



## DOWNTOWN BOSTON BID LAUNCHES NEIGHBORHOOD DINING INCENTIVE PROGRAM “DINE DOWNTOWN: DINE! EAT! TAG!”

*Social media-focused initiative heralds return to warm weather and Downtown Boston’s flourishing outdoor dining scene.*



**DOWNTOWN BOSTON** --March 25, 2021-- With Boston restaurants allowed to reopen indoors and out, the Downtown Boston Business Improvement District (Boston BID) announces [“Dine Downtown: Dine! Eat! Tag!”](#), a dining incentive program aimed at supporting the neighborhood’s nearly 90 eateries throughout April by tempting residents, workers and shoppers to eat at restaurants, get food to go, and promote their experiences online. “Dine Downtown” includes establishments in the Ladder District, Theater District, Financial District, Post Office Square and parts of Government Center.

Whether grabbing morning coffees, ordering take-out lunches or sitting down to multi-course dinners, Downtown diners can vie for tempting prize packages by capturing their meals in creative ways (photographing their food and themselves enjoying it), posting photos to social media platforms, and tagging #DineDTX along with the restaurant name and the BID’s social media handles. The BID is found on Facebook @downtownboston, Instagram @downtownbostonbid, and Twitter @DTownBostonBID. Frequency of posting counts: multiple posts increase chances of winning, and diners may submit as many entries as they like.

An [updated guide to all participating Downtown Boston restaurants](#) can be downloaded at the Downtown Boston BID website.

The program’s prizes, available to participants who post through April 30, include:

- **“Observer Of The Burger”** -- A package of gift cards to Downtown’s best-known burger eateries -- including Tasty Burger, Shake Shack, JM Curley, and B. Good -- for a chance to fuel the debate over which Boston burger reigns supreme.
- **“Coffee For Thought”** -- A coffee lover’s dream, with a peek behind the curtain at George Howell Coffee’s production process, complemented by a stimulating selection of take-home samples.



- **“A Preserved Tour”** -- One winner, accompanied by up to three guests, will enjoy a guided walking tour exploring Downtown’s rich Revolutionary-era history, highlighted by a catered picnic-style lunch at one of the district’s iconic historic sites.
- **“Pass The Time With Fine Wine”** -- A chance to experience Boston’s robust wine scene, with a sampler of specially curated fine wines from Downtown sommeliers and a gift pack to enjoy at home.



“Downtown Boston is open and we’re bullish on the return of diners to the neighborhood,” says **Downtown Boston BID President and CEO Rosemarie Sansone**. “There’s pent-up demand...people want to relax in a familiar spot with a favorite meal, grab a favorite on-the-go snack, or indulge in a special evening at one of Downtown Crossing’s incredible -- and incredibly resilient -- restaurants. There’s a variety of choices here, accessible for every budget and easy to get to.”

Sansone says areas of Downtown Boston are re-emerging as flourishing outdoor dining scenes. Province Street boasts takeout and outdoor dining locations, including Italian restaurant MAST’, wine bar haley.henry (reopening April 5), and the iconic sandwich shop Sam LaGrassa’s.

“I really appreciate that this program shines a light on restaurants in the Downtown district,” says Bradley Fredericks, proprietor of the Back Deck, Fajitas and ‘Ritas, and French Quarter eateries. “It’s great because it’s patron-generated, and doesn’t require work from the restaurant staff. Plus, I’m encouraged to see more people walking around the neighborhood now. It’s good for all of us.” Fredericks’s cajun French Quarter restaurant provides one of the promotion’s big prizes: a curated dinner for four and visit with Louisiana-born Executive Chef Jonathan Melançon.



COVID-19 restrictions have recently been relaxed at Boston restaurants, with indoor dining allowed for socially distanced tables of six or fewer, with 90-minute limits per table. The Downtown Boston BID is working closely with restaurants in its district to aid their move back to outdoor dining as well, supplying needed items such as outdoor tables, chairs and barricades to define eating areas.

Full program details, and [a complete map of the neighborhood's dining establishments](#), are available at [the Downtown Boston BID website](#).

# # #

**MEDIA CONTACT:** For information, interviews and assets on “Dine Downtown,” contact Jennifer Astin, JMKPR, at [jennyastin@gmail.com](mailto:jennyastin@gmail.com) or 424-333-1718.