Flavor of SLO

A senior project presented to
The Faculty of the Communications Department
California Polytechnic State University, San Luis Obispo

In Partial Fulfillment
Of the Requirements for the Degree
Bachelor of Arts

By

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Event

San Luis Obispo is a lively and fun town that has the perfect atmosphere for social gatherings. Centrally located in California, San Luis Obispo provides a lush foundation for fresh produce and outstanding wines. The pristine location makes its food and beverages so fresh and delicious. Local tasting events that help to promote businesses are well known to many as a way to get together for a good time while enjoying local food and beverages. Because San Luis Obispo did not have its own tasting event, three years ago, a group of Cal Poly students created Flavor of SLO, an event that still remains today. Their goal was to create an event that took a fresh approach to the common tasting event. Flavor of SLO was developed to promote local businesses and get people from the community together for a day to socialize and sample from local vendors. It consisted of food, wine and beer samples, along with musicians and entertainment to help liven the event.

With an event like this a couple factors were needed to make it a reality. First, a team of students was needed to each take on planning roles. With multiple factors to take into account when planning an event, ample help is needed. Vendors, donations, coordination, and advertising are just a few examples of what this event would require. Second, decisions had to be made about where the profits from the event would go. United Way, a local non-profit was selected to receive the proceeds. United Way “improves lives by mobilizing the caring power of communities around the world to advance the common good” (liveunited.org). This organization helps to improve education, stabilize finances and promote healthy lives for the San Luis Obispo
community. Choosing an organization like United Way would allow for participants to help out a non-profit by giving back to San Luis Obispo County.

United Way helps take care of the bigger picture elements such as finding sponsors to help fund the event. They provide the funding and connections within the community to help with advertising. Having a well-known company such as United Way provides the event with credibility. Those who are not familiar with Flavor of SLO, will recognize that a trusted, local non-profit is helping out. Because we are lucky enough to have such a trusted organization sponsor us, our team is given full reign of creating the event however we please. Through finding the vendors to advertising, we are the ones who make this event a reality.

**Rationale**

The event has been around for two years, and is currently in its third year. In previous years all ages were allowed to attend and wristbands were worn for those over twenty-one. This year the event has changed to only twenty-one and older. We wanted to target an older crowd to create a more cohesive event. Targeting adults who live in the area is a goal for Flavor of SLO. This is a way to not only discover new foods, but to also show support to the community. Using community calendars and events to publicize Flavor of SLO is another way we will get the word out to locals. Because Cal Poly students are putting on the event, we also want to market to the students through creative advertising. Many students love an excuse to hang out with friends and enjoy food, which is why this event is the perfect opportunity to do so. Using multimedia and word of mouth, we hope to persuade many students in attending.
In the previous two years, this event had its up and downs. Some of the positives were high attendance and positive feedback from attendees. Last year there were about 150 attendees. One of last years’ attendees, Kate McGurk, quoted, “I really enjoyed spending the day with my friends while enjoying wine and food at the same time” (flavorofslo.com). On the downside, little details such as security were a problem. Last year the event was held at Mitchell Park. This is a very large park with no outside fencing. Therefore fencing had to be provided to distinguish attendees. Also, because the event was for all ages, there was a designated location for alcohol. To fix last year’s problem, we have changed our location to the Jack House and Gardens on Marsh Street. This location provides a much better overall atmosphere. It is fenced in, which allows us to save money on additional fencing. It also is tucked away from the street, which offers a more private and intimate feel. There is also no need for a designated spot for alcohol since the event is for twenty-one and older. Dropping these restrictions will allow for more cohesion and ease throughout the event.

In addition to creating a more successful event, we wanted to utilize outside sources of publicity to generate more knowledge and interest about Flavor of SLO. We created a new logo to brand the event that was on posters around town and on Cal Poly’s campus. Also, postcards were given to all the participating vendors to hand out in their store. We also attended a few community events to get the word out. Good Morning SLO is a brunch intended to alert community members about upcoming events. United Way reserved a spot for us at this event. We had an allotted time slot where we told who we were and described our amazing event. See Appendix C for our script. Furthermore, we worked at the SARP event downtown. This event was a fundraiser to increase
awareness of sexual assault. Booths were present to promote local organizations. Our role was to promote both United Way and Flavor of SLO. We handed out fliers and talked to people about our event. I felt like this was a great way to get the word out and show our connection to United Way.

We also utilized the radio and print as sources of marketing our event. Mike held an interview with Krush 92.5 to give information about the event and listeners had the chance to win tickets. We had multiple press releases in community boards such as slocity.org, getoutslo.com, stayinslo.com and slo-business.com to publicize the event. In addition, The San Luis Obispo Tribune and New Times put out ads for our event.

Creating this event for the third year would not only be a chance to sustain a successful event, but a way to experience the dynamics of communication through event planning. This project is all about constant communication. It not only challenges us to work as a group, but also to communicate effectively with possible vendors. To create a successful event, our group had to be on the same page in the beginning. We had to establish that we were each ready to commit time and effort to put on a flawless event. Also, with so many undertakings, we would have to delegate who would be in charge of each aspect of the planning process.

According to Functional Theory, group communication is “concerned with the results or outcomes of group behaviors and structures” (9). This perspective sees communication as a tool to get to an end result. Our group in particular had to maintain constant communication throughout the entire process to make sure each member was accomplishing their duties so we would successfully develop this event. Functional Theory also suggests that group communication must develop rational judgments and
critical thinking to promote creative ideas and prevent faulty decisions (10). It was our responsibility as group members to think beyond our own roles, and help each other out for the better of the team.

**Planning**

The actual planning of the event began in January. During the early stages of planning we met at United Way every other week. We would get necessary information about what needed to be done along with giving our own input for the event. As time progressed we met every week to check each members progress along with meeting at the actual event location to scope out the layout. As the event got closer we saw more progress in advertising, vendors, and donations. This meant we had to check in with each more often so we could all be on the same page. See Appendix E for a sample agenda. In addition to our weekly group meetings, I met with Dana, the Wine Vendor Liaison to design the vendor invite letter and update the vendor packet which contained safety, health code, and donation forms. We would get together to make sure we were both sending out emails on time and getting the necessary information we needed from the vendors.

Our team also made goals at the beginning of our planning to keep us on track and motivated. We wanted to have twenty vendors, preferably half food and half beverage. We also wanted to have around two hundred guests attend. At the event we wanted to have two to three bands and an auction for donations that were made to us. These goals helped create a distinct picture of how we wanted the event to look.

Along with working with a small group during the planning of the event, we each had our own responsibilities as an individual. First, Sarah took on the role of the Event
Planner. She stayed in contact with United Way and helped with the actual planning of
the event. Also she worked with the other team members to make sure they all are
fulfilling their roles. Furthermore, she helped manage meetings, provide progress reports,
and create timelines. Next, Kendall’s role was the Event Manager. This position is
designated to both plan and execute the logistics of Flavor of SLO. It is her job to work
together with the event planner to gather relevant forms for the event. She also dealt with
the details of the final day such as volunteers, set up, and ticketing. Next are the Wine
Vendor Liaison and the Food Vendor Liaison. Dana was the Wine Vendor Liaison and I
was the Food Vendor Liaison. We recruited and developed relationships with vendors.
We also had to persuade vendors to participate in the event and follow up with health
codes and paperwork. Furthermore, we organized and communicated with vendors the
day of. The Marketing Design and Website Manager are the last members. Mike and
Maryn created promotional materials for Flavor of SLO. They managed the distribution
of the promotion materials and focused on multimedia channels to promote the event.
They also maintained the website through updating the content and design. These two
team members worked together to make sure the event received ample publicity through
multiple outlets.

Each of these roles faced their own communication challenges when dealing with
their responsibilities. For me, finding the right avenue to approach vendors was the most
challenging. At the beginning, my first way of asking vendors to participate involved a
mass email. Computer-mediated communication is becoming much more common in
today’s world, which is why I thought that email would be the most appropriate
approach. With internet readily available to us at all times, I figured sending an email
would be the most effective way to get in touch with businesses. In Santra and Miri’s article, they explain how computer-mediated communication is becoming an integral part of organizations. It provides employees instant access to all the information they need no matter their location (100). This supports my notion of thinking that an electronic invite would be successful.

The letter included a description of the event, a description of United Way and how vendors would benefit from participating in the event. James MacLauchlan explains that when using persuasive messages repetition is key to effectiveness. He states, “there is a systematic relationship between the number of times material is presented and long-term recall (54).” In our invite letter, we reiterated what would be benefitted from participating in this event. From the vendors benefitting from advertising to helping out their community, this theme was laced throughout (see Appendix A). Asking businesses to donate their time and resources to be a part of this event is a lot to ask for. However, it was my job to show them why this experience would be worth it. By repeating our most persuasive message to the potential vendors, we were showing them in multiple ways how they would reap benefits.

After this letter was sent out in two batches to over 25 possible restaurants, only 2 agreed to participate. At first I was excited to have a few on board, however, after a few weeks of no more replies, I had realized I needed to use a new approach. I decided to start going in to businesses and talking face-to-face. In James MacLaughlin’s article he highlights how getting your audience’s arousal is the number one factor for persuasion (51). I knew that if I could directly talk to these people, I could show them my excitement for the event and get their instant feedback. In an article by Chuck Martin, respondents
from a global survey showed that face-to-face communication is highly valued. This quote from one of the respondents shows why face-to-face communication is important,

Too many people take the easy way out and try and do everything via e-mail and in a lot of cases consume more time on both sides of the equation than they would have by simply picking up the phone or going to see the person, I often find that when I look the other person in the eyes and ask them something I get far more than I ever would over e-mail.

This quote shows why we value talking to people, and how important it is to get those nonverbal messages that we lose via email. Our nonverbal messages account for more than ninety percent of our overall message (Knapp 348). This fact should make it obvious to see how important it is to physically be with someone while communicating.

However, after getting told this is not a good time after visiting two restaurants I realized I had to do a little more research. According to Santra and Giri, “face-to-face communication is undoubtedly the richest medium of communication, but it is very difficult to arrange frequent face-to-face communication” (100). This allowed me to realize how important it is to speak to people in person, yet confirmed that it is a daunting task. Chuck Martin’s article provided a good tip for communicating with others. He says, “the key is to use the correct communication method at the right time” (2). Furthermore I had to account for being direct when I would have a limited amount of time to talk. Face-to-face interactions can be challenging when you have to deal with the messages from the sender and what messages you are receiving from the physical environment (Dohen 478).

I work at a restaurant myself, so I figured I could use my own knowledge about this situation. When we get busy, the last thing the manager wants is to deal with someone who wants a donation or time to talk. Knowing this, I went through the top places I wanted to join our event and looked up their store hours online. I then decided to
go into these places when they were least busy. So, if I visited a dinner restaurant I would go before their 6:00 rush, and then visit a lunch place after their rush. I realized I could not just knock out all the downtown places in one visit. People are not all on the same schedule, which meant that I had to talk to them when they had time.

My next plan of action was to email each restaurant and let them know more about the event and me. In these emails I personalized whom the email was for, rather than a mass email that most would send to their junk mail anyways. I let them know that I would love the chance to talk to them and provide them with more information about the event. I also stressed how much I wanted their particular restaurant to participate. After these emails were sent out I called them. These phone calls made me realize how much more efficient direct communication was. I no longer had to wait for a reply to my email; I immediately had these people’s attention. It also helped when I asked to speak with someone who would be in charge of events. This process of deciding which mode of communication to use solidified the notion that different modes of communication are more effective at certain tasks than others (Martin 2). Email was a great way to gather contact information and give people visuals for the event. Phone calls helped to connect to people quickly and get immediate answers. Face-to-face interactions helped to develop immediacy and provide clear and understandable messages between the businesses and me.

At this point I had contacts that were interested. Now I had to convince them that participating in this event would be worthwhile. To make it easy for restaurants to commit, I went into these places and brought the packet each vendor had to fill out in order to participate (see Appendix D). This not only gave them another reminder of how
much I wanted them to join, but also provided them with a hard copy of the materials that I had emailed. This whole process has made me realize how busy people are. Most do not have the time to sort through each email. If I could provide these people the easiest way to join our cause, it would make the whole process less of a hassle.

Planning this event took a lot of patience. For the first two months I only had 4 vendors, and my goal was 10. Going to our weekly meetings at United Way gave me anxiety when it was my time to provide an update of food vendors. It was around this time that the Food Liaison from the previous year explained how most vendors did not join until the month before. This little piece of information reassured me that I would meet my goal; it was just a matter of time and continued work. Once I realized this, I gained more motivation to impress my team and myself. With continued persistence and communication between restaurants, I managed to lock in twelve vendors. This showed me how perseverance pays off and made me very excited for the actual event.

Going through this process of managing the vendors has been a long road. Dealing with a lot of rejection was very hard. However, once I started getting people excited for our event and happy to participate I felt I had accomplished what I said I would. After creating excel sheets, invitations, and emails I have seen how much work needs to be devoted to putting on events. I have gained a lot of insight working on this end of things. Being the one in charge of finding the core of the event put a lot of pressure on me, which I was not ready for. However, it is very exciting to see how your work pays off.
Evaluation and Description of the Event

The event was a success! Our event took place Sunday May 15th at 1:00 at the Jack House and Gardens. We sold 223 tickets and raised $11,560 the day of the event. The actual day was a blur. There was so much that led up to those three highly anticipated hours that it was hard to grasp when it ended. Despite the five minutes of rain, I could not be more pleased with the final product.

My day started at 9:30 am meeting at the United Way office to load our cars with auction items and event necessities. From there we drove over to the Jack House and Gardens and began setting up. The forecast said sunny skies every day except for Sunday, which meant we had to prepare! We sent emails out a couple days before letting all the vendors know that we were still having the event rain or shine. Since not all had pop up tents we were all nervous that it would not run smoothly.

We put tarps over the area where the band would play, and over the silent auction items. Furthermore, we brought out tables to set up a sign in station for attendees and volunteers. We also set up chairs for the guests to sit in. We had from 9:30-1:00 to set everything up before people started showing up. At 10:00 we set up the welcome table, silent auction tables, banners and arrange where each booth would go. At 10:30 we set up the volunteer table before they would arrive. Vendors started arriving at 11:00 and then every half hour more would arrive. We sent emails letting each vendor know what time slot they had to set up their booth. At 12:30 we gave the vendors wristbands, wine glasses and water prior to letting attendees in. My main job was to check in the vendors and let them know where they were supposed to set up. I assisted them with unloading their supplies and helped set up their booths. Also, I had to pick up two vendors’ food because
they could not attend the event. A volunteer and I drove about an hour and a half before the event to both restaurants and picked up their food and supplies. Once we were back at the venue I set it up and assigned a couple volunteers to those booths for the event.

Once we hit 1:00 the show began! The first band began playing at 1:00, and we started letting people in. It was a rush to realize the day had finally arrived. Our team mingled around to make sure everything was in place and ready to go. I walked around and made sure each vendor had everything they needed and to make sure everything was going smoothly. The first of our two bands began and everyone seemed to really enjoy them. Throughout the entire event we had a silent auction and raffle going on.

The event ran very smoothly. All of the vendors seemed like they were having a great time and told me how appreciative they were with all the help. Walking around and looking at the venue fill up was very satisfying. I enjoyed seeing people sip on their wine and try new foods. There was another set of volunteers that arrived at 2:00 and then at 2:30 the second band began playing. The silent auction ended at 3:00 along with a new set of volunteers arriving. I announced the winners of the raffle at 3:15, this is also when we said a thank you to both the guests and our sponsors. Once 4:00 hit, it was time to clear out. A new batch of volunteers came to help with the break down. We then drove everything back to United Way’s office. It was then that we all realized we had done it. We all felt very excited and relieved. For a complete list of times during the event see Appendix F.

After the event we gathered all the numbers together to review the logistics and see if we met all of our goals. One of our goals was to sell 200 tickets. In the end we sold a total of 223 tickets. As far as vendors go, we wanted to have twenty with an equal
mixture of food and drinks. The day of the event there were twenty-four vendors, twelve food and twelve beer or wine. Another goal was to have two to three bands and we had two at the event, which worked out perfectly. Two bands allowed the perfect amount of time to play during the three hour event. As a team, we managed to meet each one of our goals.

Beyond our goals, we also raised $11,560 the day of the event. This included both ticket sales, raffle and auction items. In the previous year, the event raised $5,953. Furthermore, as far as expenses go, our team had $1,457, verses last years’ $2,693. Overall, we managed to raise double the amount of money the day of the event, along with cutting our expenses along the way. Knowing we raised this much money for United Way was a very rewarding feeling.

Discussion and Conclusion

This whole process of planning, executing and evaluating Flavor of SLO has been an incredible journey. I have learned how much can be accomplished when working with people who are all committed towards achieving the same goal. It has made me realize a lot about the real world that I was both unaware of and pleasantly surprised by. I saw how busy people are with work and how consuming things can get. It taught me how to speak with intention and get to the point. I learned that people like to know what they will get out of things, which saves a lot of time if you go in knowing that from the start. I also saw how much good can come out of people. Working with United Way has been such an incredible experience. They open their office to us every Friday with cookies for us to enjoy. They helped us along the way with any questions we had, and provided us with incredible encouragement and support. We had the privilege of using their networks with
San Luis Obispo County to publicize and get the word out to the community. It really helped having a solid foundation that gave us complete control to create an event that we visualized.

In our last meeting, we all said our thoughts on the whole process and gave ideas for next year. A couple of the suggestions were to manage our volunteers the day of the event better, raise the prices, and change the layout of the event. During Flavor of SLO some of the volunteers tasted from the vendors’ booths with their United Way shirts on. In the future, there needs to be specific guidelines for volunteers. Making sure that the volunteers were doing their assigned job is something that needed more attention. Also, some people commented that the price of the event was too low. We discussed that the price of the student tickets should remain the same next year, yet the price for general admission could be raised slightly. Another critique was that the auction items were in an awkward location. In the future the auction items could be more centrally located and mixed in with the vendors. However, the layout of the actual vendors received praise. People enjoyed having food, wine and beer booths equally dispersed throughout.

During this last meeting one of the United Way staff members came in and sat down with us. He thanked us for putting on such a successful event. He explained that because we raised so much money we allowed United Way many more opportunities to use the money in positive ways for the community. He reminded us that even though we are worried about getting a grade for this project, we helped out a larger good that would benefit greatly from our efforts. As all the warm and fuzzies came out, we all were very grateful that we had the opportunity to put on an event that was so successful.
Personally, the struggle with my specific job of communicating with the vendors was very draining. If I had nothing else going on and could have dedicated all my energy into this event things would have been a lot easier and less stressful. But I realized that is not how real life works. You do not get one task at a time. Things are constantly happening which is why time management is key. This project has made me much more efficient than before. Being the food liaison has taught me how to communicate with purpose and to know my audience when talking. I have become better at arranging my time to meet deadlines that I set for myself to accomplish. I have also learned that when dealing with real events and real people, you do not have a rough draft. When you call a business or send an email it is your only chance.

Flavor of SLO was a chance for me to see my potential. It was stressful, exciting, and rewarding. Working together with a team was a great opportunity to see how much can be achieved when sharing a common vision. Reaching our goals was satisfying in the end. It was physical evidence to show how our work paid off and even made a difference for the community. I am very grateful to have had this event as my senior project. This process has been an incredible experience full of learning. I was able to use everything I have learned during my classes at Cal Poly, along with gaining new information about working with businesses in the real world.
Works Cited


Appendix A
New Vendor Invitation
Kendra Jorde and Dana Wacks would like to invite you to participate in the third year of a local food and wine tasting event called Flavor of SLO. We are working with a team of Cal Poly students who are organizing this event for their senior projects. Flavor of SLO was created to promote and display local restaurants and wineries, as well as benefit our community through its support of local nonprofit organizations. Last year a total of 20 food and beverage vendors participated, including Splash Café, Tio Alberto’s, Central Coast Wines, Firestone Walker Brewery, and Opolo Vineyards.

Flavor of SLO will take place on Sunday, May 15th, from 1-4pm at the beautiful and historic Jack House and Gardens in San Luis Obispo, and will also feature live music, a silent auction, and raffle prizes. The event will benefit a local nonprofit, United Way of San Luis Obispo County, which seeks to create lasting change in our community by focusing on the building blocks for a good life: education, income and health.

In addition to enriching our community, Flavor of SLO is a promotional opportunity for each of the participating vendors who will sample their products to potentially 250 San Luis Obispo residents. Vendor participation includes:

- Two tickets to Flavor of SLO for restaurant/winery staff
- Company name on all printed materials and ads (with commitment by March 15)
- Acknowledgement in radio and television announcements
- Company recognition and logo on Flavor of SLO website
- Company recognition on United Way website
- Feature in United Way eNewsletters
- Signage at event
- Company name in follow up thank you ad

By participating in this event, you provide more than just benefits to your business – you contribute to a well established and respected local nonprofit organization. You will represent yourself as a business that values the community and will receive recognition for this through our numerous promotional materials and campaigns as well as on our Flavor of SLO website.

In the past, the event was promoted through direct mailers, radio sponsors, articles in local newspapers and family-oriented publications, on KSBY Family Fridays, the Chamber of Commerce, online banners and event websites, fliers, posters, social networking, table tents, direct marketing, Cal Poly presentations, several nonprofit newsletters, and online at the Flavor of SLO website. This year we have a specific team committed to further developing business promotion and reaching an even wider audience than last year.

To participate, please contact us directly via email or phone. For more specifics about the event, visit our website at www.flavorofslo.com.
Thank you and we look forward to hearing from you!

Sincerely,

Kendra Jorde
flavorofslo@gmail.com
(760) 519-4464

Dana Wacks
flavorofslo@gmail.com
(310) 872-4400

United Way of San Luis Obispo County
Appendix B
Returning Vendor Invitation

Kendra Jorde and Dana Wacks invite you to continue your participation in the third year of the annual local food and wine tasting event called Flavor of SLO. We are working as part of a team of Cal Poly students who are organizing the event for their senior projects. We thank you for playing a key role in the event’s success last year and would love for you to participate again this year.

Flavor of SLO is set for Sunday, May 15th, from 1-4pm. New to this year, it will take place at the beautiful and historic Jack House and Gardens in San Luis Obispo and will again feature live music, a silent auction, and raffle prizes. The event will benefit a local nonprofit organization, United Way of San Luis Obispo County, which seeks to create lasting change in the community by focusing on the building blocks for a good life: education, income and health.

In addition to enriching our community, Flavor of SLO is a promotional opportunity for each of the participating vendors who will sample their products to potentially 250 San Luis Obispo residents. Vendor participation includes:

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- Acknowledgement in radio and television announcements
- Company recognition and logo on Flavor of SLO website
- Company recognition on United Way website
- Feature in United Way eNewsletters
- Signage at event
- Company name in follow up thank you ad

As you may remember, vendors are also encouraged to provide any promotional materials to guests that help represent their product and support future business. Last year, our vendors felt that the event presented an ideal advertising opportunity both in the quantity and quality of their experience with the public and we hope you felt the same.

United Way of San Luis Obispo County thanks you again for your support in last year’s event. Should you choose to participate again, we will continue to represent your business through our numerous promotional materials and on our website as a business that contributes to the community.

In the past, the event was promoted through direct mailers, radio sponsors, articles in local newspapers and family-oriented publications, on KSBY Family Fridays, the
Chamber of Commerce, online banners and event websites, fliers, posters, social networking, table tents, direct marketing, Cal Poly presentations, several non-profit newsletters, and online at the Flavor of SLO website. This year we have a specific team committed to further developing business promotion and reaching an even wider audience than last year.

To participate, please contact us directly via email or phone. For more specifics about the event, visit our website at www.flavorofslo.com.

Thank you and we look forward to hearing from you!

Sincerely,

Kendra Jorde
flavorofslo@gmail.com
(760) 519-4464

Dana Wacks
flavorofslo@gmail.com
(310) 872-4400

Appendix C
Good Morning SLO Script
Dana: Good Morning San Luis Obispo! We are a Cal Poly Senior Project Team and we are here to tell you about Flavor of SLO.

I am __________
I am __________
I am __________  (this section can go to the right starting with Dana, circle around)
I am __________
I am __________
And I am __________

Kendall: Flavor of SLO is a local tasting event this May 15th showcasing the flavors of San Luis Obispo. 100% of the proceeds benefit United Way of San Luis Obispo County, an amazing nonprofit we are sure you already know a lot about!

Maryn: Now, we could tell you about the amazing local live music, the fabulous entertainment, and the wonderful raffle items we’ve been collecting for months. We could talk about each succulent morsel from the restaurants, the smooth wines, and the refreshing beers... But really, let’s face it. You are the entrepreneurs of San Luis Obispo. You speak numbers, and want facts without all the fluff. So here they are:

Mike: Buying a ticket and attending Flavor of SLO, a LOCAL event held at The Jack House and Gardens on Marsh Street saves you over 200 miles round-trip and that is just for the wineries. Flavor of SLO only costs $35.00 for presale tickets, which is less than the money you would spend on gas alone. So don’t waste your money and time; enjoy the best the area has to offer right here in San Luis.

Sarah: Buying a ticket for Flavor of SLO guarantees you a wonderful afternoon minutes from your house, and most importantly all the money we raise goes to United Way of SLO County, a nonprofit which has been giving back to this community for over 50 years. Doing good never tasted so delicious!

For information on the event, as well as tickets, visit flavorofslo.com. Check back in online for the latest news.

Kendra: We hope to be seeing all of you there, BUT one of you has actually won two free tickets already! If you wouldn’t mind looking at your postcards... can the person that has the colorful United Way logo on the bottom left please stand up?

Congratulations, we have a winner! Come see us after to get your tickets.

Dana: Thank you!
Dear Flavor of SLO Vendor,

Thank you so much for participating in Flavor of SLO 2011.

The following informational packet includes both details regarding your participation in Flavor of SLO, as well as documentation required by the City of San Luis Obispo. You will also find the necessary form for in-kind contributions and tax deductions. Please turn in by calling Kendra or Dana for pickup, or by fax.

Event Information
- Flavor of SLO: May 15th, 2011
- Hours: 1pm - 4pm
- Location: Jack House and Gardens (536 Marsh Street)
- Expected Attendees (recommended number of samples*): 200
  * Sample sizes and quantity at your discretion

Set-Up & Break Down
- Set-Up: 10:00am - 11:30am
- Break Down: 4:00pm - 5:00pm
- Loading/Unloading Parking: Marsh Street
- Event Parking: Surrounding neighborhood (free on Sundays)

Necessary Materials (to be provided by vendor)
- Table, Chairs & Table Decor (tablecloth, promotional materials, decorations, menu)
- Booth (recommended)
- Food Prep/Warming/Chilling Equipment & Utensils
- Serving Utensils* (plates, cups, forks, napkins; at your discretion)
  * Flavor of SLO will provide Wine Glasses for attendees.

Included In This Packet - To be completed and returned by May 7th, 2011.
- Flavor of SLO Participation Agreement & Marketing Information
- In-Kind Contribution Form
- SLO Fire Department Special Event Form
- Donation Request Letter
NOTICE: All vendors are required to have at least a 1 million-dollar general liability insurance policy. All insurance policies must include an additional insured clause naming United Way of San Luis Obispo County. Please turn in your certificate of insurance along with this packet. Should this present any problems, please contact us.

Please contact us if you have any questions.

Sincerely,

Kendra Jorde
flavorofslo@gmail.com
(760) 519-4464

Dana Wacks
flavorofslo@gmail.com
(310) 872-4400
Please complete the following information so we may better prepare for your participation in Flavor of SLO.

Business Name: _________________________________________
Business Contact: _________________________________________

Day Of Representative(s):                                      Cell Number:

___________________________________________________
___________________________________________________
___________________________________________________
___________________________________________________
___________________________________________________
___________________________________________________

Food/Beverage Description: please circle
item:____________________________________________________
(hot/cold)
item:____________________________________________________
(hot/cold)
item:____________________________________________________
(hot/cold)
item:____________________________________________________
(hot/cold)

Intended Equipment:
Table Length:  _____________________
# Chair(s): __________________

Booth / Tent Dimensions: __________________

Will You Require Ice? ( Yes / No )

I, ____________________ am signing on behalf of ____________________ and agree to participate in the Flavor of SLO 2011 for the full duration of the event.
Additional Marketing Opportunities

- I would like my name linked to my website on flavorofslo.com website:

__________________________________________

Email Promotion

- I would like to participate in the email blast two weeks prior to the event by sending the provided Flavor of SLO email to my patrons myself, by May 7th.
  
  Please send me the email at:

___________________________________

- I will supply the Flavor of SLO with my email list by May 7th, and request that they notify my patrons of the event directly.
  
  Please request my email list from:

___________________________________

The Flavor of SLO team has designed and published professional fliers and postcards for placement throughout San Luis Obispo.

Please specify what additional promotional materials you would prefer for your business:

4” x 6” handout - number: _________

11” x 17” poster - number: _________
Appendix E
Sample Agenda

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3rd Annual Flavor of SLO
Sunday May 15, 2011
Jack House and Gardens

Site Visit
April 22, 2011

Mapping out the event
A. Welcome/ticket table
B. Booth layout
C. Tables and chairs for guests
D. Silent auction location and tables needed

Vendor trucks
A. Central Coast Brew truck location
B. Tio Alberto’s truck location

Specific Questions for Christine
A. When to get the key from Christine
B. Storing ice in the freezer in the Jack House kitchen
C. No watering of the lawn the day before the event
D. Two security guards and their locations
E. Other team questions

Publicity
A. Posters and Postcard distribution
B. Radio
C. Facebook

Volunteers
VII. Bike Valet
VIII. Auction and Raffle collection and packaging
IX. Band sound equipment

IX. Getting supplies from UW/SLOC
A. Wine glasses
B. Raffle tickets
C. Wristbands
D. Set up stuff
E. Brochures

Set up/Day of Event Timeline
Good Morning SLO Practice

Appendix F
Event Timeline
12:45 pm
Second Shift Volunteers Arrive (12:45 pm – 3:00 pm)
- Alex Kemp, Caitlin Cappa, Taylor Tabusa, Gail Condon, Chelsea Tombs

1:00 pm
Gravy Pups Starts Playing
Guests Arrive!

1:15 pm
Welcome guests, introduce Gravy pups, and invite them to check out the silent auction

2:00 pm
Volunteers Beth Leibovich and Allison Sasscer arrive (2:00 – 4:00)

2:30 pm
Check in with guests, entice them to visit the silent auction, and introduce Cali Connection
Cali Connection Starts Playing

3:00 pm
Close silent auction and invite guests to pick-up their items
Third Shift Volunteers Arrive (3:00 pm – 5:15)
- Jenna Sigler, Ariel Magrid, Chrissy Hoogendam, Kim

3:15 pm
Announce raffle winners
Thanks guests for coming, invite them to continue tasting, etc.

3:45 pm
Break Down Volunteers Arrive (3:45 pm – 5:15)
- Caitlin Teixeira, Courtney Muniz, Kanika Laroia, Hayden Richter

4:00 pm
Start Clean-up

5:30 pm
Wrap up clean-up