



# SAVOR KOSCIUSKO

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Kosciusko's Countywide Winter Dining Experience

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Kosciusko Leadership Academy - Project Proud

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## Roles/Responsibilities of the KLA Team:

### **Project and Team Coordinator**

- Bennett Hollar, DDS - Sponsored by Hollar Dental Group

### **Marketing, Promotion, and Social Media Coordinator**

- Lauren Klusman - Sponsored by Kosciusko Chamber of Commerce

### **Website Designer and Restaurant Onboarding**

- Josh Silveus - Sponsored by Silveus Insurance Group

### **Logo, Graphic Designer and Researcher**

- Brian Runkel - Instrumental Machine and Development



## SUMMARY:

Kosciusko County has the motto, “Live Work, and Play.” The vast majority of activities and events that come to mind that embrace this motto take place during the warm summer months. However, when it comes to the cold winter months, our community becomes more dormant with fewer events and people tend to “hunker down” and await the warmth. Our goal was to address this problem by creating an annual event to get people out and about in the county while also supporting locally owned businesses.

Savor Kosciusko had the goal to celebrate the vibrant restaurant industry in our county and highlight all the locally owned and operated restaurants while getting people out of their homes and into the community during slower winter months. Savor Kosciusko is a 9 day countywide dining event where diners are able to take advantage of specially priced and featured menus from any and all participating restaurants. Diners do not need a coupon or special pass to participate. All they will need to do is show up to a participating restaurant and inform their server that they will be ordering from the “Savor Kosciusko” menu during the week of the event.

Our vision is that this event could be a major annual success by boosting the morale of the community, increasing foot-traffic to local restaurants during a slower time of year, and possibly bring in tourism from outside the county to have a positive economic impact on our community.

The first annual Savor Kosciusko event took place during the 9 day period of March 25 - April 2, 2023. There were 20 restaurants from around the county that participated. Promotion for the event was created utilizing press releases and social media that pointed patrons towards the Savor Kosciusko website that we created. Once at a restaurant, people could scan custom QR codes to bring up that restaurant’s Savor Menu. There were roughly 500 unique QR code scans and over 6,500 website visits during the 9 day period of the event. All restaurants and participants in the event had only positive reviews. Looking towards the future, we hope Savor Kosciusko can become an annual winter event with more restaurants joining every year. The Kosciusko Chamber of Commerce has agreed to take over the event going forward.



## INTRODUCTION:

Kosciusko County is renowned for its lakes, parks, and summertime entertainment. In the winter months, many residents are significantly less active in the community than in the warm months. During winter months, customers may feel less compelled to visit restaurants - especially if snow, ice or freezing temperatures make traveling difficult. There are fewer customers, which results in half-empty restaurants and a decline in food sales.

Our group sought to address this problem by creating an event to get people active in the community, while at the same time promoting locally owned restaurants.

For our KLA Project we created a county-wide dining event where people could take advantage of specialized menus and discounted meals. The event derived its inspiration from the highly successful event in Indianapolis titled “Devour Indy.” That program has brought in thousands of dollars to the Indianapolis restaurant scene, and is an event held yearly that many Indianapolis residents look forward to and participate in. We wanted to bring this type of event to our community.

Our project had the following goals:

- Encourage people to patronize locally owned and operated restaurants and eateries during slow winter months
- Generate new business for local restaurants
- Create a new fun community event that is easy and accessible for families and people of all ages throughout the county
- Get people active in the community during a time when there are fewer community events and people typically are not out and about in the community as much
- Showcase our local restaurants with special menu items and unique new courses
- Generate tourism to our county by bringing in people living outside Kosciusko county to participate in the event.



## PROJECT PLAN: SAVOR KOSCIUSKO

Savor Kosciusko was designed to be a 9 day county-wide dining event where diners are able to take advantage of specially priced and featured menus from any and all participating restaurants. Diners will not need a coupon or special pass to participate. All they will need to do is show up to a participating restaurant and inform their server that they will be ordering from the “Savor Kosciusko” menu during the week of the event.

In planning the event, we first started brainstorming restaurants to participate. We also created a logo for the event. Initially we wanted the event to take place in January or February. Due to the large undertaking of kicking off an event, we had to push the date of the event to the end of March. We enlisted the help of 1Eighty Digital to create a website for the event. Additionally we created a facebook page to promote the event. Once all of these things were in place, we started reaching out to restaurants to get them involved with the event.

Leading up to the event we did a marketing and promotion to build awareness. During the event we did social media posts and pictures at participating restaurants with patrons and owners.



## PARTICIPATING RESTAURANTS:

For the first annual Savor Kosciusko Event, our team reached out to many restaurants around the county to have them participate in the event. In order to inform owners and managers about the event, our initial contact was through a letter (Appendix). Our goal was to secure some of the big name restaurants early and use their participation as a motivating factor to get more of the smaller restaurants onboard. Initially, owners were slow to respond and it took several attempts to get responses from the restaurants.

Once a restaurant decided to participate, we asked them to create their own special “Savor” menu and price. We wanted owners or managers to make this decision because they know their business best, as well as cost and profit margins. All we asked is that they give us the menu and price prior to the event so we could post it on the website and promote the menu.

In the end we had 20 restaurants from around the county participate. Below are the restaurants as well as their menu offerings for the Savor Kosciusko event.

**Bomy's Authentic Indian Food**

**Combo Special — \$11.99**  
• Special Pricing

**20% off Additional Menu Items —**  
• Special Pricing

**Boondocks "Home of Peterson's Famous Fish"**

**Drink, Appetizer, and Entree Special — \$35**  
• Special Pricing

**Sandbar Solution or Boondocks Blue —**  
• Drinks

**Crab cakes or bacon wrapped date with goat cheese —**  
• Appetizer

**Fried chicken with mashed potatoes and green beans or Tropical Rum Glazed Salmon with rice and asparagus —**  
• Entrée

**Brew City Roasting Company**

**Brew City Signature Special — \$7**  
• Special Pricing

**Bagged Coffee Beans Special — 10% off**  
• Special Pricing



### Cardoso 520

Chicken Chilaquiles — \$12.49

• Special Pricing

Steak Chilaquiles — \$12.99

• Special Pricing

New York Steak — \$11.99

• Special Pricing

520 Egg Bowl — \$12.99

• Special Pricing

Mimosas — \$4.99

• Drinks

### Cerulean

3 Course Special — \$32

• Special Pricing

4 Course Special — \$40

• Special Pricing

### Courthouse Coffee on the Square

Courthouse Flight — \$9

• Drinks • Special Pricing

Courthouse Wake Up Call — \$10

• Special Pricing

Courthouse Lunch — \$11

• Special Pricing

### HopLore Brewing Company - Market Street

Brisket Parfait — \$11

• Special Pricing

Loaded Pulled Pork Nachos — \$12.95

• Special Pricing

### HopLore Brewing Company - The Mill

BBQ Burrito — \$12

• Special Pricing

Super Local Beer — \$5

• Special Pricing

### Igloo Ice Cream Shop

\$1 off Turtle Sundae —

• Special Pricing

### Ledgeview Brewing Company

Sweet Potato Nachos — \$10

• Special Pricing

Pulled Pork Sandwich — \$10 / \$12

• Special Pricing

Pulled Chicken Sandwich — \$10 / \$12

• Special Pricing

### Light Rail Café & Roaster

Savor Breakfast Sandwich — \$7

• Special • Entrée

Savor Latté — \$6

• Drinks

Savor Scone — \$3.50

• Special Pricing

### Mad Anthony's Lake City Tap House

Dinner for Two (Dine-in Only) — \$39.99

• Special Pricing

### Noa Noa

Taste of Noa Noa — \$41

• Special Pricing

### Oak & Alley

Meal Special — \$28

• Special Pricing

### One Ten Craft Meatery

Three Course Meal — \$35

• Special Pricing

### Rex's Rendezvous

Connie's Deluxe Pizza — \$20 / \$9

• Special Pricing

Bacon Double Cheeseburger Pizza — \$20 / \$9

• Special Pricing

Breaded Cheeseburger Meal — \$8

• Special Pricing

### Shawnanigans

Three Sliders Special — 10% off

• Special Pricing

Lunch/Dinner for 4 Special — 20% off

• Special Pricing

### The Pier & Back Porch at Oakwood

3 Course Meal Special — \$42

• Special Pricing

Wawasee Shrimp, Oakwood Cobb, or Cream of Potato and Butternut Squash —

• Appetizer

Taste of Jamaica, Chipotle Salmon, or Bacon Wrapped Pork Medallion —

• Entrée

New York Cheesecake, Chocolate Lava Cake, or Dessert Feature —

• Special



## QR CODE STATS:

Mad Anthony's Lake City Tap House: 82 Scans

ONE TEN Craft Meatery: 76 Scans

Boondocks: 50 Scans

Noa Noa: 32 Scans

Brew City Roasting Company: 28 Scans

Courthouse Coffee: 20 Scans

HopLore Market Street: 17 Scans

\*Bomy's Authentic Indian Food: 5 Scans

Warsaw Donuts: 6 Scans

Stonehenge: 14 Scans

Pier & Back Porch: 14 Scans

\*Shawnanigans: 2 Scans

Rex's Rendezvous: 15 Scans

\*Oak & Alley: 4 Scans

Light Rail Cafe & Roaster: 13 Scans

\*Ledgeview: 4 Scans

\*Igloo Ice Cream: 8 Scans

HopLore The Mill: 6 Scans

\*Cerulean: 13 Scans

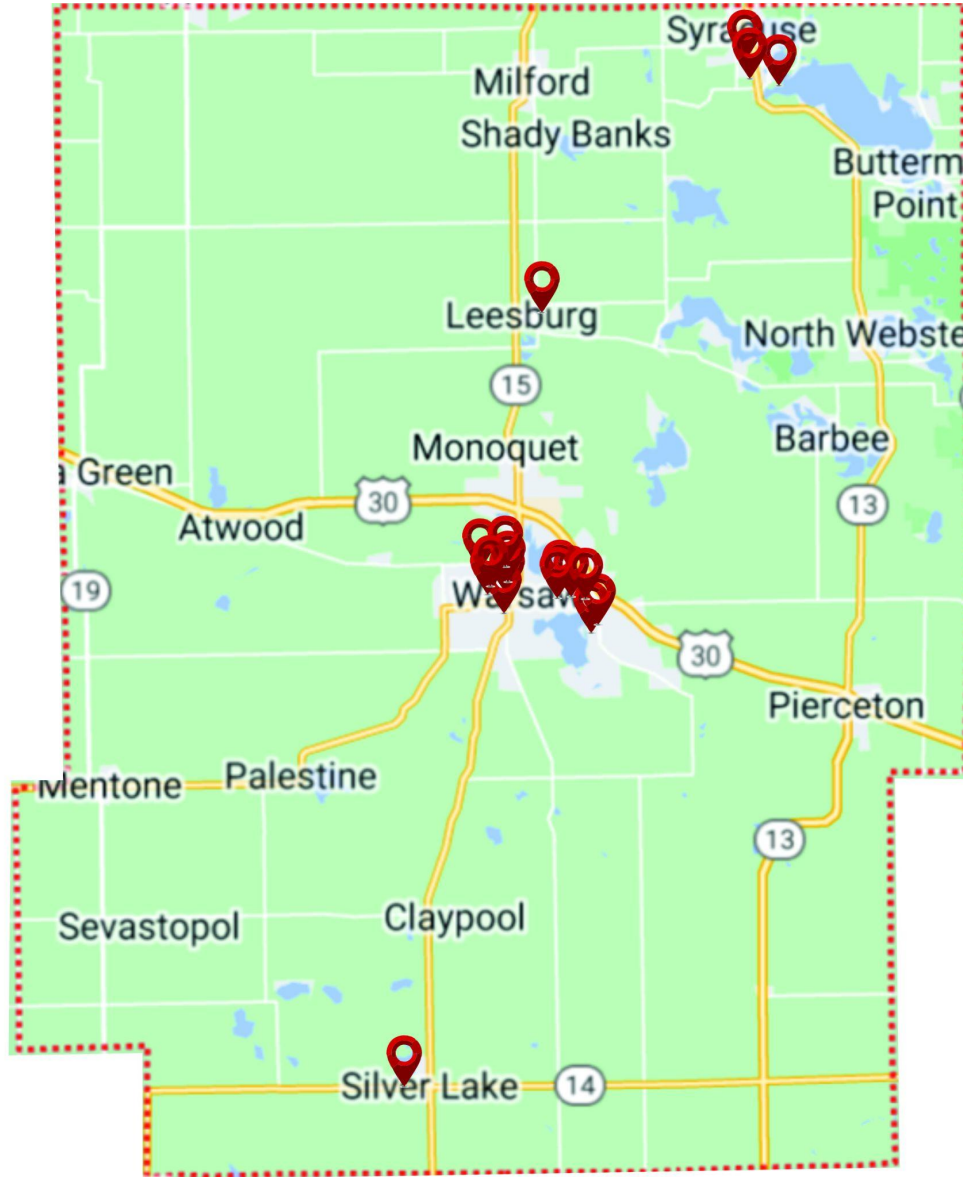
\*Cardoso 520: 4 Scans

\*Some restaurants did not display their QR codes at the tables, resulting in lower scans





**COUNTYWIDE REACH BY LOCATION:**





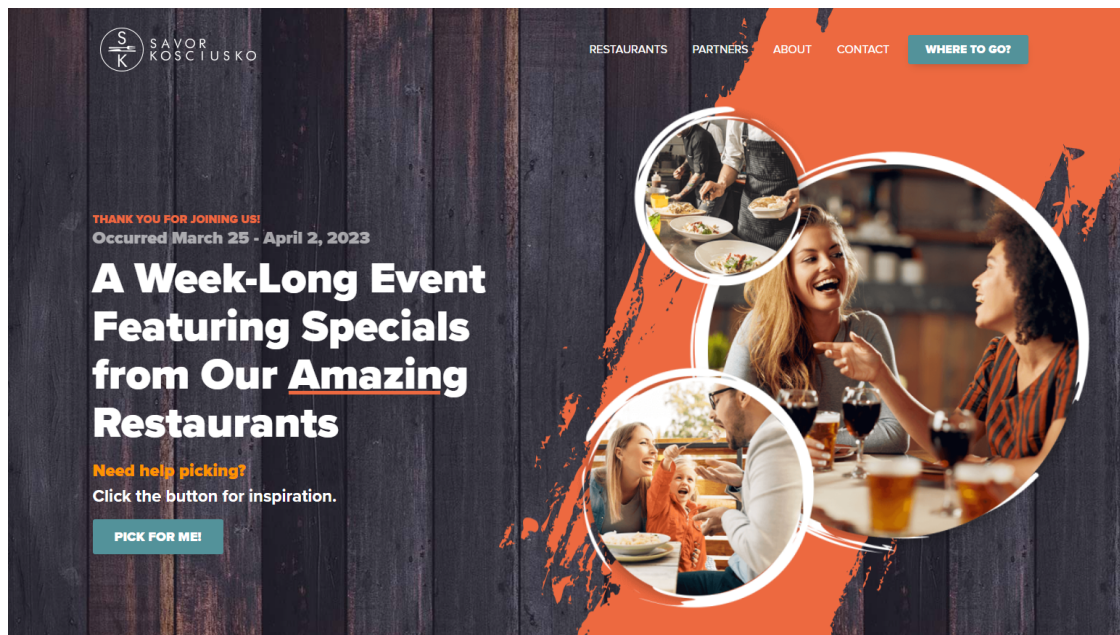
## WEBSITE, SOCIAL MEDIA, AND MARKETING:

The website was created in partnership with 1Eighty Digital. Kevin Hamstra and Nicole Bevitori played a huge part in helping us secure our Savor Kosciusko domain. They went above and beyond designing our website creating a really unique platform that we will be able to use for years to come.

The website consists of the home page with a quick breakdown and description of what we are trying to accomplish with Savor Kosciusko. It also includes a list of all of the restaurants with their specials and discounts. We included a bunch of information about each restaurant. Even including a “get directions” link that will give you google directions straight to the restaurant of your choice.

Going forward we hope to continue to add to the experience of the website. We hope to keep funds available to keep up with the maintenance and improvements to the website. Similar things to our “pick for me button” that will give you a random restaurant if you can’t decide for yourself. The website was really key in helping us get this project up and going this year, and we hope that in the future it continues to help us grow our Savor Kosciusko experience.

## SCREENSHOTS OF WEBSITE





**I'M READY!**

## How Does it Work?

Savor Kosciusko will allow diners to take advantage of **specially priced, featured menus** at participating restaurants during the week.

1

**Go to Participating Restaurant**

2

**Request Savor Kosciusko Menu**

3

**Enjoy the Amazing Experience!**

[VIEW RESTAURANTS](#)

## Can't Decide Where to Go?

Click the button and go!

[PICK FOR ME](#)

**No Matter the Week of the Year,  
Kosciusko County has Amazing  
Restaurants to Visit!**

**THANK YOU FOR JOINING US!**

Occurred March 25 - April 2, 2023

[VIEW PARTICIPATING RESTAURANTS](#)



# WEBSITE STATS

Savor Kosciusko Snapshot by 1Eighty Digital
Mar 9, 2023 - Apr 7, 2023

Total users  
**4,657**  
↑ 42,236.4%

New users  
**4,651**  
↑ 42,181.8%

Sessions  
**6,531**  
↑ 46,550.0%

Pageviews  
**16,613**  
↑ 27,134.4%

Chart

Engaged sessions  
**3.7K**  
↑ 33,290.9%

### How are site sessions trending?

Number of sessions over last month compared to previous.

### Which channels are driving engagement?

Shows where traffic is generating from and how many pages viewed.

Channel	Sessions	Views
Unassigned	16	30
Referral	908	2,765
Organic Social	2,786	7,357
Organic Search	476	1,620
Direct	2,281	4,841

### Pageviews and Unique Pageviews

Page title	Page path	Views	Views
1. Restaurants   Savor Kosciusko	/restaurants/	4,189	4,189
2. Savor Kosciusko   Week-Long Celebration of Amazi...	/	4,110	4,110
3. Cerulean   Savor Kosciusko	/restaurant/cerulean/	1,130	1,130
4. One Ten Craft Meatery   Savor Kosciusko	/restaurant/one-ten-craft-meatery/	878	878
5. Mad Anthony's Lake City Tap House   Savor Koscius...	/restaurant/mad-anthonys-lake-city-tap-hou...	653	653

### Sessions by Source

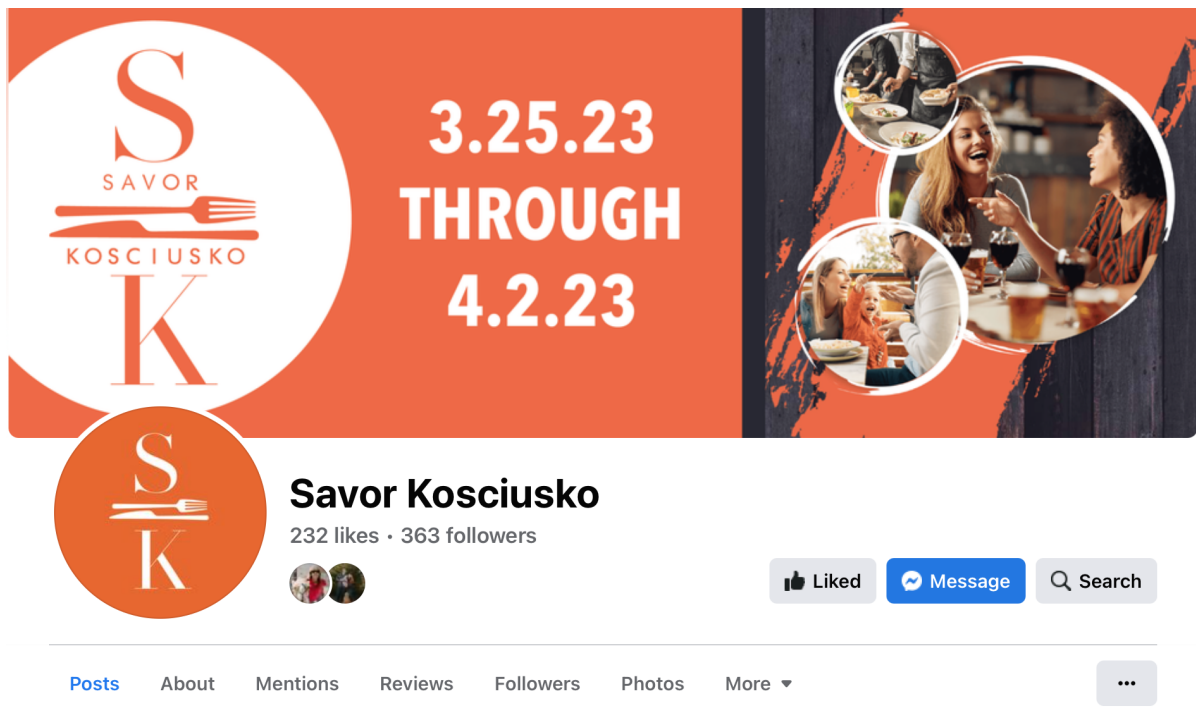
Session source	Sessions	Sessions
7. inkfreenews.com	199	199
8. l.instagram.com	153	153
9. visitkosciuskocounty.org	150	150
10. www.wane-com.cdn.ampproject.org	69	69
11. statics.teams.cdn.office.net	39	39





## SOCIAL MEDIA AND MARKETING

We created a Savor Kosciusko Facebook page that grew to 363 followers and reached over 26,000 people. We visited each of the participating restaurants and took a photo of them with our Savor Kosciusko logo cut out signs. The signs were provided to us by Blue River Digital. Members of our KLA group were interviewed for the Kosciusko Chamber's radio show called Bizz Buzz that aired on WRSW, Willie, and News Now Warsaw. Savor Kosciusko was also featured on the front page of Times-Union, Ink Free News, the Kosciusko Chamber's weekly newsletter, wane.com, and other sites.





## RESULTS AND IMPACT

The first annual Savor Kosciusko event was held from Saturday, March 25th - Sunday, April 2nd. Twenty restaurants participated in the event, resulting in nearly 500 QR code scans and over 6,500 website visits. Participating restaurants were very excited about the event and look forward to participating again in the future. Many of them helped us market Savor Kosciusko to the community by taking photos with the Savor Kosciusko sign and displaying their unique QR codes, which were linked directly to their menu on our website. Some put them at the table and some put them at the hostess counters depending on what made sense for them individually.

In the future we hope to see an increase in participating restaurants, as well as give these restaurants more time to plan for their entrees. Hopefully this will allow them to be more creative and come up with unique items that are new to their menus. Giving them more time will also allow them to train waiters on the program so they can make guests aware of the event. We also want to give ourselves more time to get all the meals and restaurants listed on our website. This will allow us to promote those participating online and in the newspapers.

As far as impact on the community we felt it was a net positive for the participating restaurants. It gave many people the opportunity or reason to go to locations that they normally wouldn't have chosen. Our hopes are that their positive experiences will translate to them continuing to visit going forward.

We learned that for future events, we need to ask the restaurants to make the QR codes more accessible for customers and to have the restaurants themselves promote the event more. We also learned that an earlier date might be beneficial for both the restaurants, and the participants. In the future, January seems to be a logical time for the event to run, as we would avoid the spring break exodus of people from our community. All of these improvements we hope to see implemented in the 2nd annual Savor Kosciusko Event.



## **AFTER KLA:**

Savor Kosciusko is intended to be an annual event. We are in the process of surveying participating restaurants to determine what time of year, length of time, etc. is preferred and most beneficial. In our discussions, January seems to be the best fit as well as potentially extending the event to 14 days to give people more opportunities to take advantage of all the Savor Kosciusko restaurants and menu deals.

The first year of the event was completely created, promoted, and run by KLA cadets. This is not a sustainable method going forward for an annual event of this size. Therefore, in future years, we have partnered with the Kosciusko Chamber of Commerce to adopt Savor Kosciusko as one of their annual events. The Chamber will also take over the website domain and maintenance. Additionally, the sponsors for the event this year were each KLA cadets' corporate sponsor. Going forward, the Chamber of Commerce could seek out new sponsors for the event to help offset the operating costs of running and promoting the event.

We believe winning the Northenor Award would be very beneficial to securing the future of Savor Kosciusko. Since there are costs to maintain the website domain, organize and promote the event, the funds from the Northenor Award would be used in a specific fund with the Kosciusko Chamber of Commerce to be dedicated solely to the Savor Kosciusko Event. These funds would allow all of the hard work we did to kickstart this event to be continued for years to come.



## **CONCLUSION:**

The first annual Savor Kosciusko Event was a success. We were able to successfully launch the event with 20 participating restaurants. We created a website, logo, facebook page, QR codes for menus, and various press releases to promote the event. We were able to reach over 26,000 people with our social media posts alone. Looking to the future, we have a great partner in the Chamber of Commerce to hand our project over to. Based on our hard work, they have all the tools necessary to keep the Savor Kosciusko event running for many years to come.





## APPENDIX:

### BREAKDOWN OF EXPENSES

We requested a grant for funds that were used as follows:

- Purchase and maintenance fees of the domain name <http://www.savorkosciusko.com>
- Website design – 1Eighty Digital
- Printing costs associated with: Specialty menus and QR codes for each participating restaurant
- Printing costs associated with Marketing in local newspaper and various fliers

The cost breakdown was as follows:

- \$300 Web/Digital/Marketing
- \$200 Printing Costs



## **FAQS RELATED TO SAVOR KOSCIUSKO**

### ***What is Savor Kosciusko?***

Savor Kosciusko is a county-wide dining experience that allows people to take advantage of specially priced, featured menus at local participating restaurants.

### ***When will Savor Kosciusko take place?***

The Inaugural Savor Kosciusko Event will take place over a 9 day period at the end of March. The dates of the event in 2023 will be March 24 - April 1.

### ***How do I participate in the event?***

To participate in Savor Kosciusko, simply review the participating restaurants on our website and review the corresponding Savor Menu. No coupon or pass is required. Simply show up to the restaurant of your choice and inform the staff that you will be ordering from the Savor Menu.

### ***Should I make a reservation?***

Depending on the restaurant, a reservation is highly recommended. A lot of these restaurants will be expecting more customers due to the event. But a reservation is not required to participate in Savor Kosciusko.

### ***How can my restaurant participate in future Savor Kosciusko events?***

You can reach the Savor Kosciusko Team by filling out the contact form on the website or by emailing the Chamber of Commerce.

### ***How can my company become a sponsor for this or future Savor Kosciusko events?***

Please reach out to the Chamber of Commerce or fill out the contact form on the Savor Kosciusko.



## LETTER TO RESTAURANT OWNERS AND MANAGERS:

Dear Owner,

We are a group of professionals currently involved with Kosciusko Leadership Academy (KLA). As part of the program we are tasked with creating a White Paper Project that is focused on bettering the community. For our project we have decided to start a new annual program titled "Savor Kosciusko." The goal of this program is to celebrate the vibrant restaurant industry in our county and highlight all the locally owned and operated restaurants to get people out and about in the community during the slower winter months. The program will be modeled after the very successful annual event "Devour Indy."

Savor Kosciusko will be a 9 day county-wide dining event where diners are able to take advantage of specially priced, featured menus from any and all participating restaurants. Diners will not need a coupon or special pass to participate. All they will need to do is tell their server they will be ordering off the "Savor Kosciusko" menu during the week of the event.

We believe this event could be a major annual success to not only help you out by boosting the number of customers coming to your restaurant, but also boost the morale of the community during the tough winter/spring in our area. We know you have a lot on your plates as owners/operators of a very successful restaurant and we want to make the process of joining our project as seamless as possible.

We ask that you consider joining the Savor Kosciusko event. We have the tentative dates of March 24-April 1 as the timeframe the event will take place. Below are the action steps we ask of you if you are interested in signing up to participate:

- Decide to participate in Savor Kosciusko
- Create a 2-3 course Menu to be available during the event (examples are attached as PDFs from Devour Indy's event)
  - 2-3 Course Menus should be priced per person in the \$15-45 range.
  - They should be a "Choose one of the following" Format
  - It can be a combined Appetizer and Entree or Appetizer, Entree and Dessert...The choice is up to you
  - The menu can be an assortment of current menu items or new/weekly specials that you only offer or want to try out during the event!
- Email us your logo and a PDF version of the menu for us to post on our website

We will be doing all the marketing for the event and will give no bias towards any restaurant. If you have any questions, concerns, or simply want to know more about the event and how it works, please feel free to email any one of us individually and we are happy to meet with you in person or on the phone to discuss any question or concerns.

Thanks,

Savor Kosciusko Team