FEATHER RIVER RAIL SOCIETY

DATE: October, 2015

ITEM: Old Business 2

FROM: Eugene Vicknair

SUBJECT: Proposed 2016 Chili Cook-Off Fundraising Event

At the last meeting the Board asked that more information and a preliminary budget be provided. Here is the additional information for the Chili Cook-Off Event. Budget follows.

Chili Cook-Off and MicroBrew Festival – proposed May 21, 2016

This event would be a Saturday at the beginning of our season as a kick-off. We would invite teams of firefighters, railroaders, police and other community groups to compete in a chili cook-off.

There would be voting by the public and a team of judges selected for the event and prize plaques would be given for winning chilis. Also, we would invite regional microbreweries, wineries and gourmet food vendors to come and sell their products as part of the event. We could also offer awards for best beer, again by judge panel and popular vote.

Funds would be raised by sale of tickets for chili and beer tasting, admission to the event, train ride tickets, museum store sales and a space rental for the alcohol / food sales. It is proposed to theme the event around the WP 165 for 2016 (tentative theme: Fire and Foam) and that all proceeds from admission and chili / beer ticket sales would go to the 165 fund, while train rides, donations, store sales and space rental would go toward general fund. The budget looks at food / drink ticket sales and proposed sponsorship to cover expenses and provide funds to 165.

This is also an event that would lend itself to seeking sponsors. A proposed sponsorship structure could be:

Amount	#	Level
\$2,500	1	Name sponsor - "XXXX" presents
\$1,000	3	Gold sponsor
\$500	6	Silver sponsor
\$250	12	Bronze sponsor

Potential total income from full sponsorship: \$11,500

This structure, if fully funded, would cover all cost amounts in preliminary budget ahead of event. It is also proposed that we offer presale of tickets and admission via website to provide income ahead of the event.

If approved, Eugene Vicknair will put together a committee of 2-3 other members and develop a full marketing and event plan. Big Fish Productions has also offered to help with coordination and promotion as part of their proposed marketing agreement.

As an added draw, we would invite fire and police participants to bring some of their professional equipment for public display.

Alcohol Tasting / Sales

As concerns about alcohol were expressed, research was done into how other organizations handle this issue.

Of course, we would need a one day or short term permit from the city / county, which is possible to obtain.

It is proposed that alcohol tasting be time limited. Tickets would be sold for 6 ounce tastings and no more than 4 tickets will be redeemable per hour. This would put the max consumption at a lever where an average person would not be considered impaired and would be below 50% of consumption level for legal impairment, so even if someone crowded their consumption around the hour cut-off, they would not reach legal impairment levels as determined by the FDA.

If we allow sales, we should require that the products not be consumed on premises. This is also in line with other practices for such events.

We can / should refine this procedure with the vendors if this event proceeds. We also need to determine what if any costs they would have for tasting. This will be a primary item if the event is approved to proceed further.

REQUESTED ACTION:

Accept report and preliminary budget and approve Director Vicknair to appoint planning committee and develop complete event plan / budget to be presented at the December 2015 Board Meeting for final approval.

If approved, the event would begin advertising in mid / late December giving a 5 month advertising lead time.

Chili Cook-Off Preliminary Budget

		total count	cost	por atu	total	cost op	itom	vendor		details			
		total count	cost	per qty	total	cost ea	item						_
	Paper Bowls Plates	10000 10000	\$29.34 \$30.12	1000 500	\$293.40 \$602.40	\$0.03 \$0.06	8 oz. paper bowl 9" paper plate	Webstaurant Webstaurant		EcoChoice Biodegradable, Compostable Sugar	· •		
	Spoons	10000	\$5.89	1000	\$602.40 \$58.90	\$0.08 \$0.01	black soup spoon	Webstaurant		EcoChoice Biodegradable, Compostable Sugarcane / Bagasse 9" Plate - 500 / Case Choice 5 1/2" Medium Weight Black Plastic Soup Spoon - 1000 / Case			
	Forks	10000	\$5.89	1000	\$58.90	\$0.01 \$0.01	black	Webstaurant		Choice Medium Weight Black Plastic Fork 100	• •	30	
	Knives	10000	\$5.89	1000	\$58.90	\$0.01	black	Webstaurant		Choice Medium Weight Black Plastic Knife 100			
	Water / Drink Cups	12000	\$47.60	1000	\$571.20	\$0.05	16 oz. cold cup	Webstaurant		Dart Solo RP16P-00055 Jazz 16 oz. Paper Cold			
	Alcohol Cups	10000	\$40.26	1000	\$402.60	\$0.04	9 oz. clear plastic	Webstaurant		Choice 9 oz. Clear PET Plastic Squat Cold Cup	1000 / Case	for 6 oz. bee	er serving
	Napkins	31500	\$29.70	4500	\$207.90	\$0.01	dinner napkins	Webstaurant		Kraft Natural Dinner / Luncheon Napkin - 450) / Case		
	Table Covers	36	\$14.49	12	\$43.47	\$1.21	table cloth	Webstaurant			indy Disposable Plastic Table Cover - 12 / Case		
	Cover Clips	160	\$4.59	12	\$61.20	\$0.38		Webstaurant		Stainless Steel Tablecloth Skirt Clip - 12 / Pack			
	Port-O-Potties	6	\$200.00	1	\$1,200.00	\$200.00		estimate	rental	portable toilets with sink, 2 ADA / large access	s		
	Trash Bags	400	\$200.00 \$17.99	200	\$35.98	\$200.00 \$0.09	33 gallon black bags	Webstaurant	Tentai	AEP 333918B 33 Gallon .71 Mil 33" x 39" Low			
		100	Ŷ17.33	200	<i>\$33.30</i>	<i>ç</i> 0.05		Webstaarant			Density can Ellicity the	0511 205 200	
	Trash Cans	20	\$15.47	1	\$309.40	\$15.47	plastic black trash cans	Home Depot		Rubbermaid Roughneck 32 Gal. Black Round 1	rash Can with Lid		permanent purchase f
	Portable Barricades	10	\$120.00	1	\$1,200.00		yellow portable fencing						permanent purchase f
	Water coolers	6	\$23.00	1	\$138.00			Amazon		5 gallon Coleman blue insulated water cooler			permanent purchase f
	lce	180	\$3.00	20 #	\$27.00					Ice for water coolers - supplement to ice mac	nine		
					64 200 00					The second s			
	Advertising				\$1,200.00					magazines, newspapers, Train Sheet, on-line marketing assistance			
	Big Fish Marketing fees Ticket Rolls	20000	\$3.35	2000	\$1,200.00 \$33.50	\$0.00	red, printed text "FOOD"	Admit One		marketing assistance			
	Alcohol Tickets	20000	\$3.35 \$3.35	2000	\$33.50 \$33.50	\$0.00 \$0.00	multi colors, printed text "BEER"	Admit One		6 colors color coded for time period, no more	e than 4 alcohol ticket	s can he nurc	hased per hour from 1
	Power and Utilities	20000	J 3.33	2000	\$350.00	Ş0.00	main colors, prince text been	Admit Offe		6 colors, color coded for time period, no more than 4 alcohol tickets can be purchased per hour from 1			
					+								
	Awards				\$400.00		plaques and medals						
	Signage				\$200.00		direction, info and entrance signs						
				taxes	\$760.05								
				admin	\$868.63		Spansarshins	\$2 E00	1	Name coopear "VVVV" procents			
							Sponsorships	\$2,500 \$1,000		Name sponsor - "XXXX" presents Gold sponsor			
				TOTAL	\$10,314.92			\$500	6	Silver sponsor			
					<i>+_0,0_1.0_</i>				12	Bronze sponsor			
		\$2 per tasting	per tasting				Total possible Sponsor revenue	\$11,500					
		1 ticket per tas		tasting									
		Block of 10 tick		\$16									
		- beer and chili	tickets can be i	mixed in 10 blo	ock, but beer tick	kets are limited	l to no more than 4 per hour						
Target revenue Total income needed					\$12,000.00								
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					\$22,314.92								

Total 10 ticket packs needed to achieve target revenue 1,395

> Target attendance 1,700

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om 11 AM to 5 P