

23<sup>rd</sup> Autumn Food and Wine Festival  
September 5-7, 2008  
Northstar-at-Tahoe

Final Report

**Festival Changes in 2008**

- The date was changed to the weekend after Labor Day in order to not be on the same weekend as the Squaw Valley Art Bark Festival, Reno Air Race, Truckee Renaissance Faire, and Truckee Wine Walk & Shop. Due to the fact that the venue is outdoors, weather is a major consideration in choosing a date.
- The Grape Stomp and Winery luncheon was moved from Gar Woods to the venue and held on Friday instead of Thursday. We dropped the ticket price from \$50.00 to \$25.00 per person for lunch. Live entertainment was added this year.
- Saturday's events were changed from all ticketed events to a free event open to the public with ticketed events for the marketplace wine tasting, wine and spirits related seminars. Most cooking demonstrations, the marketplace vendor fair, hands on cooking and children's activities were free.
- Marketplace and vendor fair was greatly expanded and extended from the central plaza to Gondola Way. The majority of Northstar retailers participated in the vendor fair.
- Live music was featured on the central stage, strolling entertainers and musicians throughout the venue added to the festival ambience.
- The Celebrity Chef Luncheon featuring Chef Joseph Keller and Storybook Vineyards was moved to Wild Goose Restaurant. The event sold out.
- We had a very strong line up of celebrity chefs and seminar leaders in attendance. Leading the line up was Bravo TV's 2008 Top Chef Winner, Stephanie Izard, Chef Joseph Keller, renowned cheese expert Laura Werlin, Sushi Master Taro Arai, Chef Lars Kronmark of the CIA, Douglas Dale of Wolfdale's and Lara Ritchie of the Nothing To It Culinary Center in Reno.
- The Northstar site fee increased from \$5,000 to \$15,000.
- In an effort to increase the visibility of the cooking demos to the audience we installed 60" plasma screen monitors with live video feeds in lieu of using the static mirrors over the demo kitchens. This resulted in an additional expenditure of \$4,100.00.

## ATTENDANCE

### Friday

Grape Stomp Participants	48
Grape Stomp Lunch Participants	100
<b>Total Tracked Attendance</b>	<b>148</b>

### Saturday

Market Place Wine Tasting	600
Classes	329
Comps	121
<b>Total Tracked Attendance</b>	<b>1,050</b>

### Sunday

Retail Grand Tasting	374
Restaurant Staff	108
Winery Staff	90
Marketplace Vendors	60
VIP's, Presenters, Event Staff	80
Sponsorship Trade	148
<b>Total Tracked Attendance</b>	<b>860</b>

**Event Total Tracked Attendance for 3 days: 2,058 (56% increase)**

### Results

PR ROI \$ 130,000\*\*

Total Web Impressions	54,790
Total Print Impressions	2,925,942
Total Internet Impressions	2,694,875
Total Radio Impressions	200,000
Total Impressions	5,875,607

## COMBINED ONLINE TICKET SALES ZIP CODE SURVEY

59	MD, FL, IL, TX, WY UT, AZ NJ, Las Vegas
99	Northern Nevada including Reno
16	LAX, San Diego, SoCal
24	Tahoe Local
106	SF Bay Area, Napa, Marin, East Bay
70	Sac, Placer County

<b>Out of town</b>	<b>251</b>	<b>71%</b>
<b>Local</b>	<b>123</b>	
<b>Total</b>	<b>374</b>	

\*\*Estimate, pending final report

**REVENUES**

Cash Sponsorship	\$ 29,900	Up 40% over Prior Year
Ticket Revenues	\$ 44,470	Up 10% over Prior Year
Auction/Raffle	\$ 11,784	Down 21% over Prior Year
Total Revenues	\$ 86,154	Up 12% over Prior Year

**EXPENSES**

Total Event Expenses	\$ 88,264	Up 24% over Prior Year
Net Profit/Loss	(\$ 2,110)	