

FEATHER RIVER RAIL SOCIETY

DATE: March 2016
ITEM: Old Business 1
FROM: Eugene Vicknair
SUBJECT: **Chili Cook-Off**

In working to refine the chili cook-off plan and budget, the date now needs to slip.

I am proposing Saturday, June 18 as the new date, with advertising to being no later than April 2. This puts the Chili Cook-Off in between the Annual Meeting and July 4th weekend and would give 12 full weeks of advertising before the event.

The draft budget is included in this report. The budget is projected to be about \$10,000 to \$13,000 for the event including advertising, equipment rental, supplies, etc. Some costs will be for materials that will be reused by the Society.

The plan is to cover expenses with sponsors and space rentals for booths. I will work with Big Fish to do the advertising, find space renters and seek the needed sponsors. I would also ask assistance of other members and directors in locking down sponsors.

I would also propose that we have a Go / No-Go date for the event of April 30. If we do not have sponsors / booth rentals for at least 75% of the cost, we cancel the event. Starting May 1, if we go, presale of admissions and tasting tickets will be done on-line to further front-load the income to offset the expense.

Addendums to this report include a preliminary layout, an outline of how the event would be held and judged, and the proposed budget.

If approved by the Board, I will start sending invites to chili teams and other vendors.

Requested Action: I ask the Board's feedback and approval of this plan by motion.

Fire and Foam

Western Pacific Railroad Museum Chili Cook-Off

Event Date: June 18, 2016 (tentative)

Time: 10:00 AM – 7:00 PM

Tentative Schedule

Train Operations: 10:00 AM – 3:00 PM

Alcohol Tasting and Sales: 3:00 PM – 7:00 PM

Chili Cooking: 11:00 AM – 2:00 PM

Chili Judging: 1:00 PM – 2:30 PM

Chili Tasting: 2:00 PM – 4:00 PM

Chili Awards: 4:00 PM

Overview of Event

This event is intended to be a kick-off right at the beginning of our operation season (which formally begins the following Saturday).

Chili cooks will be invited teams of firefighters, railroaders, police and other community groups from the Plumas County, Reno and Northern Sierra County area. There will be judging by the public and a team of judges selected for the event and prize plaques would be given for winning chilis.

We will invite regional microbreweries and wineries (Plumas, Truckee, Reno and Oroville) to come and sell their products as part of the event. Alcohol vendors will be placed on the Loading Dock area and can provide tastings in addition to sales. Tastings will begin at 3:00 PM and run until the event ends at 7:00 PM.

Finally, one area will feature booths for local food and craft vendors. The goal is to focus on the local and greater regional area and create an annual event that will grow.

Funds would be raised by sale of tickets for chili tasting, admission to the event, train ride tickets, museum store sales and a space rental or percentage donation for the alcohol and food sales. It is proposed to theme the event around the WP 165 steam locomotive for 2016 (hence the theme: Fire and

Foam) and that some proceeds from admission and chili ticket sales would go to the 165 fund, while train rides, donations, store sales and space rental would go toward general fund.

As an added draw, we would invite fire and police participants to bring some of their professional equipment for public display. Also, we would invite community groups to volunteer to assist and provide them booth space for their organizations.

Committee Outline

Chairman – Eugene Vicknair

- overall in charge of committee and event
- makes sure that every committee member is following through with their responsibilities
- assists any committee member with anything they may need

Guest Coordinator - TBD

- manages details / location for chili cooking teams and micro-brew exhibitors
- works with Chairman to invite and coordinate participation of teams and exhibitors

Advertising/Media – Matt Parker (tentative) and Big Fish Creations

- responsible for creating and writing advertisements for the local papers, online papers, etc.
- contacts the local radio and television stations to have the event put on their calendar and invite them to attend the fundraiser
- create posters, mailings, special invites, etc.
- coordinates webpage

Finance – Eugene Vicknair

- keeps an accurate profit and loss account of the entire event
- monitors expense budget

Volunteer & Event Coordinator - TBD

- recruits volunteers to help with the set up and tear down of the event (This would include, tables, chairs, cooking stations, ticket booth, tents, stage, judges table, entertainment area, trash receptacles, etc.)
- takes care of facility coordination and equipment rental coordination (Port-a-potties, extra tables, barricades, etc.)
- manages ticket / wristband system for chili tasting and alcohol tasting
- works with Chairman on coordination with other museum departments to stage event

Entertainment Coordinator – Rick Gruninger (tentative)

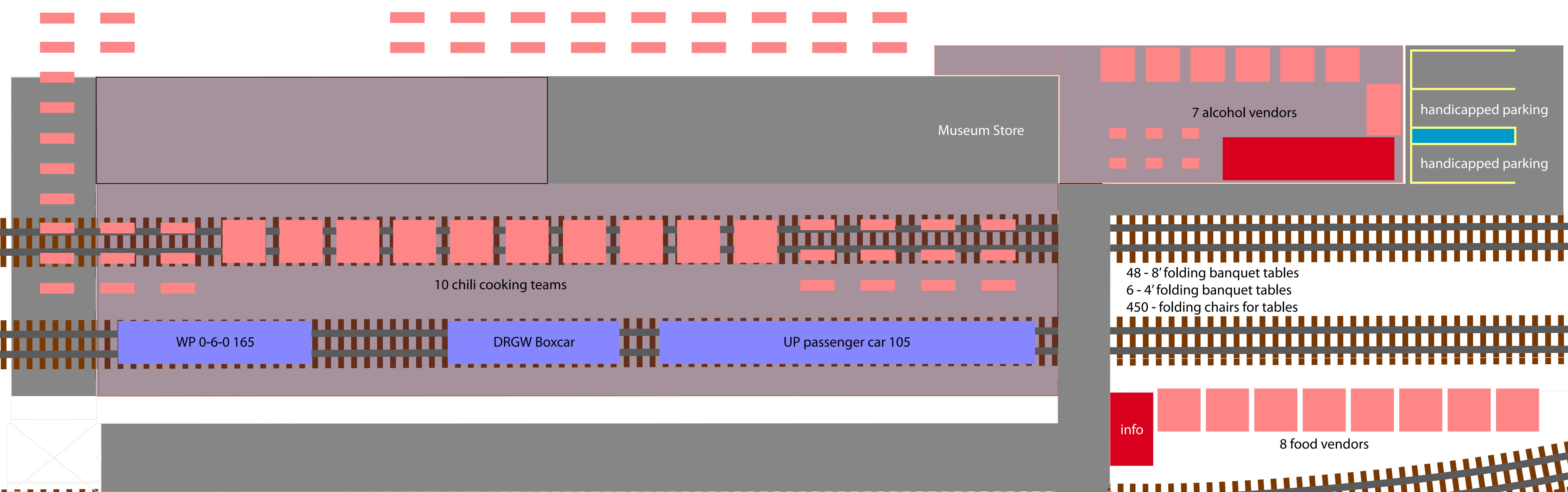
- search and invite various entertainment throughout the course of the event (Bands, model railroads)
- scheduling performance times

Information for Press Releases

- Name of the Event: “Fire and Foam” – Western Pacific Railroad Museum Chili Cook-Off
- Date: Saturday, May 21, 2016
- Time: 10:00 AM – 7:00 PM
- Location: Western Pacific Railroad Museum, Portola, CA
- Contact Phone number: TBD
- Website: chili.WPLives.org
- Sponsors: TBD
- Entertainment: TBD
- Ticket Prices: \$2 per tasting, book of 10 tickets for \$17
- Other activities happening during the event: Train Operations, Guided Tours, Food and Craft Vendors, Microbrew and Wine Tasting

Chili Cook-Off Rules, Guidelines, and Awards

- Each Applicant must fill out entry form in pen and answer every question.
- Entry forms to be received by Monday, April 1, 2016.
- Each entry is allowed to have a maximum of 5 people per application.
- Chili recipe must be original recipe of the applicant.
- Chili recipes must be typed out on 8.5" x 11" paper in 12 font and have 4 copies available for judges on the day of Cook Off.
- Applicants must supply their own stove, hot plate, cooking pots, and all utensils needed to prepare chili.
- All applicants must supply their own ingredients and all ingredients must be visible to judges.
- All applicants are required to set up and start cooking 3 hours prior to start of Chili Cook Off tasting. (11:00 AM, tasting starts at 2:00 PM)
- Booth space (10 X 10 ft), trash cans with three liners, three tables, four chairs, bowls, spoons, and napkins will be provided to each applicant.
- All applicants will be judged starting at 1:00 PM and awards will be presented at 4:00 PM.
- Each applicant must be present to accept awards.
- All Applicants are responsible for cleaning their area.



48 - 8' folding banquet tables
6 - 4' folding banquet tables
450 - folding chairs for tables

PARKING

Chili Cook-Off Preliminary Budget

revision Dec 22 2015

	total count	cost	per qty	total	cost ea	item	vendor	details
Paper Bowls	10000	\$29.34	1000	\$293.40	\$0.03	8 oz. paper bowl	Webstaurant	EcoChoice Biodegradable, Compostable Sugarcane / Bagasse 8 oz. Bowl - 1000 / Case
Plates	10000	\$30.12	500	\$602.40	\$0.06	9" paper plate	Webstaurant	EcoChoice Biodegradable, Compostable Sugarcane / Bagasse 9" Plate - 500 / Case
Spoons	10000	\$5.89	1000	\$58.90	\$0.01	black soup spoon	Webstaurant	Choice 5 1/2" Medium Weight Black Plastic Soup Spoon - 1000 / Case
Forks	10000	\$5.89	1000	\$58.90	\$0.01	black	Webstaurant	Choice Medium Weight Black Plastic Fork 1000 / Pack
Knives	10000	\$5.89	1000	\$58.90	\$0.01	black	Webstaurant	Choice Medium Weight Black Plastic Knife 1000 / Pack
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 Cup 1000 / Case
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. beer serving
Napkins	31500	\$29.70	4500	\$207.90	\$0.01	dinner napkins	Webstaurant	Kraft Natural Dinner / Luncheon Napkin - 4500 / Case
Table Covers	36	\$14.49	12	\$43.47	\$1.21	table cloth	Webstaurant	Creative Converting 723122 54" x 108" Burgundy 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
Trash Bags	400	\$17.99	200	\$35.98	\$0.09	33 gallon black bags	Webstaurant	AEP 333918B 33 Gallon .71 Mil 33" x 39" Low Density Can Liner / Trash Bag - 200 / Case
Trash Cans	20	\$15.47	1	\$309.40	\$15.47	plastic black trash cans	Home Depot	Rubbermaid Roughneck 32 Gal. Black Round Trash Can with Lid permanent purchase for Society
Portable Barricades	10	\$120.00	1	\$1,200.00		yellow portable fencing		permanent purchase for Society
Water coolers	6	\$23.00	1	\$138.00			Amazon	5 gallon Coleman blue insulated water cooler permanent purchase for Society
Ice	180	\$3.00	20 #	\$27.00				Ice for water coolers - supplement to ice machine
Advertising				\$2,400.00				magazines, newspapers, Train Sheet, on-line
Big Fish Marketing fees				\$2,400.00				marketing assistance
Ticket Rolls	20000	\$3.35	2000	\$33.50	\$0.00	red, printed text "FOOD"	Admit One	
Alcohol Tickets	20000	\$3.35	2000	\$33.50	\$0.00	multi colors, printed text "BEER"	Admit One	6 colors, color coded for time period, no more than 4 alcohol tickets can be purchased per hour from 11 AM to 5 P
Power and Utilities				\$350.00				
Awards				\$500.00		plaques and medals		
Signage				\$200.00		direction, info and entrance signs		

taxes \$978.80
 admin \$1,118.63
TOTAL \$13,283.67

Sponsorships	Amount	Count	Details
	\$2,500	1	Name sponsor - "XXXX" presents....
	\$1,000	3	Gold sponsor
	\$500	6	Silver sponsor
	\$250	12	Bronze sponsor
Total possible Sponsor revenue	\$11,500		

\$2 per tasting
 1 ticket per tasting
 Block of 10 tickets \$17
 - beer and chili tickets can be mixed in 10 block, but beer tickets are limited to no more than 4 per hour

Target revenue \$12,000.00
 Total income needed \$25,283.67 (does not factor in sponsors)
 Total 10 ticket packs needed to achieve target revenue 1,487
 Target attendance 1,500

