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:
<table>
<thead>
<tr>
<th>Year</th>
<th>Costs</th>
<th>Revenues</th>
<th>Profit</th>
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<tbody>
<tr>
<td>2009</td>
<td>1,837.37</td>
<td>3,981.22</td>
<td>2,143.85</td>
</tr>
<tr>
<td>2010</td>
<td>2,693.52</td>
<td>5,953.00</td>
<td>3,259.48</td>
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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.
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:

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:**
- Assolo 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 Stout Red 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 Cafe – Ham and cheese croissants and chocolate croissants

- Bread & Moore – Orange brownies, mini muffins, cookies

- Shalimar – Pakora (hot), Samosa (hot), Papadam (cold)

- Tio Alberto’s – 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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Sarah Hedayati</td>
<td>Event Planner</td>
</tr>
<tr>
<td>Kendall Young</td>
<td>Event Manager</td>
</tr>
<tr>
<td>Dana Wacks</td>
<td>Beverage Coordinator</td>
</tr>
<tr>
<td>Kendra Jorde</td>
<td>Food Coordinator</td>
</tr>
<tr>
<td>Maryn Anderson</td>
<td>Marketing</td>
</tr>
<tr>
<td>Mike Leibovich</td>
<td>Website Manager</td>
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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.

**EVALUATION & 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 commitments 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 year's 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 th 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


APPENDIX A

THIRD ANNUAL
FLAVOR of SLO
A BENEFIT FOR UNITED WAY

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

Pre-sale tickets
$25 STUDENTS | $35 ADULT
At the door tickets
$30 STUDENTS | $40 ADULT

ALL PROCEEDS BENEFIT
UNITED WAY OF SLO COUNTY

FOOD:
CUNO'S
LOMBARDI'S
GIOVANNA'S
ITALIAN FRIASZ
LUKA'S
PETRA
MEDITERRANEAN
PIZZA & GRILL
FEDOLO
ECCESSERI
Cafe
SINSNADAR
RESTAURANT
SPASH CASA
VEGA'S KITCHEN
UNDER CRUZ
TRATEODER

WINE:
ALTMY
CILLOLS
CILLOLS
CELLAR
CILLOLS
WEDY
KELSEY SEL
CANYON
VINEYARDS
KOROSUKO
WEDY
NORMAN
VINEYARDS
QHPD
VINEYARDS
PRACHY
CILLOLS
WEDY
SLCECIO
CILLOLS
WEDY

BEER:
CENTRAL
COAST
BREWING
FIRESTONE
WALKER
BREW
SLO BREWING
COMPANY

MUSIC
FROM
GRAVEY RIVERS
C.I.
CONNECTION

THANK YOU TO
OUR SPONSORS:

United Way of San Luis Obispo County

WWW.FLAVORFOSLO.COM
APPENDIX B

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

Team Meeting
May 20, 2011

I. Thank you’s
   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
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 Dana Wacks
flavorofslo@gmail.com flavorofslo@gmail.com
(760) 519-4464 (310) 872-4400
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 Number: ___________________________

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

Intended Equipment:
Table Length: ___________________________
# Chair(s): ___________________________
Booth / Tent Dimensions: ___________________________

Will You Require Ice? (Yes / No)

I, ___________________________ am signing on behalf of ___________________________
and agree to participate in the Flavor of SLO 2011 for the full duration of the event.
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)**

---

**In-Kind Contribution Form**

**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

<table>
<thead>
<tr>
<th>Business/Company:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact Name:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Address:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td><strong>Fax:</strong></td>
</tr>
<tr>
<td><strong>E-mail:</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ITEM(S) DONATED (please specify) &amp; STATEMENT OF FAIR MARKET VALUE</strong></th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td></td>
</tr>
<tr>
<td>2)</td>
<td></td>
</tr>
<tr>
<td>3)</td>
<td></td>
</tr>
<tr>
<td>4)</td>
<td></td>
</tr>
<tr>
<td>5)</td>
<td></td>
</tr>
<tr>
<td>6)</td>
<td></td>
</tr>
</tbody>
</table>

Donation made for (event or program):  
Total Value: $

---

*Thank you for your community support!*  
*Give. Advocate. Volunteer. LIVE UNITED.*  
[www.unitedwayslo.org](http://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: __________________________ Phone: __________________________

Address: __________________________

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 Maggio, 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

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

- Very Unsatified
- 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:

<table>
<thead>
<tr>
<th></th>
<th>Absolute Waste</th>
<th>Not Valuable</th>
<th>Valuable</th>
<th>Extremely Valuable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Opportunity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philanthropy Opportunity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Community Event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional Comments:
APPENDIX E (continued)

Please rate your satisfaction with the following items:

<table>
<thead>
<tr>
<th>Communication with your Flavor of SLO contact (Dana/Kendra) BEFORE the event</th>
<th>Very Unsatisfied</th>
<th>Unsatisfied</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactions with the Flavor of SLO team DURING the event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer help during Set-Up</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer help during Clean-Up</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jack House and Gardens Venue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

Additional Comments:

[Done]
## APPENDIX F

### Flavor of SLO 2011

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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Very Unsatisfied</th>
<th>Unsatisfied</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
<th>No Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor selection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silent Auction selection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demographics of attending guests</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jack House and Gardens Venue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length of the event (1-4pm)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Musical entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check-in process</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check-out process</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

How do you feel about the amount of vendors?

<table>
<thead>
<tr>
<th>Type</th>
<th>Too Few</th>
<th>Too Many</th>
<th>Just Right</th>
<th>No preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Vendors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beverage Vendors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer Vendors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wine Vendors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

Which were your favorite vendors?
- [ ] Chino's Rock & Tacos
- [ ] Luna Red
- [ ] Pasta Mediterranean Pizzeria & Grill
- [ ] Popolo Rotissina Cafe
- [ ] Shalimar Restaurant
- [ ] Splash Cafe
- [ ] Yoga Kitchen
- [ ] Upper Crust Trattoria
- [ ] Central Coast Brewing
- [ ] Firestone Walker Brewery
- [ ] SLO Brewing Company
- [ ] Aubry Cellars
- [ ] Cerro Caliente Cellars
- [ ] J. Lohr Winery
- [ ] Kelway Sea Canyon Vineyards
- [ ] Morovo Winery
- [ ] Norman Vineyards
- [ ] Opolo Vineyards
- [ ] Peachy Canyon Winery
- [ ] Saucelito Canyon Vineyard

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

---

37
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)

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)

Please select the appropriate answers below.

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you familiar with United Way's mission?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you know Flavor of SLO was a senior project?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you attend Flavor of SLO 2009?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you attend Flavor of SLO 2010?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will you recommend Flavor of SLO to others?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will you attend Flavor of SLO next year?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please include any additional comments or suggestions. Thank you!

- [SurveyMonkey](https://www.surveymonkey.com)
Appendix G

WHO’S WHO?

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

Lindsey
## APPENDIX H

### 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>955.00</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>
<td>425.00</td>
</tr>
<tr>
<td>Tickets - Day of: Cash</td>
<td>1,230.00</td>
</tr>
<tr>
<td>Tickets - Day of: Checks</td>
<td></td>
</tr>
<tr>
<td>Tickets - Day of: Credit</td>
<td>625.00</td>
</tr>
<tr>
<td><strong>Total Ticket Sales:</strong></td>
<td><strong>7,175.00</strong></td>
</tr>
<tr>
<td>Raffle: Cash</td>
<td>650.00</td>
</tr>
<tr>
<td>Raffle: Checks</td>
<td>75.00</td>
</tr>
<tr>
<td><strong>Total Raffle Sales:</strong></td>
<td><strong>725.00</strong></td>
</tr>
<tr>
<td>Silent Auction: Cash</td>
<td>20.00</td>
</tr>
<tr>
<td>Silent Auction: Checks</td>
<td>185.00</td>
</tr>
<tr>
<td>Silent Auction: Credit</td>
<td>1,055.00</td>
</tr>
<tr>
<td><strong>Total Silent Auction:</strong></td>
<td><strong>2,160.00</strong></td>
</tr>
<tr>
<td>Mortgage House Sponsorship</td>
<td>1,500.00</td>
</tr>
</tbody>
</table>

**Grand total:**  11,560.00

### Flavor of SLO 2010

<table>
<thead>
<tr>
<th>Income:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PayPal Pre-event</td>
<td>2,829.00</td>
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<tr>
<td>Checks - Pre-event</td>
<td>120.00</td>
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<tr>
<td>Tickets - Day of: Cash</td>
<td>675.00</td>
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<tr>
<td>Tickets - Day of: Checks</td>
<td>72.00</td>
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<tr>
<td>Tickets - Day of: Credit</td>
<td>450.00</td>
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<tr>
<td><strong>Total Ticket Sales:</strong></td>
<td><strong>4,146.00</strong></td>
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<tr>
<td>Raffle: Cash</td>
<td>142.00</td>
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<tr>
<td>Raffle: Checks</td>
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<tr>
<td><strong>Total Raffle Sales:</strong></td>
<td><strong>142.00</strong></td>
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<tr>
<td>Silent Auction: Cash</td>
<td>290.00</td>
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<tr>
<td>Silent Auction: Checks</td>
<td>35.00</td>
</tr>
<tr>
<td>Silent Auction: Credit</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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<tr>
<td>Donation:</td>
<td>15.00</td>
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</tbody>
</table>

**Grand total:** 5,953.00

### Expenses:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PayPal Credit Card Fees</td>
<td>102.40</td>
</tr>
<tr>
<td>AMEX Credit Card Fees</td>
<td></td>
</tr>
<tr>
<td>Intuit Credit Card Fees</td>
<td></td>
</tr>
<tr>
<td><strong>Total Credit Card Fees</strong></td>
<td><strong>102.40</strong></td>
</tr>
<tr>
<td>City of SLO Parks &amp; Rec - Permit</td>
<td>-</td>
</tr>
<tr>
<td>City of SLO Parks &amp; Rec - Use Fee</td>
<td>-</td>
</tr>
<tr>
<td>City of SLO Refund Liability Insurance</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Facility Expenses:</strong></td>
<td>-</td>
</tr>
<tr>
<td>Dept. of Alcoholic Beverage Control</td>
<td>150.00</td>
</tr>
<tr>
<td>Five Cities Security Services</td>
<td>160.00</td>
</tr>
<tr>
<td>J. Carroll Inc. (tshirts)</td>
<td>405.09</td>
</tr>
<tr>
<td>Kendall Young: Supply Reimbursement</td>
<td>182.94</td>
</tr>
<tr>
<td>New Times AD</td>
<td>437.00</td>
</tr>
<tr>
<td>Secretary of State Raffle Registration</td>
<td>10.00</td>
</tr>
<tr>
<td><strong>Total Event Expenses:</strong></td>
<td><strong>1,355.03</strong></td>
</tr>
</tbody>
</table>

**Grand total:** 1,457.43

Net Income: 3,259.48

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

**Total:** 3,259.48
APPENDIX I