

# DTK PATIO CRAWL

## THURSDAY JUNE 20, 2019

Rain Date June 27, 2019

With two super successful Patio Crawls under our belt we are excited to announce the DTK Patio Crawl is back for another killer year! Our goal remains the same, Keep Downtown employees Downtown after hours!

### HOW TO GET INVOLVED:

1. Email Lori Muller [lmuller@kitchenerdowntown.com](mailto:lmuller@kitchenerdowntown.com) and tell her your in! (or call her 519-744-4921 x 401)
2. Plan events and activities – Lori and Breanna will program live entertainment on or as close as possible to most of the patios BUT start thinking about calling in some favours to your suppliers. Maybe a brewery comes and gives away some swag?!
3. Schedule accordingly – as most of you know this is an extremely busy night, don't be that patio that everyone complains about.
4. Have fun – patios that have seen the most success have engaged staff and have created a feel-good vibe.
5. Use social media to promote – engage with your existing customers and invite them to explore downtown on a night to remember.

### FEEDBACK FROM LAST YEAR

Our number one complaint last year was that the bars and restaurants closed too early. You have an engaged crowd that wants to spend money and explore. Please explore the option of staying open late we don't think you will be disappointed, and neither will your customers.

### MORE INFORMATION TO COME

Once we have confirmation of participation, we will get back to you with event details .

All the best,

Lori Muller | [lmuller@kitchenerdowntown.com](mailto:lmuller@kitchenerdowntown.com) | 519-744-4921 x 401

Breanna Crossman | [bcrossman@kitchenerdowntown.com](mailto:bcrossman@kitchenerdowntown.com) | 519-744-4921 x 406