

2008 CULINARY SHOWCASE MEETING NOTES
February, 18, 2008

BUDGET

Sponsors

Claire Matthew reviewed a revised line item budget. New profit goal of \$38,250 or about 11% below original. Currently we have three committed sponsors; two (2) at the \$1,000 level (“foodie-friend”....goal is minimum of 12) and the Culinary Cup (award) Sponsor at \$1,000. Panera Bread has been asked to be the Coffee/Tea Bar sponsor at \$500 *and* supply the tea, coffee, cups as they did in 2007 and their response is forthcoming.

Ticket Sales

With the revised budget, paid ticket sales have been goaled at 475 (not including the free tickets for sponsors, restaurant participates). No decision made on number of tickets for the various sponsorship levels/restaurants but suggestion made to lower that number for each.

Expenses

Expenses budgeted at \$15,000.00, with the Fair Barn rent, advertising and the wine representing 79% of the total. The committee members are asked to aid in obtaining donations for the wine (Tom Cruce will work on this), the musician, raffle items, beverage ware/utensils/plates, etc., the linens and tables/chairs rental....if successful in each of these areas we save \$4,300 in expenses and all that drops to the bottom line.

When approaching prospects for donations let them know the “what’s in it for me” points: 1. Company name (possibly with logo) to be listed on a banner during the event....this is an inexpensive way to reach 500 people in one evening! 2. There will be some mentioning of sponsors/donors throughout the ad campaign, though not each and every in every TV, radio, print ad. 3. Sponsor for coffee/tea bar will have sign on the spot with logo declaring the donation/sponsorship....same for wine, the musician. 4. Raffle ticket donors will receive name on overall banner hung at the event as well as “verbal appreciation of their donation, where they are located, etc.” during the raffle presentation....again, low cost way to reach several hundred folks at once.

AD CAMPAIGN

We have not settled on the “icons” and tag line for the overall image of the event. All committee members are asked to give this consideration and send in your suggestions to Claire and Tom prior to the next meeting.

While Chamber members will be receiving reminders of the event throughout the year, it was decided to make tickets available to members as of around July 5, by mailing out the invitations (contact method of mailing may change as we spent a good deal of time reviewing lower cost methods, so the mailing part may change). The “public” ad

campaign will start August 1, using TV, radio, The Pilot and posters displayed in storefronts. Claire is working with The Pilot in regards to providing a “one time Chamber Connections” as an insert. Claire is also working on a web site that can become the electronic foundation for the future relative to on-going updates, food recipes, etc., as development continues towards the vision of growing the event into a 2 or 3 day festival.

Plans also include contacting other local Chambers and asking that the event be placed on their web sites as well. High energy and frequency in reaching the general public will be key in driving sales to the near 500 level as goaled.

Sponsors at the “Foodie-Friend” level, the Culinary Cup Sponsor will be receiving recognition in print media, Chamber notifications and posters. The title sponsor and the four \$2,500 sponsors will receive same PLUS be included in the TV and Radio spots.

SCHOLARSHIPS

Claire reviewed the plans for providing \$1,000 scholarships for Sandhills Community College Culinary students. More details to be worked out in this area such as the criteria for the scholarship (it was suggested that the potential candidates volunteer time working on the Culinary Showcase), the number of scholarships, etc. Mr. Parsons suggested we contact civic clubs, Rotary (s), Kiwanis’ Clubs, etc., to see if they would be willing to sponsor scholarships.

WE NEED SOMEONE ON THE COMMITTEE TO HELP SPEARHEAD THIS AREA.....PLEASE RESPOND TO CLAIRE/TOM IF YOU WILL HANDLE THIS !!!!!!!!!!!!!!!

OTHER

** Going with 6” plates vs. the 9” plates of last year.

**It was mentioned that we may wish to provide participating restaurants with small “paper ads” for them to place inside the “check wallet” when presenting the meal’s check to their clients (either Caroline O. or R.Parsons gets credit for that great idea??)

**Will need to contact SCC Culinary for student volunteers for busing at the event (Marilyn Neely?)

**T. Cruce working on the restaurants and has two verbal commitments to date.

**T. Cruce will speak to the N.C. Wine Growers Association about donating the wine

GREAT MEETING.....EXCELLENT EXCHANGE OF IDEAS.....KEEP THE CREATIVE JUICES GOING! THANK YOU FOR YOUR EFFORTS AND TIME

NEXT MEETING MARCH 17 AT THE CHAMBER.....2 P.M. ST. PATRICK’S DAY!!!!!!!!!!!!!!