

Sampling the Wine and Beer Industry:
Using Communication Studies to Coordinate an Event

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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INTRODUCTION

What better way to end four years in San Luis Obispo than apply Communication Studies to organizing Flavor of SLO, the annual wine, beer, and food tasting event that benefits United Way of San Luis Obispo County. Planning and administering Flavor of SLO is a senior project for different Cal Poly students every year, and I am a proud member of the team that organized the third annual Flavor of SLO.

United Way

United Way is an international nonprofit organization with more than one thousand community based branches in several countries. Each of these branches works within its neighborhood to provide the “building blocks for a good quality of life” (United Way of SLO County Brochure 2011) so that “all individuals and families achieve their human potential through education, income stability and healthy lives” (UnitedWaySLO.org 2011). By providing preventative assistance, United Way improves lives of individuals which then results in long term improvements for entire communities: “we all win when a child succeeds in school, when families are financially stable and when people are healthy” (United Way of SLO County Brochure 2011).

United Way functions through partnerships with fellow nonprofit organizations, sponsorships from government and businesses, and community contributions. Overall, the United Way mission is “to improve lives by mobilizing the caring power of our community” (United Way of SLO County Brochure 2011). This unique organization truly lives “united” by utilizing “everyone in the community working together to create a brighter future” (United Way of SLO County Brochure, 2011).

History

Flavor of SLO was first created in 2009 as a senior project for Cal Poly business student, Jessica Sisco. Her project idea was inspired by an event in her hometown called “Taste of Chico.” Her vision for the event in San Luis Obispo aimed to stimulate local business, be affordable to attend, and fundraise for two valuable local nonprofit organizations: United Way of San Luis Obispo County and Alpha Pregnancy and Support. Three years later, Sisco’s original event has morphed into something slightly different in terms of event location and the specific nonprofit organizations and vendors involved. However, her foundations remain intact: Flavor of SLO stimulates Central Coast businesses and benefits the community, while remaining affordable to attend.

About

Many people who attend Flavor of SLO are local community figures – these are the same individuals who attend Farmer’s Market, SLO Chamber of Commerce meetings, and Cal Poly football games. Other attendees include wine connoisseurs, beer enthusiasts, and food lovers. Some Cal Poly and Cuesta College students attend, in addition to a few faculty members and friends and family of those connected to United Way and the student senior project team. The majority of guests travel from within the Central Coast region to attend. For the first two years, Flavor of SLO was an all-ages event with special prices for families in addition to a non-alcohol ticket option. This year, Flavor of SLO is a 21+ event with only student and regular adult ticket options.

Each year, Flavor of SLO costs United Way at least \$1000 but makes a greater profit:

Year	Costs	Revenues	Profit
2009	1,837.37	3,981.22	2,143.85
2010	2,693.52	5,953.00	3,259.48

The increasing success of Flavor of SLO each year proves that it is a worthwhile annual fundraiser for United Way and the community, and a positive annual event for local businesses and residents.

RATIONALE

In addition to the altruistic purposes like fundraising for United Way and thus improving the community, Flavor of SLO is a valuable annual event for various other reasons. It fosters the “small town feel” that San Luis Obispo is well known for, providing an enjoyable but still affordable experience for guests. Flavor of SLO also provides excellent promotional opportunities for local businesses – seven vendors have returned every year, and the number will surely increase as the event continues growing! Flavor of SLO is also a positive tradition for Cal Poly because it provides a worthwhile senior project and learning experience for several students every year. After three years, Flavor of SLO is established as a valuable annual event for everyone involved: the organization it benefits, the Central Coast community, the participating vendors, the team of students, and the attending guests.

My Role

This year, the Flavor of SLO senior project team is composed entirely of Communication Studies majors: Sarah Hedayati, Kendall Young, Kendra Jorde, Maryn Anderson, Mike

Leibovich, and myself. Specifically, I am one of two Vendor Coordinators: I am the Beverage Coordinator. My job involves recruiting local wineries and breweries to donate their product and pouring services to the event. This role is vital because the focus of the event is on “flavor”: people attend so they can indulge in the local tastes of San Luis Obispo. Further, Flavor of SLO is not just about savoring flavors but is a fun day out: people buy tickets because they want to have a good time and consume alcohol; thus, it is my responsibility to recruit a substantial number of wineries and breweries so the attendees feel they have received their money’s worth. Also, the Beverage Coordinator must be a professional and pleasant representative for United Way and Flavor of SLO to ensure the businesses enjoy participating and will potentially return the next year. The Beverage Coordinator role extends well before and after the actual event: the current Beverage Coordinator must pick up professional relationships where the previous coordinator left off, and leave the relationships in good standing for the next Beverage Coordinator.

Communication Studies Elements

Commonly used communication concepts for the Beverage Coordinator role are interpersonal communication and Cialdini’s Rules of Reciprocity and Social Proof.

Interpersonal Communication

Interpersonal communication, also known as a “dyadic” communication, takes place between two people (Infante 2003). Interpersonal communication ultimately results in developing relationships. For the purposes of my role as Beverage Coordinator, the relationships I develop vary from a one-time phone relationship with a receptionist to substantial professional

networking. The interpersonal process involves establishing interpersonal attraction, or “perceived liking...based on similarity, proximity, attractiveness, and reinforcement” (Infante 2003).

Much of interpersonal theory concerns more intimate relationships, but my uses of interpersonal communication attempt to establish liking based on industry similarity, spatial and temporal proximity, professional and social attractiveness, and business reinforcement. For example, to convey industry similarity, I can construct my self-image as a credible member of the “wine world” so gatekeepers respect me and pass on my messages to the proper staff. This involves using industry jargon like “offsite tasting event” or “pouring staff”. To convey spatial proximity, I can emphasize the “local” aspect by frequently using phrases like “downtown SLO”, “Central Coast region”, and “local nonprofit”; I can convey temporal proximity by counting down “2 months til Flavor of SLO” or “Only 4 weeks left!” To boost my professional and social attractiveness, I can present myself as cheerful and pleasant without seeming ditzy, and make sure I am knowledgeable so I am perceived as capable and easy to work with. Lastly, I can utilize business reinforcement by ensuring that participating in the event brings the rewards of good advertising and the organizational image of having philanthropic values.

Rule of Reciprocity

Cialdini’s concept of reciprocity is well summarized in his statement that society has a “general distaste for those who take and make no effort to give in return” (Cialdini 2009). Because of the nature of Flavor of SLO – a mutually beneficial fundraiser – there is a lot of potential to use reciprocity as a means for persuasion. Some ways the Beverage Coordinator can use reciprocity are through uninvited debts and reciprocal concessions. For example, I make the

potential vendor indebted to me by persistently leaving multiple messages through various communication media. Then, when I finally speak with the right person, he or she feels the need to apologize and compensate for my extra efforts by being more receptive than if I was not as persistent. Reciprocal concessions, or the illusion of compromise, are very powerful as well. For example, I coordinated with the Event Planner so when a vendor says “no” to participating, she follows up with the proposition to make a donation to the silent auction. This concession makes the idea of donating appealing, even if it was not appealing before the original proposition to be a vendor.

Social Proof

Cialdini’s idea of Social Proof states that people determine what is correct based on the behavior of others (Cialdini 2009). This is useful because I can use market competition to convince businesses to participate. For example, in the invitation letters we mention the big names that participated last year (Firestone Walker Brewery, Opolo Vineyards, etc.). Also, as we near the event and still need more vendors to participate, we can announce who has already committed. These messages suggest that businesses which do not participate will lose out on a valuable opportunity and fall behind in the market.

Previous Vendor Coordinators

The previous Vendor Coordinators left some helpful tips and records: they kept detailed notes on which vendors were likely future participants, which were a lost cause, etc. The image below is a screen shot of a small section of the previous coordinators’ spreadsheet.

Gmail Calendar Documents Photos Reader Web more ▾

flavorofslo@gmail.com - ⚙

Google docs ☆ Vendors Private to Laney Beal • 2 more

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File Edit View Insert Format Data Tools Help

Formula: Bel Frites [Show all formulas]

	D	E	F	G	H	I	
	Business	Attending?	Contacted?	Notes	Phone #	Contact Person	Address
55	Evos	No			805-543-3867	Thomas	
56				Donated \$20 gift certificate, difficult to get a hold of, best to get in touch with Whitney as early as possible before they get booked up on events (they participated the first year and were a big hit of the event...too busy this year)			
57	F. MckLintocks	No	In-person, email follow-up, and phone call		805-773-1892	Whitney	686 Higuera Street S
58	Far Western Tavern	No	Email		(805)343-2211	Jennifer	
59	Firestone Grill	No	In-person	Uninterested in participating and unable to get in contact with manager or owner	(805) 783-1001		1001 Higuera Street
				Evan was almost impossible to get a hold of in the beginning (took about 7 calls, 2 emails, and 3 voicemails), but once I got him live on the phone he was really interested in helping us out. They did not have the staffing to pour at the event, so he donated beer and all the set up materials for a volunteer to set up and pour at the event. Evan is extremely busy, but is worth contacting again next year if you are willing to stay on his case. Get his cell phone number as early on in contact with him as possible.	(805) 225-5911 ext. 604	Evan Dyer	1400 Ramada Drive,
60	Firestone Walker Brewery	Yes	phone call (7 times) and email follow-up	Donated \$50 gift certificate; Paul seemed to be interested in participating in future years	805-772-2269	Paul	701 Embarcadero, M
61	Flying Dutchmen	No	phone call and email follow-up		805-227-0865		1550 Arbor Road, Pa
62	Four Vines	No			(805) 937-4251	Richard Doré	7200 Foxen Canyon
63	Foxen Winery & Vineyard		email	call tuesday			
64	Froggies	No	Phone call and email follow-up	Just changed owners this year, but maybe interested in participating next year when things are more settled down.	(805) 786-4150	Alisha Lopez	3940 Broad Street S
	G Brothers Smokehouse	No			805.544.6465	Leo or Dave	885 E. Foothill Blvd !

Sheet1 Sheet2 + [New Sheet] [Delete Sheet]

Bel Frites

They also suggested using “Googledocs” to share information and keep fellow team members updated. I also had access to previous Vendor Coordinators’ emails, which were helpful to anticipate potential questions or conflicts. For instance:

Gmail Calendar Documents Photos Reader Web more ▾

flavorofslo@gmail.com - ⚙

Search Mail Search the Web [Show search options] [Create a filter]

Mandalay Bay from \$89.99 - Experience affordable luxury with big deals from Mandalay Bay! - www.mandalaybay.com [About these ads]

Back to Sent Mail Archive Report spam Delete Move to Inbox Labels More actions ▾ [Newer 272 of 456 Older]

Re: The Flavor of SLO Event Invitation [Inbox] [X]

☆ Breads And Moore to Flavor [show details 3/29/10] [Reply ▾]

Heather,

I have a few questions;

What, if any, equipment (tables, chairs, awning, etc.) does the event provide?

Is there electricity available?

What is the parking situation like for unloading/loading?

Any additional information you can provide along these lines would be appreciated.

Thanks,
Wendy

From: Flavor of SLO <contact@flavorofslo.com>
To: Breads And Moore <breadsandmoore@yahoo.com>
Sent: Wed, March 24, 2010 3:00:31 PM
Subject: Re: The Flavor of SLO Event Invitation

Okay Wendy. If you can let me know by March 30th, I'll be sure to include Breads and Moore in our promotional materials.

Ads

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Kestrel Weather Trackers & More. New Markdowns On Top Quality Gear.
[www.REI.com](#)

Chat [Search, add, or invite]

- Flavor of SLO [Set status here]
- Call phone
- hedayati.sarah
- Jeff faber
- buonatavola
- danawacks

The previous Vendor Coordinators also left some notes to future coordinators on some frequently encountered conflicts. For instance, the common frustration of zero monetary compensation is addressed below:

1) Both Central Coast Brew and Creekside Brewing (Returning vendors) have expressed that it is almost too costly for them to pour beer for free at the event without any help covering part of the cost of the beer. From their perspective, if the event is to remain sustainable, it will need to start compensating the vendors for at least part of their cost. I'm assuming that we do not have the funds to even partially compensate these brewers, but I said I would check in with the United Way to see what I could do. Do you have any answers in regards to this?

Charlene has contacted a friend who owns a local restaurant to get her thoughts on this- but in the meantime, we can remind them that this is a unique promotional opportunity, and most of all, it is a fundraiser. Also, it is up to the vendor to decide how much to provide. If they were to bring 100 servings instead of 300, or just serve smaller portions, it might save them money, while still allowing them to be a part of the event. To maintain fairness and consistency, we would want to stay away from offering compensation, especially when it would only be to a select few.

The previous Vendor Coordinators also included a list of samples vendors planned to bring (see image below). This list is helpful so when vendors ask what to bring or how much, my answers include specifics so vendors can make informed decisions.

Event Food and Beverage Samplings

Alcohol:

~~Opolo Vineyards~~ – 1 Case Mountain Zinfandel, 1 Case Rhapsody

Spikes Pub – 2 kegs beer

Central Coast Wines – Wine

~~Kelsey See Canyon Vineyards~~ – Apple Chardonnay, Trivalence, Pinot Gris, Syrah

~~Central Coast Brew~~ – 4 kegs of beer

Cerro Caliente Cellars – 3 bottles Chardonnay, 3 bottles Stuet Rod Red, 3 bottles Multi Viscosity, 3 bottles Dola Vino

~~Talley Vineyards~~ – 6 bottles Chardonnay, 6 bottles Cabernet Sauvignon

~~Firestone Walker Brewery~~ – 4 cases DBA, 4 Cases Solace

Food:

Splash Café – Ham and cheese croissants and chocolate croissants

Breads & Moore – Orange brownies, mini muffins, cookies

Shalimar – Pakora (hot), Samosa (hot), Papadum (cold)

Tio Albertos – Cucumber Lemonade (cold), Ceviche (cold), Pollo verde (hot), Spanish Rice (hot)

The previous Vendor Coordinators also included the below timeline of what to do and by when, which is helpful for initial orientation to the project and specific tasks.

Suggested General Timeline Vendor Coordinator

By 4 months prior to the event, you should have completed/created:

New and returning vendor invitation letter (have a small stack printed for in-person distribution, but you will most likely be sending the digital copy to vendors)

Vendor contract packets

SLO City Fire Dept. Special Event Permit

Vendor agreement form

Samples and booth space form

In-Kind Contribution Form (From The United Way)

4 months prior to the event:

Start contacting vendors to participate and sending them the invitation letter. As vendors agree to participate, send them a contract packet and try to have it turned in no later than two weeks after they received it. When vendors decide not to participate, respond with an initial request for donations (you can follow up regarding to donations closer to the event). **Remember that this is your most intensive work period, you should probably designate between two and three hours a day for contacting and following up with vendors.**

6 weeks prior to the event:

Have a finalized list of participating vendors to print on marketing materials

3 to 4 weeks prior to event:

Contact any late vendors about contract packets and collect them. Follow up with donation requests and try to collect all donations by about a week ahead of the event.

Day of Event:

Sheets to have on your clipboard day-of:

Map with general layout of event

Vendor contact numbers, booth space dimensions/descriptions, and what they are sampling

Basic schedule of event

Volunteer Schedule

Vendor "Check-In" sheet

By 1 week after the event:

Send thank you letters to vendors who had participated or donated

The legacy of documents from the previous Vendor Coordinators was very helpful to me; some of the documents will be passed on to future coordinators, and some documents inspired what I will pass on.

The previous Vendor Coordinators were successful because they had twenty participating vendors. Unfortunately, one vendor forgot about the event and rushed over half-hearted samples. Also, they planned to sell 500 tickets but sold fewer than 200. However, their organizational tips and detailed notes set future Vendor Coordinators up for success.

Defining Success

A successful Beverage Coordinator for Flavor of SLO recruits at least ten total wineries and breweries, but excels with fifteen or more. The participating wineries and breweries will preferably be well known by the community and pour delicious beverages. Further, the Beverage Coordinator must not just recruit the vendors, but foster pleasant professional relationships which inspire willingness to cooperate as well as future participation. A successful event raises more money for United Way than the required costs, satisfies participating vendors in terms of promotional opportunities, and is enjoyable for attendees because of the diverse and quality vendor products, music, and raffle prizes.

Overall success of the event stems from communication. My effective communication with the vendors determines whether or not they participate, and if they are happy to participate. In turn, the state of the vendors influences the contentment of the attendees. Attendee interactions with vendors and other attendees will determine an overall positive or negative vibe of the event, which determines its success and therefore future attendance and success.

PLANNING PROCESS

The senior project team for Flavor of SLO 2011 started with Sarah Hedayati: she attended Flavor of SLO 2010 and agreed with the United Way representatives about taking on the project. In October, the team of six was established and roles were assigned:

Sarah Hedayati	Event Planner
Kendall Young	Event Manager
Dana Wacks	Beverage Coordinator
Kendra Jorde	Food Coordinator
Maryn Anderson	Marketing
Mike Leibovich	Website Manager

The senior project team met with the United Way representatives in late January: Program Assistant Rachel Cementina and Chief Operating Officer Charlene Rosales. This initial meeting included discussion of goals, expectations, plans of action, and confirmation of the event location at the Jack House and Gardens. After this initial meeting, the senior project team and the United Way representatives met every Friday or every other Friday to discuss logistics, present updates, and share resources and ideas (Appendix B).

The Vendor Coordinators met frequently throughout January and February. We first updated the previous year's spreadsheet with the current contact information and participation status of every business (Appendix C). This spreadsheet is accessible to the entire team at all times and enables instant updates for everyone, without extra communication like sending emails or calling. For instance, if Sarah views the spreadsheet and notices that a "pending" status changed to "not participating", she can contact that business to ask for a donation without a Vendor Coordinator having to directly contact her first. Or, if Mike views the spreadsheet and notices that a new business signed on to participate, he could add their logo to the Flavor of SLO

website and save a Vendor Coordinator the time and effort of directly updating him. However, the disadvantage of using online records is that they are subject to instability. For instance, someone accidentally deleted important contact information without knowing. Also, if the team relies on the community spreadsheet, everyone must consistently update it to avoid miscommunications.

Next, the Vendor Coordinators updated the existing invitation letters and sent mass email invitations in early February to every email address in the spreadsheet. As vendors committed, we sent them hard copies of the participation packet with some formal paperwork, which we also updated (Appendix D). However, we received only three commitments from the mass communication tactic and began using more personalized strategies. The Vendor Coordinators split responsibilities so Kendra focused on recruiting restaurants while I focused on beverage vendors. I employed interpersonal communication and Cialdini's Reciprocity and Social Proof principles in my personal emails, phone calls, and walk-ins. Unfortunately, I experienced a lot of rejection, but I used self-monitoring so each business experienced my best. My most successful methods were "detective" inspired and involved researching vendor websites and cold calling, asking who to talk to, and pursuing from there using interpersonal communication, reciprocity, and social proof to achieve my objectives.

About one month before the event, I finally received floods of messages from businesses interested in participating. I solidified 13 beverage vendors, not to mention 5 of the food vendors. Together, the Vendor Coordinators recruited a total of 24 vendors, exceeding the group goal of 20 vendors.

The greatest task after recruiting vendors to participate was compelling them to complete the paperwork. This also was achieved with persistent phone calls, emails, and visits. Other

interactions included responses to specific questions and requests, delivering promotional materials, and emailing reminders and a set-up schedule for a smooth-sailing event.

EVALUTION & DESCRIPTION

Flavor of SLO was a success! Event day ran smoothly, and as stated in my Rationale, “A successful event raises more money for United Way than the required costs, satisfies participating vendors in terms of promotional opportunities, and is enjoyable for attendees because of the diverse and quality vendor products, music, and raffle prizes.” The success of this event was measured with observable data and online surveys. One survey was sent to vendors – 14 of 24 responded (Appendix E). A different survey was sent to about 100 attendees – 27 responded (Appendix F). The survey results are not necessarily representative of the entire population involved in Flavor of SLO, but are worth considering.

Event Day

On the morning of May 15th, we met in the United Way office and transferred all supplies (tables, wine glasses, tape, etc.) down the street to the Jack House and Gardens. I helped with general set-up until vendors started arriving. Upon arrival, I directed vendors to their spot assigned by the Event Manager. However, because of potential rain, we altered some assigned spots to place vendors without tents under trees, which changed the order of vendors around the perimeter; it is important to vary the order of the type of vendor (food, wine, beer) for flow and visibility. I used quick decision making skills to instantly place vendors off the top of my head, and then delegated to youth volunteers to help set up tents, unload cars, and offer vendors any other assistance. I also made sure each vendor had water, chairs, and addressed specific requests.

Once the event began, I circled the site and visited each vendor to make sure they were comfortable. I printed a list of vendor businesses with representatives' names so the staff could build goodwill by addressing the vendors by name (Appendix G). On occasion, I took over serving samples so the vendor representatives could also taste and enjoy the event. Also throughout the event, I maintained the grounds by emptying trash cans, setting music, and checking in with attendees to make sure that everything was taken care of.

At 4:00, we started clean-up by packing supplies and helping vendors load their cars. After a final sweep of the venue, we returned to the United Way office for a debriefing and eventually returned home around 5:30.

Profit

We spent only \$1,457.43 and made \$11,560.00 – a net profit of \$10,102.57! This return is impressive, especially since previous years made only \$3,259.48 at the most. We sold \$7,175 worth of tickets (the number of tickets sold is unavailable), compared to \$4,146 last year. The raffle made \$725 compared to \$142 from last year, and the silent auction brought in \$2,160 compared to \$650 last year. Also contributing to this year's success is the \$500 increase in sponsorship from the Mortgage House, in addition to \$1,236.09 less expenses. However, it is clear that Flavor of SLO 2011 was a smashing financial success (Appendix H).

Vendor Satisfaction

Most participating vendors seemed to enjoy their Flavor of SLO experience, while a few seemed flustered or unhappy. I received verbal data from multiple vendors including descriptors like: "impressed", "great event", and "so fun", in addition to a complimentary email on a job well done. The survey results show that 78.6% of vendors had a satisfying experience, and

50.0% even reported “Very Satisfied”! However, 21.4% (3 of 14 who responded) reported they were “Very Unsatisfied” with the experience. Additional comments regarding satisfaction include:

“loved the atmosphere and the helpers were super cordial and extremely helpful. Lots of joy in the air!”

“very well organized & great volunteer staff on site@the event. exceptional event coordinators!”

“Very well organized and staff was amazing”

“It was a great event - very attentive staff/volunteers, great turn out, positive atmosphere - everyone seemed extremely well prepared and the event felt well-promoted.”

According to the survey data, the overall vendor experience was satisfactory.

Contributing to their satisfaction was how highly the vendors valued the Flavor of SLO costs and benefits: all but one vendor reported the event is a valuable promotional opportunity, and every vendor reported that Flavor of SLO is a valuable philanthropy opportunity as well as a valuable annual community event. Vendors also reported satisfaction with all of the following categories: communication with the vendor coordinators before the event, interactions with staff during the event, volunteer help during set-up and clean-up, and the Jack House and Gardens venue – only one vendor reported “Unsatisfied” with volunteer help during clean-up. A common topic of positive feedback gathered both in person at the event and from the survey was the incorporation of volunteer help for vendors:

There was more volunteer support for the winery than in any other comparable charitable event for which we poured and we REALLLY appreciated it.

The volunteers and team were amazing! They made sure we had everything we needed and were always stopping by to check in. The volunteers were great, and helped me pack up my car :) Felt very well taken care of and would definitely participate again.

Vendors certainly noticed and greatly appreciated the extra thought and actions we took to make sure they had a pleasant experience.

The most negative feedback revolved around the topic of provided supplies, or the lack thereof. One vendor reported not knowing anything was provided, one reported wishing more was provided, and one reported receiving provided supplies even though they were told to bring their own. Most reported they received what they expected, while two reported receiving more than expected. Some additional comments from the surveys are listed below:

I was told to provide my own ice, but was then offered ice when I got there. I brought my own ice in a cooler....so it worked out fine.

I know it's a bit challenging for an outdoor venue, but this event expected us (the winery) to provide far more than most comparable events- chairs, tables, linens, etc. For a small winery, that was a real challenge and is the reason we may not participate next year.

Dana/Kendra made it clear that we needed to provide all necessary items as a vendor to make our end of the participation a success for us/them (United Way)

a table would have been great

It seems the underlying causes of the mixed responses about provided supplies are negative attitudes on the part of the vendors and ineffective communication on the part of the Vendor Coordinators. The only other complaints reported from the survey were too loud music and a lack of recycle bins.

Overall, most vendors were satisfied with Flavor of SLO – 78.6% of those that responded plan to participate next year, 21.4% reported “Maybe”, and none of the vendors reported that they would not participate. Further, 85.7% reported they would recommend other businesses to

participate in the future, 14.3% said “Maybe”, and zero said they would not recommend others to participate. Regarding future participation, additional comments from the surveys include:

I hope more people come next year. It seemed to be a bit sparsely attended and there probably could have been a few more representatives from wineries. We poured ALOT of wine....and it seemed there were more college-age kids this time.....whereas last year, it seemed to be more of a mix of ages?

If i have enough staff & the date doesn't conflict with any prior in house events.

Depends on our other committments around the same time

Thanks so much for inviting us and for providing such a warm, organized welcome and set up! Kelsey Winery will be happy to attend next year if we are invited. Congratulations on the success of your fundraiser..... you did a great job!

I hope all goals were met/exceeded!!! Thank you for the invite to participate...

Look forward to next years event

The data suggests that vendors were overall satisfied with Flavor of SLO, which means I successfully fulfilled my duties as a Beverage Coordinator.

Attendee Satisfaction

Observations of attendees suggest that they were very satisfied with the event. There are multiple photos of people smiling, laughing, and presumably enjoying themselves (Appendix I). I also received verbal data including descriptors like “It was so fun!” and “Wow, I’m impressed”. The survey results convey that 59.3% of attendees who responded were “Very Satisfied” and 33.3% were "Satisfied" (a total of 92.6% satisfied!). The results also show that one person was “Unsatisfied” and another person was “Very Unsatisfied”. Mixed reviews from the survey about the overall event are listed below:

great event

Fantastic job! What a wonderful event!

The event was great!!

Love the new venue

I believe I got food poisoning from one of the vendors.

I think that the layout was good, but that some of the vendors could have been more polite. I overheard one of the wineries refuse to pour for a young twenties girl and her friend because he "was helping real adults". That kind of rudeness has no place at a fundraiser!

I loved the event. The crowd was perfect- a mix of college students and local adults. 21 years of age requirement was a good choice!

Very well organized. Event ran smoothly.

This mix of feedback suggests an overall successful event.

Most attendees were generally satisfied. One factor affecting satisfaction is ticket price, and attendees feeling like they received their money's worth. The survey results show that the majority of people (74.1%) thought the ticket price was acceptable, while a few (11.1%) thought it was too expensive. 22.2% admitted the tickets were inexpensive but they would not pay any more, and one attendee reported that they would pay more! Comments specifically regarding the student ticket price are below:

Still somewhat expensive for students... but I understood that it was for a good cause.

Student rates still felt a little high, but it was a good value considering all the food and wine that we were able to taste.

For as much food and wine/beer tastings as there were, \$25 was a great price to experience all of this.

Other comments regarding ticket price include:

Raise the price \$5-\$10 and people will still attend.

I would pay at most \$30-\$35 if properly advertised. If I had heard nothing of it before, \$25 is much more appropriate. I might pay more for a longer event.

After analyzing this data, it seems \$25 is the most profitable student ticket price, but the regular adult ticket price can be raised significantly.

Other factors influencing overall satisfaction include: vendor selection, Silent Auction selection, demographics of attendees, venue, length of event, music, and check-in/check-out processes. Regarding vendor selection, 59.3% reported "Very Satisfied" and 33.3% reported "Satisfied" while one attendee each reported "Unsatisfied" and "Very Unsatisfied". One attendee each also reported "Unsatisfied" and "Very Unsatisfied" with the Silent Auction, while 40.7% were "Satisfied" and 18.5% were "Very Satisfied". Regarding demographics, one person was Very Unsatisfied while the rest were Satisfied, Very Satisfied, or did not have a preference. 81.5% of attendees were Very Satisfied with the Jack House and Gardens as a venue, 14.8% were Satisfied, and one person was Very Unsatisfied. Regarding the length of the event, only two people were Unsatisfied. 11.1% of attendees were Unsatisfied with the musical entertainment, 85.1% were Satisfied or Very Satisfied, and 3.7% reported no preference. Everyone reported Satisfied with the check-in and check-out processes. Additional comments include:

The pricing on the silent auction started high. The increments for rebidding were price perfectly, but people should have the illusion that they are getting more for what they are paying for which creates an awesome climate for a bidding war!

checkout was smooth; thx!

Good mix of age groups.

Needs to be longer.

I wish that the event had more seating.

Understandably, some attendees had specific preferences for sampling selection, music, and more. However, most people had strong positive reactions to all aspects of the event.

Specific to my role in the event, the majority of attendees were satisfied with the amount of beverage vendors, but a few thought there were too few beer and wine vendors and one thought there were too many wine vendors. About half of the attendees reported there was just the right amount of food vendors, but the other half thought there were too few. Specific comments on the vendors are listed below:

Needed another vendor who would of had some dessert to offer other than the vegan cookies and possibly coffee.

Nice balance of food, wine & beer. Food vendors had nice offerings, too.

More food

Make sure the food vendors keep their food at a healthy temperature so that its safe to eat. (Petra in particular)

It would of been nice to have regular water at no cost.

As the event grows, if the proportions of food to wine remain the same, it will be good. A few more might be necessary if your crowd grows however, I wasn't able to make it to all vendors. Vendors did run out of things though which was disappointing...

Loved the food vendors!

More beer vendors

I would have appreciated if there were more wine vendors that brought chardonnay, that seemed to be missing this time even though many of the wineries are known for their chardonnay...

Because Flavor of SLO is a tasting event, people are bound to be picky with the selection of vendors. The mixed reviews showed that some attendees were disappointed while others were pleased.

Overall, attendees were satisfied with Flavor of SLO. Zero attendees reported they would not attend next year, while 53.8% plan to attend next year and 46.2% said “Maybe”. 92.3% reported they would recommend Flavor of SLO to others. Comments include:

Again, what a wonderful event!

if I can make it back to SLO for the event, I will!

If I am in town, I will attend next year!

GREAT JOB EVERYONE!!!! MOTHER NATURE DID NOT STOP US FROM HAVING FUN!!!!

Perhaps hold the event more than once a year, as I feel it would be extremely successful each time.

Thank you!!

I think Team FOS did a wonderful job organizing a successful event by this tasterlover!

Well organized; good job students!!!

Great Job, everyone!

Thanks for having the event! It was a fun way to spend an afternoon and support a good cause!

Great Job!!! Amazing event!!!

Great event, guys! Wonderful afternoon.

Overall, the majority of attendees were very satisfied with Flavor of SLO; satisfied attendees signal an overall successful event!

DISCUSSION & CONCLUSIONS

I am very pleased with the turnout of my senior project. The senior project team used effective planning and delegation to organize and administer a successful fundraiser and social event for the community. I am pleased with my own work because I personally recruited 18 of the 24 vendors – many of which are well known and sought after businesses – and presented myself as a competent professional.

The greatest strategy for success was persistence. During recruitment, persistent output of messages increased the odds that I would create an interpersonal relationship with an employee. Once in the relationship, I was successful when I used clear and concise messages because I realized my contacts were very busy and my objectives were low priorities for them. A vital component of my methods was taking detailed notes on my interactions with vendors: I noted when I last spoke with someone, what communication channel I used, details of our conversation, and more. I always handwrote notes first, and later transferred the data into the Vendor Spreadsheet so I would have backup copies of important information.

Although the spreadsheet is very detailed, I do not suggest the future Vendor Coordinators solely rely on it because when I relied on previous records, they were not always accurate. Further, I regret reusing previous Vendor Coordinators' documents because I realized many flaws in retrospect: the initiation letter was too long for busy business people, and the cover letter on the participation packet was also too long and unclear – specifically, the need for the insurance policy must be more noticeable. I also suggest that future Vendor Coordinators use lists and bullet points in emails and paperwork whenever possible, and maximize the amount of white space on a document.

Also, I suggest using “Constant Contact” to send mass emails instead of Googledocs, because I experienced difficulties attaching documents and sending emails to mass amounts of addresses at a time. Further, thoroughly test the Gmail account and associated websites to be sure that the proper links are activated or deactivated; for an undefined amount of time, I did not receive emails from vendors because the messages were unexplainably routed to the inaccessible “contact@flavorofslo.com” – I will never know what opportunities I missed. Also, something that might not be in control of the Beverage Coordinator is having United Way provide more supplies to the vendors like tables, silverware, etc. If this is impossible, spend more effort communicating to vendors the good reasons why United Way does not provide more.

I lived and breathed Flavor of SLO for the months of January through May – especially late February through late April. Being the Beverage Coordinator requires dedication, persistence, and professional writing and speaking skills; it demands detailed organization and clear communication. At times, I spent several consecutive hours in front of a computer and on the phone, not realizing the time passing because I was so focused and driven to reach my goals. I am proud of the work I did and feel worthy of the stellar results. Organizing Flavor of SLO helped me transform from a college student with a Communication Studies degree into a young professional ready for the working world.

REFERENCES

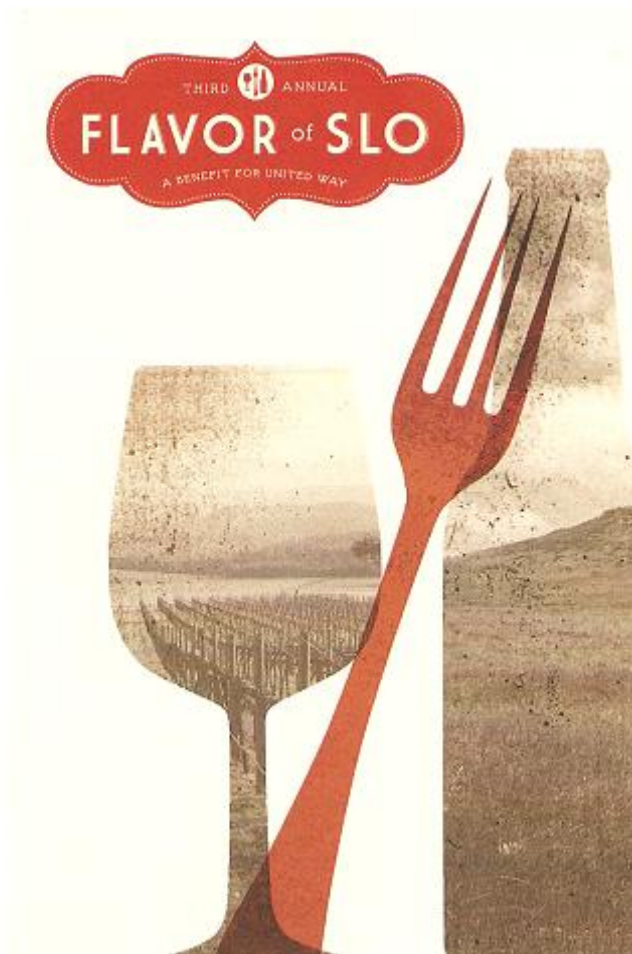
Cialdini, Robert. Influence: Science and Practice. 5th Ed. Boston: Pearson, 2009.

Infante, Dominic, Rancer, Andrew, and Womack, Deanna. Building Communication Theory. 4th Ed. Long Grove: Waveland, 2003.

United Way of San Luis Obispo County. Brochure. 2011.

UnitedWaySLO.org. 29 May 2011. <<http://www.unitedwayslo.org/about.html>>

APPENDIX A





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



United Way of
San Luis Obispo County




FOOD:

- CHINO'S
- ROCK & TACOS
- GIOSDAHO'S
- ITALIAN FRIZZI
- LUHA RED
- PETRA
- MEDITERRANEAN
- PIZZA & GRILL
- POPOLO
- ROTISSERIE
- CAFE
- SHALIMAR
- RESTAURANT
- SPLASH CAFE
- VRAJA'S
- KITCHEN
- UPPER CRAFT
- TRATTORIA

BEER:

- CENTRAL
- COAST
- BREWING
- FIRESTONE
- WALKER
- BREWERY
- SLO BREWING
- COMPANY

WINE:

- AUTRY
- CELLARS
- CERRO
- CALIENTE
- CELLARS
- J. LOHR
- WINERY
- KELSEY SEE
- CANYON
- VINEYARDS
- MOROYINO
- WINERY
- NORMAN
- VINEYARDS
- OPOLO
- VINEYARDS
- PEACHY
- CANYON
- WINERY
- SAUCELITO
- CANYON
- VINEYARD

MUSIC

FROM

- GRAVY PUPS
- CALI
- CONNECTION

WWW.FLAVOROFSLO.COM

THANK YOU TO
OUR SPONSORS

APPENDIX B



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

Team Meeting
May 20, 2011

- I. Thank you's *→ send PDF*
 - A. Sponsors
 - B. Vendors
 - C. Silent Auction Donors
 - D. Volunteers
 - E. City of SLO
 - F. Bands
- II. Transfer information – all contact lists
- III. Updating Flavor of SLO Website
 - A. Event Photos
 - B. Thank you's
 - C. Promotional content for next year
- IV. Facebook page
- V. Gmail address
- VI. What worked, what didn't
 - A. What did we like
 - B. What can be changed
 - C. Lessons learned
 - D. Specific suggestions for each area
- VII. Next year's team

*vol. enter info packet
specify re amt.
run out of food
-250
- vendor reps - 21+
place vendors away from band
move auction near food*

tickets - observers

*letter rec.
Rach. pgs*

APPENDIX C

Google docs

Vendors Spread 2011

Private to me + 1 more

Updated 2 days ago by flavorofisio

Saved Share

File Edit View Insert Format Data Tools Help

Formula: Vendors

A	B	C	D	E	F	G	H	I
Vendors	Attending	Completed Packet?	Contact	Follow-up	Follow-up II	last call email	Email	Address
1 SLO Brew	Yes	Yes	N email 2/1				dawn@slobrewingco.com	
20 Splash Cafe	Yes	Yes	R email 2/1				joanne@splasticale.com	1491 Monterey Street, San Luis Obispo
21 Tap It Brewing Company	Yes	Yes	D email 4/8	D call 4/11			wjoy.@tapitbrewing.com	
22			D voiceemail 2/17-					
23 Upper Coast Trattoria	Yes	email packet .wai 2/18	returned call/email	Kendra-fax			johm@uppercruistolo.com	11560 Los Osos Valley Rd. 93405
24 Vegan Spices Thai Cuisine	Yes	No	D-in-person 2/24	Ask again in May		II	amek2009@yahoo.com	1815 Osos Street SLO CA
25 Wajia's	Yes	sent email reminder	D-in person 3/16				aprilhyymn@aol.com	
26 Sweet Earth Chocolate	No		R email 2/1	K-follow up email 3/10	left number 4/5	II	tom@sweetearthchocolates.com	
27 Baileyana/Tangent	No		R email 2/1	D email 2/23	D voiceemail/email 4/8	I	jessica@baileyana-tangent.com	5828 Orcutt Road, San Luis Obispo
28				D call 2/17-MAYBE(call back 1 wk) @ 11				
Bel Frites	No		N email 2/1				jicoeeo@yahoo.com	1127 Garden St., San Luis Obispo CA
29 Big Sky Cafe	No		N email 2/15	K-Call and Email				1121 Broad St. SLO CA 93401
30 Buona Tavola	No		N email 2/11	D email 4/4			buonataravola@gmail.com	1037 Monterey Street, San Luis Obispo
31 Calcareous Vineyard	No		N email 2/11	D email 4/4	D voiceemail 4/8.		christy@calcareous.com	3430 Peachy Canyon Road Paso Rob
32 Cottonwood Canyon Winery	No		N email 2/1	D email 2/25			info@cottonwoodcanyon.com	3940 Dominion Rd Santa Maria, CA 93454
33								

Show all formulas

Sheet1

Vendors

APPENDIX D



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: Space available in front of the Jack House
- 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 April 12th, 2011.

- Flavor of SLO Participation Agreement & Marketing Information
- In-Kind Contribution Form
- SLO Fire Department Special Event Form

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

APPENDIX D (continued)

DUE APRIL 12
FAX TO 805-543-5317

Please complete the following information so we may better prepare for your participation in Flavor of SLO.

Business Name: _____

Business Contact: _____

Names Of Representative(s):

Cell Numbers:

_____	_____
_____	_____
_____	_____

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.

APPENDIX D (continued)

DUE APRIL 12
FAX TO 805-543-5317

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 April 12th.

Please send me the email at: _____

- ☐ I will supply the Flavor of SLO with my email list by April 29th, 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: _____

For questions, please contact our Marketing Team at:

FlavorOfSLO@gmail.com

APPENDIX D (continued)

DUE APRIL 12
FAX TO 805-543-5317



Mailing Address:
P.O. Box 14309
San Luis Obispo, CA 93406-4309

Shipping Address:
1288 Morro St., Ste. 10
San Luis Obispo, CA 93401

Phone (805) 541-1234
Fax (805) 543-5317

TAX ID#: 95-3459538

In-Kind Contribution Form

Date: _____

Business/Company:	
Contact Name:	
Address:	
Phone:	Fax:
E-mail:	

ITEM(S) DONATED (please specify) & STATEMENT OF FAIR MARKET VALUE	
1)	\$
2)	\$
3)	\$
4)	\$
5)	\$
6)	\$
Donation made for (event or program):	Total Value: \$

Donation Accepted By: (Name/Agency/Date): _____

United Way of San Luis Obispo County gratefully accepts gift in-kind contributions. No goods or services will be provided in exchange for this contribution. Please keep this acknowledgement for your records and consult your tax advisor for more information.
United Way of San Luis Obispo County is a 501(c)(3) organization. Tax ID# 95-3459538.

THANK YOU FOR YOUR COMMUNITY SUPPORT!

Give. Advocate. Volunteer. **LIVE UNITED.** www.unitedwayslo.org

APPENDIX D (continued)

DUE APRIL 12
FAX TO 805-543-5317



city of san luis obispo

FIRE DEPARTMENT
2160 Santa Barbara Avenue San Luis Obispo, CA 93401-5240 805/781-7380
"Courtesy & Service"

**SAN LUIS OBISPO CITY FIRE DEPARTMENT
SPECIAL EVENT PERMIT**

Name of Event: _____ Date of Event: _____

Name of Participant (print): _____

Name of Business: _____

Address: _____ Phone: _____

THIS PERMIT MUST BE SIGNED AND IN YOUR POSSESSION DURING THE ENTIRE EVENT. ALL BOOTHS AND VENDORS SHALL BE SUBJECT TO INSPECTION BY THE FIRE DEPARTMENT PRIOR TO THE EVENT.

Vendors and participants shall comply with the conditions of this permit. Failure to comply with these rules may result in the closure of your booth for the remainder of the event.

- Propane cylinders and appliances must be U.L. approved. No "homemade" manifolds or heating devices are allowed.
- All booths using propane or open-flame devices of any kind must have at least one 2A-10-BC rated fire extinguisher located at the exit of the booth.
- The use of gasoline as a fire-starter is prohibited.
- White gas or Coleman-type fuel may be used only when stored in a U.L. approved safety can with a spring-loaded closing lid and pressure relief. The maximum amount allowed shall be one gallon per booth.
- When deep-fat fryers are used, an additional 1-1/2 gallon Type "K" extinguisher is required.
- All open-flame devices shall have adequate clearance from combustibles, such as decorations, to prevent the accidental spread of fire.
- A 20-foot lane must be maintained at all times. Check with the special event sponsor to be sure your booth does not extend into the fire lane. Booths extending into the fire lane shall be moved immediately.
- Tents over 200 square feet and canopies over 400 square feet will require a separate permit.

For questions concerning the conditions of this permit call the City Fire Department at 781-7380 or ask your special event sponsor for information.

Rodger Magglio, Fire Marshal

Participant's Signature

G:\Prevent\Special Event Permit



The City of San Luis Obispo is committed to include the disabled in all of its services, programs and activities.
Telecommunications Device for the Deaf (805) 781-7410.



APPENDIX E

Vendors_Flavor of SLO 2011

Exit this survey

Please rate your overall experience participating in Flavor of SLO 2011.

☐ Very Unsatisfied

☐ Unsatisfied

☐ Satisfied

☐ Very Satisfied

Additional Comments:

Please describe your involvement with Flavor of SLO by selecting the appropriate boxes below.

☐ I served at the event.

☐ I coordinated details prior to the event but did not attend.

☐ I served at the event and coordinated details prior to the event (paperwork, phone/email, etc.).

☐ Other.

Additional Comments:

Are you familiar with United Way's mission?

☐ Yes

☐ No

☐ Somewhat

Please rate the value of Flavor of SLO for the following items:

	Absolute Waste	Not Valuable	Valuable	Extremely Valuable
Promotional Opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Philanthropy Opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual Community Event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments:

APPENDIX E (continued)

Please rate your satisfaction with the following items:

	Very Unsatisfied	Unsatisfied	Satisfied	Very Satisfied
Communication with your Flavor of SLO contact (Dana/Kendra) BEFORE the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactions with the Flavor of SLO team DURING the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer help during Set-Up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer help during Clean-Up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jack House and Gardens Venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments:

Please select all that apply to your reactions about the provided supplies (ice, chairs, etc.).

☐ I didn't know anything was provided.

☐ I received less than expected. (Please specify)

☐ I wish more was provided. (Please specify)

☐ I received what I expected.

☐ I received more than expected.

☐ Other

Additional Comments:

Do you plan to participate again next year?

☐ Yes

☐ No

☐ Maybe

Additional Comments:

Would you recommend that other businesses attend next year?

☐ Yes

☐ No

☐ Maybe

Thank you for taking the time to complete this survey, and thank you for participating in Flavor of SLO! Please include any additional comments.

Powered by **SurveyMonkey**
Create your own [free online survey](#) now!

APPENDIX F

Flavor of SLO 2011

[Exit this survey](#)

Please rate your overall satisfaction with Flavor of SLO.

☐ Very Unsatisfied
 ☐ Unsatisfied
 ☐ Satisfied
 ☐ Very Satisfied

Additional Comments:

How did you feel about the ticket price?

- ☐ Acceptable.
☐ Too expensive.
☐ Inexpensive, but I wouldn't pay any more.
☐ Inexpensive - I would pay more!
☐ Other.

Additional Comments:

Please rate your satisfaction with the following items.

	Very Unsatisfied	Unsatisfied	Satisfied	Very Satisfied	No Preference
Vendor selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Silent Auction selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demographics of attending guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jack House and Gardens Venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length of the event (1-4pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check-in process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check-out process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

How do you feel about the amount of vendors?

	Too Few	Too Many	Just Right	No preference
Food Vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beverage Vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beer Vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine Vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Which were your favorite vendors?

- | | |
|--|--|
| <input type="checkbox"/> Chino's Rock & Tacos | <input type="checkbox"/> SLO Brewing Company |
| <input type="checkbox"/> Luna Red | <input type="checkbox"/> Autry Cellars |
| <input type="checkbox"/> Petra Mediterranean Pizza & Grill | <input type="checkbox"/> Cerro Caliente Cellars |
| <input type="checkbox"/> Popolo Rotisserie Cafe | <input type="checkbox"/> J. Lohr Winery |
| <input type="checkbox"/> Shalimar Restaurant | <input type="checkbox"/> Kelsey See Canyon Vineyards |
| <input type="checkbox"/> Splash Cafe | <input type="checkbox"/> Morovino Winery |
| <input type="checkbox"/> Vraja's Kitchen | <input type="checkbox"/> Norman Vineyards |
| <input type="checkbox"/> Upper Crust Trattoria | <input type="checkbox"/> Opolo Vineyards |
| <input type="checkbox"/> Central Coast Brewing | <input type="checkbox"/> Peachy Canyon Winery |
| <input type="checkbox"/> Firestone Walker Brewery | <input type="checkbox"/> Saucelito Canyon Vineyard |

Please list vendors that did not participate but you would like to see at future events.

APPENDIX F (continued)

How did you hear about Flavor of SLO?

☐ Facebook Event
☐ Facebook Group
☐ Word of Mouth
☐ Flavor of SLO Website
☐ Other (please specify)

☐ United Way Website
☐ Search Engine
☐ Newspaper
☐ Radio Commercial

☐ Radio Contest
☐ Poster
☐ Online Events Calendar
☐ Other

Why did you decide to attend? Select all that apply.

☐ Good cause
☐ Vendor selection
☐ Support Cal Poly Senior Projects
☐ People I know bought tickets
☐ Other (please specify)

☐ Promotional video
☐ Good price
☐ Location
☐ Other

Please select the appropriate answers below.

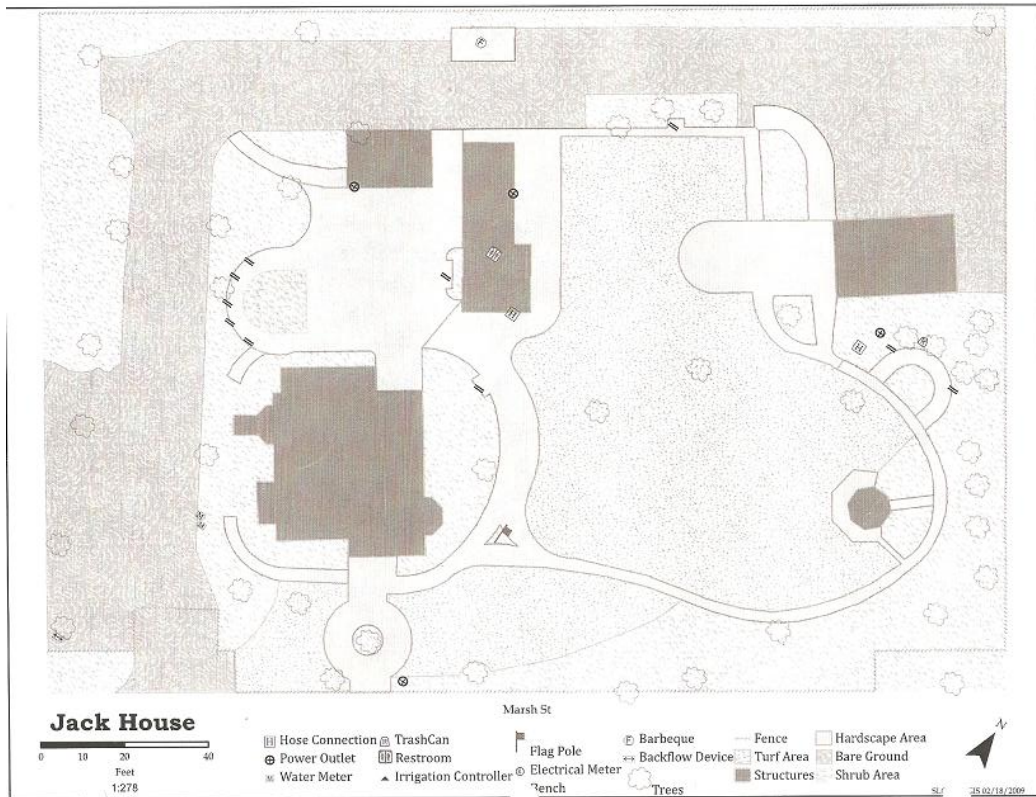
	Yes	No	Maybe
Are you familiar with United Way's mission?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you know Flavor of SLO was a senior project?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you attend Flavor of SLO 2009?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you attend Flavor of SLO 2010?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will you recommend Flavor of SLO to others?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will you attend Flavor of SLO next year?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)			
<div style="border: 1px solid black; height: 30px; width: 100%;"></div>			

Please include any additional comments or suggestions. Thank you!

[Done](#)

Powered by **SurveyMonkey**
 Create your own [free online survey](#) now!

Appendix G



WHO'S WHO?

- | | |
|---|---|
| Autry Cellars – Steve | Petra Mediterranean Pizza & Grill – Rammy |
| Central Coast Brew – George | Popolo – Volunteers |
| Cerro Caliente Cellars – Mitzi | Robbins Family Farm – |
| Ghino's Rock & Tacos – Leah, Kayla | Santasti – Nicole, Andrew |
| Firestone Walker Brewery – Tim, Mike, Kyle | Saucelito Canyon – Correne, Harvey |
| Giordano's Italian Freeze – | Shalimar – Aasim |
| J Lohr Vineyards & Wines – Sarah, Rebecca | SLO Brew – Dawn, Monte |
| Kelsey See Canyon Vineyards – Mara | Splash Café – Joanne |
| Luna Red – | Sweet Earth Chocolate – |
| Merovino Winery – Andrea | Tap It Brewing – Westin, Emily, Miles |
| Norman Vineyards – Judy | Upper Crust Trattoria – John |
| Opolo Vineyards – Jeff | Vegan Spices Thai Cuisine – Anek, Amy |
| Peachy Canyon Winery – Ryan, Kayla, Lindsey | Vraja's – Volunteers |

APPENDIX H

Flavor of SLO 2011

Income:		
PayPal Pre-event :		3,700.00
Pre-sold Tickets 04/25/11 ck dep		70.00
Pre-sold Tickets 05/13/11 ck dep		985.00
Pre-sold Tickets 05/16/11 ck dep		140.00
Pre-sold Tickets 05/16/11 cash dep		425.00
Tickets - Day of: Cash		1,230.00
Tickets - Day of: Checks		-
Tickets - Day of: Credit		625.00
Total Ticket Sales:		7,175.00
Raffle: Cash		650.00
Raffle: Checks		75.00
Total Raffle Sales:		725.00
Silent Auction: Cash		20.00
Silent Auction: Checks		185.00
Silent Auction: Credit		1,955.00
Total Silent Auction:		2,160.00
Mortgage House Sponsorship		1,500.00
Grand total :		11,560.00
Expenses:		
Paypal Credit Card Fees		102.40
AMEX Credit Card Fees		-
Intuit Credit Card Fees		-
Total Credit Card Fees:		102.40
City of SLO Parks & Rec - Permit		-
City of SLO Parks & Rec - Use Fee		-
City of SLO Refund Liability Insurance		-
Total Facility Expenses:		-
Dept. of Alcoholic Beverage Control		150.00
Five Cities Security Services		160.00
J. Carroll Inc. (tshirts)		405.09
Kendall Young- Supply Reimbursement		182.94
New Times AD		437.00
Secretary of State Raffle Registration		20.00
Total Event Expenses:		1,355.03
Grand total :		1,457.43

Flavor of SLO 2010

Income:		
PayPal Pre-event :		2,829.00
Checks - Pre-event		120.00
Tickets - Day of: Cash		675.00
Tickets - Day of: Checks		72.00
Tickets - Day of: Credit		450.00
Total Ticket Sales:		4,146.00
Raffle: Cash		142.00
Raffle: Checks		-
Total Raffle Sales:		142.00
Silent Auction: Cash		290.00
Silent Auction: Checks		35.00
Silent Auction: Credit		325.00
Total Silent Auction:		650.00
Donation:		15.00
Mortgage House Sponsorship		1,000.00
Grand total :		5,953.00
Expenses:		2,693.52
Net Income:		3,259.48
Proceeds Alpha 40%:		1,303.79
Proceeds United Way 60%:		1,955.69
		3,259.48

APPENDIX I

