



RESTAURANT WEEK

Taste *of* Richmond

Economic Development
Comission



Small
business
owner

Taste of Richmond

Key Question

Is the event providing long term support to the restaurants currently serving the city of Richmond?

In our May meeting and in our Subcommittee meeting, it was asked, “What is the economic impact that Taste of Richmond has for our small business restaurants in our city?”

We know that the festival brings an amazing turn out to whatever central location that we choose. However, are the people visiting those establishments?





% Costs vs. Benefits

Food is generally free for TOR, but there is still costs associated to providing bites.



Taking the cost of business into consideration.

Food costs, leases, and operations costs for food businesses have skyrocketed “post”-COVID 19' making participation in TOR a challenge for our businesses.

13.2%

Whole Food Cost Increase

15.1%

Labor Cost Increase

According to the National Restaurant Association, 88% of food operators are witnessing a food/operations cost increase significantly higher from 2019 with only an 8% menu cost increase.

Taste of Richmond: Restaurant Week

IT TAKES A
VILLAGE



A week of Events & Promotions for our Food Businesses

For a week, we make intentional efforts to promote as many Richmond restaurants as possible with events at selected restaurants, social media campaigns, dedicated website, local/bay area news coverage, and more.

Alignment to our goals.

As a collective, we have all voiced deep interest in supporting our residents and local businesses through various programs, policies, and changes we want to see in the city. This is an opportunity to facilitate and ignite a new way of doing business in the City of Richmond.



Support where it matters.

Although we want to see more of everything in our city, it is important to set a tone for the support we will provide to people that already make a home here.



Collaboration

A restaurant is a place that people visit to look for various kinds of food and drinks. Restaurants usually also present their uniqueness.



Restaurant Buy-in

We have a lot of new places to be in Richmond, let's get them into it.

Marketing Campaigns

We want to curate a full marketing roll-out that includes social media, a dedicated webpage to the event, local news, city-wide collaborations, and more to spotlight our restaurants. The intention is to show full-support of our small businesses.

Events

The goal is to hold special events in the restaurants around the city of Richmond to encourage residents/visitors to know and patronize these spaces. We can have DJs, Chop it Ups (conversations with the restaurant owners), games, etc. to encourage community participation.



THE VILLAGE

Collaboration is crucial to pull this off.

We imagine building a bridge in business with different departments, the city council, nonprofits, and small business service providers to support this initiative.



renaissance
entrepreneurship center



COBIZ



TASTE OF
RICHMOND
2024



Internships

Train the Village

An opportunity to give our youth the chance to contribute to their Hometown in a big way.



Project-Based

Youth will have the opportunity to support our efforts in TOR:

- Project Management
- Content Creation
- Event Planning
- Marketing
- Social Media Management
- And More...



Hiring Youth

Richmond Mainstreet has already gone through the process to hire Youth Works Students, so we would hire additional Youth through them.

Fiscal Sponsor

Contracted as the fiscal sponsor this year and will continue to hold that role.



Best of Richmond

Richmond Chamber of Commerce has done an amazing job with “Best of Richmond” and we want to further incorporate that initiative into Taste of Richmond.

TOR Magazine

In it’s first edition, we want to create a TOR Magazine (Digital/Hard Copy) that highlights eateries around the city including “Best of Richmond” winners. This book will contain advertising opportunities (revenue generation for the EDC), coupons for discounts, stories of owners, etc.



Event Details

Everything presented is drafted and not set in stone.

- Early September (1st or 2nd Week)
- Monday - Sunday
- TOR Launch: Monday (Full Marketing)
- Potential Events: Tuesday, Thursday, Friday, Saturday, Sunday
- Hardcopy/Digital Booklet Release: Week Before TOR



Thank You.

TASTE OF RICHMOND

