

February 23, 2004

TO: Dave Hulseberg
Director of Community Development

FROM: Joelyn M. Kott
Communications & Marketing Coordinator

RE: Restaurant Promotions

Per your request, the following is a summary of options and costs associated with those options to begin a restaurant promotions program.

Several options were suggested to help promote the restaurants to residents and tourists to Lombard. The following options were explored:

1. Double page ad in Chamber Community Directory
2. Promotional menus on hotel ice tray sheets
3. Mini menus

Option #1

Double page ad in Chamber Community Directory

Cost: \$2,390

This includes a two page ad in the middle of the Chamber of Commerce Community Directory. The ad, which would be four-color, would reach every household in Lombard as these directories are direct mailed to each home. An additional number of directories is also printed for use by the Chamber throughout the year.

A suggested mock-up of the ad is attached for consideration.

Option #2

Promotional menus on hotel ice tray sheets

This idea was explored by contacting all nine hotels in Lombard to see if they use these types of tray liners with their ice trays and if they would allow the Village to provide them for this program.

A majority of the hotels do not use these and all of the hotels indicated that their corporate offices would not allow these items to be put in the rooms.

Option #3

Mini Menus

Cost: See attached quotes.

In researching this program, I estimated about 100 cards per restaurant per month as a starting point. The quotes are based on 10,000 menus per year for each of 25 restaurants that would be featured.

Sample cards are attached for your review.

In coming up with the 25 restaurants that staff thought could be featured on the cards, it was suggested that each restaurant kick in \$100 to be included in the program. This would roughly pay for about ½ of the cards per year and would also allow for restaurants that were not included in the initial 25 to be included.

We are still looking into costs for the holders of the cards, which would then be given to the hotels to have at their front desks or somewhere in their lobby area accessible to guests. These seem to be relatively inexpensive and we would need to purchase nine of them, assuming all of the hotels would be partnering with us on this program.

RECOMMENDATION

Staff recommends trying to initiate both options 1 and 3 as listed above. A rough estimate to include both items as presented would be about \$7,500 without financial participation from the restaurants. If we require the restaurants to partner with us financially, we could probably do it for less, approximately \$5,000.

Let me know if you have any questions regarding this proposal. One note: If we are going to go ahead with the double page ad in the center of the Chamber Directory, we will need to reserve that space as soon as possible. It is available right now but it may not be for long.

Thank you.

Attachments