ECONOMIC DEVELOPMENT BOARD

BOARD OF DIRECTORS

PAM CHANTER, CHAIR  •  JORGE ALCAZAR  •  SKIP BRAND
TERRI DENTE  •  TERRY GARRETT  •  KATHRYN HECHT  •  LINDA KACHIU
WAYNE LEACH  •  MICHAEL NICHOLLS  •  MICHAEL TOMASINI
BEN STONE, Executive Director

EDB FOUNDATION SPONSORS

PRESENTING LEVEL

Luther Burbank Savings
EB Exchange Bank
SONOMA RACEWAY
Redwood Credit Union
Kaiser Permanente
Pure Luxury Transportation
tri counties bank

FOUNDATION LEVEL

Pacific Gas and Electric Company

PREMIER LEVEL

City of Santa Rosa
Bank of Marin
Friedmann Goldner
Sonoma CleanPower

EXECUTIVE LEVEL

AMERICAN AGCREDIT
AMERICAN RIVER BANK
COMCAST
GEORGE PETERSEN INSURANCE
KEEGAN & COPPIN CO.
MIDSTATE CONSTRUCTION
NORBAR
SONOMA COUNTY ALLIANCE
SUMMIT STATE BANK
VANTREO INSURANCE
ZAINER RINEHART CLARKE

MEDIA LEVEL

SONOMA COUNTY Board of Supervisors

SONOMAEDB.ORG
CONTENTS

4. EXECUTIVE SUMMARY
6. RESTAURANT EXPERIENCE
7. CUSTOMER & RESTAURANT FEEDBACK
8. CUSTOMER & RESTAURANT FEEDBACK
9. ECONOMIC IMPACT
10. SPONSORS AND MARKETING
11. ACKNOWLEDGMENTS
12. METHODOLOGY & SOURCES
EXECUTIVE SUMMARY

The Sonoma County Economic Development Board (EDB) in partnership with Sonoma County Tourism, is pleased to bring you the 2017 Sonoma County Restaurant Week Report. This report summarizes the results from the 8th annual Restaurant Week. This seven-day celebration of the county’s farm fresh food and premier beer and wine featured Sonoma County’s top restaurants offering special three course dinners at $19, $29, or $39, or lunch at $10 or $15.

New this year, restaurants that do not regularly serve dinner were allowed to participate, which expanded restaurant week to smaller restaurants and increased lunch options.

In its eighth year, the event has also made a significant impact on the restaurant industry by encouraging locals and visitors to dine out during a typically slow time of the year.

HIGHLIGHTS

• The event had a total economic impact of $3.43 million. Over $219,000 in taxes were generated and more than $79,000 of local ingredients were purchased for use in Restaurant Week menus.
• More than 18,000 meals were served directly from the lunch and dinner prix-fixe menus, and more than 69,000 meals were served over the week at participating restaurants.
• The event was popular with diners and restaurants alike. Almost all diners rated their Restaurant Week experience as good or excellent. More than 90% of participating restaurants indicated that they were satisfied with their involvement and 95% indicated they will participate again.
• Restaurant Week sponsors were instrumental in the success of Restaurant Week 2017. Jackson Family Wines encouraged restaurants to participate and to use locally produced wine, and Sonoma County Tourism, Sonoma Media Group, the Press Democrat and La Prensa, 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 grew by 15 restaurants, with a total of 135.
• 23% 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 ninth year in 2018.

Sincerely,
Ben Stone
Executive Director

Pamela Chanter
Chair
RESTAURANT WEEK EXPERIENCE

Background
The inaugural Sonoma County Restaurant Week was held in 2010 and 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 2017 is $3.43 million. This includes restaurant revenue, taxes, and the value of local ingredients purchased 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.

Restaurant Participation
Total restaurant participation reached 135 restaurants, marking continued support for the event.

Restaurant Week Meals
More than 69,000 meals were served from participating restaurants during Restaurant Week. 2,633 meals were served from prix-fixe lunch menus, and 15,645 meals were served from prix-fixe dinner menus.

![Total Economic Impact Graph](image1.png)

![Participating Restaurants Graph](image2.png)

![Meals Served Graph](image3.png)
CUSTOMER & RESTAURANT FEEDBACK

Comment Card Feedback
Participating restaurants were asked to pass out customer comment cards during Sonoma County Restaurant Week. Comment cards were given to all diners during the week in order to measure the effects of the event. Diners were asked a variety of questions, including where they are 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 2017, nearly 4,200 comment cards were returned back to the Economic Development Board.

Restaurant Week Encouraged Customers to Dine Out
Approximately 65% of Sonoma County Restaurant Week survey respondents indicated that they had chosen to go out because it was Restaurant Week. This is an increase of 18% over Restaurant Week 2016.

Restaurant Week Information Sources
24% of diners heard about the event from a friend, 18% from a newspaper, 13% from the Restaurant Week website, 8% from Facebook, 5% from the radio, and 32% from an additional and/or combination of sources.

Restaurant Feedback
Almost 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, 82% were satisfied with the price points, and 95% indicated they would participate again.
CUSTOMER & RESTAURANT FEEDBACK

Lunch Participation
24% of all diners took advantage of the lunch event, which is a 20% increase from 2016. 20% of these diners ordered from the prix-fixe menu, which is a 25% increase from 2016. More lunch options were offered this year due to the expansion of the Restaurant Week lunch category in January 2017.

Geographic Distribution
Diners originated from all over the country and beyond. The majority of diners were from Santa Rosa (37%), which is also where the majority of participating restaurants were located (27%). Over 23% of diners were from outside Sonoma County. This includes customers from California, the United States, and 7 international countries, including France, Japan, and Brazil. Notable in 2017, 13% more restaurants from the outer edge areas of Sonoma County participated, including Bodega Bay, Guerneville, and Cloverdale.

<table>
<thead>
<tr>
<th>Location</th>
<th>Diners (% of total)</th>
<th>Restaurants (% of total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Rosa</td>
<td>37%</td>
<td>27%</td>
</tr>
<tr>
<td>Outside Sonoma County</td>
<td>23%</td>
<td>-</td>
</tr>
<tr>
<td>City of Sonoma</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Windsor</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Petaluma</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
ECONOMIC IMPACT

Total Economic Impact
The event had a total economic impact of $3.43 million. This is the largest economic impact since Restaurant Week began in 2010. The emphasis on farm-fresh food, local wineries, and craft beverages during Restaurant Week ensures that the impact extends to local food suppliers, farmers, wineries and craft beverage producers in addition to the restaurant industry.

Local Ingredients
We asked participating restaurants to indicate the value of local ingredients purchased specifically for their special restaurant week menus. More than $79,000 worth of local food products were used during Restaurant Week. This amount does not include restaurants that declined to indicate the value of local products used in their Restaurant Week menus.

Total Restaurant Revenue
Total customer expenditure during Restaurant Week 2017 was $2,665,419.71. This is an increase of $640,282.71 over Restaurant Week 2016.

Tax Revenue Generated
$219,553.58 was generated in sales tax during Restaurant Week 2017.

Increases in Restaurant Revenue
80% of restaurants reported an increase in revenue in 2017.
SONOMA COUNTY RESTAURANT WEEK REPORT 2017

SPONSORS & MARKETING

SPONSORS
Sonoma Media Group publicized Restaurant Week on five radio stations and online, and interviewed several staff members on-air. The Press Democrat was instrumental in the print and digital ad campaign. La Prensa also featured a Spanish ad for the first time. The Bohemian and Northbay Biz 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. Kendall Jackson 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
The Restaurant Week Facebook strategy was revamped in 2017 and featured increased giveaways. There was significant traffic to the site, which included comments and likes by visitors. During Restaurant Week, Facebook posts reached 58,969 users, an increase of 88.69% over 2016. During the month leading up to Restaurant Week, each post had an average reach of 10,224, an increase of 685% over 2016. Facebook followers increased to 6,302 in 2017.
ACKNOWLEDGMENTS

The eighth 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, La Prensa, 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 and support with promoting the event to local restaurants and visitors.

Finally, Maile Hartsook, Tourism Research Project Coordinator at the Economic Development Board, contributed a significant amount of time and effort to the organization of this event, including restaurant sign-up and contact, managing social media and advertisements, and updating content on the official Restaurant Week website. Maile also updated and compiled the results of the eighth annual Sonoma County Restaurant Week to create this comprehensive report, and deserves special thanks.
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 4,200 diners filled out comment cards, and 30% 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 1.16 to determine the overall economic impact of spending at eating & drinking establishments per the National Restaurant Association. Economic impact figures from 2013-2017 have been adjusted to reflect this multiplier and this explains any discrepancies in previously reported figures.

Because some restaurants did not report, we believe the economic impact, the value of local ingredients and overall restaurant revenue figures to be understating the effects of Sonoma County Restaurant Week in 2017. However, we have chosen not to project the value of these figures in order to have an accurate and conservative figure.

SOURCES

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