Legislation Text

File #: 180611, **Version:** 0

Recognizing June 10 through June 17, 2018 as Philadelphia Black Restaurant Week.

WHEREAS, The first annual Philadelphia Black Restaurant Week ("PBRW") will launch on June 10, 2018 in the City of Philadelphia. PBRW is intended to educate citizens on and raise awareness of the Black culinary industry in the Philadelphia Area. A series of events will introduce restaurant businesses and professionals to the greater community, thereby stimulating the local economy and expanding access to African-American cuisine, an important component of historical and contemporary American culture; and

WHEREAS, The National Restaurant Association reports that African-Americans make up 13 percent of the population, but only 8 percent of restaurant owners nationwide. PBRW will emphasize the need to address this disparity while also celebrating the contributions of this vital sector of the American restaurant industry; and

WHEREAS, Houston Black Restaurant Week was founded in the spring of 2016 and has proven wildly successful. Over $100,000 in revenue has been generated in the Houston economy via Black-owned restaurants, caterers, and food trucks over the duration of the event. This success has led to subsequent expansion into other cities, including, in 2018, Philadelphia; and

WHEREAS, PBRW will feature a Restaurant Week Showcase from June 10 to June 17 featuring a diverse selection of participating restaurants, including African, Barbecue, Cajun, Caribbean, Creole, Seafood, Southern, and Vegetarian cuisines; and

WHEREAS, PBRW will host Aroma, a culinary panel discussion on June 11. The moderated panel of restaurant industry leaders will share their knowledge about the culinary business on such topics as operations, marketing, and raising capital. PBRW will also stage Art of Flavor, an exclusive pop-up dinner on June 12. Guests at the dinner will enjoy a special food presentation by a notable chef. The event will also feature a cocktail hour, wine pairings, and entertainment. Finally, PBRW will put on Power of the Palate, a bartender competition presenting Philadelphia's top Black bartenders, on June 14; and

WHEREAS, Black Restaurant Week, LLC is owned and operated by the partnership of Warren Luckett, Falayn Ferrell, and Derek Robinson; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby recognize June 10 through June 17, 2018 as Philadelphia Black Restaurant Week.