

**Merchant Holiday Meeting November 8, 2019**

847-634-0888 <http://longgrove.org/merchants/> [marketing@longgrove.org](mailto:marketing@longgrove.org)

	Sleigh Rides		Choir		Santas (1-4pm)
			1- 2:30pm	2- 3:30pm	
Sat., 11/23	11am-7pm				
Sun., 11/24	11am-7pm			Buffalo Grove HS	
Fri., 11/29	11am-4pm				
Sat., 11.30	11am-7pm			Hersey HS	Walter
Sun., 12/1	11am-7pm		Buffalo Grove HS		Walter
Sat., 12/7	11am-7pm		Tom Clark	Palatine HS	
Sun., 12/8	11am-7pm			Buffalo Grove HS	Walter
Sat., 12/14	11am-7pm		Tom Clark	Barrington HS	Walter
Sun., 12/15	11am-7pm				
Sat., 12/21	11am-7pm				Walter
Sun., 12/22	11am-7pm				Walter

## 2018 SMALL BUSINESS ECONOMIC IMPACT STUDY

ON AVERAGE,

**FOR EVERY DOLLAR YOU SPEND AT A SMALL BUSINESS**

**67¢**

**STAYS IN THE LOCAL COMMUNITY**



**44¢** GOES TO THE SMALL BUSINESS OWNER AND EMPLOYEE WAGES AND BENEFITS

**23¢** GETS REINVESTED IN OTHER LOCAL BUSINESSES

**EVERY \$1 YOU SPEND AT A SMALL BUSINESS CREATES, ON AVERAGE, AN ADDITIONAL 50 CENTS IN ECONOMIC IMPACTS FOR THE LOCAL COMMUNITY**

**30¢** BUSINESS SPEND TO LOCAL SUPPLIERS AND VENDORS

**20¢** SPENT LOCALLY BY BUSINESS OWNERS AND EMPLOYEES



Source: Econsult Solutions  
Learn more at [amex.co/another-reason-shop-small](http://amex.co/another-reason-shop-small)

Proudly Backed by 

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HELP DECORATING TOWN...

New Directory Next week or 2 – Chit Chat Room, Sock Monkey Museum and LandMark Exteriors

Notes:	
1-Jan	New Year's Day
20-Jan	M L King Day
1-Feb	Cocoa Crawl
2-Feb	Superbowl
14-Feb	Valentine's Day
17-Feb	Presidents Day
26-Feb	Ash Wednesday
28-Feb	Restaurant Week
8-Mar	Daylight Savings
17-Mar	St. Patricks Day
19-Mar	Spring Begins
4-Apr	Egg Hunt
10-Apr	Good Friday
12-Apr	Easter
25-Apr	Craft Beer Fest
10-May	Mother's Day
15-May	Chocolate Fest Weekend
25-May	Memorial Day
21-Jun	Father's Day
26-Jun	Strawberry Fest Weekend
Jul 3&4	Independence Day
Aug 1,2	Vintage Days
5-Sep	Irish Days Sat- Mon
25-Sep	Apple Fest Weekend
10-Oct	DIY Scarecrow/ HHarvest
15-Oct	Witches Night Out
30-Oct	Trick or treat
11-Nov	Veterans Day
12-Nov	Holiday Open House
26-Nov	Thanksgiving

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Lake County Convention & Tourism

### **BFF – Boutiques, Friends & Fun.**

Why – creates excitement about Long Grove, introduces stores and restaurants to customers. Clients think they are getting free stuff and gets them about Long Grove to shop/eat.

Who – Promote to tour planners (our database) with details they need - the amount of time to allow and what time of the year, cost, what they receive and offer options for lunch and possibly an activity. Develop a minimum/maximum number of people.

## **Lake County Restaurant Week : Feb. 28 - March 8, 2020, 10 Days to Savor**

I would say, first of all, it doesn't cost her anything additional to participate. It's included in her annual partnership.

-Try something new that period of 10 days and it doesn't have to be discounted. It could be a new entrée bundled with an appetizer and dessert and call it the leap year special. So special, you can only get it every 4 years or during Restaurant Week. Some sort of perceived value does help. Some restaurants offer some additional entertainment. Or those celebrating their birthday on 2/29 get a free dessert during RW. I doubt everyone that comes in has only that b-day. Just thinking out of the box and trying to help. It could be fun!!! It's a Sunday and after Super Bowl and football season. Hey, maybe we have something here.

John can talk on the outreach we have with Restaurant Week and the tools we use. There may be some things we're doing now that she wasn't in.

And if we garner more Long Grove restaurants, it may draw in more potential new guests.

## **Lake County Restaurant Week Feb. 28 - March 8, 2020 10 Days to Savor**

### **Goals:**

- Introduce Lake County residents and visitors to a wide variety of dining experiences
- Drive business during a traditionally slower time of year
- Use value pricing and special activities to attract new customers
- Highlight the wide range of unique destinations that our communities offer

### **2019 Results:**

- 66 Participating Restaurants, from 23 communities
- Marketing Campaign delivered 4,560,000 impressions
- Digital messaging reached 136,8000
- Radio spots on 3 stations reached 1,625,000 over 2 weeks
- Facebook Live segments from 19 restaurants reached 118,000 viewers
- Tribune & Daily Herald editorial features, inserts, print and digital ads reached 895,000 readers
- Participating Restaurant Surveys returned – 100% reply that they'll participate again, will promote it better and it was a big boost to their business

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### **2020 Marketing:**

VLC's staff, ad agency and contractors will design a multi-media campaign using all of the above digital advertising, regional & local radio, Pandora, print (Tribune, Daily Herald), plus in-house e-blasts, social media, Metra Rail, Money Mailer, drink coasters, check cards, post cards, online contests and other opportunities

### **Participation:**

Restaurants who are paid Partners of Visit Lake County by Jan. 15<sup>th</sup>, 2020 are eligible to be featured in Restaurant Week promotions at no extra charge. Restaurant Week is a high-profile incentive, but there are many other yearlong benefits to being tourism partners with VLC. We're happy to discuss further with interested businesses.

### **Action Steps:**

1. Join or renew your partnership with Visit Lake County by submitting payment, images, links and business info for your unique landing page profile. We can provide a simple application form. (renewal invoices to current partners will be sent the week of Nov. 11.)
2. Prepare a specialized menu, unique dining offer, food/bev pairing, demonstration, dining event, entertainment, progressive dinner or other enticing offer for Feb. 28-March 8, 2020
3. Complete and return the Restaurant Week Participation Form, defining your offer and submitting required materials no later than Wednesday, January 15<sup>th</sup>.
4. Educate your staff about the Restaurant Week festivities and encourage them to alert all customers before and during that week.
5. Use the RW "Toolkit" of images, messaging, point of purchase materials and social media assets we provide you to tell your customer base about all the great countywide options they can try.

Note: Our printed 2020 Partnership materials and Restaurant Week forms will be ready next week, and we'll distribute to anyone interested in person or via email. We're happy to field any further questions or ideas about how to make Restaurant Week most successful. Contact me anytime!

Thanks,  
John

### **John Maguire**

Business & Community Development

### **Visit Lake County**

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