



**BOARD COMMITTEE "CHARTER" WORKSHEET
And
2010 OBJECTIVES**

Today's Date: January 6, 2010

Name of Committee: Bacchus Bash 2010
Co-Chairperson: Louis Robbins
Co-Chairperson: Sam Pensula
Co-Chairperson: John Parkinson
Allied Liaison: TBD

Charter (reason for being): Primary fundraiser for the CFHLA Educational Trust Fund. Provides a networking / marketing opportunity for Lodging and Allied members, as well as street-party celebration in honor of local Hospitality Education.

2010 Goals

Please be specific. Each goal should relate to the 2010 Business Plan.

- 1) Secure 2010 date / venue and conduct event
Venue must feature "Covered Area", to address potential incumbent weather issue.
- 2) Time for Day of Event: 5:00 PM – 10:00 PM
- 3) Achieve overall goal of grossing a minimum of \$100,000:
 - \$37,000 in Sponsorships
 - \$ 6,000 in Raffle Sales
 - \$42,000 in Vendor Sales – Day of Event (Bacchus Bucks)
 - \$15,000 in Day of Event Silent Auction
- 4) Chairpersons to continue to request each Member of the Board to consider a personal donation of \$50 as signed on the Board of commitment.
- 5) Secure a minimum of 60 food and beverage related booths including booths from each member of the Board of Directors. Board Members will be invited to:
 - Host one booth
 - Co-host with another Board member
 - Offer product for a booth

Committee leadership shall continue to monitor the day of event food / beverage fees and portions. To reduce the number of vendors running out of food, consider disqualifying booths for oversized portions.

- 6) Achieve goal of a minimum of 20,000 attendees.
- 7) Maintain relationship with OUC for "stuffers" **or equivalent** in billing statements.
- 8.) Maintain sponsorship levels as follows:
 - Platinum = \$10,000
 - Gold = \$5,000
 - Silver = \$2,500
 - Bronze = \$1,000

Note – Policy established in 2009, all sponsorships are non-exclusive

- 9.) Maintain the ability for all Bacchus Bash Bucks Booths to accept credit cards.

- 10.) Maintain specific booth specifications for vendors. During the Vendor Orientation meetings, consider displaying a “mock” booth.
- 11.) To emphasize event “currency”, add the term “Bacchus Bucks” to all booth signage / fee schedule.
- 12.) Initiate raffle ticket printing in January for sales efforts in February 2010.
- 13.) If warranted, continue a vendor “telethon” approximately 6 weeks prior to event.
- 14) Secure official media / TV sponsors (Fox 35, WLOQ, Orlando Business Journal, Southwest Bulletin).
- 15) For added attendance, publicize event through local schools (VCC, UCF, Webber) with posters and event flyers.
- 16) Maintain the judging format of two teams (invite representatives from the Orlando Magic Dance Team to participate as judges) with a total of 10 community representatives.
- 17) Maintain entertainment areas to include high top tables.
- 18.) Maintain sub-committee for “high ticket” auction items (minimum value \$1,000 per).
- 19.) Prior to the event, CFHLA to contact the office and meet with the Health Inspector to finalize health related issues.
- 20.) Announce raffle prize winners during the event on the power point presentation.
- 21) Invite all Sponsors and Bacchus Bash Committee members to the CFHLA Board of Directors meeting (March or May 2010) for added recognition.
- 22.) Improve remote parking situation by utilizing bus service / bicycle transporters, including remote parking at the Mary, Queen of the Universe Shrine, if applicable. Implement special parking for judges and members of the media (VIP valet parking).
- 23.) Encourage April 2009 Student Scholarship Recipients to volunteer a minimum of 2 hours at Bacchus Bash 2010.
- 24.) Working with local hospitality schools, secure volunteers to monitor ice and trash needs throughout the event. Purchase shirts for volunteers with the volunteering organization’s name on the back.
- 25) Update the website for this event: www.bacchusbash.org.
- 26.) Provide CFHLA website information, stating that prize winners will be posted by specified date (4 days after event).
- 27.) Secure a new in-kind “Gold” sponsorship opportunity with a wine and / or liquor distributor (similar to the Schenck Company beer sponsorship).
- 28.) Conduct pre-meeting with GES Staff (3 weeks prior) and conduct pre-meeting with host staff (day before).

- 29.) Maintain entertainment in a minimum of 4 staging areas.
- 30.) Consider the addition of a character drawing booth.
- 31.) Secure day of event interns to be assigned as assistants to each CFHLA staff person.
- 32.) Obtain / purchase Bacchus Bash logo.
- 33.) Consider event advertising with LYNX and Clear Channel Outdoor.
- 34.) Name student scholarships in the honor of 2010 Bacchus Bash sponsors, including a named scholarship recognizing the “gifts-in-kind” support of CFHLA Member: GES Exposition Services.
- 35.) Secure site / date for 2011 event by November 2010.

Thank you for your continued support.