



Lake Union Pub Crawls Detail Sheet

To strengthen the mission of connecting residents and businesses in the Lake Union area, Stomping Ground Productions (SGP) produces four annual pub crawls around the Lake Union area. These pub crawls are a way for people to have fun and meet not only other residents in the area, but also to get a chance to interact with the restaurant management / staff that are our hosts. From running crawls since 2005, we have noticed that at every restaurant, there are a good number of people that have never been to that restaurant before. The exposure of the restaurant to the residents is a mutual benefit, and ultimately increases local patronage and brand awareness.

SGP has devised a trade compensation package that is a winning formula for all involved. It is based on giving a free map listing on the Lake Union Business Map (\$150 value) in exchange for the restaurants only charging SGP \$1 per drink ticket turned in for a crawl drink. The idea is that the restaurants will break even on the crawl drinks, gain some extra business from the crawl participants (i.e. food and more drinks at regular price), gain exposure and get a listing on a community map that will be listing all participating restaurants in one listing category. This year's Map distribution is increasing to 10,000, four times the amount of previous years (2500). Proceeds go towards running LUFEST.

To make the pub crawls more fun for the restaurants, we have created a friendly drink competition for the best drink for each crawl. A black on brass plated plaque is awarded to the bar that gets the most votes from the crawl participants (see picture on next page).

The following is how the pub crawls work:

- 1 – Each bar creates a signature drink for the crawl. The drink must be original ... it can not be a standard drink that is ordered at other bars. We advise that the participating bars prepare this signature drink in larger containers to more easily pour multiple drinks quicker, as the crawl is a quick rush of drink orders.
- 2 – Each crawl participant is given one drink ticket for each bar participating on the crawl. These drink tickets will have the logo of the bar on them to help identify exactly which ticket is for which bar. Crawl participants **ONLY** get one ticket per bar, and each bar shall **ONLY** accept tickets that have their bar logo on them. The tickets for each bar will be on different color paper stock to further help identify the correct ticket.
- 3 – Each drink ticket is good for **EITHER** the signature drink, **OR** a beer of the crawl participant's choice. Your servers do not have to take custom drink orders.
- 4 – The crawl participant turns in a drink ticket for their drink. No cash is exchanged for the drink. This makes life easier on your servers, and of course, we encourage the participants to tip your servers. Please do **NOT** accept tickets for any other location; you will only get re-imbursed for **YOUR** tickets.
- 5 – All tickets must be collected together. We will come back around to collect the tickets later in the week, take a final count, and then checks will be issued to re-imburse the bars \$1 per ticket.
- 6 – We ask that you have one food item special (like a happy hour special) for the crawl. We are **NOT** asking for any free food, and prefer that you would not offer any free food. You will get less business that way.

You can see the list of bars that have participated in the past on the next page.

If you have any further questions about the pub crawls that SGP produces around the Lake Union area, feel free to contact us at: 206-324-4022

Lake Union Pub Crawls 2009 Restaurant Map Listings

The following restaurants are listed in order of crawl participation (all bars will be listed on the 2009 Lake Union map):

February 2, 2008 - Mardi Gras Crawl:

Stix
Toi
Hurricane
Venik
Hooters
BluWater Bistro
13 Coins

June 7, 2008 - Westlake Crawl:

Jillian's
Outback
LaMontagne's
McCormick & Schmick's
Pasta Freska
Dexter & Hayes
Rocksalt

July 26, 2008 - Eastlake Crawl:

Eastlake Bar & Grill
Romio's
Pazzo's
The Zoo Tavern
(Mystery Location)
Thai Siam
Serafina

November 22, 2008 - Turkey Crawl (SLU):

Paddy Coyne's
Feierabend
Victory Lounge
Southlake Grill
Laadla
Tutta Bella

