A Taste of Design:
Incorporating Semiotics into Flavor of SLO 2011

A Senior Project Presented to
The Faculty of the Communication Studies 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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An Introduction to *Flavor of SLO*

For all of its weekly farmers markets, charming local businesses, and community happenings, it was not until 2009 that San Luis Obispo had an event that brought together establishments in the restaurant and beverage industry to showcase their best offerings to the local community. With more publicity emphasizing the farming and local agricultural markets, the vast array of these restaurants have lacked a central event, aside from the Farmer’s Market, to advertise their dishes and gain the favor of patrons where it counts: their palates.

In 2009, a few Cal Poly seniors paired up with the San Luis Obispo United Way to create the *Flavor of SLO*, an event that draws the community together to share in celebrating the local flavors of the county. For two consecutive years, various wineries, breweries, and restaurants have offered guests a memorable afternoon showcasing their best samples and, through doing so, have raised money to be filtered back into the community through United Way.

As a non-profit organization, United Way of San Luis Obispo is committed to bettering the community through three core areas: education, income, and health (Cementina). United Way works with individuals, businesses, and governments to create and sustain programs that promote lasting change in San Luis Obispo County (Cementina). Proceeds from the *Flavor of SLO* event are put to use by United Way to support a variety of their programs, including, Youth Board: a committee that gives high school students grants to organize youth-led service projects; Money Talks 4 Teens: educating high school students about personal banking and financial basics; Beginnings Collaborative: educating the community about the dangers of using alcohol and drugs.
during pregnancy; and Nonviolent Communication: teaching parents and educators in the childcare and education sectors communication skills and language tools that promote nonviolence (Cementina).

Much of the work that United Way does, in facilitating educational workshops, emphasizes the enhancement of the communities’ communication skills. As this event was created by Cal Poly Communication Studies seniors, the pairing with United Way as the beneficiary was a perfect match. Though the attendance numbers from the first event are not available, the number of participating restaurants and beverage vendors was impressive, with over thirteen restaurants and ten wineries/breweries making an appearance. In 2010, the event was carried out again, adding live music and family-friendly activities to increase the appeal and draw of the event while maintaining most of the vendors’ participation.

Last year’s event, in combination with a silent auction, grossed $4,796. Two ticket options were available: a food sampler sold for $25 and a food and beverage sampler sold for $35. With expenses totaling $2,693, the profit margin was 43 percent. There were a total of thirty beer, wine, and restaurant vendors for 2010, including local favorites such as Firestone Walker Brewery, Spike’s Pub, Central Coast Brew, Splash Cafe, Baileyana & Tangent Winery, Utopia Bakery, and Petra Mediterranean Pizza & Grill. While last year’s event received modest local attention with a total of 139 tickets sold, the team for 2011 planned on addressing significant issues in planning, structuring, and advertising through applying Communication Studies principles towards attracting greater attendance and higher profits.

As a non-profit event, Flavor of SLO had two goals: to increase awareness of San
Luis Obispo’s array of food and beverage establishments and, in doing so, raise funds that will be funneled back into the community to support the health and wellness of its residents. *Flavor of SLO* required several months and stages of planning and a group of Cal Poly seniors were each in charge of different elements necessary to execute an event of this magnitude.

**Rationale**

Despite the prior success of the event, the preceding team neglected a few key areas. For instance, the previous event neglected to capture the attention of the local newspapers and media. Additionally, the event was held in Mitchell Park, with little security or equipment to secure the premises. Furthermore, the event advertised a “family friendly” atmosphere, offering various ticket options to accommodate preferences between alcohol and food, alcohol only, or food only. While color-coded bracelets helped to manage the differences between the available ticket options, the diversity of ages required the team to focus a lot of their planning on providing entertainment for younger children; accommodating under-age guests arguably stretched their planning time and resources.

Since its inception in 2009, *Flavor of SLO* had yet to receive substantial media coverage (Cementina). Perhaps the newsworthiness of the event was not highlighted in such a way as to gain the attention of the local media, or perhaps the previous teams did not focus much effort in this direction. My task and goal was to create a new *Flavor of SLO* logo and brand. By highlighting that the event was the “Third Annual *Flavor of SLO*—student run and benefitting our local United Way” we hoped to establish our ethos as an enduring, successful event. With these new changes to the look and style of the
promotional materials and website, my goal was to attract more attention to the event and get some publicity and coverage by local media networks in print, radio, and television. We contacted *The Tribune, New Times, Mustang Daily, KSBY, KCPR, KVEC,* and KRUSH 92.5; additionally, we created a social-media marketing campaign through Facebook.

**Planning**

With the event scheduled for Sunday, May 15, 2011, our meetings began towards the end of January 2011. A total of six students were involved with the project, each taking on a distinct role. Sarah Hedayati and Kendall Young co-managed the project, garnering all the necessary city ordinances, hiring entertainment, and collecting donations for a raffle and silent auction. Kendra Jorde and Dana Wacks coordinated with previous vendors and solicited new vendors for the event, writing and executing the contracts and handling other paperwork. Maryn Anderson and I divided up all marketing and media related duties. My role with the project was creative production, as the team’s Website Designer/Graphics Manager. In partnership with Maryn Anderson, who focused more on Facebook and Twitter campaigning, we were the aggregate marketing team. My job functions included managing and developing a new aesthetic for the event website, managing online ticket sales, and creating the logo and branding for use in print and multimedia promotional materials. Additionally, I drafted the press release and solicited media outlets for coverage and support.

The previous venue for *Flavor of SLO* was Mitchell Park, located on Osos Street between Pismo and Buchon. While holding it at the park increased visibility and promotion during the event, the previous teams dealt with unforeseen security issues and
were not prepared for loiterers or people sneaking into the event. For this year’s event, we secured the historic, downtown Jack House & Gardens as the new venue. The Victorian era home, built in 1880, included a large garden full of traditional Victorian rose species. Mr. Jack, one of San Luis Obispo’s leading bankers, lived in the house for over ninety years and left it to the city for historical preservation (Slocity.org).

Other changes that were made to the event included limiting the attendance to twenty-one and older, which was a significant departure from the mood, style, and demographic of the past two years. This change allowed us to modify the ticket options to one-price-includes-all, with presale discounts for both adults and students. By offering a reduced rate to students, we hoped to capitalize on the large student population as a way of increasing the attendance.

One of the critiques that last year’s team made regarding the event was that allowing all-ages made security difficult. It also made child entertainment a greater issue. For families that brought children, activities had to be provided to keep the children occupied while mom and dad tasted; clowns, face painters, and other related entertainment were provided. Throughout our own planning, we decided that limiting the event to adults might actually increase the glamour and draw of the event by creating a different atmosphere. The previous team’s website design, branding, and marketing for the event had a family-friendly, casual feel to it. Their main logo incorporated a lime wedge and used neon-green and white as its color scheme. In our assessment, we determined that all of these decisions had an impact on the perception of the event, as well as the attendance. It appeared that with its color and font scheme, the 2010 team was trying to promote a spring, fresh, daytime event. However, because the colors were
bright and fresh, one could easily draw a conclusion that the event was more of a margarita-tasting than a beer and wine showcase. The event needed a makeover—one that promoted classiness but stayed shy of pretentiousness.

**Critique of Previous Logo and Website**

With such a demographic departure in mind, I wanted to change the mood of the event while increasing the functionality of the website. I believed that I could do so through the assistance of semiotics. Drawing from Beasley and Danesi’s book, *Persuasive Signs: The Semiotics of Advertising*, I applied a semiotic approach towards creating a new brand for *Flavor of SLO*. Semiotics is the study of cultural sign processes, developed in part by Roland Barthes; he developed his theories by critiquing advertisements and recognizing that certain fundamentals of modern marketing could be observed in terms of semiotic relationships. “The salability of a product correlates with the effectiveness of a logo, ad, or design to link the product representationally with some desire or need” (Beasley and Danesi 27).

Through his research, Barthes recognized a relationship between “signified” and “signifier” that did in fact appear calculated. He chose to expand semiotic analysis into this second level sign-system to identify what he recognized as “myth,” a connection to meanings people have to symbols, like color, on a psychological or psychosocial level (Barthes 122).
While semiotics has proven to be of value in understanding and unpacking sign systems, it stands to reason that in reversing the direction, similar analysis would aid in the creation of a brand and complementary marketing materials. The value of brands are increasingly being defined in financial terms, as “intangible assets”; they are the conjunction of “a name and a logo joined to a set of regimented associations, with source-identifying indexicals” (Moore 339). Within advertising, the technical need for design is always accompanied by the cultural need for atmosphere; they are “two aspects of a single functional system” (Baudrillard 34).

With the case of Flavor of SLO, we were not creating an event from scratch; rather, we modified an event already in existence. Because of this limitation, our beginnings for design and marketing had a different starting point. To our advantage, we could analyze the previous materials and make steps to improve upon them, but did not have the freedom to, for instance, rename the event. Because of the preservation of the 2009 and 2010 event websites, I was able to trace the evolution of design and analyze the logos and websites for meaning.

What semiotics teaches us is that symbols are charged with meanings and that communication is always taking place when humans are using symbols to influence an audience. We experience this daily as we drive past billboards, surf the Internet, and browse through the shelves in a bookstore. A conventional understanding of communication is that language is the predominant way in which meaning is conveyed, but theorists like Jean Baudrillard, Roland Barthes, and Kenneth Burke have all put forth the idea that nonverbal symbols convey meanings just as significant, even if implicitly. “Using both verbal and nonverbal techniques to make its messages as persuasive as
possible, advertising is relevant to work in semiotics, as advertising is a form of persuasive rhetoric” (Beasley and Danesi 17). Fonts, colors, and other aesthetics are important in the creation and design of an event and, as a necessary extension, the event’s website.

The website that was created in 2009 suffered from two main complications: it did not commit to any particular theme or color scheme, and it did not follow any of the major rules of organization in website design. In his book, The Designer’s Graphic Stew, Timothy Samara writes, “To ensure a rich, engaging optical experience, the designer must compose form in space in such a way that the viewer perceives that there is a kind of harmonic rhythm among all of the layout’s aspects” (17). With this in mind, the 2009 design of the website could best be described, using Samara’s own analogy, as dissonant; font sizes were disproportionate, the various borders were uneven, and the organization lacked cohesion. The Home page font size was too large, while the navigation tabs were miniscule and un-intuitively located in a small side bar rather than at the top of the website. Additionally, the website lacked a consistency with the fonts that were employed. On the home page alone there were four different fonts, which Samara explicitly advises against: “Designers should limit themselves to two type-families; the more styles applied, the easier it is to lose one’s way. From an aesthetic standpoint, a bit of restraint makes the visual language that much clearer” (29).

With regard to functionality, many improvements were made for the 2010 website design. Their website served three main objectives much more clearly than the 2009 website, as they sought to provide all of the necessary information about the event, sell tickets online, and advertise the participating vendors and sponsors. The most important
feature was selling tickets, as it was the only avenue by which people could purchase pre-sale tickets.

While the functionality of the 2010 website certainly improved from the previous year, the team made some very bold choices in the design of the logo and branding of the event. “Colors have psychological and moral overtones,” Baudrillard writes. “A person will ‘like’ a particular color, or have ‘their’ color” (36). My own reaction to the previous colors of the 2010 Flavor of SLO event, with its neon lime color-scheme, was an aversion towards their entire message. The colors were too fluorescent, reminding me of being trapped inside of a giant warehouse with artificial light. This is illuminated further by Baudrillard’s analysis: “Color that loudly announces itself as such begins to be perceived as over-aggressive” (36). Beasley and Danesi address the implications of color choices in the design of branding and marketing, offering, “Sometimes a specific color can say more to a consumer than an entire paragraph of text” (67). While the previous website/logo designer may have chosen bright, bold colors, it is difficult to understand their intentions because they left behind no explanation of their design choices; we do not know how they defined the attributes of the event and can only assume that the choices they did employ were deliberate.

Designing Logo, Slogan, and Website

In designing Flavor of SLO 2011’s website and print materials we made sure to define our objectives and marketing demographic at the outset. By the second meeting, on the fourth of February, we made several key decisions about our new direction for the design of the logo and branding of the event.
Our first change began with altering the eligible demographic. Eliminating the underage crowd allowed us to distance ourselves from the “casual” design and color choices of the previous logo, turning our focus towards the creation of a more “casually elegant” event through seeking more traditionally mature colors. Baudrillard, in *The System of Objects*, wrote, “Tradition confines colors to its own parochial meaning and draws the strictest of boundary-lines about them” (30). And while a significant amount of his observations about color in the 1960s would be considered outdated to most writers in communication and design today, this particular proverb still holds a lot of weight. In fact, the dividing line between aesthetic and communications is not always clear, notes Osgood, “but certainly the experiment on color in advertising could have been included as studies in communication effects” (304).

As the Graphics Manager and Website Developer, I implemented the design of our most important asset: our logo. After several trials of new designs, our group finally agreed on one that we all felt would give *Flavor of SLO* a more mature and distinguished makeover. Additionally, with the new logo we hoped to establish a new ethos for the event to be used for future years. We recognized that because this event was a benefit for United Way there existed a tremendous amount of advertising collateral. The previous teams overlooked capitalizing on this relationship and our aim was to change that by aligning United Way and *Flavor of SLO* as a single brand. Additionally, as the third annual event, our team was in a prime position to begin promoting the event’s longevity.

With the assistance of a design friend, Mauria Betts, the new *Flavor of SLO* logo was created: “Third Annual *Flavor of SLO*, Benefitting United Way.” The decision
about color came after the completion of the design itself; we experimented with several colors, but found that “Adobe red” (named for the color of the company Adobe’s own logo) really appealed to us, both as a metaphor for wine, but also for its signifying “passionate and aggressive” (Baudrillard 30). We wanted the event to portray confidence and style with the color, but stay shy of elitism by using a more casual font.

From the design of the logo we moved on to the slogan. The team approved the first idea for a slogan that I had: “Doing Good Never Tasted So Delicious.” How would we balance a higher priced ticket, charging upwards of thirty to forty dollars for an event that only lasted three hours, but included unlimited sampling of two-dozen wineries, restaurants, and breweries? Charity. By reiterating the fact that all proceeds would benefit United Way of San Luis Obispo County, our aim was to encourage the public to participate in a win-win situation.

Admittedly, the creation of both the logo and slogan took longer than I anticipated. From our initial discussions about branding ideas on the fourth of February, the logo was not finalized and approved until the eighteenth of March. This transition made it difficult to solicit vendors to participate because the material itself that we used on letterheads and email blasts was outdated. Thankfully, our team was persistent in recruiting many of the vendors from previous years despite the delay in creating the new logo.

My objective behind creating the website was one strictly based on functionality. I wanted the logo, colors, and fonts—the aesthetic—to communicate about the event as much as any text could accomplish. I wanted the design of the website to be straight-
forward and accomplish three goals: provide information about the event (date, time, location), promote the participating vendors and sponsors, and sell tickets.

The development of the website hinged on the completion of the logo and color scheme, and was therefore not launched until March twenty-third. The website functioned as the only location that people could purchase pre-sale tickets. Previous years had implemented a direct link to PayPal, but this turned out to be an inefficient way for people to purchase tickets. United Way had expressed an interest in finding a new site that managed the user database in a way that would allow us to keep track of purchased tickets and contact all ticket-buyers through a single email list. Surprisingly, PayPal did not offer such features.

After some research, I discovered a company called Constant Contact that would allow for the purchase of multiple student and adult tickets from a single individual, while also creating an organized database of each user’s contact information. Another feature of Constant Contact was the “one-click email” to the entire list of users, which came in very useful the week leading up to the event. As concerns grew about the impending rain that was forecasted for the day of the event, we were able to send out an email to all of our guests assuring them that Flavor of SLO would be happening rain-or-shine. The Constant Contact ticket page was easily embedded into the “Tickets” section of the website, creating a smoother user-experience.

Other features I created for the new website included an image-map of all of the participating vendors with direct links to each of their respective websites. The vendor list was previously just a list of text, but I felt that each company’s logo contained a stronger message than just their name; this change was part of making the website more
visually interesting. According to Samara, “Images send stronger messages and tell more complete stories,” and he strongly advises, “reducing the amount of text helps viewers digest information more succinctly” (87). I created the website for visual appeal and succinctness of message, cutting down on previous copy featured on the websites of previous years, while also consolidating the amount of tabs and features. Simple changes included merging the Contact Us page with the About Us section, and the Beneficiaries with the Sponsors page.

**Description and Evaluation of the Event**

The week leading up to the event was dreary, and continuous rains left us apprehensive. The weather forecast predicted a 70% chance of rain, and while many cities deal with these conditions on a regular basis, we were mainly concerned about it affecting the walk-up sales. We prepared for the worst, putting up tarps over the band and the silent auction/raffle area for protection. Thankfully, most vendors came prepared with their own tents, and the fifteen minutes of downpour was hardly enough to affect the turnout.

By the day of the event, we had twenty-four vendors confirmed and only one no-show: Sweet Earth Chocolates. The Jack House & Gardens was a perfect venue for the amount of people and vendors, and several guests commented about how they preferred it to Mitchell Park. The two bands scheduled for entertainment showed up late, with less than a half-hour to the start of the event, leaving us scrambling to get them set up and prepared to begin playing by 1 p.m. A miscommunication about who would be providing extension cords delayed the music for the first fifteen minutes, but by 1:15 p.m. the
Gravy Pups had begun their set and the crowd was responding well despite the minor delay.

Kendall was responsible for scheduling volunteers and she did an excellent job coordinating different time slots. With plenty of help, from setup to teardown, we each had more time to attend to the guests and vendors. Sarah Shotwell, of J. Lohr Vineyards, said, “This is one of the most organized tasting events we have participated in; we have never had so much help and usually find ourselves scrambling to set up.” Many of the vendors expressed similar opinions, including surprise over the attendance. Shotwell added, “We are very pleased with the attendance and are looking forward to participating again next year.”

The numbers are indeed encouraging: 186 pre-sale tickets were sold and 37 tickets were sold at the door, for a total of 223 tickets sold, compared to 139 the previous year. Additionally, the silent auction and raffle raised over $2,885—a significant success compared to $792 from last year. *Flavor of SLO 2011* grossed $11,560, with a net profit of $9,482. By comparison, *Flavor of SLO 2010* grossed $4,796, with a net profit of $3,259.

We also succeeded in reaching out to various media. I drafted a press release and sent it to *The Tribune, Mustang Daily*, and *New Times*. While none of these outlets picked up a story, the New Times offered us a discount on a full-page advertisement to run in their 5/11-5/17 edition. While the newspapers were not interested in covering the event, we had positive response from both KRUSH 92.5 and KVEC 920. I did an on air interview with KRUSH, speaking about the students involved with *Flavor of SLO* and the Communication Studies program at Cal Poly; this interview ran several times a day.
throughout the week leading up to the event. I also appeared on the KVEC “King Harris Morning Edition,” speaking about United Way’s history with Cal Poly students. Additionally, Rick London, CEO of United Way SLO, was interviewed on KVEC’s “Dave Congalton Show.” Likely due to these appearances, we saw a spike in our ticket sales in this last week, including 50 tickets purchased the day before the event.

I also created an exit survey link that users were directed toward after completion of their purchase. I created the survey through Zoomerang.com and embedded it in the ticket confirmation email. The survey was brief, to encourage participation, and included three basic questions:

1) How satisfied are you with the content you found on the website?
2) How did you find our website? (Facebook, Link from United Way, Link from another web site, Link from Poster/Postcard, search engine results, other)
3) What do you think about our new logo compared to last years?

Forty-three people completed the survey: 81% reported being satisfied with the content on the website, 16% were neutral, and 2% were dissatisfied; Facebook and the poster/postcard were the two most popular ways that people found out about the website, with search engine results being the third. As for the logo, 72% reported liking the new logo over the previous one, with 5% preferring the previous and 23% reporting neutrality. The feedback suggests that the new logo and design of the poster and postcard had positive influence on people’s impressions about the event.

Reflection

Though I would conclude that the event was a success, there were moments throughout the planning process that I had doubted everything would come together. Our
team was diligent throughout the planning stages, but there were a few things that were out of our control. The most unreliable variable was getting vendors to commit to participating early on and submitting their contracts for event insurance. As you might notice from the meeting agendas in mid-April, we almost doubled the amount of vendors in our last month. Economic concerns seemed to be among the greatest of their apprehensions, as vendors had to consider donating several hundreds of dollars in food and alcohol. And consequently, I had to wait on the design and printing of the poster and other print materials until we had enough vendors confirmed. Unfortunately, beyond maintaining a more organized list of contacts, our team does not have concrete suggestions for future teams on how to prevent this delay.

With a minimal budget, we were also forced to find creative ways to seek sponsorships. This proved rather difficult, as we were not able to secure an event sponsor at the $5,000 or $1,500 level. However, we were able to get The Mortgage House to sponsor all of the wine glasses and Cal Poly’s UGS to sponsor the printing of all posters and postcards. Additionally, the San Luis Bike Coalition donated bike racks for the event but never delivered them on the day of the event.

The most dramatic improvement to this years’ event was our team’s ability to raise $2,889 through raffle and silent auction items. Sarah Hedayati did a fantastic job soliciting donations, which included a round of golf for four at Morro Bay Golf Course, a horseback-riding lesson at Hearst Castle, and a two-night stay at Opolo Vineyards. We also raffled off bottles of wine, spa and foot treatments from Bluebird Salon, and several gift certificates to local restaurants.
Our team has followed up the event by sending hand-written notes thanking each of the businesses, sponsors, and vendors for their support and generosity. Our hope is to maintain amiable relations with all of the participants so that next year’s team might have an easier time confirming vendors earlier on.

Additionally, United Way loves the new logo and wants to keep it as the official logo for future Flavor of SLO events. Retaining this logo will inevitably reduce the amount of time for design of promotional materials, enabling teams in the future an earlier opportunity to begin soliciting vendors, sponsors, and advertising for the event. Kendall will also be putting together a training manual with all digital files as we spent a lot of initial time trying to track them down from previous students.

Reflecting on our work with Flavor of SLO 2011, I can appreciate the long-term commitment that goes into planning and executing a large-scale, non-profit, event. With a minimal budget, we found ourselves stretched for creative solutions and relied on our abilities as Communication Studies students to solicit participation and generosity from the San Luis Obispo community. Through organized planning, marketing, vendor solicitations, and community outreach, this project has been a prime example of how important the Communication Studies discipline is to the local community. We hope that future students will become involved in the event and improve upon it in the years to come.
Works Cited


Appendix A
Flavor of SLO Website 2011
About United Way

United Way of San Luis Obispo County is on the forefront of recognizing community needs and ways to address the root causes of our most pressing issues. By focusing on prevention, United Way works to create long lasting changes to help county residents secure the necessary building blocks for a good quality of life - education, income and health. Visit them at 805.756.6555 for more information.

Please contact us at flavorofsl@gmail.com if you have any questions or comments.

2011 Vendors:

- J. Lohr Vineyards & Wines
- LUNA Red
- Morovino
- Saucelito Canyon Brewing
- Tap It
- Cavaletti Vineyards
- Central Coast Brewing
- Upper Crust
- Chalma Restaurant
- Rolita Family Farm
- Veggie Thai Cuisine
- Popolo
- Kelsey
- Petra
- Peaches Canyon Windy
- Autry Cellars
- Opolo
- Moxie Red
- Central Coast Brewing
- SLO Brewing Co.
- 3LO Brewing Co.
- San Tasti
- Rolita Family Farm
- Veggie Thai Cuisine

Thanks to all the vendors for their continued support of Flavor of SLO 2011!
Each year, Flavor of SLO raises thousands of dollars to benefit our local United Way. Through improving education, income, and health for San Luis Obispo County, United Way is committed to the betterment of our community.

Flavor of SLO

On May 12th, treat yourself to an afternoon of testing, tasting, and mingling at Flavor of SLO, an annual tasting event showcasing the very best food, wine and beer that the San Luis Obispo region has to offer.

Tickets

Pre-sale Prices:
- SLO - Student With Student ID and SLO
- SLO - Adult

At the Door Prices:
- SLO - Student With Student ID and SLO
- SLO - Adult

Online Purchase Tickets -- Pre-sale tickets will be cut off at 11:59 PM, Saturday, May 11th.

Flavor of SLO 2012

Contact:
Flavor of SLO
United Way of San Luis Obispo County
flavorofslo@gmail.com
(805) 541-1254

Where:
The Jack House
108 Ninth Street
San Luis Obispo, CA 93401

Procceeds benefit local nonprofit United Way of San Luis Obispo County.

To purchase tickets via check, please mail payment, earmarked for Flavor of SLO, to:
United Way of San Luis Obispo County
PO Box 14202
San Luis Obispo, CA 93409

Tickets may also be purchased with cash or card at the United Way office, at downtown SLO or Triune Jesus West 9/18.

Thank you to all who made 2011 a fantastic event!

We hope you will plan on joining us again in 2012.

Please contact us at flavorofslo@gmail.com if you have any questions or comments!
Appendix B
Flavor of SLO Poster

Third Annual

FLAVOR of SLO
A BENEFIT FOR UNITED WAY

SUNDAY, MAY 15TH
From 1:00 pm to 4:00 pm

FOOD:
CHINO’S ROCK AND TACOS
GIORDANO’S ITALIAN FREEZE
LUNA RED
PETRA
MEDITERRANEAN
PIZZA AND GRILL
POPOLO
ROTISserie CAFE
SHALIMAR RESTAURANT
SPASH CAFE
UPPER CRUST TRATTORIA
VRAJA’S KITCHEN

WINE:
AUTRY CELLARS
CERRO CALIENTE CELLARS
J.LOHR WINERY
KELSEY SEE CANYON VINEYARDS
MOROBINO WINERY
NORMAN VINEYARDS
OPolo VINEYARDS
PEACHY CANYON WINERY
SAUCELITO CANYON VINEYARD

BEER:
CENTRAL COAST BREWING
FIRESTONE
WALKER BREWERY
SLO BREWING CO.

PERFORMING:
GRAVY PUPS
CALL CONNECTION

at the HISTORIC JACK HOUSE AND GARDENS | 536 MARSH ST, SAN LUIS OBISPO, CA
Presale $25 student | $35 adult | At the door $30 student | $40 adult | www.FLAVOROF SLO.COM

ALL PROCEEDS BENEFIT UNITED WAY OF SLO COUNTY
THANK YOU TO OUR SPONSORS
Appendix C
Flavor of SLO Postcard

DOING GOOD
NEVER TASTED
SO DELICIOUS

SUNDAY, MAY 15TH
From 1:00 pm to 4:00 pm

At the Historic
JACK HOUSE & GARDENS
536 MARSH STREET, SLO

Presale tickets
$25 STUDENTS | $35 ADULT
At the door tickets
$30 STUDENTS | $40 ADULT

ALL PROCEEDS BENEFIT
UNITED WAY OF SLO COUNTY

www.FLAVOROFSLO.com

THANK YOU TO
OUR SPONSORS
Appendix D

Facebook Event and Fan Pages
Flavor of SLO 2011
You are Attending • Share • Public Event

Time
Sunday, May 15 - 1:00pm – 11:30pm

Location
Jack House and Gardens
536 Marsh Street
San Luis Obispo, CA

Created by
Flavor of SLO 2011

More Info
On May 15th, treat yourself to an afternoon of tasting, sipping, mingling and having an all-around enjoyable time at Flavor of SLO, an annual tasting event showcasing the very best food, wine and beer in San Luis Obispo. Vendors bring small samples for all, and participants are free to wander among vendors enjoying the best flavors our city has to offer!

Join us at our new location, Jack House & Gardens on Marsh Street between Beach and Nipomo. This is a twenty-one and over event and all guests receive a complimentary Flavor of SLO wine glass for the best in beverage consumption! All proceeds benefit local non-profit United Way of San Luis Obispo County.

Purchase tickets at http://events.constantcontact.com/register/event?r=6wnq0cb6ab&oeidk=a07e3imao161c16dad and click register to get stared!

Share: Post • Link • Photo • Video

Write something...

West Fletch
I don't know where Bryce Richardson, Adam Cato, or Ron Noche were, but Chris DeSibio and I had a great time at the Flavor of SLO 2011!
Appendix E
Flavor of SLO Logos 2009-2011

2009 Logo

2010 Logo

2011 Logo
Appendix F
2011 Logo Drafts

Flavor of SLO

Flavor of Slo

FLAVOR of SLO

FLAVOR of SLO

flavor of SLO

flavor of SLO
Appendix G
Constant Contact Online Ticket Site
Appendix H
Constant Contact E-blast

Join us on May 15th for Flavor of SLO!

Where:
The Jack House
536 Marsh Street
San Luis Obispo, CA 93401

Treat yourself on Sunday, May 15th from 1-4 pm to an afternoon of tasting, sipping, and mingling at Flavor of SLO- an annual tasting event showcasing the very best food, wine and beer that the San Luis Obispo region has to offer.

Guests must be twenty-one and over to attend, and will receive a complimentary Flavor of SLO wine glass to bring home.

All proceeds benefit local non-profit United Way of San Luis Obispo County.

Join us at our new location the Jack House & Gardens located on Marsh Street between Beach and Nipomo, and remember to come prepared for our silent auction and raffle of dozens of great items donated by local businesses.

Presale tickets are just $35 for general admission, and only $25 for students!

**Get more information at FlavorOfSLO.com**

**Buy tickets Now!**

We look forward to seeing you at Flavor of SLO 2011!

The Flavor of SLO Team

Contact us at flavorofslo@gmail.com or (805) 541-1234
# Appendix I

Website/Logo Survey

---

**Flavor of SLO: Web Site Survey 1**

1. **Overall, how satisfied are with your experience at our site?**
   
<table>
<thead>
<tr>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

2. **How satisfied are you the content you found on the website?**
   
<table>
<thead>
<tr>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

3. **How did you find our site?**

4. **What do you think about our new logo compared to last years?**

![Logo Comparison](image)

<table>
<thead>
<tr>
<th>I like last year (the green one)</th>
<th>I'm neutral</th>
<th>I like this year (the red one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
DOING GOOD NEVER TASTED SO DELICIOUS - THIRD ANNUAL “FLAVOR OF SLO”

Cal Poly students turn ‘Learn-By-Doing’ into ‘Learn-By-Tasting’ May 15, 2011

SAN LUIS OBISPO, Calif – May 2, 2011 – Six Cal Poly students have been working since January to put together the third annual “Flavor of SLO”: an event featuring some of the most prominent restaurants, breweries, and wineries of San Luis Obispo County with all proceeds benefitting United Way of San Luis Obispo County.

Through improving education, income, and health for San Luis Obispo County, United Way is committed to the betterment of the community, and for the past two years this student-led project has raised thousands of dollars for the organization.

The event itself is championed by a group of Cal Poly Communication Studies majors as their capstone project; Cal Poly requires all students to fulfill a senior project that applies the knowledge and skills of the major towards research, experimentation or a hands-on project. The students are involved in every part of the process, from website and logo design, permits and licenses, as well as developing personal relationships with each of the businesses participating in the event.

In addition to all of the participating vendors, which will include J. Lohr Winery, Luna Red, Upper Crust Trattoria, Petra Mediterranean Café, Firestone Walker Brewery, Central Coast Brew, and many more, “Flavor of SLO” will feature live music from Gravy Pups and Cali Connection, and a raffle/silent auction for some exciting goodies, including a weekend

This year’s event will be held on Sunday May 15th from 1-4pm at the Historic Jack House & Gardens at 536 Marsh St. in San Luis Obispo. Pre-sale tickets for the event are $25 for students and $35 for adults and can be purchased online at www.flavorofslo.com. Tickets will also be available for purchase at the event at $30 for students and $40 for adults.

This event is 21+ and ID is required for entry.

For tickets and more information, please visit http://www.flavorofslo.com
Appendix K
Krush Radio Promotion

AGM Radio
Promotional Proposal 2011

Flavor of SLO
Sunday, May 15th, 2011 at The Jack House in San Luis Obispo

Flavor of SLO organizers will make available to KRUSH:
- 6 Tickets - 4 to giveaway to listeners, 2 for KRUSH staff.
- Display of Krush banner at event and on event web and social media postings
- Tickets to be in house no later than Wednesday, May 11, 2011

In Exchange KRUSH will provide:
To run 05.09.11 to 05.15.11

On Air/Web Promotion:
- Krush Profile (2 minutes) to run throughout the week: $500
- 25 (minimum) live mentions: $650
- Web Support with online contesting at krush925.com: $100

TOTAL TRADE VALUE OF MEDIA SPONSORSHIP: $ 1250+

Signed: C. Rosales
Flavor of SLO
Date: 5/4/11

Signed: AGM
Date: 5/4/11
Appendix L
Meeting Agendas

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

First Meeting Agenda
January 11, 2011

• Contact information – correct?
• Overview Flavor of SLO

• United Way
  - Rachel Cementina, program assistant, and Charlene Rosales, Chief Operating Officer
  - "United Way is committed to making San Luis Obispo County a better place to live. By focusing our efforts in three impact areas—education, income and health—we help provide opportunities for a better life for all. By giving, advocating and volunteering, you can join us as we Live United in our community!" (United Way Mission Statement)
  - Meeting last two weeks in January with Rachel and Charlene
  - unitedwayslo.org
  - flavorofslo.com
• Job descriptions
  o What role would you like to take?
• Gmail accounts
  o Calendars
  o Google Documents
• Meeting time for the future
I. Goals

II. Logistics:
   a. Team T-Shirts
   b. Wrist bands
   c. Wine glasses – donated?
   d. Start selling tickets mid-March
   e. Permits

III. Vendor update:
   a. Vendor packets
   b. Temporary food facility
   c. Are vendors bringing their own tables?
   d. Printing vendor packets/stamps

IV. Marketing/Website update:
   a. How do we specifically want to brand the event: logo ideas
   b. Chamber Soap Boxes
      i. Good Morning SLO April 28
      ii. Arroyo Grande TBD

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

Team Meeting
February 4, 2011
3rd Annual Flavor of SLO
Sunday May 15, 2011
Jack House and Gardens

Team Meeting
February 18, 2011

V. Logistics:
   a. Entertainment
      i. Rich Ferguson - Magician
      ii. Chiller Whales
      iii. Take it SLO: a capella – Maryn
   b. T-shirts
      i. Kendra’s contact
   c. Ticket sales in person
   d. Chamber Soap Box April 28 – Brainstorm

VI. Vendor update:
   e. Any new additions
   f. Vendor Packets

VII. Website update:
   c. Vendor email contact
   d. Colors from last year’s poster
   e. Team Bios
   f. Any edits?

VIII. Marketing update:
   a. Facebook page
      i. Transfer members from last year’s page
      ii. Facebook event page/organization page3w
   b. LinkedIn/Twitter
   c. Community Boards
   d. Postcards for last year’s attendees
Team Meeting
March 4, 2011

IX. Logistics:
   e. Entertainment
      i. Rich Ferguson – Magician
      ii. Take it SLO: a capella – Maryn
      iii. Chase McBride – Maryn
      iv. History of Painters – Rachel
      v. The JD project – Sarah
   f. T-shirts
      i. Mike’s contact
      ii. Kendall’s brother
   g. Silent auction

X. Vendor update:
   a. Current Vendors
      Autry Cellars  Petra Mediterranean Pizza & Grill
      Central Coast Brew  Popolo
      Kelsey See Canyon Vineyards  Shalimar
      Norman Vineyards  SLO Brew
      Opolo Vineyards  Splash Café

XI. Website/Marketing update:
   a. Facebook page
      i. Like/post confirmed vendors and silent auction donors
   b. Community Board information
3rd Annual Flavor of SLO  
Sunday May 15, 2011  
Jack House and Gardens

Team Meeting  
April 1, 2011

XII. Logistics:  
h. Entertainment  
   i. That's the Key - acapella group  
   ii. Gravy Pups - reggae band  
   iii. Possible band: Cali Connection – rock/reggae

i. T-shirts

XIII. Vendor update:  
a. Current Vendors

<table>
<thead>
<tr>
<th>Wine</th>
<th>Beer</th>
<th>Food</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autry Cellars</td>
<td>Central Coast Brew</td>
<td>Petra</td>
</tr>
<tr>
<td>J Lohr Vineyards &amp; Wines</td>
<td>SLO Brew</td>
<td>Popolo</td>
</tr>
<tr>
<td>Kelsey See Canyon Vineyards</td>
<td>Firestone</td>
<td>Shalimar</td>
</tr>
<tr>
<td>Norman Vineyards</td>
<td></td>
<td>Splash Cafe</td>
</tr>
<tr>
<td>Opolo Vineyards</td>
<td></td>
<td>Vraja's</td>
</tr>
</tbody>
</table>

a. Game plan

XIV. Website/Marketing update:

a. Website  
   i. Any edits?

b. Postcards and Flyers

c. Facebook page  
   i. Like/post confirmed vendors and silent auction donors  
   ii. Start inviting our friends
Team Meeting
April 8, 2011

XV. Logistics:
   j. Entertainment
      i. Gravy Pups - reggae band
      ii. Cali Connection – rock/reggae
      iii. Possible Band - Eliquate
   k. Auction update
   l. Bike racks, honey huts, ice

XVI. Vendor update:
   a. Current Vendors
      Wine
      Autry Cellars
      J Lohr Vineyards & Wines
      Kelsey See Canyon Vineyards
      Norman Vineyards
      Opolo Vineyards
      Beer
      Central Coast Brew
      SLO Brew
      Firestone
      Food
      Petra
      Popolo
      Shalimar
      Splash Cafe
      Vraja’s
      Luna Red

XVII. Website/Marketing update:
   a. Print Materials - Priority
   b. Website
      ii. Any edits?
   c. Facebook Invites
3rd Annual Flavor of SLO
Sunday May 15, 2011
Jack House and Gardens

Team Meeting
April 15, 2011

ONE MONTH UNTIL FLAVOR OF SLO!

XVIII. Logistics:
m. Entertainment
   i. Gravy Pups - reggae band
   ii. Cali Connection – rock/reggae
n. Auction update
o. Bike racks, honey huts, ice, security guards
p. Volunteers

XIX. Vendor update:
a. Current Vendors

<table>
<thead>
<tr>
<th>Wine</th>
<th>Beer</th>
<th>Food</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autry Cellars</td>
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<td>Chino's</td>
</tr>
<tr>
<td>Cerro Caliente Cellars</td>
<td>Firestone</td>
<td>Giordano's</td>
</tr>
<tr>
<td>J Lohr Vineyards &amp; Wines</td>
<td>SLO Brew</td>
<td>Luna Red</td>
</tr>
<tr>
<td>Kelsey See Canyon Vineyards</td>
<td></td>
<td>Petra</td>
</tr>
<tr>
<td>Morovino Winery</td>
<td></td>
<td>Shalimar</td>
</tr>
<tr>
<td>Norman Vineyards</td>
<td></td>
<td>Splash Cafe</td>
</tr>
<tr>
<td>Opolo Vineyards</td>
<td></td>
<td>Upper Crust</td>
</tr>
<tr>
<td>Peachy Canyon Winery</td>
<td></td>
<td>Vraja's</td>
</tr>
<tr>
<td>Saucelito Canyon Vineyard</td>
<td></td>
<td>Tio Alberto’s?</td>
</tr>
</tbody>
</table>

XX. Website/Marketing update:
a. Print Materials!
b. Website
c. Facebook

XXI. Important Dates:
a. April 27th – United Way Board Meeting at American Perspective Bank 7:30 am – 8:00 am
b. April 28th – Good Morning SLO at Grace Church 6:45 am – 8:45 am
c. April 30th – SARP Event at Mission Plaza 10:00 am – 2:00 pm

Next meeting Friday, April 22nd at Jack House and Gardens
3rd Annual Flavor of SLO
Sunday May 15, 2011
Jack House and Gardens

Site Visit
April 22, 2011

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

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

III. 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

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

V. Volunteers

VI. Bike Valet

VII. Auction and Raffle collection and packaging

VIII. Band sound equipment

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

X. Set up/Day of Event Timeline

XI. Good Morning SLO Practice
3rd Annual Flavor of SLO
Sunday May 15, 2011
Jack House and Gardens

Team Meeting
May 6, 2011

XII. Volunteer Update/Needs
XIII. Vendor Packet Update
   A. Chino’s
   B. Giordano’s
   C. Luna Red
   D. Popolo (Charlene)
   E. Sweet Earth (Just have insurance/fire)
   F. Upper Crust
   G. Vraja’s

XIV. City Permits action steps
XV. Silent Auction
XVI. Farmers Market next Thursday 5/12
XVII. Friday work day schedule
XVIII. Saturday set-up needs
XIX. Flavor of SLO!!! Arrive 10:00 am
Appendix M
Event Agenda

Timeline
Sunday May 15, 2011

Pick-up: Vraja’s and Popolo - Kendra

10:00 am Set Up
  Welcome/Ticket Table
  • Ticket Sales Spreadsheet
  • Cash Box
  • Wine Glasses
  • Wrist bands
  • Raffle Tickets, raffle buckets
  • Water
  Booth Organization
  • Flags and signs for booth locations
  • Tarps
  Silent Auction Tables
  • Auction items/baskets
  • Bidder Sheets
  • Pens
  • Clip Boards
  Banners
  • United Way

10:30 am
  Set Up/Youth Board Volunteers Arrive (10:30 -12:30)
  • Alex Aabadajos
  • Jessica, Karaline, Emma, Kelsey, Marissa, Brendan, Anna, Kathleen, Ben

11:00 am
  Vendor Arrival
  • Shalimar, Upper Crust, Autry Cellars, Kelsey See Canyon, Morovino Winery, Cerro Caliente, Tap It, Robbins Family Farm

11:30 am
  Vendor Arrival
  • Giordano’s, Splash, Central Coast Brew, Sausalito Canyon, Sweet Earth Chocolates, Vegan Spices
  • Thai Cuisine

12:00 pm
  Vendor Arrival
  • Petra, Chinos, J. Lohr, SLO Brew, Firestone, Peachy Canyon, Opolo, Norman Vineyard, Luna Red, Santasti
  • Gravy Pups and Cali Connection Arrive
12:30 pm
Give vendors wrist bands, wine glasses, and water

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, thank sponsors (Mortgage House, Krush, UGS), 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, mention sponsors, 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
• Make sure security guard is near silent auction items at this time
• Pull bid sheets, post winners on white board, and move white board near registration table (two volunteers)
• Winners pay at registration table, take “paid” receipt to auction table to pick up prizes from Kendall and Sarah

Third Shift Volunteers Arrive (3:00 pm – 5:15)
• Jenna Sigler, Ariel Magrid, Chrissy Hoogendam, Kim, Jenna Miller

3:15 pm
Announce raffle winners
Thanks guests for coming, thank sponsors, and 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
# Appendix N
## 2010 and 2011 Expense/Profit Report

### Flavor of SLO 2011

<table>
<thead>
<tr>
<th>Income:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PayPal Pre-event :</td>
<td>3,700.00</td>
</tr>
<tr>
<td>Pre-sold Tickets 04/25/11 ck dep</td>
<td>70.00</td>
</tr>
<tr>
<td>Pre-sold Tickets 05/13/11 ck dep</td>
<td>985.00</td>
</tr>
<tr>
<td>Pre-sold Tickets 05/16/11 ck dep</td>
<td>140.00</td>
</tr>
<tr>
<td>Pre-sold Tickets 05/16/11 cash dep</td>
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<tr>
<td>Tickets - Day of: Cash</td>
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<tr>
<td>Tickets - Day of: Checks</td>
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<tr>
<td>Tickets - Day of: Credit</td>
<td>625.00</td>
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<tr>
<td><strong>Total Ticket Sales:</strong></td>
<td><strong>7,175.00</strong></td>
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<tr>
<td>Raffle: Cash</td>
<td>650.00</td>
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<tr>
<td>Raffle: Checks</td>
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<td><strong>Total Raffle Sales:</strong></td>
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<tr>
<td>Silent Auction: Cash</td>
<td>20.00</td>
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<tr>
<td>Silent Auction: Checks</td>
<td>185.00</td>
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<tr>
<td>Silent Auction: Credit</td>
<td>1,955.00</td>
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<tr>
<td><strong>Total Silent Auction:</strong></td>
<td><strong>2,160.00</strong></td>
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<tr>
<td>Mortgage House Sponsorship</td>
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</table>

| Grand total : | 11,560.00 |

<table>
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<tr>
<th>Expenses:</th>
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<tbody>
<tr>
<td>Paypal Credit Card Fees</td>
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<td>AMEX Credit Card Fees</td>
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<td>Intuit Credit Card Fees</td>
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<td><strong>Total Credit Card Fees:</strong></td>
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<tr>
<td>City of SLO Parks &amp; Rec - Permit</td>
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<tr>
<td>City of SLO Parks &amp; Rec - Use Fee</td>
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<tr>
<td>City of SLO Refund Liability Insurance</td>
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<td><strong>Total Facility Expenses:</strong></td>
<td><strong>620.00</strong></td>
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<td>Dept. of Alcoholic Beverage Control</td>
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<tr>
<td>Five Cities Security Services</td>
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<tr>
<td>J. Carroll Inc. (tshirts)</td>
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<tr>
<td>Kendall Young- Supply Reimbursement</td>
<td>182.94</td>
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<td>New Times AD</td>
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<tr>
<td>Secretary of State Raffle Registration</td>
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<td><strong>Total Event Expenses:</strong></td>
<td><strong>1,355.03</strong></td>
</tr>
</tbody>
</table>

| Total Expenses: | 2,077.43 |
| Net Income | $ 9,482.57 |

### Flavor of SLO 2010

<table>
<thead>
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<th>Income:</th>
<th></th>
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<tr>
<td>PayPal Pre-event :</td>
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<td>Checks - Pre-event</td>
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<tr>
<td><strong>Total Silent Auction:</strong></td>
<td><strong>650.00</strong></td>
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<tr>
<td>Mortgage House Sponsorship</td>
<td>1,000.00</td>
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| Grand total : | 5,953.00 |

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<tbody>
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<td><strong>2,693.52</strong></td>
</tr>
<tr>
<td>Net Income</td>
<td><strong>3,259.48</strong></td>
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</tbody>
</table>

Proceeds Alpha 40%: **1,303.79**
Proceeds United Way 60%: **1,955.69**
**3,259.48**