**Entry 1**

Pick Up Picnics Project

July 2 – August 15, 2021

Programming & Partnership

In summer months during the pandemic, we as a BIA were looking for a way to safely invite customers to support our local restaurants. The restrictions around capacity limits had a great impact on our local restaurants, as many have restricted seating even at full capacity. We noticed restaurants encouraging their customers to order takeout as this would help them increase their sales beyond what they could serve safely inside their locations. As an answer to this, we created the Pick Up Picnic Project to enhance the takeout experience for customers by adding value through swag bags, contests and live pop up entertainment, and to drive business to the participating restaurants with a marketing campaign.

• Attract business to the restaurants in our BIA and encourage customers to order takeout meals by focusing on value add enhancements. o Specifically: ♣ Register a minimum of 10 restaurants to take part in the Pick Up Picnic project. ♣ Collectively achieve a minimum of 300 Pick Up Picnic specials sales. • Encourage customers to safely pick up their own order to avoid additional expenses to the business owners from third party delivery services.

The primary audience for our "Pick Up Picnics" project were the citizens of Langley City and of our neighbouring communities of Metro Vancouver and the Fraser Valley. We offered them a unique way to support local businesses during the global pandemic in a safe and responsible manner.

We saw this as an opportunity to support our restaurants with an initiative that would provide a unified message that our restaurants need our support, and the way to support them was to order takeout and pick your order up yourself to help them avoid third party delivery costs. The DLBA created a Pick Up Picnic Project. The goal was to attract customers to a participating DLBA restaurant to safely purchase a takeout order and then visit one of the many beautiful parks in Langley City to enjoy their Pick Up Picnic. We provided the participating restaurants with swag bags to enhance the takeout experience for the customers. How Did the Downtown Langley Picnic Project Work? • Fifteen participating restaurants offered a Pick Up Picnic special to customers 12pm – 4pm on Fridays, Saturdays & Sundays from July 2nd to August 15th. • Individual restaurants decided what they would offer for their Pick Up Picnic special and what they would charge. • Customers placed and paid for orders with restaurants directly, just as they would for a standard takeout order. • When customers picked up their takeout order, their food was provided to them in a DLBA reusable shopping bag with the DLBA Picnic Package inside the bag. • There was a $25 commitment fee for the restaurants to register and participate in this project, which included access to unlimited DLBA Picnic Packages. All the restaurants had to do was provide the takeout order and any napkins or utensils, and once they registered for the program, the DLBA brought them 30 pre-stuffed DLBA bags for their use in the program, and were able to ask for more as required. To continue to build interest in this project we held a strong social media campaign. We ran a social media contest that involved customers taking a picture as they enjoyed their Pick Up Picnic in a Langley City Park, and posting the image to social media using our event hashtag. By using the hashtag, they were entered to win enticing prizes including: • Weekly giveaways of $100 Downtown Dollars and a branded DLBA picnic blanket throughout the duration of the program o Downtown Dollars are gift certificates that are cashable at over 100 of our BIA businesses, so these funds go right back to supporting our local businesses. • A grand prize of $1,000 Downtown Dollars for one lucky winner was announced at the end of the promotion. We worked with local bloggers and influencers in the foodie community to feature our Pick Up Picnic Project, as we knew their followers would be our target market. We also selected a food blogger duo to be our Downtown Langley Business Association Foodie Ambassadors, resulting in every participating Pick Up Picnic restaurant having their Pick Up Picnic special photographed and an individual post created to highlight their location, as well as video content to further highlight some participating restaurants. A local financial institution was approached with an offer to be the

“Presenting Sponsor” and they responded with a sponsorship in the amount of $7,000. A wonderful philanthropic addition to the program was the result of a partnership between the DLBA and Envision Financial, a division of First West Credit Union. Over and above their sponsorship, they offered to donate $5 to the Langley Food Bank for every Pick Up Picnic purchased. In recognition of their generosity, the DLBA agreed to match this, which resulted in a donation of $5,200 to the food bank.

• 15 registered to participate in the Pick Up Picnic project. o Goal 10 restaurants (33% above goal) • 520 Pick Up Picnics bags (PUP) over the six-weekend promotion were used. o Equates to 520 Pick Up Picnics sold ♣ Goal 300 Pick Up Picnic specials (75% above goal) o We repurposed the remaining pre-stuffed PUP bags to Langley City (80) to be handed out by their Ambassadors in City parks throughout the remainder of the summer to advertise the participating restaurants and our local parks. • Over 275 entries in our social media hashtag contest. o 51% of customers who ordered a Pick Up Picnic chose to participate in this social media contest, which shows great interest in this contest and customers bought into the initiative to pick up their own order and take it to a Langley City park to enjoy. • Messages of appreciation from our participating restaurants: o Here are a few examples of what they had to say: ♣ Olivo Pasta: “The idea was such a brilliant one and it helped us raise our name! We truly appreciate what you do.” ♣ Dal’s Poke: “Many more new customers, so thank you for all you guys are doing.” ♣ Ruin Thai: “We got good feedback about it. We have more customers from this program so thank you for this excellent opportunity.” • Messages of support from customers: o Here are a few examples of what they had to say: ♣ @tracytotalme – “Just placed my picnic order!! Thanks @discoverdowntownlangley for bringing Dal’s Poke to my attention!!” ♣ @business_bc – “Awesome initiative to support our local businesses!” ♣ @Lauraeriddoch – “Great list! I had no idea about most of these places. Thank you!” ♣ @Madewithartandsoul – “I love this pick up a picnic concept! So fun!!!” ♣ @essentialpackaging – “Love this awesome way to support local restaurants!!”

As a response to the impact of the pandemic on our BIA restaurants, we created the Pick Up Picnic Project to enhance the takeout experience for customers by adding value through swag bags, contests and live pop up entertainment, and to drive business to the participating restaurants with a far reaching marketing campaign. We encouraged customers to order takeout, and then visit one of the many beautiful parks and plazas located in Langley City to enjoy their picnic in a safe, open air environment. This project was supported by eye catching marketing materials for printed, online, radio and newspaper advertisements, and we ran a creative social media campaign featuring influencers and bloggers in the foodie community, as well as a hashtag contest with enticing prizes. There was an incredible response from the community which resulted in our BIA achieving all of our project objectives, and we exceeded our participation goals for both restaurant registration and Pick Up Picnic swag bag distribution. The feedback from the participating restaurants was incredibly positive, and focused towards appreciation for the new customers the project brought to their locations.