

Marketing and Communications December 2023

Team Members

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

Sonoma County Restaurant Week

Dates:

February 19-25, 2024

Registration

Restaurant registration currently open. Prix fixe menu options include:

- Lunch \$10/\$15/\$25
- Dinner \$25/\$35/\$55
- Sweet Perk \$5

Registration form available at <https://socorestaurantweek.org/new-restaurant/>.

Outreach

EDB Business Diversity Program Team and Conference and Communications Coordinator are currently working and setting up meetings with the Asian American Pacific Islander Coalition of Sonoma County, Hispanic Chamber of Commerce, and North Bay Black Chamber of Commerce to increase participation from underrepresented restaurants and provide support for a successful Restaurant Week. Understanding that the restaurant industry is vastly diverse with varying needs of support, it is the goal of these partnerships to mitigate barriers to participation in Restaurant Week and provide additional resources when possible.

Graphic Refresh

To better showcase Sonoma County's diverse cuisines and restaurant options, graphics were updated to include a variety of food offerings that are found in family friendly and higher end establishments. The decision to update the graphics is part of the goal to increase restaurant participation and to encourage new diners to participate.

Designed by Watza Lab



15th annual



sonoma county

Restaurant Week

february 19—25

LUNCH: \$10/\$15/\$25 | DINNER: \$25/\$35/\$55 | SWEET PERK: \$5

SoCoRestaurantWeek.org