



Slate Belt Chamber of Commerce

SUPPORT OUR MEMBERS; THEY SUPPORT OUR COMMUNITY

187 Blue Valley Drive Bangor, PA 18013 610-588-1000

February 1, 2019

Dear Slate Belt Restaurant,

The Slate Belt Chamber of Commerce is looking to do a Slate Belt wide Restaurant Week from Saturday, July 6th through Sunday, July 14th. We are asking you to partner with us to promote a week of breakfast, lunch and dinner specials. Restaurants offer reduced prices on a fixed menu, the idea being that what you lose in check averages you gain in sales volume. Some restaurants in other areas reported the increased volume as high as 40% during Restaurant Week.

You aren't the only business that will benefit from Restaurant Week, it will help increase tourism, therefore increasing business for stores and other local businesses. This is a platform to showcase the Slate Belt off as well as your restaurant.

We chose July as our week as studies say that January and July are a slow time for restaurants. All participating restaurants should offer a discount on your fixed menu for the week. Offer your best food. The idea behind Restaurant Week is to showcase your restaurant's food to customers who may not eat there regularly. Offer a house favorite or a chef specialty. Diners may choose not to order off your fixed Restaurant Week menu and choose your regular menu, but it is important that the option be there for them to decide.

If you are interested in participating in "Restaurant Week" please fill out the attached registration along with your \$50 (chamber member), or \$75 (Non chamber member) fee. This fee will cover the cost of marketing such as newspapers, web sites, social media, posters, flyers, etc.....

We hope that you will consider to participate. Contact me with any questions or concerns.

Best Regards,

Laura McLain, Executive Director

Serving: Bangor East Bangor Pen Argyl Plainfield Township Portland
Roseto Washington Township Wind Gap Lower & Upper Mt. Bethel Townships
Web Site: www.slatebeltchamber.org E-Mail: info@slatebeltchamber.org

Slate Belt Restaurant Week

REGISTRATION

RESTAURANT NAME: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

WEBSITE: _____

CONTACT PERSON: _____

FEE ENCLOSED \$50 CHAMBER MEMBER \$75 NON CHAMBER MEMBER
REMIT TO SLATE BELT CHAMBER OF COMMERCE, 187 BLUE VALLEY DR., BANGOR PA 18013
INFO@SLATEBELTCHAMBER.ORG, 610-588-1000

Guidelines:

1. As the restaurant owner, please offer a fixed menu for breakfast, lunch, dinner. Remember when creating your special menu to reduce your prices from your regular menu.....
2. Post your specials in your restaurant by June. And send the chamber a copy so we can also help you promote your specials.
3. The Chamber will provide posters to each participant to display and promote in your business, online etc.
4. No passes, tickets, or coupons are required. Instead, diners may simply visit their favorite participating restaurant throughout the week to enjoy the special priced breakfast, lunch or dinner menu.

Restaurant Week is a great promotional idea that can kick start a slow time of the year. And who doesn't love that? It's been said that areas who host a restaurant have grown it into a wide scale event that will have a ripple effect beyond the restaurant industry.

SPREAD THE WORD ONTO YOUR RESTAURANT COLLEGUES IN THE SLATE BELT!

WE NEED TO HEAR FROM YOU NOW! FOR THIS TO WORK WE NEED AS MANY RESTAURANTS PARTICIPATING AS POSSIBLE.