

Proposal for Food & Wine Festival & Art Show

"A Taste of Boquete 08"

Purpose:

A Community Fundraiser for the benefit of multiple organizations which could include BCP, Lion's Club, Rotary, Buenos Vecinos and possibly the Handicap Foundation and 20/30.

Objectives:

- Create a widely-attended 2-day annual event for Boquete in the form of a Food & Wine Festival in conjunction with the annual Art Show.
- Bring Boquetenos & Estranjeros together with a united goal to help provide the community with ongoing assistance and programs to address their basic health, housing, sanitary and nutritional needs ... as well as to establish a venue for the stimulation and development of their creative abilities and cultural talents.

Dates & Location

- Around June 20th & 21st at The Boquete Fairgrounds

Proposed Format:

Recruit local restaurants/vendors in Boquete:

- Secure at least 15 restaurants –they will offer small portions of their best dishes; limit their offerings and price; can also offer wine and/or other alcoholic beverages;
- Approach Cosecha and/or other vendors to set up wine tastings at specific times. Solicit Ruiz/Duran to sponsor or be a vendor of coffee and/or dessert.
- Vendors provide their own tequipment/plates/utensils for the preparation, serving and sale of food; we provide a table, signage/banners and event advertising.

Manage & Operate Beverage Concession

- Obtain donations and manage beverage concession and retain 100% of sales
- Solicit liquor wholesalers and beer manufacturers to donate good in return for free advertising. Ask Romeros/Rey or other merchants to be Sponsors by donating non-alcoholic beverages (soda, juice, water, etc.)

Identify and solicit donated goods, prizes, etc. from vendors:

- food service paper/plastic products (plates, cups, napkins, table cloths, flowers, candles etc.)
- Raffle-off, donated prizes from local businesses

General Format

- Money will not be used to purchase items at the festival; instead, we will sell \$1.00 food/beverage tickets as tender to purchase items at vendor tables; vendors will present tickets for payment and we will pay out \$.70 for each ticket.
- Provide musical entertainment: Band or DJ for first evening; day and Jazz/Classical ensemble for next day
- Do one dress-up affair and one dress-down; perhaps sell "tables" to people.
- Sell Taste of Boquete t-shirts, hats, etc.

Projected Income Sources

First year minimum projection at about \$7,000 to \$10,000 from:

- \$1,000. from entry fees (\$2. x 500 people) children under 12 free
- \$3,000+ from food & beverage sales (100% of sales of beverages and 30% of sales from food) based on average per person expenditure of \$20; or possibly more if attendees fail to use tickets at vendor tables or redeem.
- \$2,000 or more derived from donated raffles and/or 50/50s
- \$1,000. from Tee shirts and/or other novelty items like hats, etc.
- If success, second year could double; subsequent years would be 5 to 10 times more.

Income derived from: entrance fees, sales of novelty items, raffles, etc.;
however it will come primarily from 30 percent of the food and 100% of the beverage sales.

Projected Expenses Sources:

Have each organization put up \$200 a piece for start-up costs or:

If we can get a bank(s) to sponsor the start-up costs outlined below...hopefully none or at best, no more than \$1,000.

- Plates, cups, napkins, etc.
- Decorations (table cloths, flowers, candles, etc.)
- Musical entertainment fees
- \$80 per day for space rental
- Rental of tables and chairs for attendees
- Printing costs

Start-up Tasks

- A four person steering committee comprised of: Amelia Stroup, Anayansi Menendez, Richard Lipner and Charlie Collins
- Approach potential charitable organizations with concept..
- Form subcommittees from each participating organization. For example: restaurant sales and development, prize and sponsor solicitation, marketing & publicity, logistics and house management, space planning and design, entertainment, etc.
- Develop logo, branding and marketing materials
- Formulate and project budgetary requirements
- Develop detailed plans for each committee