

EATS Graduate Benefits

Benefit #	Benefit Name	Brick & Mortar	Home-Based	Pop-Up / Mobile	Other
1	Priority interdepartmental coordination	✓			
2	Next Steps meeting w/ ED Admin	✓	✓	✓	
3	Quarterly check-ins (Year 1)	✓	✓	✓	
4	Curated important contact list	✓	✓	✓	
5	SizeUp competitor map	✓	✓	✓	
6	Individualized SizeUp training	✓	✓	✓	
7	Foot traffic / consumer snapshot	✓			
8	Retail leakage analysis	✓			
9	ED one-on-one coaching	✓	✓	✓	
10	BizBoost feature article (graduate groups)	✓	✓	✓	✓
11	Citywide social media feature (graduate groups)	✓	✓	✓	✓
12	Listing on EATS webpage	✓	✓	✓	
13	30-day content plan template	✓	✓	✓	

14	Chamber discounted membership	✓	✓	✓	
15	Chamber mixers/events	✓	✓	✓	
16	Ribbon cutting + photography	✓			
17	Restaurateur Mentor Match	✓	✓	✓	
18	TCM newsletter feature	✓	✓	✓	
19	Where to Eat placement	✓			
20	TCM photography mini-shoot	✓			
21	TCM social feature + reel	✓	✓	✓	
22	Hotel concierge referral cards	✓			
23	Hotel pop-up partnerships			✓	
24	Office tower tastings (SCMA)			✓	
25	Corporate catering promotion			✓	
26	OC Fair culinary demo slots			✓	
27	Fast-track vendor application			✓	
28	Vendor fee discounts			✓	
29	Taste of OC Fair pop-ups			✓	
30	Access to vendor coordinator			✓	

31	Dedicated EATS graduate post	✓	✓	✓	✓
32	Behind-the-scenes reel	✓	✓	✓	
33	BizBoost cross-post	✓	✓	✓	
34	City Manager newsletter feature	✓	✓	✓	✓
35	EATS Directory listing	✓	✓	✓	
36	Combined digital culinary map	✓	✓	✓	
37	Catered events pipeline			✓	