

## Appendix 1

# WINTERLICIOUS / SUMMERLICIOUS

## PRIX-FIXE PROMOTION NEW CRITERIA AND PROCESS FOR PARTICIPATION PILOT PROJECT for 2009

### Introduction:

Winterlicious and Summerlicious were initiated in 2003 to promote Toronto's unique hospitality industry, showcase Toronto's diverse cuisine, profile fine dining experiences at a range of price points, and generate economic activity for the restaurant industry during a slow time of business.

From 2003 to 2008, Winterlicious and Summerlicious prospective participants have been determined using specific third-party critic and consumer review and rating publications. These publications are no longer relevant to the process because they are printed with less frequency, they have limited the number of restaurants they review and the scope of restaurant location, making them less inclusive and city wide.

The new proposed criteria is based on an application process and review and decision by an Advisory Board. It eliminates the dependence on unreliable review and rating publications and will create a more inclusive and citywide promotion. The new criteria will be implemented as a pilot project for 2009.

### Advisory Board:

The establishment of the Winterlicious / Summerlicious Advisory Board, along with the new application process, will create a more citywide and inclusive programme.

The Winterlicious / Summerlicious Advisory Board will review all application forms for consideration to participate in Winterlicious / Summerlicious, determine price point categories, determine final notification lists and issue notification letters.

The Advisory Board will also provide advice and support to Cultural Services to ensure the continuing success and sustainability of the City of Toronto's bi-annual restaurant program, Winterlicious and Summerlicious.

The Advisory Board will serve as advocates for Winterlicious / Summerlicious, nurturing strong public and private sector support for the event. The Board will also function as a resource to

help guide the program's long-term, strategic development, keeping it fresh and making it more reflective of Toronto's diverse and unique cuisine citywide.

The Advisory Board will be made up of 15 representatives from Toronto's restaurant industry; culinary schools; Tourism Toronto; Ontario, Restaurant, Hotel, Motel Association; Business Improvement Areas; and Ontario Tourism Marketing Partnerships.

The Advisory Board will be established for a two year term. Ten Board members will be appointed for a two year term and five Board members will be appointed for a three year term to ensure continuity with the establishment of the subsequent Board.

### **New Promotion Elements:**

- All restaurants can now apply for consideration to participate, as long as they meet the Eligibility Criteria. Reviews will no longer be part of the selection process.
- An Advisory Board made up of industry stakeholders will be established to review applications and determine eligibility.
- A new price point category of \$30 Lunch / \$45 Dinner has been added to the promotion. This will provide an opportunity for more restaurants to participate and to provide more innovative and creative dining experiences.

### **Overview of the New Criteria and Process:**

#### Eligibility to Participate:

- Existing restaurants located in the City of Toronto, possessing a Public Health Dine Safe Green Pass, must now apply for consideration to participate in Winterlicious and/or Summerlicious.
- Existing restaurants with multiple locations of the same name and menu, located in the City of Toronto, possessing a Public Health Dine Safe Green Pass, are now eligible to apply for consideration to participate with one location only.
- Applications must meet all Eligibility Criteria including demonstrating the average price point of a 3-course meal from the restaurant's regular lunch and/or dinner menu. This average price point must meet the minimum requirements, as outlined in the following table:

<b>Winterlicious/Summerlicious Price Point Categories</b>	<b>Minimum Requirements for Regular Menu Average Price Point (3-course meal)</b>
\$15 Lunch / \$25 Dinner	\$18 Lunch / \$30 Dinner
\$20 Lunch / \$35 Dinner	\$24 Lunch / \$42 Dinner
\$30 Lunch / \$45 Dinner	\$36 Lunch / \$54 Dinner

The minimum requirements were established to create a value offer incentive to consumers and encourage them to dine out.

- Applications will be subject to review by the Winterlicious / Summerlicious Advisory Board.
- The Winterlicious / Summerlicious Advisory Board will make the final decision on eligibility.
- The Advisory Board will issue notification letters to all applicants that meet the Eligibility Criteria and state the price point category for which they qualify (based on minimum requirements for average price point of a 3-course meal from the restaurant's regular menu).

#### Securing a Spot:

- Eligible applicants will RSVP on a first come first served basis, by price point category, to secure a spot in the promotion.
- The overall number of spots and the number of spots per price category will be limited. Capping the number of participants will ensure the success of the program through gradual growth and regulation of quality control.
- Applicants that secure a spot will sign an agreement guaranteeing they will adhere to all Winterlicious / Summerlicious Terms and Conditions, and Requirements.

# INFORMATION FOR APPLICANTS

## Eligibility Criteria:

1. You are an existing restaurant.
2. You are located in the City of Toronto.
3. You possess a current Dine Safe Green Pass issued by Toronto Public Health.
4. You must complete the Winterlicious / Summerlicious Application Form.
5. You must demonstrate the average price point of a 3-course meal from your regular lunch and/or dinner menu. This average price point must meet the minimum requirements, as outlined in the following table:

Winterlicious/Summerlicious Price Point Categories	Minimum Requirements for Regular Menu Average Price Point (3-course meal)
\$15 Lunch / \$25 Dinner	\$18 Lunch / \$30 Dinner
\$20 Lunch / \$35 Dinner	\$24 Lunch / \$42 Dinner
\$30 Lunch / \$45 Dinner	\$36 Lunch / \$54 Dinner

### Grandfather Clause:

Any existing restaurant that participated in Winterlicious and Summerlicious from 2003 to 2008 will be considered eligible to apply, regardless of the average price point of a 3-course meal from their regular menu.

6. If you are a restaurant with multiple locations of the same name and menu (chain), you are now eligible to apply for consideration to participate with one location.

## Application Process:

An Application Form is to be updated (re-submitted) **once every three years**, unless the restaurant changes name; location; ownership; existing type of cuisine (e.g. from Italian to Asian); or fails to meet the Eligibility Criteria.

### Winterlicious Eligibility:

- First time applications can be submitted at any time prior to **June 15** for eligibility in Winterlicious, the following calendar year.
- Confirmation of Receipt of Application letters will be sent by mail and/or email to each applicant within 10 business days of receipt.

### Summerlicious Eligibility:

- First time applications can be submitted at any time prior to **February 20** for eligibility in Summerlicious, the following calendar year.

- Confirmation of Receipt of Application letters will be sent by mail and/or email to each applicant within 10 business days of receipt.

**WINTERLICIOUS 2009 Eligibility:**

- **Only for Winterlicious 2009, the first implementation of the new criteria and process, submissions will be accepted until August 15, 2008.**
- **Confirmation of Receipt of Application letters will not be sent.**

Application Steps:

1. Download the Application Form from [www.toronto.ca/special\\_events](http://www.toronto.ca/special_events) or request it from the Winterlicious / Summerlicious Administrator.
2. Complete the Application Form.
3. Submit the application for review by the Winterlicious / Summerlicious Advisory Board via:

<b>MAIL</b>	<b>FAX</b>	<b>EMAIL(preferable)</b>	<b>IN PERSON</b>
Eirine Papaioannou Partnership Supervisor Cultural Services City of Toronto 6 <sup>th</sup> Floor, West Tower 100 Queen St. W. Toronto, ON M5H 2N2	416-696-4193 or 416-395-0278	<a href="mailto:epapaioa@toronto.ca">epapaioa@toronto.ca</a>	City Hall 6 <sup>th</sup> Floor, West Tower 100 Queen St. W. (corner of Queen & Bay)

**Review Process:**

- The Advisory Board will review all applications to ensure applicant meets Eligibility Criteria.
- The Advisory Board will determine the final notification list of restaurants and determine their participation price point category (based on minimum requirements for average price point of a 3-course meal from the restaurant's regular menu).
- The Advisory Board will issue notification letters to:
  - a) Applicants that meet Eligibility Criteria
  - b) Applicants that do not meet Eligibility Criteria
- Notification letters to eligible applicants will provide information on the RSVP process and promotion requirements and terms and conditions.

<b>Timeline for First Time Applicants:</b>
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Consideration For:	WL09	SL09	WL10 (pending full implementation)
First time Application Submissions Due	By Aug 15, 2008	By Feb 20, 2009	By June 15, 2009
Confirmation of Receipt of Application	n/a	within 10 business days	within 10 business days
Advisory Board Meeting	Late August 2008	March 2009	July 2009
Notification Letters Mailed to Eligible Participants (approx. 10 business days after Advisory Board meeting)	August/September	March/April	July/August
RSVP	September	April	August
Confirmation of Participation	Within 5 business days of RSVP	Within 5 business days of RSVP	Within 5 business days of RSVP

Note: timeline may be subject to change

# INFORMATION FOR APPLICANTS MEETING ELIGIBILITY CRITERIA

## **RSVP Process to Secure a Winterlicious / Summerlicious Spot:**

- Restaurants meeting the Eligibility Criteria must RSVP to secure a spot to participate in the promotion.
- RSVP will be on a first come first served basis, by price point category.
- RSVP can be made by email or telephone.
- Notification letters will inform eligible applicants of the specific start time and date for RSVP and contact information.
- The total number of restaurant participants and the number of restaurants in each price point category will be limited.

## **FOR WINTERLICIOUS 2009**

- The total number of restaurant participants will be limited to 135.
- The number of restaurant participants in each price point category will be 45.

## **Confirmation of Participation:**

- Restaurants that RSVP will be contacted by email or telephone, within 5 business days, to confirm their participation and price point.
- Confirmed restaurants will sign an agreement guaranteeing they will adhere to all Winterlicious / Summerlicious terms and conditions, and requirements, as outlined in the agreement.

# INFORMATION FOR PARTICIPANTS

## Promotion Requirements for Participants:

1. You will create and offer a Winterlicious / Summerlicious prix-fixe menu for Lunch and Dinner, or Dinner only, if you are not operating at lunch.
2. You will submit a prix-fixe menu that:
  - a. includes three full-portion courses (starter/appetizer; entrée/main; dessert);
  - b. offers a minimum of three options per course (subject to change);
  - c. is newly created or composed of items from your existing menu; and
  - d. is priced at one of the following priced categories:
    - \$15 Lunch and/or \$25 Dinner
    - \$20 Lunch and/or \$35 Dinner
    - \$30 Lunch and/or \$45 Dinnerper person, and excluding beverages, taxes and gratuity (subject to change)
3. In keeping with the Mayor's Green Agenda, you will endeavor to use local product, if available, and indicate such product on your prix-fixe menu.
4. As a participant, demonstrating your commitment to the promotion and quality control, you agree to provide a complimentary prix-fixe meal for two "mystery diners", if required. Mystery diners will identify themselves with official accreditation at the completion of their dining experience at your restaurant. Mystery diners will evaluate whether the terms and conditions of the promotion have been met.

## Promotion Terms and Conditions for Participants:

1. You will offer a unique dining experience intended to showcase the diverse culinary offerings that set Toronto apart from other markets.
2. You will offer excellent food quality and customer service.
3. You will be open and accessible for the duration of the Winterlicious / Summerlicious prix-fixe promotion during all your regular business hours.
4. You will make the investment required (financial, personnel and otherwise) in order to participate in Winterlicious / Summerlicious, including a fee to support marketing initiatives.
5. You will comply with sponsor-related incentives, promotions and requirements and not engage other sponsors during the prix-fixe promotion.
6. You will promote Winterlicious / Summerlicious by distributing the official event guide, and other Winterlicious / WinterCity / Summerlicious promotional material created by Cultural Services, in your venue.



7. You will promote Winterlicious / Summerlicious through your in-house publications/venues (e.g. mailings, e-newsletters, customer correspondence, websites, etc.).
8. You will ensure 80% of your restaurant seating capacity is available for the prix-fixe promotion patrons without any time restrictions or blackout periods.
9. You may be required to set aside a number of seats for tourist packages.
10. You may be required to facilitate an in-restaurant consumer survey.
11. You will accurately complete and submit an evaluation at the conclusion of the promotion.

<b>FOR WINTERLICIOUS / SUMMBERLICIOUS INFORMATION, CONTACT:</b>
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