

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.



Two men in black chef's uniforms are standing side-by-side. The man on the left has short brown hair and a slight smile, looking towards the camera. The man on the right has short brown hair, a goatee, and is also smiling. They are both wearing black chef coats with visible buttons and black-and-white striped aprons. In the background, there are glowing yellow lanterns hanging from the ceiling, suggesting a restaurant interior. A red arrow-shaped graphic at the bottom points to the left, containing the text "membership benefits".

TOB'y Award winning Chefs
Rob Robinson and Matt Payne
of Bad Bean Baja Grill.

Last year they won three
TOB'y awards and earned
\$3,889.70 in revenue for
their hosted events.

membership benefits

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.



What is taste of the Beach?



Our flagship event, **Taste of The Beach**, is a four-day foodie festival that takes place each year over St. Patrick's Day weekend. 2013, our sixth year in this expanded format, was another smashing success, selling over 4200 event tickets to over 70 available events and growing our overall revenue to over \$140k. And, while part of that growth was fueled by the generous support of an Established Events Grant from the Outer Banks Visitors Bureau, the event also attracted thousands of dollars in new sponsorship funding. People continued to flock to The Outer Banks to enjoy another awesome Taste of the Beach weekend full of food, drink, and fun! Here are some interesting facts about our growth we want you to know.

2008 – First year that Taste of The Beach went to its current 4-day platform. Total ticket sales for all events grossed just under \$20,000.

2009 – Attendance doubles and ticket sales grossed over \$45,000.

2010 – Attendance nearly doubles again and tickets sales grossed over \$73,000.

2011 – Attendance increases, with gross ticket sales at just over \$101,000.

2012 – Finishing up at over \$115,000 in gross ticket sales with 48 unique events offered.

2013 – Finishing up at \$143,731.04 in gross ticket sales with an incredible 73 events hosted by 37 different restaurants and food businesses, and another 25 vendors participating in the Grand Tasting event.

2013 also saw the addition of another cornerstone event, the Outer Banks BBQ Showdown which was attended by nearly 350 people and received rave reviews as a new and much desired showcase event.

The average revenue for a participating restaurant was \$2,450.17. Considering membership dues, this proves to be a profitable venture for member restaurants, with unlimited potential for growth in the future.

Not everything can be measured in numbers alone, but when we see growth like this, it's exciting!

What are the TOBY Awards?

Winners of the prestigious TOB'Y awards are now proudly displaying their accomplishments and recognition of their cuisine and talents. These awards have come to carry much weight as the popularity of this event spreads to all our feeder markets. National and region-wide press coverage, post-event almost always include mention and praise of these award winning restaurants and Chefs, furthering these repeat visitors awareness of truly the best of the best cuisine on The Outer Banks.



How much more can we grow?

Incredibly the Taste of the Beach weekend has room to grow. Only one member north of Duck hosted an event and none on Hatteras Island! We have these two tremendous geographical areas that have yet to be explored. As history shows with the huge popularity of the Duck Tapas Crawl, and the Downtown Manteo Throwdown, people will travel to areas outside of Kitty Hawk-KDH-Nags Head hubs to enjoy innovative and exciting events during Taste of the Beach.

We are seeking new memberships from restaurants located in these developing areas

in hopes of continuing to grow and diversify membership and TOB event offerings. Our goal is to continue to grow every year, create and encourage inventive themed events and continue to attract visitors to the Outer Banks during a week that would normally be quiet and under-performing. The more members we have to more opportunities we can develop. We sincerely encourage your renewed membership as well as your support in reaching out to non-member restaurants with your words of success and encouragement for them to join and become part of our great organization for the upcoming year 2013-2014! Remember you MUST BE A MEMBER of OBRA to participate in Taste of the Beach and our other annual events.



What else does OBRA do?

Outer Banks Restaurant Week made its debut in the Fall of 2010 complete with a stand-alone event website, and mobile platform formatted for smart phones and other hand-held, web-enabled devices. Since then we have held 3 Spring and 3 Fall Restaurant Week events. In Fall of 2012 we added a cornerstone event by bringing back the beloved Outer Banks Chili Cookoff which, was very successful and will be repeated in Fall of 2013.

Participating restaurants reported increase in purchases from their special pre-fixe menu options and significant sales growth for the time period over last year. OBRA will continue to develop these shoulder season events and encourage your participation.

Our well trafficked website www.obxtasteofthebeach.com is beginning a whole new redesign this summer and functionality upgrades that will significantly improve the user experience in 2014.



We continue to offer OBRA gift certificates for sale on the website - good at all member restaurants - and these have shown to be very popular and convenient for consumers. This program costs a restaurant nothing but helps to generate revenue for the Association. These are just a few examples of how OBRA is looking to develop other revenue generating programs to supplement marketing costs and keep membership dues low and reasonable. In 2012, we also developed a "Small/Walk-up Restaurant membership category" at reduced dues to encourage these types of establishments to join OBRA, participate in events, develop new events that better utilize them, and generate revenue for them as well while encouraging and mentoring their growth.

Organizationally, the core of the OBRA is made up of restaurant owners and managers, but the strength of the association lies in its diversity of affiliates. Of course most of our top suppliers are represented, as well as a solid sampling of our media and advertising partners, but many do not realize that anyone can join. Our membership has grown over past five years but we are confident that continued growth is possible and advantageous to our entire area and business community. Currently there are about 70 Restaurants members and 45 Associate members. If you have a restaurant, and have not already been a member, there has never been a better time to become a part of it all by joining in 2013-14!





Outer Banks Restaurant Association
2013/2014 Annual Membership
Application for Membership/Renewal

****All fields must be filled out to be included, please note new info****

Official Business Name: _____

Physical Location Address: _____

Billing Address: _____

Work Phone: _____ Fax: _____

Contact Name: _____ Contact Cell Phone: (**required**) _____

Main Contact Email: _____

Additional Emails you want included on notifications: _____

Company Website: _____

Fed Tax ID#: (**required**) _____ NC Sales Tax ID#: (**required**) _____

Types of Membership:

- ___ **Restaurant Owner/Manager Membership** is open to any restaurant owner or manager
- ___ **Associate Membership** is open to any person or business serving the restaurant industry or interested in assisting the Association to achieve its goals.
- ___ **Small/Walk-up Restaurant Owner/Manager Membership** is open to any restaurant owner or manager of a restaurant seating 25 or less. (Reduced dues of \$75.00)

- I hereby certify that I operate the above business with integrity and high ethical standards. I further agree to serve the restaurant industry without misrepresentation and to endeavor to provide the best service that I can.
➤ I will support the Dare County Restaurant Association and strive to project a positive image for our industry and the Association.
➤ I will comply with the Association bylaws during the conduct of Association business.

Office use only

Billed _____

Check # _____

Dep _____

Signature _____ Date _____

Dues are \$200 (\$75 for small/walk-up restaurants)
Payable by October 31, 2013 for full inclusion in website & events.

Make Check Payable to OBRA

Mail dues and application to:

P. O. Box 2283, Kill Devil Hills, NC 27948

Please email your logo (if new) to audreywebster@earthlink.net