

HALLANDALE EATS!



September 24 - 30, 2020

• Restaurant Packet •

PRESENTED BY THE HALLANDALE BEACH
COMMUNITY REDEVELOPMENT AGENCY



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HALLANDALE EATS



The Hallandale Beach Community Redevelopment Agency (HBCRA) is proud to announce the inaugural Hallandale Eats Week September 24-30, 2020!

Similar to other restaurant week campaigns throughout the nation, Hallandale Eats is a collaborative campaign to bring diners to restaurants right in their community. We want to connect residents with the best eateries in Hallandale. Hallandale Eats is a great way to engage your restaurant in the community, gain exposure to new customers, and showcase your kitchen with a special menu at an approachable price point. The HBCRA encourages all restaurants in the Hallandale Beach area to participate.



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THINGS TO KNOW

WHEN:

Thursday September 24 – Wednesday September 30, 2020

MENU:

Must be a prix-fixed menu. Prix- fixed menu must be available to-go, for delivery, or for dine-in (if applicable).

EVENT PROMOTION:

Hallandale Eats falls under the umbrella of the Hallandale Beach CRA's BE Local Initiative. A 2 week marketing campaign will be designed for maximum event exposure using social media, newsletters, flyers, email and media outreach.

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will be the main source for event information.



RESTAURANT PROMOTION:

Participating restaurants will receive Hallandale Eats print and digital marketing materials. This will include:

- Restaurant posters
- Branded To Go Bags
- The official Hallandale Eats logo to be watermarked on your website and social media posts.

THE BENEFITS



Hallandale Eats is designed especially for you and your business. HBCRA is pleased to work with you and fellow restaurants to create an opportunity to highlight the many diverse dining options available in Hallandale. **What's in it for you? It's all about you!**



BENEFITS

Participating restaurants will receive Hallandale Eats print and digital marketing materials. This will include posters, branded to-go bags, and the official Hallandale Eats logo to be used on your website and social media posts.



MARKETING EXPOSURE

Whether you're an established or a new dining option, the marketing exposure will help gain new diners. The HBCRA will target diners of all ages and backgrounds to showcase your restaurant.



SHOWCASE YOUR RESTAURANT

The HBCRA will feature restaurant logos, photos, menus and other relevant materials on the event website. All relevant materials must be submitted by Wed. September 9th at midnight to be featured. [Click HERE to submit.](#)

RESTAURANT AGREEMENT

- **To offer a prix-fixed menu, Thursday September 24– Wednesday September 30, 2020.** Prix-fixed menu must be available to-go, for delivery, or for dine in (if applicable). Menu items are at the participating restaurants' discretion.
- To use the provided promotional materials and your existing marketing channels to promote your participation in Hallandale Eats to diners.
- To not require tickets, discount codes, or coupons for customers to participate.
- To the best of your ability provide prix fixed meals as advertised. The HBCRA understands that certain menu items may change without notice based on product availability.



HBCRA AGREEMENT

- As the organizer of Hallandale Eats, The HBCRA agrees to:
- Collect, maintain, and display information about Hallandale Eats and participating restaurants on cohbcra.org/hallandaleats
- Provide participating restaurants with tools and tips to help spread the word to diners and to maximize the impact of the activation.
- Heavily promote the event and participating restaurants using traditional and online media.



HOW TO PARTICIPATE



Hallandale Eats falls under the Hallandale Beach Community Redevelopment Agencies' BE Local Initiative. Participation is currently FREE of charge.

CLICK HERE to do the following:

- Register Your Business for Hallandale Eats
- Submit Prix Fixed Menus
- Submit Logo(s)
- Submit Relevant Photos

WHAT IS BE LOCAL?

BE Local is a campaign created by the Hallandale Beach CRA to help promote businesses and entice the community to dine and shop in the Hallandale Beach area. It consists of social media promotions and advertisements, media pitches, video highlighting local businesses, website page, email marketing, radio and newspaper/magazine advertisements. Local businesses can participate **FREE** of charge and will be included in all promotions. In addition, participating restaurants and retail businesses will receive flyers, window decals, and other promotional items to help spread the word.

CONTACT INFORMATION

Questions, Comments, Concerns?

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PHONE:

HBCRA HOTLINE
AVAILABLE: M-F, 9AM-5PM

954-787-2055

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