



A MESSAGE TO OUR COMMUNITY

The off-peak season is a challenging time for the hospitality industry in Greater Victoria. The Dine Around and Stay in Town (DASIT) program has an important mission: **to drive more traffic through your doors** during a typically slower time of year. The 2024 Dine Around and Stay in Town program will take place January 26 – February 11, with a kick-off gala on January 25. We're excited to share details with you!

In response to your valuable feedback, we've made some adjustments to the 2024 program. Here's what's new:

Bigger Marketing Investment

Together with our program sponsors, Destination Greater Victoria (DGV) and the BC Restaurant and Foods Services Association (Victoria Branch) are investing an additional \$10,000 to boost an already strong marketing campaign that will drive business in January and February 2024.

No Fee, Full Participation Program

In line with industry feedback, DASIT has evolved to be a no fee, full participation program. This means there is no registration fee for restaurants to participate in DASIT. Restaurants are required to participate in the gala on January 25. This event generates significant media buzz and sets up the DASIT program for success. We want this to be a smooth experience for participating restaurants, so staffing/labour support is available for participating restaurants at the gala.

Sharing Net Proceeds with Participating Restaurants

We're excited to let you know that we will share net proceeds (after expenses) from the DASIT gala with all 2024 restaurant participants.

Our restaurant community, accommodation partners, suppliers and program sponsors are at the very core of our program and our goal is to bring industry together in celebration while supporting the businesses that work tirelessly to fill our bellies and spirit.

RESTAURANT PARTICIPATION DETAILS

- DASIT Registration will open October 3, 2023.
- **NEW** – No Fee, Full Participation Program Model
- All restaurant participants must register through the link by clicking [Restaurant Registration](#)
- All registrations must be completed no later than the deadline of October 20, 2023 to benefit from full advertising campaigns.

Dine Around and Stay in Town Victoria has been a tremendous success each year due to the marketing exposure and consumer excitement surrounding the program's gala event. The gala generates significant media attention and an appetite for consumers to participate in the 17-day dining program. The Dine Around and Stay in Town Victoria Committee has moved forward with a new and improved No Fee, Full Participation Program Model. Under this model, restaurants are required to fully participate in DASIT, including the gala on January 25, 2024.

Restaurants will receive the following additional support and benefits from DASIT:

- **NO registration fees!**
- Net proceeds sharing from the gala revenue. This is estimated to be no less than \$300 returned to each restaurant and;
- Staffing assistance from hospitality and culinary students for preparation and service at your booths.

Please note: your full commitment to the gala has a significant impact on the success of the new model and the effort that has gone into supporting industry as a whole.

- **Price Points** - Restaurants will offer three-course menus at \$25, \$35, \$45, \$55 and \$65 per person price points. You may participate in one category or multiple.
- Please note, gala ticket revenues and sponsorship funds collected for DASIT go directly towards offsetting the cost of marketing and operating the program, as well as the gala. Net proceeds will be distributed to restaurants after the conclusion of DASIT. All 2024 program participants will receive a detailed outline of the DASIT marketing plan and gala budget.
- Restaurants must be a member in good standing of both Destination Greater Victoria (DGV) and the BC Restaurant and Food Services Association (BCRFA).
- Please submit your image as part of your registration here: [DASIT 2023/24 Photography](#) The collector will accept photos and videos that are JPG, PNG, TIF, SVG, PDF, AVI, FLV, MOV, MP4, MPG, WMV file types and up to 5GB in total files. When submitting a photo, it will ask for Full Name (please use hotel or restaurant name), email address, and a brief photo description (i.e., spot prawns and mussels in white wine sauce).

RESTAURANT MENU GUIDELINES

Menu Guidelines: To maintain the integrity of the program, we ask that you continue to pair at least one course with a BC wine product and at least one course with a BC craft brewer product. If you do not include these pairings, your menu will be sent back to you for edit. In addition to celebrating BC's wine and craft beer on your menus, we encourage you to pair a BC craft spirit to your menu items.

- All menus must consist of a three-course meal, one of which may be dessert.
- You may offer a breakfast, brunch, or lunch menu in addition to your dinner offerings. The same parameters and rules will apply if you choose to have a lunch offering. You may not offer a lunch menu in place of a dinner menu. This should only be an addition.
- The Dine Around and Stay in Town organizing committee will **create and issue** \$75 in gift certificates (3 x \$25) for your restaurant redeemable for dinner and valid from January 26, 2024 – December 31, 2024 (gift certificates are used for promotional purposes and contesting).
- Menus must be submitted **as PDF's** with final format and layout complete. If changes need to be made, the menu will be sent back to you to edit. Menus must show value and be paired with at least one BC wine and at least one BC craft brewer product. Please ensure that your menus have thoughtful design elements.
- Menus will be listed on the Dine Around and Stay in Town [website](#) with links to menus that you have supplied before the due date of November 13, 2023.

ACCOMMODATION PARTICIPANT DETAILS

- DASIT Registration opens October 3, 2023
- One time registration fee \$175 + GST
- All registrations must be completed by October 20, 2023
- Submit your **accommodation** registration by clicking [Accommodation Registration](#)

- **NEW Rates** - Accommodation partners will offer a rate of: \$149, \$169, \$189, \$209 and \$269. Rates should be available from January 26, 2024 – February 11, 2024
- Landing page URL's must be received by November 13, 2024. Destination Greater Victoria will link your Dine Around and Stay in Town room rate through their website booking platform.
- Accommodation participants must provide a gift certificate for one night's accommodation valid until December 31, 2024. Mail gift certificate by **November 13, 2024** to: **Destination Greater Victoria, Suite 600-765 Broughton St, Victoria BC, V8W 1E2 (Attention: Heather Oughtred)**
- Accommodation partners will communicate program details to front line staff and establish a Dine Around and Stay in Town specific room booking code to be used for both online and phone reservations. The booking code is used for post-event reporting purposes.
- Please submit your image as part of your registration here: [DASIT 2023/24 Photography](#) The collector will accept photos and videos that are JPG, PNG, TIF, SVG, PDF, AVI, FLV, MOV, MP4, MPG, WMV file types and up to 5GB in total files. When submitting a photo, it will ask for full name (please use hotel or restaurant name), email address, and a brief photo description (i.e., Spot Prawns and Mussels in White Wine Sauce, Harbour View Rooms etc).

KEY DATE SUMMARY

Key Dates	
Dine Around and Stay in Town Gala	Thursday January 25, 2024
Dine Around and Stay in Town Victoria 2024	Friday January 26 – Sunday February 11, 2024
Registration opens	Tuesday October 3, 2023
Participant registration deadline	Friday October 20, 2023
Menu submission deadline and Hotel GC's/Links	Monday November 13, 2023
Website goes live	Monday November 27, 2023

GENERAL PARTICIPANT GUIDELINES

1. All participants must be a member in good standing of both, Destination Greater Victoria and the BCRFA. For Destination Greater Victoria membership enquiries contact Heather Oughtred at 250-414-6982 or heather.oughtred@tourismvictoria.com. For BCRFA membership enquires call 604-669-2239 or membership@bcdfa.com.
2. Dine Around and Stay in Town Victoria is a registered trademark. Participants may not use this term outside of the Dine Around event. Marketing materials such as logos and social media channels will be made available for participants to use as part of their own promotions.
3. Restaurant menus will be reviewed by the organizing committee to ensure menu value, correct beverage pairings and to ensure proper grammar and spelling.
4. Dine Around menus must be available during all evening hours of operation during the Dine Around and Stay in Town Victoria program January 26 to February 11, 2024.
5. Accommodation participants will provide a one night's stay gift certificate and registration payment fee of \$175 +GST.
6. Taxes, gratuities and alcohol are not included in the Dine Around and Stay in Town Victoria price points.
7. Please note that participant emails and contact information are collected and shared with our invested sponsors for the purpose of connecting you with special DASIT offers. **You may “opt out” of this during the online registration process.** Not “opting out” signifies that you give Dine Around and Stay in Town Victoria permission to share your email address and contact information with our invested sponsors for program related use only.
8. Submission of any photo or video assets indicates consent for the supplied assets, from the provider, to be used by Dine Around and Stay in Town and Destination Greater Victoria and

their respective channels to promote the Dine Around and Stay in Town 2024 event. These placements may include but are not limited to digital advertising, social media, blogs, and print media. Assets may be used on the lead-up to the event, during the event, and for post-event marketing materials.

9. Your registration means that you have read and agree to be bound by the DASIT guidelines AND; that you will meet all deadlines and requirements provided to ensure the success of the 2024 program. **Please download and save this document for your reference.**

If you have any further questions, please do not hesitate to contact us. We look forward to having you participate in this exciting program!

Misty Olsen

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