**ICEA Marketing Campaign**

**Terre Haute Chamber of Commerce**

**Taste Terre Haute**

Launched in the summer of 2016 by a small group of local restaurant owners and the Terre Haute Chamber of Commerce, Taste Terre Haute has become a tradition for locals in West Central Indiana. What started as a simple idea to attract diners to restaurants during a typically slow time of year (the last two weeks of July), Taste Terre Haute has morphed into a two week period of restaurant appreciation, celebration and experimentation.

Taste Terre Haute offers diners the chance to be a “tourist in your own town”. We encourage people to visit a restaurant they haven’t or maybe go back to an old favorite. Restaurants often offer a special menu, special food offering or a mix of many different promotions. In the past we have had restaurants bring back local favorites that aren’t on the menu full-time, some owners offer a “2 Eat For $XX” which gives diners the chance to pick and choose from a menu offering an appetizer, two entrees and dessert for a specific price. We also encourage restaurants to offer special desserts and signature cocktails. Many people compare the event to Devour Downtown in Indianapolis, but with our more “small town” feel and accessibility.

Since beginning Taste Terre Haute, the Chamber has had great support from the local media. Promotions and marketing for Taste Terre Haute begins with social media, the Chamber’s website (which lists participating restaurants and offering) and guest spots on local TV. We work with restaurant owners to appear on those programs, which continues promotions of their business. In the last two years we have also partnered with local bloggers; one foodie blog and one family-based blog. Both were creative in the ways they promote the two-week event, continuing our momentum throughout the 14 days.

While Taste Terre Haute is not a destination event, we rely heavily on social media posting, not only from the Chamber and our associated social media accounts, but encouraging posting by each restaurant as well. We send out sample posts, verbiage and information to make things easier for busy restaurant owners and managers.

[Taste Terre Haute Website](https://www.terrehautechamber.com/community/taste-terre-haute/)

**Taste Terre Haute Blog Partners**

[Example 1](https://attscenicroute.com/category/taste-terre-haute/)

[Example 2](https://attscenicroute.com/taste-terre-haute-gingersnaps/)

See additional samples via digital submission

**Taste Terre Haute Local Media Coverage**

[WTHI-TV](https://www.wthitv.com/content/news/Restaurants-offer-up-specials-for-Taste-Terre-Haute-512657201.html)

[WTWO-TV](https://www.mywabashvalley.com/live-at-five/live-at-five-guest-taste-terre-haute-2/)

**Taste Terre Haute Logo**



**\*Please see additional materials submitted**