



Trustee Expansion

Restaurant Initiative

The following concepts are intended as a Trustee expansion for a 1-year restaurant growth initiative. This is a preliminary framework for a city-supported restaurant initiative designed to increase visibility, customer engagement, and economic activity for participating restaurants.

1. Restaurant Spotlight Promo Reels

Create a professionally produced short-form social media video reel for each participating restaurant. These videos would highlight the restaurant's atmosphere, menu items, staff, and overall dining experience while creating reusable marketing content that businesses can continue using beyond the campaign itself.

2. "Lunch Mob" Community Dining Events

Host recurring Lunch Mob events at participating restaurants up to twice per month to encourage residents, professionals, and community leaders to intentionally support local dining establishments. Each event would also generate additional social media coverage, photos, video content, and community engagement around the featured restaurant. We will also create opportunities for participating restaurants to partner with nonprofit Chamber members through give-back initiatives, allowing businesses to support local causes while increasing community engagement and visibility.

3. On-Site Restaurant Marketing Training

Provide participating restaurants with an on-site training session led by a social media marketing professional focused on practical strategies for showcasing their business online. Topics may include content creation, photography tips, customer engagement, platform best practices, and ways to increase online visibility.

4. Online Food Marketing Education Series

Develop a virtual training series specifically tailored to restaurant operators and food-based businesses. Proposed sessions may include branding and positioning, Google reviews and reputation management, social media marketing, and customer

engagement strategies, with flexibility to add additional topics based on participant interest and needs.

5. Summer Dine-Out Rewards Campaign

Launch a summer restaurant visitation campaign encouraging residents to dine at participating locations and submit proof of purchase to earn entries into prize drawings or rewards. The initiative would be designed to increase restaurant traffic during slower summer months while encouraging residents to explore new dining destinations.

6. Restaurant Discount & Perks Card

Create a promotional dining card that provides holders with special offers at participating restaurants, such as a percentage discount or complimentary item with purchase. The card would encourage repeat visits, increase customer loyalty, and provide an added incentive for residents to support local dining establishments.

8. Media & Press Outreach Initiative

Coordinate a comprehensive public relations effort to promote the campaign and restaurants through press releases, media outreach, local news opportunities, community publications, and other earned media channels. The goal would be to increase visibility for both the restaurants and the City's support of local businesses.

9. Hotel Dining Guide Partnership Program

Create a curated dining guide featuring participating restaurants for placement in local hotel lobbies and visitor-facing accommodations. This initiative would help direct tourists, business travelers, and overnight guests toward locally owned dining options within Pembroke Pines.

10. Chamber Website Dining Portal

Enhance the Chamber website with a dedicated "Dining Out" section linking directly to the restaurant category within the Chamber's business directory. This would create an easily accessible online hub for residents and visitors searching for local dining options.

11. Holiday Catering Promotion Campaign

Develop seasonal promotional campaigns encouraging residents, businesses, and organizations to utilize participating restaurants for holiday catering, office parties, and special events. Campaign messaging would focus on supporting local restaurants during key seasonal spending periods.

Our goal is that with the initiatives above we strengthen and support the 25 existing restaurant members currently engaged within the Chamber, while strategically growing the industry segment by adding 10 new restaurant members at a time.

To help accomplish this, we are requesting the City's partnership through a \$150 membership incentive toward Chamber membership for (10) qualifying restaurants. We believe this model creates a meaningful investment from both the city and the business owner, encouraging businesses to become actively engaged while gaining access to networking, education, marketing opportunities, advocacy, and business resources designed to help them succeed.

Restaurants are a vital part of our local economy and community identity. By investing in a partnership model that encourages engagement and connectivity, we can help strengthen existing businesses, increase collaboration, and create a stronger, more sustainable restaurant industry within our city.

This initiative is not simply about increasing membership numbers, it is about creating a stronger restaurant community that is connected to resources, leadership, partnerships, and opportunities that ultimately contribute to the economic vitality of our city.

Proposed investment \$15,000

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City of Pembroke Pines

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Date

Date