



**BOARD COMMITTEE “CHARTER” WORKSHEET  
And  
2010 OBJECTIVES**

**Today’s Date:** February 3, 2010

Name of Committee: Hospitality Gala

Chairperson: Alan Villaverde

Vice-Chairperson: Tracy Walker

Allied Liaison: Thearon Scurlock

Charter (reason for being): To raise funds and provide a networking/marketing opportunity for Lodging and Allied members, as well as an end-of-year celebration to honor the Hotelier, Allied & Engineer of the Year. In addition, the Charles Andrews Hospitality Award for Community Leadership will be presented.

**2010 GOALS**

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

- 1) For each attendee to enjoy the evening.
- 2) Conduct event, on a Saturday in December, achieving goal of a minimum of 600 attendees at \$99 per person. Maintain expenses at \$60 per person, all inclusive.
- 3) Maintain awards presentation prior to dinner.
- 4) Maintain evening entertainment. Consider singing group (Howl at the Moon / Jellyrolls / Pat O’Briens).
- 5) Achieve overall goal of netting \$21,980.
- 6) Secure a minimum of 8 corporate sponsors at \$2,600 (\$1,610 + \$990) per Sponsor.
- 7) Conduct annual Gala Silent Auction, to net a minimum of \$33,000
- 8) To maintain presentation of four annual awards, Hotelier / Lodging Member of the Year, Allied of the Year, Engineer of the Year and the Charles Andrews Award.
- 9) Maintain the “Mystery Bags” fundraising activities.
- 10) Maintain the Gala Table payment plan options:
  - 4 payment schedule (\$247.50/ \$247.50/ \$247.50/ \$247.50)  
Advertise option by July 1  
Invoices distributed by August 1  
Payments due: August 15 / September 15/ October 15 / November 15
  - 3 payment schedule (\$330 / \$330 / \$330)  
Advertise option by August 1  
Invoices distributed by September 1  
Payments due: September 14 / October 14 / November 14)

- 2 payment schedule (\$495 / \$495)  
Advertise option by September 1  
Invoices distributed by October 1  
Payments due: October 15 / November 15

11) Continue the Gala Sponsorship Recognition Luncheon to properly thank the 2010 Gala Sponsors and to invite the Sponsors to participate with Gala 2011. (Continue the Gala Sponsorship Payment Plan Option)

12) Secure site / date for 2011 event.

**Thank you for your continued support!**

---

**Central Florida Hotel & Lodging Association** - 7380 Sand Lake Road - Suite 300 – Orlando, FL 32819  
(407) 313-5000 – FAX: (407) 313-5050 – **What's New?** Log on to: [www.cfhla.org](http://www.cfhla.org)