

## Art Walk & Wine Tasting

(As of 9/15/15)

### **Income - On Line Sales YTD:**

- 2015 YTD: 333 tickets or \$8,135 proceeds YTD
- 2014 YTD: 73 tickets or \$1,670 proceeds YTD

### **Online Guest Feedback:**

- Over 30% First Time Attending
- Top Marketing Tools are AAI Website, Facebook, and Friends (P2P impact currently unknown)

**Glasses** : Artwork by Jan Jaspers-Fayer was selected for keepsake wine glass. Ordered 1,350 glasses for \$1,850.62 to be delivered by September 17<sup>th</sup>. Maximum number of wine tasting glasses (a.k.a. tickets) to be sold for wine tasting is 1,200. Additional 150 glasses were ordered for winery gift bags (18 ea), winner of design contest (2), volunteers (99), board (11) and extra overflow (20). Additional glasses are not for wine tasting and will be distributed after the event.

### **Packets Delivered:**

- Site Host Packets
- Gallery Packets
- Inn Packets
- Winery Packets
- Art Hot Spot Packets (mailed)

### **5 x 7 Post Card Mailing :**

- Ordered 5,000 (\$450 savings due to smaller size)
- Received email list from Gary Kuscher - Believed to have been last used for 2015 Event Card mailing
- 2,396 Mailed for 2015 Art Walk and Wine Tasting (\$471.44 postage)
- 161 (8%) Returned with additional postage cost of \$102.49
  - 76 – No forwarding address
  - 34 – Moved out of area
  - 15 – Temporarily Away
  - 76 – Moved locally in Southern California
- Value of purchasing mailing lists and keeping \$250 bulk mail permit to be put on future agenda. DVAC and Desert Arts, for instance, only use email for communicating.

**Artist Hot Spots & Map:** Have 33 AAI artists registered with 2 additional not on map. Due to challenges with the map format, Haily at Town Crier is finishing two-sided design for us. Will be done by October 1<sup>st</sup>.

**Security:** Barbara Kinoshita is leading security for us. Due to large amount of money at AAI Central and additional of artist booths with money, will have two guards on site during the event. Barbara is also scheduling a pre-event security meeting with the security volunteers.

**ABC Daily Use Licenses** – Signed off by Sheriff and delivered to ABC on September 10<sup>th</sup>. Will be ready for pickup by October 1<sup>st</sup>. ABC pleased to learn that we hired professional guards and will be issuing wrist bands. (Note: ABC has stated that they will be sending plain clothed officers to event.)

**Transportation**: Will have three shuttle stops with two 12 passenger vans starting at 10am-5:30pm. Negotiating a sponsorship to help offset additional \$356 expense for longer hours and working with Idyllwild Arts to see if can coordinate lower fee than with county.

**Layout/Supplies**: Completed with Veda's assistance. Need 12 sets of weights for popup tents and hand held radios.

**Hospitality**:

- **Sites** – Beth leading with assistance from Lori at Ferro. Cheese will come cubed. Grapes and crackers are being donated thanks to Lori's help and Sysco's generosity. Friday setup at Silver Pines. No need for cheese cutters.
- **Reception** – Being held at Café Aroma thanks to Hubert and Phil. Guests will include Platinum.

**Gift Bags**: Gerry and Terryann are leading and will deliver to inns either late on October 8<sup>th</sup> or on the morning of October 9<sup>th</sup>.

**Facebook / QR**: Darcy leading postings and boosting. Budget is \$200. Byron to print and attach QR designed by Cate.

**Volunteers**: All volunteers have received direct communication via email.

**Hotel Accommodations**: Needed one room for a Saturday only. Reserved Fern Valley Inn for \$93.50.

**Expenses**: There were no written budgets found in the paperwork for 2014 or 2013, thus have no budget for comparison purposes. Based on the 2014 QuickBook files given to us in May 2015, the estimated expenses last year for the Art Walk and Wine Tasting were \$10,349 - \$10,850. Estimated expense budget for 2015 is \$11,490 or \$970-\$1,141 (6%-11%) higher than 2014.

Need to sell 134 additional tickets at minimum of \$25 each to break even. If had 1,000 attendees, the estimated net proceeds would be approximately \$13K. At 1,200 attendees, the estimated net proceeds would be approximately \$18K.

Expenses for 2015 include the following \$2K in additional costs, which we believe have or will add value to the event.

- 4 Banners = \$223 (one time purchase)
- Musician Tips = \$550 (\$50 per musician)
- Large Poster for Sales and Jazz Festival = \$42
- 2 Shuttles (7-1/2 hours each) = \$356 additional cost
- Two-side map highlighting Art Hot Spots = Unknown
- Security (2 men) - \$160 each
- Wrist Bands = \$45
- Facebook Boosting = \$200 estimate