

How your restaurant  
can succeed  
in a tough market.

**JOIN THE CLUB**





[www.tcoriginals.com](http://www.tcoriginals.com)

## For independents, there is strength in numbers.

*The Twin Cities Originals is a group of independently owned restaurants dedicated to promoting and preserving unique dining experiences.*

The restaurant business is Twin Cities Originals' passion. We live our business, breathe it, work in it and play in it. Local, independently operated restaurants provide the soul and distinctive flavor of food that helps define a sense of place in Minneapolis/St. Paul. The Twin Cities Originals exists to promote dining in local independent area restaurants, to provide diners with a unique, local flavor and to raise awareness of independent restaurants both locally and nationally.

Local restaurants like local bookstores, hardware stores and coffee shops support their communities. The dollars spent in local restaurants stay in the Twin Cities and local restaurants support vital local charities. Passionate individuals develop local restaurants. These individuals are driven by a desire to offer something unique and exciting both to our local patrons and to the guests who visit Minneapolis/St. Paul.

The Twin Cities Originals believe that a vibrant, independent restaurant community makes Minneapolis/St. Paul a better place to live. A vibrant local restaurant community increases a city's culinary and cultural strength. Minneapolis/St. Paul is an area with a unique flavor, one that we can all be proud of. Local restaurants ensure that this local flavor and feel continue to be delivered. It is our hope that you take a moment to think about this important issue and support all those things that make the Twin Cities unique, a source of pride and, above all, a great place to live.

# The advantages of TCO membership.

To get new customers – and more business – you have to reach large audiences. Which, with your limited advertising budget, is nearly impossible. With TCO, your modest, one-time membership fee of \$500 – about the same cost as a one-time 1/16th page black-and-white ad in City Pages – plus active participation in a few mutually beneficial fund-raising programs gets you all this:

- The benefit of cooperative advertising that promotes TCO restaurants and the independent dining experience.
- A chance to reach almost 20,000 people through TCO email blasts and announcements.
- Your name exposed to thousands of potential customers online via the TCO website.
- A web page dedicated specifically to your restaurant.
- Increased exposure to potential new customers through events and activities such as the Taste of the Twin Cities Originals that offer local diners the opportunity to see (and taste) for themselves the exceptional quality and variety of cuisine that can be found at independent restaurants in the metro area.
- Camaraderie and networking opportunities where you can share ideas and find ways to solve common problems that all independent restaurants face.

Taking all this into account, dollar for dollar, your membership in Twin Cities Originals may well be the best investment you ever make for the benefit of your restaurant.



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# Ongoing programs and promotions.

## DISCOUNT WEB CERTIFICATE PROGRAM

To encourage patronage, the Discount Web Certificate program enables people to visit your restaurant at prices that make it easy to try something new. The program also enables Twin Cities Originals to raise money without requiring individual restaurateurs to pay cash dues. Under the program, discounted web certificates are conveniently available to the public through the TCO website. The money raised is used to help fund TCO activities and pay for the Rewards Card program.

## TCO REWARDS CARD

TCO believes loyalty deserves recognition and reward. To thank the patrons of our restaurants for their continued support, the TCO Rewards program awards one point for every dollar spent at any TCO restaurant. The customer simply presents their TCO Reward Card at every meal. Not only will the Rewards Program keep customers visiting your restaurant, it will encourage them to visit other TCO restaurants where they can also accumulate reward points.

## TCO TRADE AGREEMENT

To cover promotion and administrative costs, TCO member restaurants are required to provide one (1) \$50 gift certificate per month to Risdall Marketing Group.



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# A Tradition of Festivity and Fine Dining.

In the summer of 2006, the first Taste of Twin Cities Originals was held at the Nicollet Island Pavilion in conjunction with the Minneapolis Aquatennial celebration. The strolling event showcased cuisine from the TCO restaurants, accompanied by fine wine and music.

To say the least, it was a rousing success and an instant classic, garnering both attendance far past expectations and accolades from both the attendees and the critics alike. In the following year, the success of the second Summer Taste event laid the path for the first Winter Taste event, held at the Landmark Center in St. Paul. In 2008 a third Summer Taste was held, followed by the second Winter Taste. Attendance figures for the Taste of the Twin Cities Originals were:

- Summer 2006: 800 / 2007: 1,032 / 2008: 1,105
- Total money raised at 2008 Taste events: \$30,729
- Summer 2009: 609 / \$18,215
- Summer 2010: 2,087 / \$32,870
- Summer 2011: 800 / \$31,000

THE TWIN CITIES ORIGINALS WILL HELP DRIVE CUSTOMERS TO YOUR DOOR!



Our chefs make the difference, daily.



TWIN CITIES  
*Originals*

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For more information about how to increase business and boost your bottom line with TCO, contact Blake Bensman at 651.286.6748 (email: [blake@risdall.com](mailto:blake@risdall.com)) or Dave Jarvis at 651.436.8883 (email: [djarvis@aftonhouseinn.com](mailto:djarvis@aftonhouseinn.com)). And be sure to visit our website at [www.tcoriginals.com](http://www.tcoriginals.com)

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