



*Clearwater Beach Taste Fest May 12th  
and  
Clearwater Beach Restaurant Week  
May 15 – 25, 2017*



#### COMMITTEE

Rick Norberg,  
Director of Food & Beverage  
*Jimmy's Fish House & Iguana Bar*  
Committee Chair  
Entertainment Committee

Paul Andrews, General Manager  
*Shepard's Beach Resort*  
Budget Committee

Julia Cassino, Sales Manager  
*Pier House 60 Marina Hotel*  
Restaurants Committee

Mary Devine, Owner  
*CMSA Advertising*  
Creative/Production Committee

Nigel Castanheiro, Vice President  
*Smuggler's Island Pub*  
Beer/Wine/Soda Committee

Sheri Heilman, Owner  
*Bob Heilman's Beachcomber*  
Sponsors Committee

Michael Mastruserio, Owner  
*Proforma N&M Communications*  
Marketing Committee

Juli Norberg, Director of Sales  
*Pier House 60 Marina Hotel*  
Prize/Raffle/Basket Committee

Terry Schmidt, Owner  
*Whirlwind Events &  
Entertainment*  
Logistics Committee

Lelia Peterson  
City of Clearwater  
Special Events Beach Liaison

Sarah Varga  
*Louis Wohl & Sons, INC.*  
Sales Representative

Darlene Kole, President/CEO  
*Clearwater Beach Chamber*

Roberto Rubi, Manager  
*Clearwater Beach Chamber*

Haley Cameron, Brand Strategist  
*Clearwater Beach Chamber*

The Clearwater Beach Chamber invites you to take part in our 8th Annual Clearwater Beach Restaurant Week. This 10-day event will begin with our fabulous **Clearwater Beach Taste Fest** on Friday evening, May 12<sup>th</sup> 6:00-9:00 p.m. on Beach Walk/S.Gulfview with entertainment by Chello Hollyday & funk band and composers **The Black Honkeys**. Join us as we expect an attendance of over 5,000 guests sampling delicious food from 30+ participating restaurants.

#### FOR THE TASTE FEST:

- Participating restaurants are featured in all marketing materials, social media, press releases, and collateral promoting Taste Fest
- Exposure with Visit St.Pete/Clearwater and VISIT FLORIDA
- Restaurants receive a tented booth and table
- Restaurants provide 1,000-1,500 tastings at the event
- Award presented to the BEST Decorated Booth Competition & BEST of the Taste
- Dazzling Fireworks display

#### DURING RESTAURANT WEEK:

- Participating restaurants are featured in all marketing materials, social media, press releases, exposure with Visit St.Pete/Clearwater and VISIT FLORIDA, and collateral promoting Clearwater Beach Restaurant Week
- Your Prix Fixe menu ranging from **\$15-\$35** and a listing of your establishment will be posted on our website **ClearwaterBeachRestaurantWeek.com**
- Patrons receive additional incentives during Restaurant Week:
- Patrons vote on their dining experience and enter to win a 2-night stay at one of our sensational beach resorts

After all the fun and hard work, the winners of Restaurant Week will be announced at the Clearwater Beach Chamber's Annual Awards Dinner on June 6, 2017. The winners will also be listed on the Restaurant Week website all year long and be included on our Press Release.

The Clearwater Beach Taste Fest/Restaurant Week has been very successful! We are looking forward to hosting another great event. Feel free to contact me with any questions you may have.

Thank you,  
Roberto Rubi  
Clearwater Beach Chamber of Commerce



429 Poinsettia Ave. \* Clearwater Beach, FL 33767 \* (727) 447.7600



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## **Participation Levels**

### **Taste Fest ONLY - Level I - \$250**

- **TASTE FEST FOOD VENDOR ONLY**
- Restaurants will receive mentions on all marketing materials, Social Media, press releases and collateral promoting Clearwater Beach Taste Fest
- Restaurant Logo and Listing on the Clearwater Beach Restaurant Week Website
- One 6' table and 10'x10' tent provided at Clearwater Beach Taste Fest
- Opportunity to win "Best Booth" and "Best of the Taste"

### **Taste Fest & Restaurant Week - Level II - \$600**

- Same as above - PLUS:
- Included in all marketing for Clearwater Beach Restaurant Week
- Your Prix Fixed Menu Formatted and Printed by the Chamber
- Opportunity to win Restaurant Week Awards Including: Best Appetizer, Best Entrée, Best Dessert, Most Enthusiastic Chef, Best Overall Experience, Best Server, Best Bartender, and the Chairman's Award

### **Taste Fest & Restaurant Week PLUS Chef Bio -OR- Restaurant History - Level III - \$700**

- Same as above - PLUS:
- Chef Bio and photo **or** Restaurant History and photo on website. (You may include both Chef Bio/photo **and** Restaurant History/photo for an additional \$100)

**Restaurants with multiple locations planning to participate in the Taste Fest Event and Restaurant Week, please add an additional \$300 per location.**



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## **Deadlines**

### **TASTE FEST PARTICIPATION DEADLINE**

#### **Participation Package to be Completed:**

- Participation Form – Completely filled out and sent in as soon as possible
- Chef Bio/photo and/or Restaurant History/photo – Completely filled out and sent in as soon as possible (if applicable)
- Payment in full – Completely filled out and sent in as soon as possible
- Advertising DEADLINE for Printing: **March 31, 2017** or sooner

Upon completion of the package, please email to [\*\*cierra@beachchamber.com\*\*](mailto:cierra@beachchamber.com)

You may also mail completed package to:

**Clearwater Beach Chamber of Commerce**

**Attn: Cierra Gooding**

**429 Poinsettia Ave.**

**Clearwater, FL 33767**

**Payment Accepted: Cash, Check, Visa, Master Card, American Express**

### **PRINTED MATERIALS DEADLINE**

#### **Taste Fest**

- Participation Package and payment must be received by March 31, 2017 in order to be included in printed materials

#### **Restaurant Week**

- Prix Fixe Menu items must be received by April 25<sup>th</sup>, 2017 in order to be included in printed material

### **MANDATORY MEETING & GENERAL INFORMATION**

We will review all information and questions at the **Mandatory** meeting so please have a representative from your establishment in attendance. The meeting will be held **May 9, 2017, 2:30 p.m.** at the Clearwater Beach Recreation Center. Their address is 69 Bay Esplanade. Ballot boxes, voting ballots, rack cards, prix fixe menus, etc. will be handed out at the meeting.



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## Participation Form

### Restaurant Information

|                              |        |        |
|------------------------------|--------|--------|
| <b>Restaurant Name:</b>      |        |        |
| <b>Contact(s):</b>           |        |        |
| <b>Street Address:</b>       |        |        |
|                              |        |        |
| <b>Phone Number(s)(best)</b> | (    ) | (    ) |
| <b>Email Address:</b>        |        |        |
| <b>Web Address:</b>          |        |        |

**\*Please note, only 6 wristbands will be administered to representatives working your booth for the Taste Fest event. No Exceptions.**

### Levels of Participation

|                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | <b>Level I - \$250</b>   | \$ _____ |
| <input type="checkbox"/> | <b>Level II - \$600</b>  | \$ _____ |
| <input type="checkbox"/> | <b>Level III - \$700</b> (Chef Bio/Photo <b>OR</b> Restaurant History/Photo)   | \$ _____ |
| <input type="checkbox"/> | <b>Additional - \$100</b> (Chef Bio/Photo <b>AND</b> Restaurant History/Photo) | \$ _____ |
| <input type="checkbox"/> | <b>Additional Locations</b> # of _____ x <b>\$300</b>                          | \$ _____ |
|                          | <b>Total Submitted</b>   | \$ _____ |



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Proudly Created By CMSA ADVERTISING CMSA.COM

The image displays several promotional materials for the Clearwater Beach Taste Fest and Restaurant Week. At the top, a banner reads "Proudly Created By CMSA ADVERTISING CMSA.COM". Below this are several flyers and posters:

- Clearwater Beach Restaurant Week (May 9th - 22nd):** Features a shrimp logo and the text "Experience top-notch dining or casual cuisine. Eat - Vote - Win. Dine at all participating restaurants. Eat to 4 for the Grand Prize." It includes the website [ClearwaterBeachRestaurantWeek.com](http://ClearwaterBeachRestaurantWeek.com) and a QR code.
- Clearwater Beach Restaurant Week (May 9th - 22nd):** A smaller version of the restaurant week flyer.
- Clearwater Beach Taste Fest (May 6th):** Promotes "Friday, May 6th 6:00 - 9:00 pm Meet us at Beach Walk". Activities include food sampling, wine & craft beer, jazz saxophonist Eric Darius, and fireworks at 9 pm. It lists participating restaurants like Patisserie & Desserts, Jimmy's Bar, and others. The website [ClearwaterBeachTasteFest.com](http://ClearwaterBeachTasteFest.com) is provided.
- Clearwater Beach Restaurant Week (May 9th - 22nd):** A flyer listing participating restaurants such as Patisserie & Desserts, Jimmy's Bar, Clearwater Grill, and others. It includes the website [ClearwaterBeachRestaurantWeek.com](http://ClearwaterBeachRestaurantWeek.com).
- Clearwater Beach Taste Fest (May 9th - 22nd):** Promotes "Eat - Vote - Win during Restaurant Week May 9th - 22nd". It states "Experience fine dining & casual cuisine from the best restaurants on beautiful Clearwater Beach, Florida." It lists sponsors like 100 Years, Cheney Brothers, and Beach Bee. The website [ClearwaterBeachRestaurantWeek.com](http://ClearwaterBeachRestaurantWeek.com) is provided.
- Clearwater Beach Restaurant Week (May 9th - 22nd):** A flyer with a large shrimp image and the text "Experience top-notch dining or casual cuisine. Eat - Vote - Win. Dine at all participating restaurants. Eat to 4 for the Grand Prize." It includes the website [ClearwaterBeachRestaurantWeek.com](http://ClearwaterBeachRestaurantWeek.com) and a QR code.
- Clearwater Beach Taste Fest (May 8th 6:30-9:00pm):** Promotes "On Beach Walk - Fireworks at 9pm".

**SAMPLE PAGE OF PRINTED MATERIALS**