

Chefs Scott Foster and Dan Lewis, owners of Coastal Provisions Oyster Bar & Wine Cafe, and Cravings Steak and Seafood. Between their two restaurants they hosted five 2014 Taste of the Beach events and earned just over \$11,000 in revenue. Some of which they donate to their charity of choice for their Annual Chowder Cookoff.



*Membership Benefits*



More than just an industry support organization, the Outer Banks Restaurant Association represents a diverse and exceptionally talented community famous for culinary creativity and warm southern hospitality.

**The Association's main purpose is to promote The Outer Banks as a destination known for its fine eateries, and we can see steady progress everywhere we look.**

## *Earn Revenue for Your Restaurant*

Between our flagship event, the Outer Banks Taste of the Beach weekend, and our two Restaurant Week's each year (Spring and Fall), member restaurants have the opportunity to generate new revenue on what are traditionally slow times on the Outer Banks. In fact we choose our event dates with careful consideration of your schedule to maximize the earning opportunities. For 2015, Taste of the Beach weekend has been moved off what had become our traditional weekend to coincide with St. Patrick's Day, and more specifically, the Kelly's St. Patrick's Day parade. This decision was arrived at by discussion and

consensus of the members that the weekend had outgrown itself. By moving it, participation would increase and, more importantly, become feasible by members that traditionally would opt out because of weekend congestion. We are always striving to refine plans to maximize outcomes. We want you add profitable weeks and weekends to your bottom line and we provide the opportunities for you to be involved, get your name, your chef, your product out there, and build your business. Our programming has been instrumental in portraying the Outer Banks as it's own unique culinary destination.

## *Be Involved in Development of New Ideas*

OBRA continuously strives to innovate by bringing new and exciting ideas in programming to the Outer Banks. The evolution of Taste of the Beach is proof positive that if you build it they will come.

2014 brought the addition of celebrity appearances and cooking events, to new ideas in themes of kitch cuisines, to specialty distillery partnership dinners. These and more ideas are welcome to be developed by you. We

encourage you to stick with the encompassing theme of Food Drink Fun, so there is a lot you can do with it to make it a special event for your guests and attendees of the Taste of the Beach. If you have an idea for an event, we want to help you develop it. Taste of the Beach and Restaurant Weeks are the perfect time for you to showcase ideas.



## *Broaden Your Audience through Participation*

For the local and visiting attendee, trying new restaurants ranks high on their list of desires during Taste of the Beach weekend. Many surveyed say they look to attend an event at a place they've never tried before and because they feel the theme events provide a specific idea of what to expect, they are more inclined to try a restaurant that is new to them. By being imaginative in your Taste of the Beach event ideas

you can in fact draw a bigger audience who are attracted to your theme, entertainment, and most importantly, your cuisine. The saying "you gotta be in it to win it" definitely applies here. If you choose not to join OBRA or not to participate in Taste of the Beach, you will surely be missing out. Your participation is crucial to your success and also the continued diversity of the event.

## *Enhance Your Reputation with Award Recognition*

The Taste of the Beach Grand Tasting Awards (nicknamed the TOBY's) have become a highly coveted and much competed for accolade. When a restaurant participates in the Grand Tasting and places in one of 6 categories, they receive a beautiful trophy for display but more importantly they can use this title (and graphics supplied by OBRA) in advertising, websites, blogs, and other publicity to promote their reputation and highlight their skills. Awards over multiple categories include best OBX Catch, awarded to the highest judged dish containing locally purveyed seafood as it's main ingredient, among others. Our award selection is done blindly and supervised without prejudices.

OBRA also gives competitive awards for the BBQ Showdown event, annually held during Taste of the Beach. Top prizes and accolades for Best Pork BBQ, Best Chicken, Best Ribs and other are voted on by a select panel of judges as well as attendee votes. If your restaurant makes its own BBQ, Ribs, Chicken, or other BBQ meat, this is a

must do competition to gain notoriety and exposure of your cuisine.

2014 will see the exciting new development of the first ever (for OBRA and the Outer Banks area) **Fish Taco Tasteoff**, to be held in conjunction with Fall Restaurant Week. This imaginative new event will surely serve to excite attendees with its original concept, and the opportunity to offer a wide variety of cuisine. Fish Tacos can take on so many inventive ingredients, besides being a staple favorite of diners in many Outer Banks restaurants. This competitive exhibition will offer a valuable chance for an OBRA member restaurant to take the coveted title of Best Fish Taco on the OBX. An accolade that can be used to promote and broaden reputations for excellence in your cuisine, besides earning you a bit of prize money and trophy. But remember, in order to participate in this event you must become a member of OBRA!

## *Quick Reference List*

### of things you CAN DO as a Member of OBRA

In chronological order beginning our fiscal year each September:

**Attend and vote in monthly meetings** September through May. At our meetings we discuss upcoming projects and ask for input from the membership on action items. We also provide communal guidance and a forum to discuss professional developments as well as brief announcements of community interest.

**Participate in Fall Restaurant Week.** Fall Restaurant week begins on a Friday and runs through the following Saturday at the very end of October/November with offerings of at least a 3-course menu at a fixed price of with the \$20 or \$35 to the consumer. There is a nominal fee of \$50 to participate and the event is highly publicized in local as well as some out of area mediums. You collect and keep all your revenues. This event is a great opportunity to put yourself in front of an audience that may be new to your restaurant and harnesses the power of collective marketing to bring people in the door on what would normally be an underperforming week.

**Participate in Fall Restaurant Week's group event.** New this year the first ever **FISH TACO TASTEOFF** This new and dynamically themed event will likely draw upwards of 400 people and provide an opportunity to win cash prizes. At a nominal \$35 entrance fee, it is a must do for any restaurant that offers their own creative fish tacos on their menu, but is open to all OBRA members wanting to create a fish taco of their own. We are expecting to reception to this new event to be great and we highly value and welcome wide participation. (date TBA: either Sat. 10/25 or 11/1)

**Host an Event in Taste of the Beach.** March 19-22, 2015. Create a themed event incorporating the elements of Food Drink Fun, design a dynamic menu offering, and submit it by the end of November. There is no fee to host an event and you will be paid out 90% of your ticket revenue after the event. OBRA sells your event tickets online but you can also accept at the door if possible. You can host more than one event or run an event more than once during the 4-day weekend. It's up to you! We'll even help you develop creative event and cuisine ideas, just ask.

**Participate in a Group Event during Taste of the Beach.** OBRA offers two group events that are limited to only OBRA members during Taste of the Beach, the Outer Banks BBQ Showdown and the Grand Tasting Expo. The BBQ Showdown requires a nominal fee of \$35 to sign up, while the Grand Tasting Expo actually pays each restaurant participant a \$250 stipend to help offset food costs. (So we actually pay you to participate in this one!) Additionally Coastal Provisions hosts the annual Outer Banks Chowder Cookoff which is open to other participants at a small entrance fee.

**Participate in Spring Restaurant Week.** Spring Restaurant week begins on a Friday and runs through the following Saturday in mid-May with offerings of at least a 3-course menu at a fixed price of with the \$20 or \$35 to the consumer. There is a nominal fee of \$50 to participate and the event is highly publicized in local as well as some out of area mediums. This event is a great opportunity to put yourself in front of an audience that may be new to your restaurant.

...and more! Volunteer, judge, sponsor, serve on a committee, donate, etc.