



SONOMA COUNTY RESTAURANT WEEK

ECONOMIC IMPACT REPORT

2021



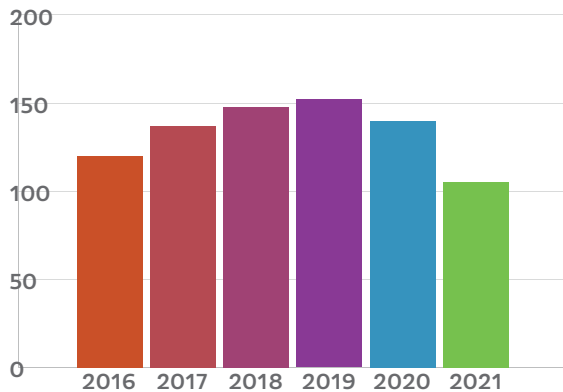
The Sonoma County Economic Development Board (EDB) in partnership with Sonoma County Tourism, hosted the 12th Annual Sonoma County Restaurant Week from February 19 to February 28, 2021. In an effort to be reactive to the needs of restaurants during the coronavirus pandemic, this year we moved away from traditional Restaurant Week prix fixe menus. Due to the change in format and other limiting factors due to the coronavirus pandemic, we were unable to collect certain economic impact data traditionally collected during restaurant week.

HOW WE ADAPTED RESTAURANT WEEK TO SUPPORT RESTAURANTS THROUGH COVID-19:

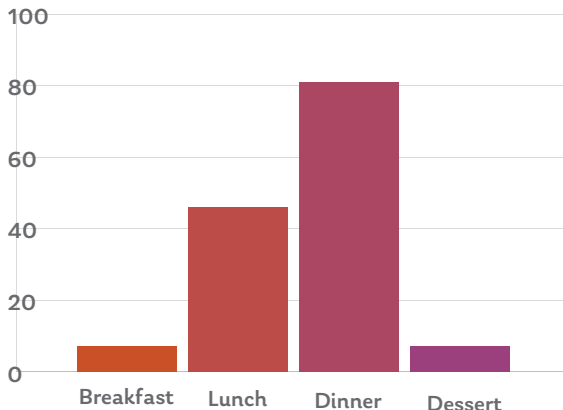
- In partnership with the cities of Rohnert Park, Cotati, Santa Rosa, Petaluma, and Windsor, designed a brand new website that provides exposure for local restaurants and allows customers to have a seamless experience where they can filter by price, location, and offerings.
- Rebranded Restaurant Week to encourage safe behavior and to support Sonoma County restaurants and hospitality workers.
- Made Restaurant Week more accessible by eliminating requirements for participation
- Offered virtual wine tasting events through Jackson Family Wines for all restaurant week participants (of legal drinking age).



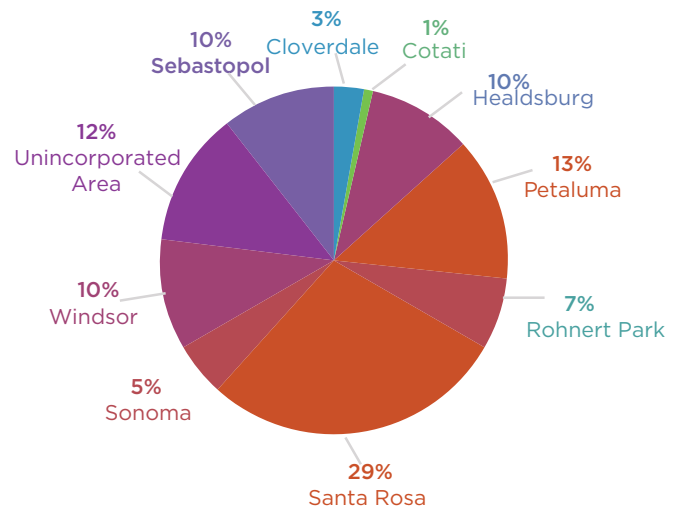
RESTAURANT PARTICIPANTS



TYPE OF MEALS



RESTAURANT LOCATIONS



FACTS & FIGURES

1,430 driven via digital advertising to the SoCo Restaurant Week website.

395,150 digital impressions from advertising

.36% click through rate for digital ads compared to an average of .20%.

42% participants visited a new restaurant.

97% participants were from Sonoma County.

79% participants ordered off the Restaurant Week Menu.

SOCIAL MEDIA



FACEBOOK
6,717 followers

15 Posts
835 New followers
991 Engagements
15,571 Total Reach (Organic)



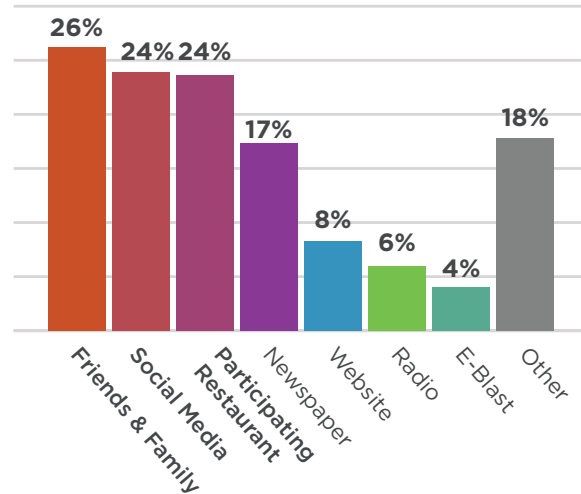
INSTAGRAM
1,875 followers

11 Posts
272 New followers
9,312 Impressions (Organic)
8,373 Total Reach (Organic)

SPONSORS

Jackson Family Wines
The North Bay Bohemian
North Bay Biz Magazine
Sonoma County Tourism
Open Table
Amaturo Sonoma Media Group
Sonoma West Publishers
City of Rohnert Park
City of Cotati
City of Petaluma
City of Santa Rosa
Town of Windsor

HOW DID YOU HEAR ABOUT RESTAURANT WEEK?



ACKNOWLEDGMENTS

The twelfth annual Sonoma County Restaurant Week would not have been possible without the local restaurants and community members that participated. Their hard work and dedication has made Sonoma County a world-class culinary destination and provided the inspiration and purpose behind this event. Acknowledgment is also due to Sonoma County Visitors Centers and local chambers of commerce for their support.

The format of this report has been adapted from previous year's formats to be condensed to two-pages. Previous versions of this report can be found at SonomaEDB.org.

Stay tuned, Restaurant Week will return for its thirteenth year in 2022. socorestaurantweek.org.



Economic impact data for this report was collected by surveying event attendees after the event. 117 event attendees filled out a survey. For more questions regarding calculations made in this report, please email restaurantweek@sonoma-county.org.