



**March 22-28, 2021**

Dear Adirondack Coast Restaurant Owner/Manager,

We know 2020 and these long winter months of 2021 have been really tough, but we are determined to see you succeed and to keep the local support that has been so crucial to your business going.

That being said, we are inviting you to participate in the Adirondack Coast's first annual Restaurant Week - ADK Coast Eats. A FREE opportunity in 2021 that will hopefully help to boost profits during a shoulder season and maybe even bring in some new clientele.

If you have any questions, please reach out to John Parmelee at [johnparmelee@yahoo.com](mailto:johnparmelee@yahoo.com) or 518.569.2950. If you're ready to sign up, please fill out and submit this form to Kristy Kennedy at [kristyk@northcountrychamber.com](mailto:kristyk@northcountrychamber.com) by March 1, 2021.

It is FREE for Clinton County restaurants to participate, so sign up today!

## Benefits to your Restaurant:

### Exposure:

- **Online Promotion:** Active online promotion through [adkcoasteats.com](http://adkcoasteats.com) with listing and links to each restaurant's specials.
- **Social Media:** Boosted posts on Facebook, as well as partnerships with other food related organizations and their platforms will be utilized to share the event.
- **Radio:** ADK Coast Eats will be advertised on local radio leading up to the event.
- **Email:** Multiple announcements will go out to partners, restaurants and media databases throughout the North Country.
- **Print Publications:** Press releases about the event and its details will be sent to highly visible newspapers locally and regionally.

**[adkcoasteats.com](http://adkcoasteats.com)**



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## Menu Guidelines:

### Courses and Prix-Fixe:

- Lunches must be at least two courses at either \$10 or \$15.
- Dinners must be at least three courses (appetizer, entrée, dessert) at \$19, \$29 or \$39.
- Local ingredients and local beverages are encouraged.
- All marketing materials must state that the price per guest includes all courses, but it does not include alcoholic beverages, tax or gratuity.

### Lunch Participation:

- Restaurants may opt to offer a minimum two-course lunch menu.
- Restaurants can choose one of two price points: \$10 or \$15. At least one option must be offered for each course, but multiple options are welcome.
- Offering lunch is not mandatory. Restaurants may offer a lunch menu, but not a dinner menu.

### Dinner Participation:

- Develop a \$19, \$29 or \$39 fixed-price menu.
- Each course must have at least one option, but feel free to offer multiple choices per course. For example, you may offer choices for two appetizers, four entrees, and three desserts. The diner chooses one from each category to complete their meal. The price is fixed regardless of their choice.



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## Restaurant Information:

Restaurant Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Restaurant Week Contact: \_\_\_\_\_

Restaurant Week Email: \_\_\_\_\_

Hours of Operation: \_\_\_\_\_

Type of Cuisine: \_\_\_\_\_

Will you be offering lunch? Yes  No

If yes, select a price point per person: \$10  \$15

Will you be offering dinner? Yes  No

If yes, select a price point per person: \$19  \$29  \$39

**adkcoasteats.com**



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If you're ready to sign up now, please fill out and submit this form to Kristy Kennedy at kristyk@northcountrychamber.com by March 1, 2021.

## COVID Friendly Information:

Will you be offering a take out option for your Restaurant Week menu:

Yes

No

Will you be offering a delivery option or are you a part of a delivery service. If yes, please list the delivery service(s) used: \_\_\_\_\_

**OPTIONAL:** Is there anything else you would like to tell your customers about any other precautions you are taking at your establishment during this pandemic?

*\*Please note that the safety of our community remains top priority and we must follow all guidelines set by New York State and the local Health Department at the time of the event, meaning that the status of the event could change based on the COVID-19 pandemic.*

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## Restaurant Week Menu:

**PREFERRED:** If you have a digital version of your Restaurant Week Menu, please send in along with this form to be used with your listing on [adkcoasteats.com](http://adkcoasteats.com).

If you will not be doing a digital version of your menu, please list all menu items, pricing and any other details needed below to be posted with your listing on [adkcoasteats.com](http://adkcoasteats.com):

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## Requirements:

### Requirements Before:

#### March 1, 2021:

- Return your participation form and menus **by March 1, 2021** to Kristy Kennedy at [kristyk@northcountrychamber.com](mailto:kristyk@northcountrychamber.com) or by mail to the North Country Chamber of Commerce, Attn: Kristy Kennedy - PO Box 310, Plattsburgh, NY 12901
- OPTIONAL: Mail in or drop off a \$25-\$50 gift certificate to be used in Restaurant Week promotions by March 1, 2021. North Country Chamber of Commerce, Attn: Kristy Kennedy - PO Box 310, Plattsburgh, NY 12901

#### ASAP after you have signed your restaurant up:

- Begin using the free items from your ADK Coast Eats Digital toolkit to start promoting Restaurant Week at your restaurant.

### Requirements During:

- OPTIONAL: Distribute one comment card per party to be used in next year's planning.
- If possible, using and referencing local ingredients, wine and beverages on your menu OR featuring a signature dish that is representative of our area is strongly encouraged and appreciated.

### Requirements After:

- Please expect a survey to be sent by email to get your thoughts on the week. This will be completely confidential and can be done anonymously if you prefer.

[adkcoasteats.com](http://adkcoasteats.com)