

Quick Reference List of THINGS YOU CAN DO as a Member of OBRA

In chronological order beginning our fiscal year each September:

Have a voice in your industry and with local government by attending OBRA monthly meetings to voice your opinion, vote on membership actions and programs to help your business. We also provide industry guidance and a forum to discuss professional developments as well as brief announcements of community interest. OBRA meets monthly September through May. We do not hold meetings June-August.

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 \$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.

Participate in Fall Restaurant Week's group event. In it's second year, Outer Banks **OYSTOBERFEST** is an original and dynamically themed event that will likely draw upwards of 500 people. Featuring a half dozen craft breweries, oyster farmers shucking and presenting, along with about a half dozen spots open to restaurant participation where you can showcase your Chef and culinary talents with creative oyster offerings. Sign up early as space is limited. Sign up will be available after the first meeting on September 12th with more event details available at that time.

Claim Your Share of the \$100k+ Revenue by Hosting an Event in Taste of the Beach. March 22-25, 2018. 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 (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. 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 \$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 more! Volunteer, judge, sponsor, serve on a committee, donate, etc.





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 \$200 (or \$75 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 27 - November 4, 2017) and the ability to participate in our newest group event, "Oystoberfest" being held on Saturday, October 28th at (and with) the Brewtag event at the Soundside Event Site.

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, Audrey Webster. 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. Audrey can be reached by phone at 252-207-5092 or by email to audreywebster@earthlink.net and a list of current members can be found on our website www.obxtasteofthebeach.com/obra/members/

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 OBX Chowder Cookoff, 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 \$200 (\$75 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