

epicure.sb

a month to savor santa barbara

cuisine . libations . culture



Retail Industry

The Dish:

A month long promotion showcasing Santa Barbara's diverse epicurean offerings; this event is designed to stimulate business and introduce new customers to restaurants, retailers and events that highlight Santa Barbara's cuisine, libations and culture in downtown and throughout Santa Barbara. Locals and visitors will have the opportunity to experience a variety of events and special offerings related to the culture of food and beverages at restaurants, retailers, markets, festivals and events.

The Dates:

October 1st – 31st, 2009

The Epicurean Adventure:

This event is a marketing initiative between the Santa Barbara Conference & Visitors Bureau and Film Commission (SBCVB&FC) and the Santa Barbara Downtown Organization (DO) to promote the variety of food and wine related experiences that Santa Barbara has to offer. It will build awareness, traffic and revenue for restaurants, retailers, markets, festivals and events throughout downtown and the county. It will leverage current events already taking place in the month of October in Santa Barbara County with additional promotions and programming to develop a collaborative campaign with a theme of cuisine, libations and culture. It will be a unique reason for visitors to plan a trip to Santa Barbara any day of the week and for locals to try something new they may not have experienced before.

Partners:

Any Downtown Organization or SBCVB&FC Member may participate:

- Restaurants
- Retailers
- Drinking Establishments
- Art/Cultural Venues
- Academic Institutions
- Farmers Market
- Vintners Association
- Tours
- Festivals
- Wineries

What can you do?:

How can your event, attraction or venue participate? Participation is easy! Plan one, several or a series of events during the month of October that feature the culture of cuisine or libations. Some suggestions include:

- Feature a theme focused event on food, wine, cocktails, culinary, harvest, organic, local or regionally produced items
- Arrange an educational lecture, meet and greet or book signing
- Plan a cooking demonstration to highlight a chef, particular type of food, preparation or cooking technique
- Introduce recipes, tools, cookware, utensils or techniques to educate the enthusiast

As a participant, your business or organization will be included in the promotion of the event. All you need to do is supply the event information to be included.

Participation is FREE*:

For the inaugural year, there is no fee to participate in the cooperative promotion of epicure.sb thanks to funding by the DO and SBCVB&FC.

- Your event(s) must incorporate a focus on the culture of cuisine or libations
- Your event(s) can be free or at a cost to the attendee but the cost to put on your event and any additional promotion on your part is your responsibility
- *Must be a member of the DO or SBCVB&FC in good standing

How do we plan to promote epicure.sb?:

A collaborative marketing effort between the DO and the SBCVB&FC proposes to include:

- Online, Radio and Print advertising in Santa Barbara and Southern California
- Dedicated webpage at SantaBarbaraFresh.com with calendar of events and participants' listings and links
- Features online on SantaBarbaraCA.com and SantaBarbaraDowntown.com
- Direct communications via email
- Program pieces to include all participants and calendar/listing of events (pocket menu, map & guide)
- Promotional pieces (postcard, poster, rack card)
- Media, corporate and organizational sponsorships to share promotions
- National, regional and local editorial outreach
- Promotional presence at partnering events and festivals throughout the year where applicable

Contact:

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