



Lake Union Restaurant Map Listings

Restaurants in the Lake Union area have the most to gain from being listed on the Lake Union Business Map. People in the area want to know where the restaurants are. They want to find all the new places to go, where to bring a date, where to have some drinks with friends, and, frankly, where just to eat. While the map does have other amenities that make it useful to the general public, the number one intended use for this map is as a comprehensive restaurant / bar map of the area. Not a "happy hour guide" or an incomplete on-line site that you have to already know the restaurant name to be able to look it up, or see a small snippet of a map to help you get there; a map that shows every restaurant in the area all at once, in a very easy to read format. Even if people don't know they want the map, the truth is, they DO want the map.

There are many improvements to the upcoming map, most of which have been documented through files that can now be downloaded on line at www.lufest.com (see the purpose and features document links at the business map page). We encourage you to look through those documents to understand our plans better. However, below are the top reasons we think every restaurant should be listed on the next map:

1 – Restaurant Listings Growth:

The first map only showed about 12 restaurant listings. The second map grew to 22. We are now counting close to 35, and working our way towards a very comprehensive 40+ restaurant listings. All restaurants with bars are identified by a special icon of a martini glass to make it easier for people to find them on the map.

2 – High "Market Share":

This map will have the highest "Market Share" of the Lake Union area than any other collateral piece. Since our restaurant list is already very comprehensive, people will naturally assume that every restaurant in the area is already listed. Of all business types, a restaurant not being listed on the map risks being overlooked.

3 – Overall Listings Growth:

The first map only showed about 62 total listings. The second map grew to 82. We have decided that the next map will have fewer logos to make room for 300 listings, and we won't stop until we get all 300.*

4 – Listing Categories:

Business will be listed together based on categories. This is particularly useful to restaurants, as people looking for a new place to eat will consistently refer back to the map again and again for that purpose.

5 – Distribution Growth:

The first two printings we did a total of 2500. The new map will print 10,000, and will be aggressively distributed to 1500 businesses in the area as our first priority, and then to the residents / community.

6 – Exposure / Longevity:

Because this map is in the format of a poster, that means it will be posted. Each posted map will be exposed to multiple people, especially in retail businesses, increasing the value of each map. They are also usually posted until the next map is printed, making the exposure all year round.

7 – Demand:

The map is not just useful ... it's also a keepsake. People have asked for the map for reasons of having a useful tool in their office and/or home, or even as a tourist wanting a souvenir.

8 – Cost:

A map listing is only \$150. For such a small amount, it will be the best money you've spent all year.

For more information, contact: Jayne Peralta 425-582-7379 jperalta@sgpros.com

*Due to the changed format of fewer logos and more listings, we are not selling logo positions until all listing positions have been sold and we have a better idea of the space we have available for logos.



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The following restaurants are already slated to be listed on the next map:

13 Coins
14 Carrot
BluWater Bistro
Dexter & Hayes
Eastlake Bar & Grill
Feierabend
Hiroshi's
Hooters
Hurricane
Jillian's
Laadla
LaMontagne's
Marazul
McCormick & Schmick's
Outback
Paddy Coyne's
Pasta Freska
Pazzo's
Pomodoro
Rocksalt
Romio's
Serafina
Southlake Grill
Starbucks
Stix
Subway
Thai Siam
Toi
Tutta Bella
Venik Lounge
Victory Lounge
Zoo Tavern