

Taste of the Gateway 2020

EVENT SUMMARY: AT-A-GLANCE



4-day Event

Wednesday - Saturday



12

Restaurants

MARKETING EFFORTS:

- Gift Card & Prize Pack Giveaways
- Facebook Event Page, Posts & Advertising
- Posters & Flyers at participating restaurants
- FOX6 Wake Up Television Segments
- FB 'Spotlight' posts for each business
- Multiple postings online through different forums/groups/publications.
- Press Releases

FACEBOOK EVENT PAGE

Total Reach = 28,632

Total Responses = 541

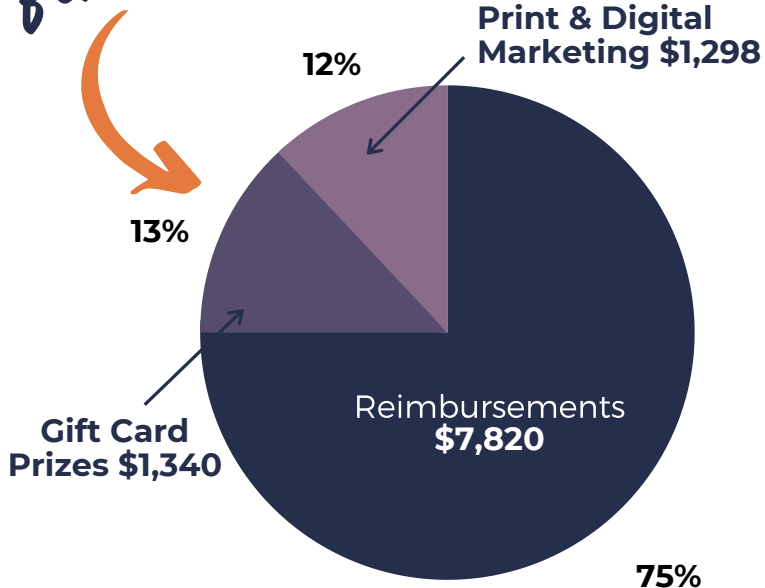


FACEBOOK POSTS

Total Reach = 72,710

Total Engagement = 10,788

financials



"Thank you for helping us try to better our business during these very trying times."

"I think it went great. We are really happy with it. It brought back some customers who haven't been in for a while, and a lot of new faces."

feedback



"I think it was a great idea, and would love to do it again."

25%

Average increase in sales during event. Ranging from 10% - 40%

888

Total number of discounts redeemed throughout event

\$7,820

Total reimbursement dollars given to participating restaurants