

EXPLORE ROCKVILLE



GLOBAL BITES *Fest*

JUNE 22 - JULY 6, 2024



Embark on a Flavorful Journey at Explore Rockville's Global Bites Fest

Explore a world of flavor during Explore Rockville's Global Bites Fest! From June 22 to July 6, immerse yourself in a celebration of global flavors throughout Rockville, Maryland.

Indulge your senses on Saturday, June 22, from 11 am to 3 pm in Rockville Town Square as local restaurants and vendors tantalize your taste buds with mouthwatering dishes. Experience live performances showcasing the diverse talents of our community while enjoying demonstrations, dances, cultural exhibits, and interactive activities for all ages.

The celebration doesn't end there! During Global Bites Dining Days, embark on a flavorful exploration of cuisine without borders, discover hidden culinary gems, and savor authentic dishes throughout the city. Purchase the Rockville Rewards Digital Card—your passport to the world—to access exclusive restaurant deals and discounts from June 22 to July 6.

Participating restaurants will curate exclusive “Foodie Function” events during specific days throughout the Global Bites Fest. These bespoke, ticketed experiences will feature various activities, including live cooking demonstrations, themed dinners, exclusive tastings, expertly curated beverage pairings, and captivating guest speaker sessions.

Three Experiences. One Epic Foodie Celebration.

Global Bites Festival

ROCKVILLE TOWN SQUARE

Saturday, June 22

11am - 3pm

Dining Days

CITYWIDE

June 22 - July 6

Foodie Functions

CITYWIDE

June 24 - June 26

June 30 - July 2

Mission

Directly aligned with our mission to identify and develop economic opportunities to help Rockville prosper and to foster quality of place, Rockville Economic Development, Inc. (REDI) has developed Explore Rockville's Global Bites Fest as a unique way to promote the city's diverse mix of restaurants and their cultural significance to the community while driving economic impact to our local economy.

Objectives

Hosting Global Bites Fest serves several objectives, both for the local community and the broader region:

- Cultural Exposure and Diversity Appreciation
- Community Engagement and Unity
- Foster an Inclusive and Welcoming Atmosphere
- Economic Boost for Local Businesses
- Tourism Attraction
- Promotion of Culinary Innovation
- Educational Opportunities
- Enhanced Social Media Visibility
- Reinvigorate Rockville Rewards

Goals

- Drive measurable traffic to restaurants located within the City of Rockville.
- Bring an accelerated level of brand awareness for each participating restaurant.
- Encourage residents and visitors to discover Rockville's diverse culinary gems.
- Boost visitation to Rockville Town Square with a unique, innovative one-day event.
- Leverage the Rockville Rewards technology to foster community engagement by gamifying the experience.



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RESTAURANT PARTICIPATION
OPPORTUNITIES



Global Bites Festival: Saturday, June 22

Serving as the official launch of Explore Rockville’s Global Bites Fest, the Festival Event will be on Saturday, June 22, from 11 a.m. to 3 p.m. in Rockville Town Square. This in-person event will activate The Square with entertainment, pop-up food vendors, resident restaurant tastings, a cultural fair, and a Shop Local Sidewalk Market. The model for this event is inspired by a “Taste of” festival with a mix of remote food vendors positioned around The Square and resident restaurants with physical locations in Rockville Town Square.

Resident Restaurants: Restaurants within the Rockville Town Square footprint are invited to establish a street food-style kiosk directly in front of their storefront, offering a curated selection of their signature dishes. These offerings should be conveniently portable, enabling customers to indulge while they wander around The Square.

Pop-Up Food Vendors: Ten designated locations around The Square will be allocated for restaurants and local packaged product producers to establish temporary pop-up kiosks.

Beverage District: Participating restaurants can sell to-go beverages for people to consume within the designated beverage consumption area. You will receive a roll of branded stickers to indicate the beverage was purchased at a participating restaurant. Beverages must be served in closed, non-breakable containers. A one-day festival license will need to be purchased through Alcohol Beverage Services (ABS) to participate.



Dining Days: June 22 - July 6

Global Bites Dining Days is an innovative restaurant week-style promotional campaign designed to celebrate and showcase Rockville's diverse culinary landscape. Scheduled to run from June 22 to July 6, this unique experience invites food enthusiasts and casual diners alike to embark on a flavorful journey through the varied cuisines offered by Rockville's dining establishments throughout the city. Participating restaurants will feature exclusive deals and signature dishes that are available only to Rockville Rewards Digital Dining Passport holders.

Rockville Rewards Digital Dining Passport

- Customers will be encouraged to purchase a digital Rockville Rewards card to unlock exclusive deals and offers meticulously curated to enhance the dining experience.
- For the convenience of our customers, participating restaurants will display signage featuring a QR code. Scanning this code will instantly take them to a dedicated landing page on Explore Rockville, where they can learn more about the program and easily purchase the Rockville Rewards Digital Dining Passport.
- Additionally, the signage will include instructions for people the passport on how to "unlock" the exclusive deal at the restaurant.
- To track the campaign's effectiveness, deals will be loaded to Rockville Rewards as a product measured on the backend. Each deal must be assigned a dollar value calculated at the program's conclusion.

Exclusive Deals: Special offers range from discounted prices to unique menu items, available only during the Global Bites Dining Days. These deals encourage diners to explore a variety of culinary offerings, making premium dishes more accessible.



Foodie Functions: June 24 - June 26 & June 30 - July 2

Foodie Functions is an opportunity to celebrate Rockville's diverse culinary and cultural traditions. It will bring together area restaurants and local businesses for a series of exclusive, curated pop-up events.

Event Types: These special gatherings are designed to immerse attendees through cooking demonstrations, bespoke menus, appearances by special guests, and engaging discussions. Each event is meticulously crafted to provide a unique and intimate experience showcasing participating restaurants and chefs' creativity, culture, and culinary expertise.

Ticketing: As ticketed events, they offer an unparalleled opportunity for food enthusiasts to explore diverse flavors, techniques, and culinary perspectives in an intimate setting. The participating establishment will determine ticket pricing and payment collection. Explore Rockville's events calendar will promote the events, which will also be cross-promoted on Visit Montgomery's event calendars.

Exclusive Deals: Special offers range from discounted prices to unique menu items, available only during the Global Bites Dining Days. These deals encourage diners to explore a variety of culinary offerings, making premium dishes more accessible.



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