

# DINE AROUND AND STAY IN TOWN VICTORIA

## 2023 PROGRAM REGISTRATION INFORMATION

Destination Greater Victoria and the BC Restaurant & Foodservices Association (BCRFA), Victoria Branch, are once again teaming up to organize the always popular **Dine Around & Stay in Town Victoria**. Dine Around & Stay in Town is Victoria's favourite food festival with over 50 of Victoria's best restaurants offering set three-course menus at deliciously low prices. Both locals and visitors alike delight in the wide range of culinary experiences and host of world-class accommodations to be had in the Greater Victoria area. We look forward to welcoming you!

By following public health advice, we will help to ensure that everyone can enjoy the best that Greater Victoria's restaurants and hotels have to offer in 2023. We ask that you please take the time and refer to our important COVID-19 information page found [here](#) for more detailed information.

**2023 PROGRAM DATES: January 20 – February 5, 2023**

**Gala Launch will be held at the Crystal Gardens on Thursday January 19, 2023**

## GENERAL REGISTRATION DETAILS

- \* **NEW** – Restaurants will pay a one-time **fully refundable registration fee** of \$250 for each participating location. This fee will be refunded to you following **your full participation in the Gala Launch** on January 19<sup>th</sup>, 2023.
- \* **NEW** – We are asking restaurant & accommodation participants to submit at least one high quality image as part of their registration
- DASIT Registration opens September 26th, 2022
- Submit your **accommodation** registration by clicking [Accommodation Registration](#)
- Submit your **restaurant** registration by clicking [Restaurant Registration](#)
- All registrations must be completed no later than the deadline of October 28, 2022 to benefit from all advertising campaigns.

Return signed registration form to Event Consultant Misty Olsen: [misty.olsen@tourismvictoria.com](mailto:misty.olsen@tourismvictoria.com)

Please note, the Dine Around & Stay in Town Victoria Committee has decided to move forward with holding a Gala Launch this winter. **Participation in the Gala Launch is mandatory for all 2023 DASIT program participants.** (Gala details to follow.)

## RESTAURANT PARTICIPATION DETAILS

- **NEW Price Points** - Restaurants will offer three-course menus costing **\$25, \$35, \$45, \$55 & \$65** per person price points.

- **Please note, Gala ticket revenues and sponsorship funds collected for DASIT go directly to the cost of marketing and operating the program and the Gala. All of our 2023 program participants will receive a detailed outline of our DASIT marketing plan detailing the advertising benefits of your participation.**
- Restaurants must be a member in good standing of both Destination Greater Victoria (DGV) and the BC Restaurant & Food Services Association (BCRFA).
- Please submit your image as part of your registration here: <https://upload.crowdriff.com/tourism-victoria-367b37ae> 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).

**NOTE:** 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 (**you will no longer be required to pair your menu items with a BC VQA Wine**). 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 & Stay in Town organizing committee will **create and issue** \$125 in gift certificates (5 x \$25) for your restaurant redeemable for dinner and valid from January 20, 2023 – December 31, 2023 (gift certificates are used for promotional purposes and contesting)
- Menus to 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 & Stay in Town website with links to menus that you have supplied before the due date of November 10, 2022

**Destination Greater Victoria's (DGV) Dine Around Contest: #DineAroundYYJ** giveaway.

- To build excitement surrounding DASIT's program launch, DGV will be giving away \$500 in Dine Around & Stay in Town gift certificates to one lucky winner! #DineAroundYYJ

### **Special Events:**

During the Dine Around & Stay in Town event dates, restaurants can offer a special event that we will post to Destination Greater Victoria's website. Host a wine maker's dinner, a special craft brew pairing, special brunch or feature a product unique to your establishment. Please make special note that all events must fall within provincial health guidelines. **Please ensure that you are familiar with the regulations and that you are compliant at all times.** [Review current orders and notices.](#)

### **ACCOMODATION PARTICIPANT DETAILS**

- Registration opens September 26, 2022
- Registration fee \$175
- All registrations will be completed by October 28, 2022
- Accommodation partners will offer a rate of: **TBC – Rates to be confirmed soon!**

- Rates should be available from January 20– February 5, 2023
- Destination Greater Victoria will link your Dine Around & Stay in Town room rate through their website booking platform. Landing page URL's must be received by November 10, 2022.
- Accommodation participants must provide a gift certificate for one night's accommodation valid until December 31, 2023. Mail gift certificate by November 10, 2022 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 & Stay in Town specific room booking code to be used for both online and phone reservations. Booking code to be used for post-event reporting purposes.
- Please submit your image as part of your registration here: <https://upload.crowdriff.com/tourism-victoria-367b37ae> 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).

## KEY DATE SUMMARY

Key Dates	
Dine Around & Stay in Town Gala Launch	January 19
Dine Around & Stay in Town Victoria 2023	January 20 – February 5
2022 Key Deadlines	
Registration opens	September 26
Participant registration deadline	October 28
Menu submission deadline & Hotel GC's/Links	November 10
Website goes live	November 23

## GENERAL PARTICIPANT GUIDELINES

All participating DASIT businesses should have a plan that outlines the policies, guidelines, and procedures they have put in place to reduce the risk of COVID-19 transmission. Employers must involve frontline workers, joint health and safety committees, and supervisors in identifying protocols for their workplace. For more information, visit [WorkSafeBC](#).

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. For BCRFA membership enquires call 604-669-2239.
2. The Dine Around & Stay in Town organizing committee may issue limited vouchers to Media and VIP participants in order for them to enjoy complimentary meals. Restaurants may receive vouchers from VIPs and Media and must send an invoice for the exact value of the voucher to BCRFA, 600-890 Pender Street, Vancouver, BC V6C 1J9, for reimbursement before April 15, 2023. Please be sure to inform your staff of these vouchers. **NOTE:** Vouchers received without an invoice, or after April 30, 2023, will not be reimbursed
3. Dine Around & 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 event promotions.

4. Restaurant menus will be vetted by the organizing committee to ensure guests are receiving value.
5. Dine Around menus must be available during all evening hours of operation to all vaccinated patrons during the Dine Around & Stay in Town Victoria program January 20, 2023 to February 5, 2023.
6. Accommodation participants will provide a one night's stay gift certificate and registration payment fee of \$175.
7. Taxes, gratuities and alcohol are not included in the Dine Around & Stay in Town Victoria price points.
8. **Please note that participant emails and contact information is collected and shared with our invested sponsors for the purpose of connecting you with special DASIT offers. You may "opt out" of this by checking here \_\_\_\_** Not checking this box signifies that you give Dine Around & Stay in Town Victoria permission to share your email address and contact information with our invested sponsors for program related use only.
9. 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 2023 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. **I have read and understand the conditions of this release.** Initial \_\_\_\_

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

Return this signed registration form to Consultant: Misty Olsen

E: [misty.olsen@tourismvictoria.com](mailto:misty.olsen@tourismvictoria.com) | 250-508-3423

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Participating Property Name

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
DASIT Representative Printed Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Authorized Dine Around & Stay in Town Signature

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Date

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Date