

## Quick Reference List

### of THINGS YOU CAN DO as a Member of OBRA

In chronological order, beginning our fiscal year each September:

**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 \$20 or \$35 to the consumer. There is a nominal fee 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 under-performing week.

**Claim Your Share of the \$100k+ Revenue by Hosting an Event in Taste of the Beach.** March 26-29, 2020. Create a themed event incorporating the elements of Food Drink and 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 100% of your ticket revenue after the event, provided you participate in one of the group events for Taste of The Beach. 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 (with no additional entrance fee) during Taste of the Beach: the Outer Banks BBQ Showdown and the Grand Tasting Expo, which also includes the Bartenders Bubbly Bash competition.

**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 \$20 or \$35 to the consumer. There is a nominal fee 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 get them excited about recommending you for the busy summer season ahead.

#### *And ongoing year-round...*

**Increase your business** by capturing new and returning guests by accepting OBRA Gift Cards. OBRA issues tens of thousands of dollars in gift cards annually, and many are used in the off season when most of us could use the business the most.

**Increase your bottom line** by taking advantage of industry discounts on things from insurance to POS systems and [more](#).

**Have a voice** in your industry and with state and local government by attending monthly OBRA meetings to voice your opinion, and vote on membership actions and programs to help your business. Through our partnership with the North Carolina Restaurant & Lodging Association (NCRLA) and the National Restaurant Association (both included in your OBRA membership), we also provide industry guidance and resources, and advocate for industry interests with state and federal lawmakers. OBRA meets monthly September through May. We do not hold meetings June through August.







**If you have not been a member in the past, or recent past, or are a new restaurant to the area, we highly encourage you to join the Outer Banks Restaurant Association and begin reaping the benefits of an Outer Banks Restaurant Association membership.**

As a non-profit group of like-minded businesses, our mission is to promote your restaurant in the off and shoulder seasons through our dynamic line of original and inventive programming. Our events are designed to put people in your restaurant as well as promote your brand by way of group exhibition events. Your bottom line is always a top concern when we hold events and ask for your participation in them. You can rest assured that our modest \$250 (or \$100 for small restaurants) annual membership dues is money well-spent. If you activate your membership by way of event participation, you will make your money back, and then some, but you must be a member to participate in our events.

Restaurant Membership is open to any operating restaurant in Dare or Lower Currituck counties, including Corolla. This of course also includes restaurants located on Hatteras and Roanoke Islands. We highly encourage you to consider membership and to do it ASAP as we quickly begin our programming with the kickoff of Fall Restaurant Week (October 4-October 12, 2019).

Please seriously consider membership and activation in OBRA. Every "new" restaurant that steps up provides us with an exciting brand, Chef profile, and cuisine for us to offer a showcase for. That is paramount for our diversity and crucial to the longevity of the association and development of new programming.

If you have any questions, please feel free to call our marketing manager, Quinn Capps. She can answer many of the particulars. If you would like to speak to someone in the industry that is already a member, please feel free to. Quinn can be reached by phone at 252-216-9362 or by email to [obxtasteofthebeach@gmail.com](mailto:obxtasteofthebeach@gmail.com) and a list of current members can be found on our website [www.obxrestaurantassociation.com](http://www.obxrestaurantassociation.com)

#### **Reputation & Community**

- Be one of the respected restaurants that actively create and participate in community events.
- Contribute to charitable efforts much appreciated by our local community.
- Be part of the team that adds over a half million dollars to the Outer Banks economy during OBX Taste of The Beach weekend.
- Win accolades, trophies, bragging rights and cash by participating in OBRA and member sponsored events including TOB Grand Tasting, BBQ & Wing Showdown, the Local's Night Kick Off, and more.

#### **Cost Savings**

- Discount offers from some of our support food suppliers for restaurants participating in restaurant week (Spring & Fall) and Taste of The Beach.
- Access to free ServSafe exam proctoring service.
- Advertising credits available from select Associate members.
- Benefits through Affiliate Membership in North Carolina Restaurant Association and National Restaurant Association Membership such as:
  - 20% discount on ServSafe products and required exams.
  - Discounts on health insurance, credit card processing, music licensing, and more.
  - Access to restaurant industry legal and legislative matters.

#### **Marketing & Sales**

- Increase sales and exposure by participating in Spring & Fall Restaurant week.
- Earn your share of more than \$100K of additional sales revenue generated by member hosted events during OBX Taste of The Beach in March of each year.
- Have your restaurant promoted on radio, web/social media, television, print and direct mail ads, and via email database of over 7,000 foodies that frequent the OBX.
- Increase sales and customer reach through OBRA's Gift Certificate program.

#### **Advocacy/Legislative**

- Be part of the collective voice of our industry with the local governments, and state and federal representatives.
- OBRA has a seat on Outer Banks Tourism Board.
- Don't miss important legislative changes that affect your business.

*OBRA annual membership fee \$250 (\$100 for small restaurants less than 25 seats); Benefits subject to change.*



*Earn Revenue*  
for your restaurant

*Broaden Your Audience*  
through participation  
in events

*Enhance Your Reputation*  
with award recognition

*Be Involved*  
in the development  
of new ideas and  
legislative issues  
affecting the  
restaurant industry

*Cost Savings*  
on ServSafe & more