

LIONFISH

DELRAY BEACH

MODERN COASTAL CUISINE

Event: Earth Day

Date: April 22nd

Time: 9 AM – 2 PM

Partners: Clique Hospitality, Lionfish, Surfrider, Nomad Surf Shop, Bikini Beach Cleanup, Menin Development, Delray Surf Club, Community Greening.

- **Surfrider Foundation Menu at Lionfish Delray (Prix Fixe Menu)** — The special menu would run the month of April, spotlighting sustainable catch OR possibly even “trash fish” (spotlighting lesser used species / cuts). The menu ideation would obviously be driven by JoJo and ‘okayed’ by Surfrider. A portion of the menu sales would be donated to Surfrider and in exchange we’d ask for their support in promoting the menu on their social channels, email and website.
- **Beach Cleanup & “After Party” with Surfrider, Nomad Surf Shop, Bikini Beach Clean Up, Delray Surf Club, & the Surfing Florida Museum** — Beach cleanup with all noted parties (that all involved will “host”, including generating sign-ups on their website / socials), immediately followed by socially distanced “happy hour-style” after party at Lionfish. To keep things socially distanced, we will provide happy-hour-style specials and a small comp to start (Welcome Cocktail for all who attended the beach clean-up) for all those who participated in the Surfrider beach cleanup. *Surfrider Celebrity* TBD would be requested to attend the Afterparty. All proceeds from the after party will be donated to Surfrider PBC. Community Greening will be providing small trees for all the guests to take home and plant as an Earth Day ritual.

TIMELINE

- Beach Clean Up
 - 8:30 AM Set up
 - 9 AM Clean Up
 - 11 AM Wrap Up and Direct all to Lionfish for Happy Hour
- After Party
 - 11 AM Doors Open
 - 1 PM Raffle Drawing Begins
- **Raffle at After Party** — Surfing Florida Museum, Clique Hospitality, Nomad and other partners will all provide a few great raffle items. Raffle will take place at 1 PM at Lionfish proceeds will go to Surfrider Foundation and Surfing Florida Museum.
- **Revenue Idea:** Create for sale a special Earth Day Towel or Gator Buff from Nomad Surf Shop. A portion of proceeds from each item sold will be donated to Surfrider PBC chapter. Items to be sold at Nomad and anywhere else we can get placement all of April and at Lionfish on Earth Day.

March 22 Marketing Begins on social, website, and email

April 1 Pre Fixe Menu on Sale at Lionfish

April 1 Earth Day Gator or Towel on Sale Everywhere