

# VILLAGE OF ROSCOE

## AGENDA ITEM - STAFF REPORT



**Agenda Item:** Roscoe Restaurant Week Approval

**Date:** 2/10/2025

**Meeting:** COTW 2/18/2025

**Prepared by:** Janel

**Department:** Permits

### Overview/Background Information

**Roscoe Restaurant Week 2025** would encourage both residents and visitors to explore Roscoe's culinary offerings through unique dining experiences and special promotions.

#### Event Overview

**Dates:** April 11 – April 19, 2025 (Friday – Saturday)

**Objective:** Boost restaurant traffic by featuring exclusive menus, special pricing, and a **punch card program** to encourage diners to visit multiple establishments.

#### How It Works

Diners will collect a punch at each participating restaurant. Once their card is complete, they can submit it at Village Hall for a chance to win a prize, which will include gift cards generously donated by participating establishments.

#### Participation Options for Restaurants

Restaurants will have three ways to participate:

1. **Prix Fixe Menu:** A fixed-price, multi-course meal for breakfast, lunch, or dinner.
2. **Roscoe Special Menu Item(s):** Unique, event-specific dishes (e.g., "The Roscoe Burger" or "Roscoe Mule").
3. **Combo/Value Menu:** Discounted meal pairings, such as a meal with a free drink or BOGO deals.

### Key Issues

#### Current Restaurant Interest

Confirmed Interest:

• **Firehouse Pub** • **Louie's Tap House** • **Mary's Market** • **Perfectly Seasoned** • **Poison Ivy Pub** • **Jessica's** • **Whiskey Hotel Barbecue** • **Sophia's**

We will continue outreach to **Fiesta Cancun**, **Pietro's**, **Whiffletree**, and **Velvet Robot** once we have Board approval to move forward.

### Fiscal Note/Budget Impact

Primary expenses include advertising, printed materials, and punch card supplies (stamps/hole punches). If the event is successful, we may explore a digital punch card system in the future.

### Prior Legislative Actions

### Action Required/Recommendation

Approval of a new village special event, Roscoe Restaurant Week