

Taste of the Gateway 2021

EVENT SUMMARY: AT-A-GLANCE



2-day Event

Thursday - Friday
October 14th & 15th



10

Restaurants

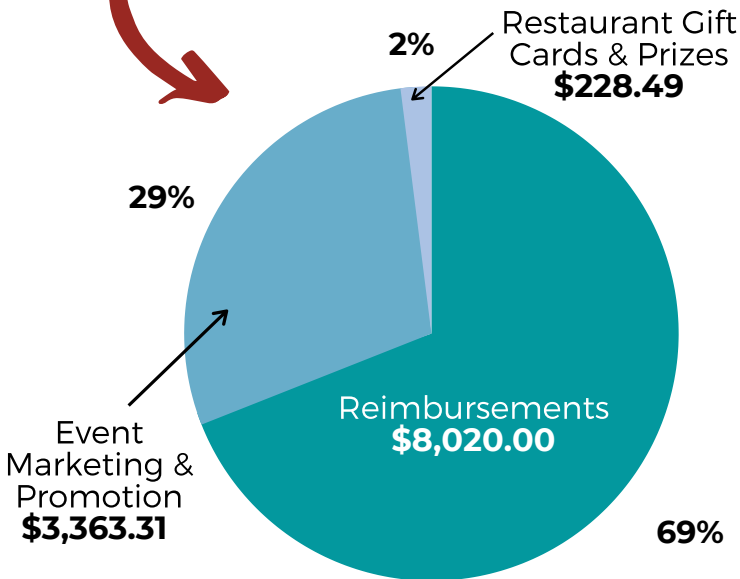
2020 vs 2021

2020: 4 days / 12 restaurants

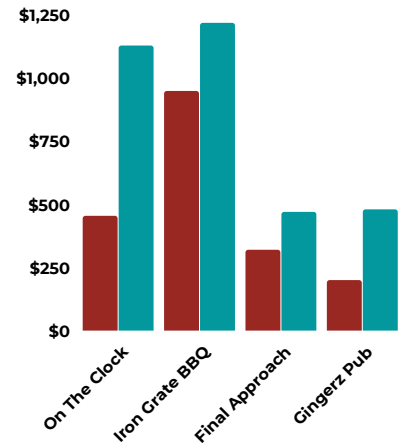
2021: 2 days / 10 restaurants

financials

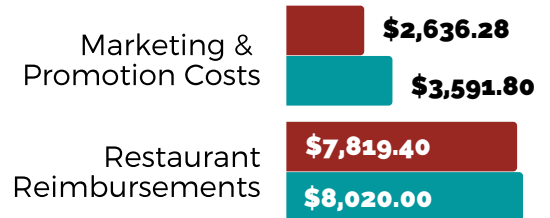
Total Investment = \$11,611.80



Total Reimbursements
restaurants that participated
both years (using sales from
Thurs. & Fri. each year).



Total Event Cost Breakdown



The **Fox6 TV** segments prove to be highly effective. Once again, there is a notable boost to the businesses featured on television.

Ideas for next year: mailers to local residents, yard signs, increase Twitter & Instagram marketing, more TV appearances, etc.

Nearly **70% of the dollars** AGBID invested in the event went **directly to participating restaurants.**

key takeaways

25%

Average increase in sales during event. Ranging from 10% - 60%

\$30,964+

in gross sales from customers who participated in the event.

83%

of restaurants believe the event will help them grow their customer base.