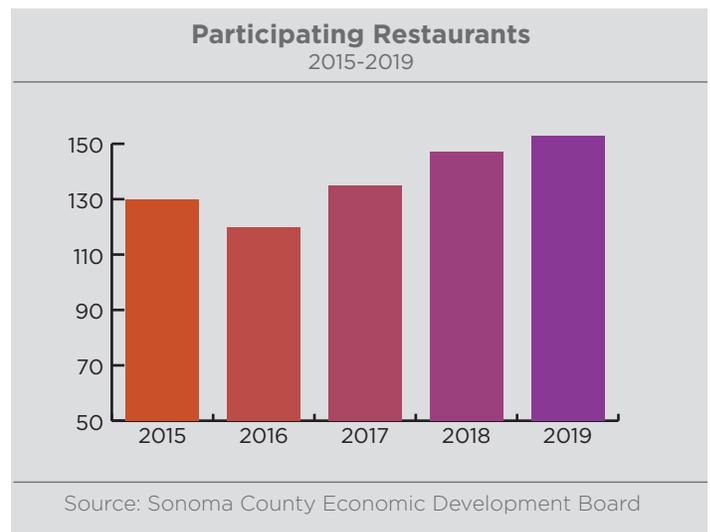
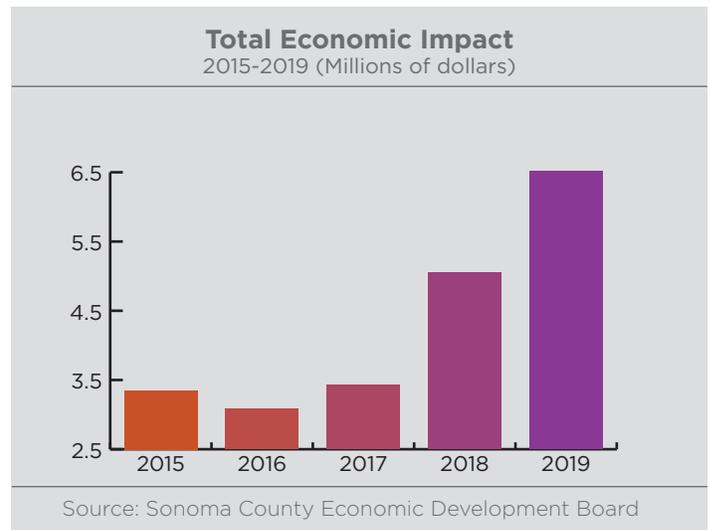
The large increase in economic impact for 2019 can be attributed record-high diner and restaurant participation, and the addition of pastry perk specials.

Restaurant Participation

Total restaurant participation reached 153 restaurants, the largest participation in the event's history.

Restaurant Week Meals

More than 21,000 restaurant week meals were served from participating restaurants during Restaurant Week. This number includes 355 pastry perk specials, 5,858 lunches and 14,987 prix-fixe dinners.



CUSTOMER & RESTAURANT FEEDBACK

Comment Card Feedback

Comment cards were given to diners during the week in order to measure the effects of the event. Diners were asked a variety of questions, including where they were from, whether or not they had eaten at the restaurant before, whether the promotion encouraged them to dine out, and if they ordered from the special menu. In 2019, nearly 3,000 comment cards were returned back to the Economic Development Board.

Restaurant Week Encouraged Customers to Dine Out

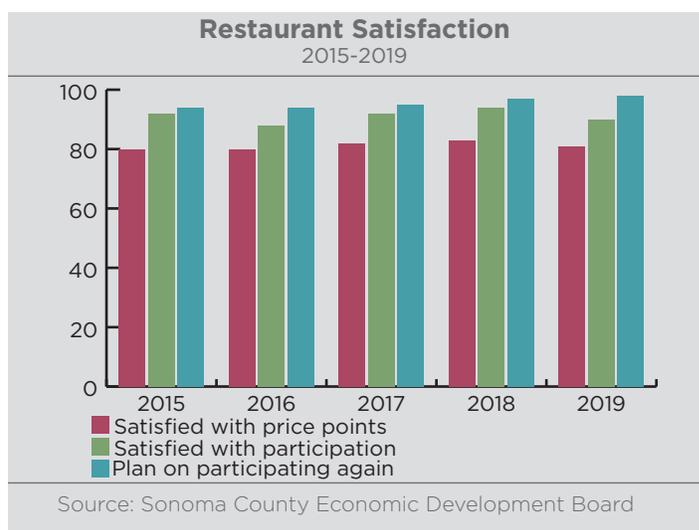
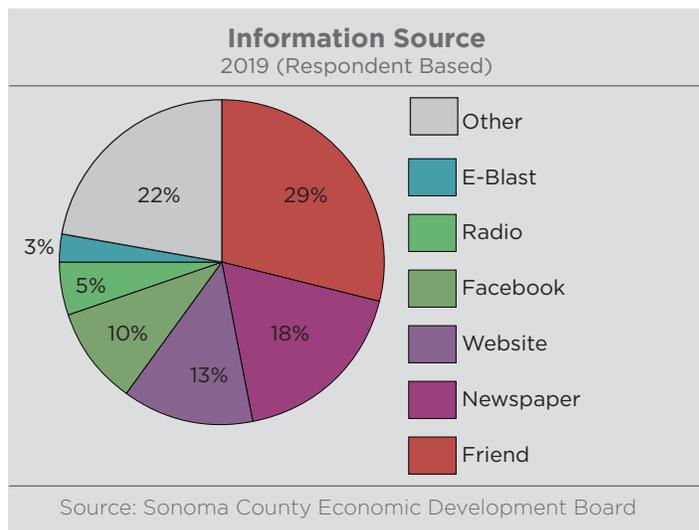
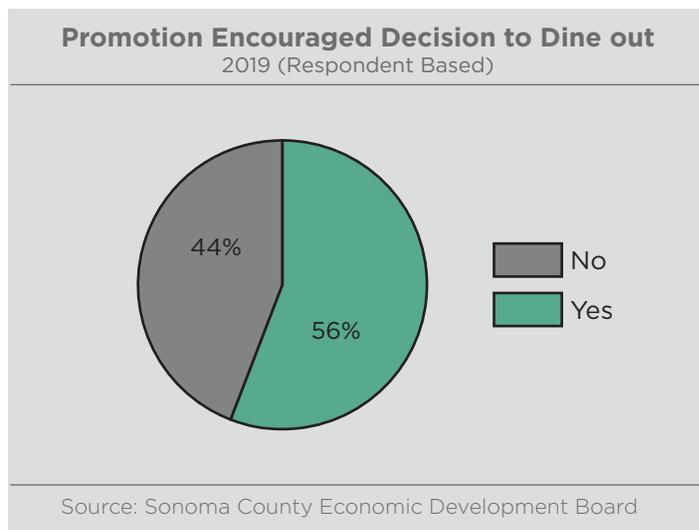
Approximately 56% of Sonoma County Restaurant Week survey respondents indicated that they had chosen to go out because it was Restaurant Week.

Restaurant Week Information Sources

29% of diners heard about the event from a friend, 18% from a newspaper, 13% from the Restaurant Week website, 10% from Facebook, 5% from the radio, 3% from E-blasts, and 22% from an additional and/or combination of sources.

Restaurant Feedback

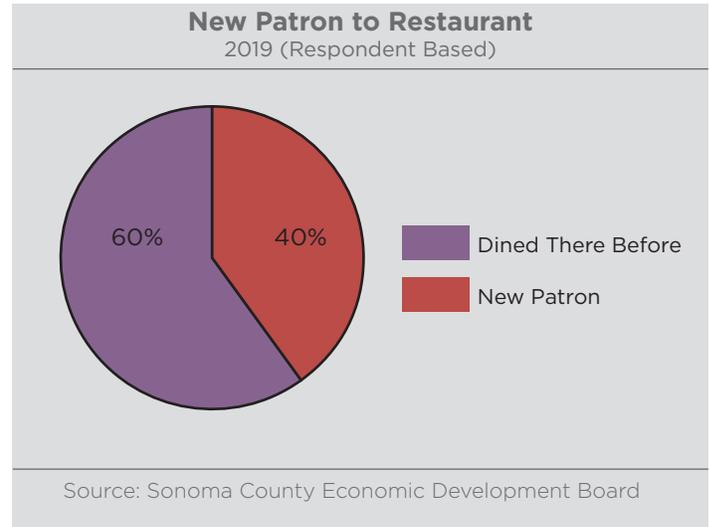
80% of restaurants indicated that their customer traffic increased as a result of Restaurant Week. This indicates that the event was successful in helping restaurants generate business during the off-season among customers who otherwise may not have dined out. Restaurants continued to be satisfied with the event: 90% were satisfied with their participation, 81% were satisfied with the price points, and 98% indicated they would participate again.



CUSTOMER & RESTAURANT FEEDBACK

New Patrons to Restaurants

60% of diners who participated in Restaurant Week had eaten at the restaurant prior to the event. 40% of diners ate at the restaurant for the first time during Restaurant Week.



Geographic Distribution

Diners originated from all over the county and beyond. The majority of diners were from Santa Rosa (40%), which is also where the majority of participating restaurants were located (35%). Over 20% of diners were from outside Sonoma County. This includes customers from northern and southern California, the United States, Canada, Sweden, and Germany.

Location	Diners (% of total)	Restaurants (% of total)
Santa Rosa	40%	35%
Sebastopol	11%	9%
Sonoma Valley	7%	10%
Petaluma	5%	11%
Windsor	5%	7%
Healdsburg	4%	8%
Russian River Area	4%	5%
Rohnert Park	2%	4%
Sonoma Coast	2%	3%

ECONOMIC IMPACT

Total Economic Impact

Sonoma County Restaurant Week 2019 resulted in \$6.52 million in total economic impact. This includes restaurant week menu revenue and taxes.

Total Restaurant Revenue

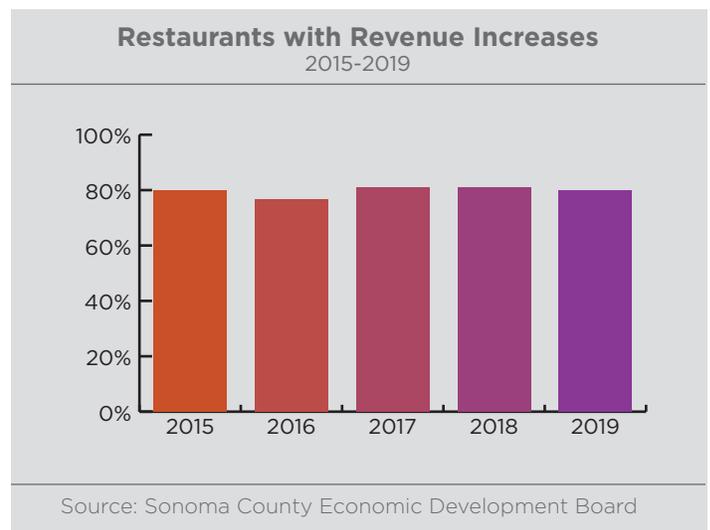
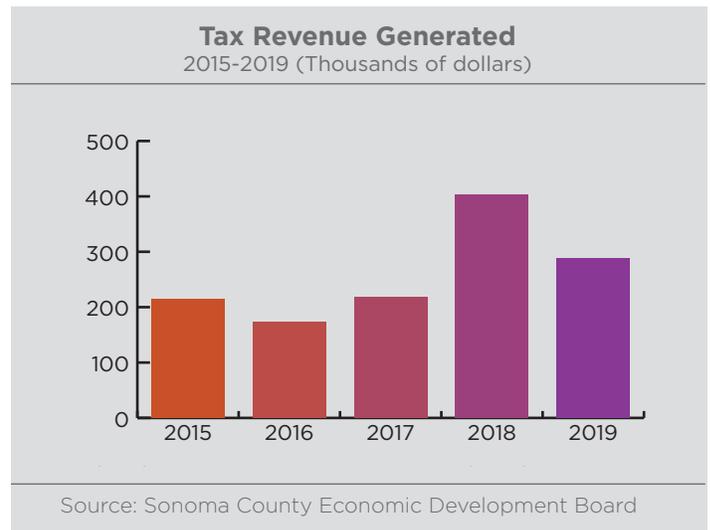
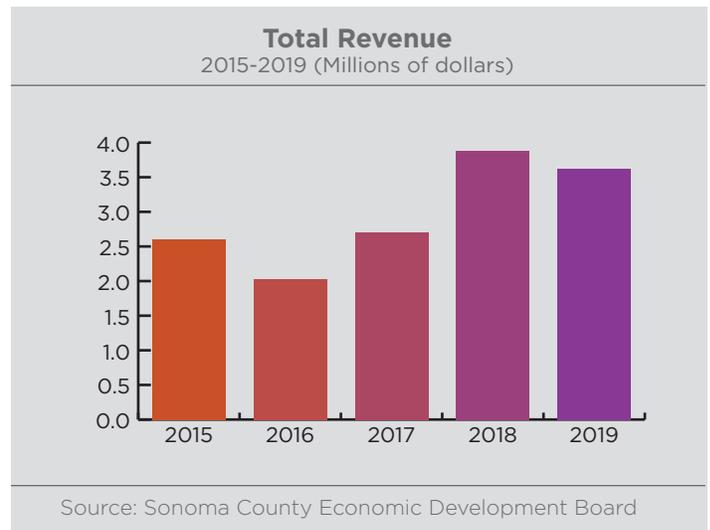
Total customer expenditure during Restaurant Week 2019 was \$3.62 million. This includes Restaurant Week lunches, dinner, pastry perks, and food additions.

Tax Revenue Generated

Restaurant Week 2019 generated \$289,440 in tax revenue.

Increases in Restaurant Revenue

80% of restaurants reported an increase total business during Restaurant Week relative to their average business during the same time of year.



SPONSORS & MARKETING

SPONSORS

Sonoma Media Group publicized Restaurant Week on five radio stations and online, and interviewed staff members and participating chefs on-air. The Press Democrat was instrumental in the print and digital ad campaign. The Bohemian and Northbay Biz publications featured print and online ads which drove people to the official Restaurant Week website. Sonoma West Publishers bolstered the digital and print ad campaign reach by publicizing the event online and through local newspaper avenues. OpenTable also hosted a designated Restaurant Week page so diners could make reservations at participating restaurants. Jackson Family Wines handed out posters and bookmarks in tasting rooms, and provided a well publicized display at local Safeway stores. La Crema Winery also kindly hosted a reception event for the restaurants to thank them for their participation.

ONLINE MARKETING

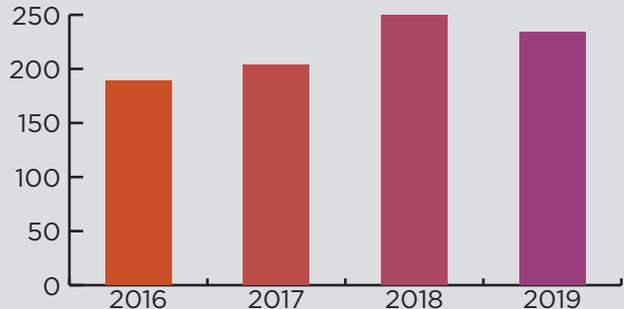
Website

The Restaurant Week website was hosted on sonomacounty.com starting in 2016 as a result of the continued partnership with Sonoma County Tourism. Restaurant information and OpenTable links allowed diners to easily find information about participating restaurants.

Facebook & Instagram

Joint giveaways in partnership with Sonoma County Tourism's social media channels attracted more followers and engagements than in previous years.

Restaurant Week Website Visitors
January 1 - March 31
2016-2019 (Thousands of visitors)



Source: Sonoma County Tourism

Sonoma County Restaurant Week Facebook

Total Followers	6,561
Total Reach During Restaurant Week (Organic)	60,020
Average Daily Reach Before and During Restaurant Week	7,542
Total Giveaways	14

Sonoma County Restaurant Week Instagram

Total Followers	1,603
Total Tags During Restaurant Week	83
Impressions	22,296
Engagements	2,244

ACKNOWLEDGMENTS

The tenth annual Sonoma County Restaurant week would not have been possible without the contribution of many individuals.

Most of the credit for the success of this event belongs to the local restaurants that participated. Their hard work and dedication to serving the outstanding food that Sonoma County is known for provided the inspiration and purpose behind this event.

Special acknowledgment is also due to the sponsors of Sonoma County Restaurant Week. The Press Democrat, the Bohemian, Northbay Biz, Sonoma Media Group, Sonoma West Publishers and Jackson Family Wines all donated significant time and resources to promote this year's event. Acknowledgment is also due to Sonoma County Visitors Centers and local chambers of commerce for their support, as well as staff at Sonoma County Tourism for their assistance with press releases, website management, social media outreach, and support with promoting the event to local restaurants and visitors.

Finally, Laura Broderick, Tourism Research Project Coordinator at the Economic Development Board, organized this event, including restaurant sign-up and contact, managing social media and advertisements, managing the official Restaurant Week website, and creating pastry perk specials. Laura also gathered and compiled the results of the tenth annual Sonoma County Restaurant Week to create this comprehensive report.

METHODOLOGY

This report outlines the event and the results from the last five years. This includes restaurant experience and event outcomes, customer feedback, economic impact data and the Sonoma County Restaurant Week web presence.

Data for this report is collected directly from diners and participating restaurants during the event, and with follow-up surveys given after the event. More than 2,800 diners filled out comment cards, and 40% of participating restaurants filled out post event surveys. This feedback allows us to track the success of the event.

Notes on Calculations:

Economic impact data is calculated using a multiplier of 6.97 to determine the overall economic impact of spending at eating & drinking establishments per the National Restaurant Association. This is based on approximately 21,200 individual diners ordering prix-fixe menus throughout the ten day event.

The remainder of restaurants that did not complete the survey were compared to other “peer” restaurants and assigned a conservative estimated value based on their location, price point and visitorship numbers. This measure allowed a more accurate estimation of economic impact.

SOURCES

The two primary sources for the Restaurant Week report are the comment cards that were distributed to diners during Restaurant Week and the post Restaurant Week survey that restaurants filled out. Facebook and Instagram provided digital analytic information.



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707 - 565 - 7170

141 STONY CIRCLE, STE. 110, SANTA ROSA, CA 95401