



From May through October 2018, the City of Toronto's Cultural Hotspot initiative shines a spotlight on arts, culture and community in the centre/north Scarborough area; inspiring new ideas about where culture thrives in Toronto. A big part of celebrating creativity, community and culture in this area is highlighting delicious and diverse food and that's what **HOT Eats** is all about.

## **HOT Eats:**

- Promotes the great diverse restaurants of centre/north Scarborough
- Encourages people to experience local arts, culture AND food
- Celebrates vibrant neighbourhoods

**HOT Eats** is designed to let people know about your centre/north Scarborough eatery. Here's how we will spread the word to benefit your business:

*Online:* Your restaurant will be included in the **HOT Eats** online directory with an interactive map, this includes a link to your site on the Cultural Hotspot website, [toronto.ca/culturalhotspot](http://toronto.ca/culturalhotspot), **viewed by over 20,000 people**

*Social Media:* When your gift certificate is awarded, your business will be featured on both the Cultural Hotspot and Metroland Media social media feeds, including the Scarborough Mirror

*Print Promotion:* Your business will be included in the Cultural Loops Guide, published in the fall of 2018, which will feature self-guided tours of Cultural Hotspot neighbourhoods – **10,000 copies will be distributed across Toronto**. You will also see your eatery's name in print ads published in the Scarborough Mirror listing all of the HOT Eats participants.

## **Eligibility Criteria**

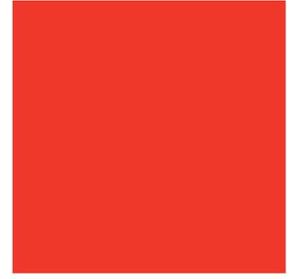
- Located in the 2018 Cultural Hotspot area (from Lawrence Avenue north up to Steeles Avenue and from Victoria Park all the way east to the Toronto border)
- Possess a current Dine Safe Green Pass issued by Toronto Public Health

## **Sign up details:**

**A.** Complete the application form and send it to us in **one** of three ways:

1. Fill in the online form
2. Download the PDF form, print it, fill it in, scan and email to [culturalhotspot@toronto.ca](mailto:culturalhotspot@toronto.ca)
3. Download the PDF form, print it, fill it in and mail to Emma Ward, Support Assistant, Metro Hall, 55 John Street, 8<sup>th</sup> floor, Toronto, ON M5V 3C6

Online and PDF forms at [toronto.ca/culturalhotspot/eats](http://toronto.ca/culturalhotspot/eats)



**B. Donate a \$25 or \$50 gift certificate:**

1. Provide us with a \$25 or \$50 gift certificate\* for your business by June 10, 2018 to be awarded as a **HOT Eats** prize.
2. Fill out our gift certificate template if you are unable to provide your own

The gift certificate must not require the bearer to make additional purchases. The gift certificate must be valid until December 31, 2018. Selected restaurants will be contacted by June 10, 2018 to arrange gift certificate pick-up. Email us at [culturalhotspot@toronto.ca](mailto:culturalhotspot@toronto.ca) or contact Emma Ward at 416-392-1214 to organize a certificate pick up or receive a template.

\* If the average price of a meal, including a non-alcoholic drink, at your restaurant is more than \$25, please provide a \$50 gift certificate.

**Sign up now!**

**HOT Eats** will launch in July and run through to the end of September. Ensure that your restaurant is included in all aspects of this great promotional opportunity by getting your application submitted soon – application deadline is June 17, 2018.

**Where can I find more information on HOT Eats?**

- Learn more at [toronto.ca/culturalhotspot/eats](http://toronto.ca/culturalhotspot/eats)
- Email us at [culturalhotspot@toronto.ca](mailto:culturalhotspot@toronto.ca)
- Call 416-392-1214