

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 level 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.

