

**ROTARY CLUB OF CASTRO VALLEY
EVENT STANDARD OPERATING PROCEDURES**

Name of Event: Chili Cook-off

Purpose: Fund Raiser to defray cost of the Rowell Ranch Rodeo Parade; to raise funds to support community programs, projects and events.

Chairperson: Mark Wodyka and John Aufdermauer

Committee Members: Randy Vanderbilt, Cliff Sherwood, Dwight Perry, Joyce Perry, Bill Jarvis, Susan Walen, Kevin Forkner and Beth Moore.

Date: May 8, 2009

Venue: Rowell Ranch Picnic Area

Time: 5:00 - 9:00PM

Avg. Attendance: 1,000+

BUDGET:

Income

Chili, drink and food proceeds	14,008.00
Entry fees (22)	1,100.00
Advertising sponsors	850.00
50/50 Raffle proceeds	<u>560.00</u>
Total Income	16,518.00

Expenses

Advertising (including \$568.23 split parade costs)	1,313.12
Awards and prizes (include parade awards)	1,117.75
Boy Scout clean-up, parking etc.	1,000.00
Beer etc. from Englander	948.00
Food, other drinks, tickets	747.52
50/50 raffle winner and participant groups	680.00
Facility rental (H.A.R.D.)	500.00
Margarita machine rental/wine	399.61
Funhouse rental	323.00
Wrap-up meeting	166.66
50/50 raffle ticket printing	145.31
Extra cash boxes	62.60
Liquor license	0.79
Ice	38.34
Security Guards	660.00
Card processing fees	<u>11.12</u>
Total Expenses	<u>8,163.82</u>
Net Income	<u>\$8,354.18</u>

SUB-COMMITTEES - 2009:

Committee	2009 Chairperson	Volunteers Required
Set-up and Clean-up	Randy V.	15+ Rotary members & Boy Scouts
Facilities, Permits & Insurance	Cliff Sherwood; Bill Javis - Mentor	1 member to manage
Ticket Sales	Kevin Forkner	8+ Rotary members 2 managers/secure proceeds (security required)
Parking & Security	John A	1 member to manage 7 +members & Boy Scouts
PR & Advertising	Mark W.	3+ members
Judging, Awards and Announcements	Mark W.	1 member to manage 5 Judges - Soroptimists 2 + runners
Entertainment, Games and Activities	Beth Moore	1 member to manage 12-15 students

SET UP & CLEAN UP -- SOP

Set up Duties: Set-up of event; Meet with HARD to clarify event requirements; Acquire assistance for Boy Scouts and Rotary members.

1. Set up Rotary event announcement banners - Large banner announcing the date and time of chili event outside Rodeo grounds on hill; signs downtown announcing event.
2. Coordinate with HARD any and all set up and clean up needs and requirements.
3. Mark-off all locations for booths, beverage trailer, ticket, food; place and mark off area for kids activities (bounce house, etc. as necessary).
4. Create map for chili booths & all locations; to key committee members as necessary.
5. Determine sign requirements for beverage, ticket and food booths. Purchase new signs as necessary.
6. Set up Rotary ticket booth tent inside and out of chili area; and make sure ticket booths outside in parking area are opened, cleaned, staffed and have price signs.
7. Set up directional signs to the event - off freeway; onto Dublin canyon rd; into parking area. Purchase new signs as necessary.

Planning:

1. Sign and banner purchases need to be done eight weeks prior to event. Two weeks if special items are required. Prior to making purchases inventory the Rotary storage locker to determine needs and requirements.
8. Two months prior to event – Rent and supervise set up of temporary lighting for rear picnic area.
9. Set-up Rental of Port-a-potties at least six (6) weeks prior to event – need at least four (4) in picnic area (a least one handicapped accessible).
2. Rotary does not own its own tent/canopy, so ask members for a tent. If not, set up rental three weeks prior to the event. Tent size – 10'x10'x8'
3. Note that you should bring extra felt pens, nails, hammer, sign board and tape for putting up signs and to make up signs that may be missing.
4. Day of the event – make sure that the dirt area is watered down before everyone arrives. Should make contact with park supervisor to make arrangements ahead of time.
5. Day of the event – Need to make sure we are selling water/sodas at wine and beer locations. Too many people need both and shouldn't have to stand in two lines.
6. Day of the event (4PM) – Distribute cups and spoons to chili booths; distribute beverage cups to food/beverage booth.
7. Day of the event – Set up food booths with soda, water, ice. Bring from storage the tubs to hold the ice and beverages. Set up Margarita machine at least three hours (2PM) before event to make sure its cold by 5PM (recommended that we don't use this machine again; instead sell wine)

On-site contact for HARD:

?– Rowell Ranch site contact

On site contact – Larry: 427-9053 and Don Pilkington: 750-8294 (they handle the actual day-to-day activities for the ranch)

Pot-a-potties contact:

Ernie Fazio @ United Site Services 415.760.0874cell and 800.322.2263 office

Clean up Duties: Clean up after event; Enlist Boy Scouts and Rotary volunteers. Review and walk grounds with HARD contact to make sure everything is up to their standards.

1. Take down of Rotary tent for tickets; kids activities; food booths; signs etc.
2. Remove all trash, bags place into waste bin.
3. Clean as appropriate table, chairs, stage and bar areas.
4. Police the grounds, including parking areas, picking up discarded trash and such.

FACILITIES, PERMITS & INSURANCE – – SOP

Liquor License SOP:

Planning: This process should begin 45–60 days prior to the event. Application to ABC should be in at least 30 days prior to event.

1. Obtain written permission from property owner/manager to serve alcohol. (should be done at time of rental agreement & should require proof of insurance)
Link to Rotary insurance form:
http://www.rotary.org/Rldocuments/en_pdf/gli_certificate.pdf
2. Take that letter to Sheriff for letter to ABC. (Best to do this in person at Eden Township substation. Sheriff charges \$25)
3. Send Sheriff letter with application to ABC with cashiers check/money order & SASE. Link to permit 221: <http://www.abc.ca.gov/forms/PDFSp.html>

Rowell Ranch – Use Permit SOP:

1. Duties & Contact: Apply for permit with HARD, 1099 E. Street, Hayward, CA 94541 Attn: Julie Williams 510.881.6715. Contact: Julie Williams
2. Time Line: Apply immediately after the Parade is complete for next year. Call and reserve date and send check for \$50 to reserve date.
3. Cost has been \$500 with a deposit of \$350. We are responsible for cleaning the grounds and dumping all the trash into their dumpster. We have been hiring Boy Scouts to do the clean up and paying them about \$1,000 for cleaning up the parade route and the Chili Cook Off grounds.

TICKET SALES, COLLECTIONS AND FINANCIAL REPORTING – – SOP

Duties: Supervising ticket sales, the collection of money and financial results and records.

1. Make any payments prior to event and deposits for sponsors and entrants.
2. Assist in making sure there is adequate staff for all locations before and during the event.
3. Assist in providing supplies (tickets, cash cans, wrist bands) and change before and during the event . It is advised to have a small amount of one's and five's initially as change at all locations.
4. Provide instructions to location staff on ticket prices, basics of handling and collecting event cash and requirements for wrist bands and identification for liquor ticket purchases.
5. Monitor different cash areas for any needs during the event and ensure that cash regularly collected is secured in a safe location. Provide event information and directions to other ticketing areas to people arriving. Stay observant for unusual or suspicious crowd behavior. Make sure all cash is collected and ticket and food locations closed, shortly before the event concludes.

6. Write and distribute checks to best chili, decorated booth winners.
7. Determine 50/50 raffle winner information and method of payment, such as mailing a check later.
8. Count and verify all event cash and receipts, with at least one/two other person, in a secure place, for later deposit.
9. Maintain financial records for all event payments, deposits and final results.

Requirements: Various tickets, wrist bands, cash cans, currency change, calculator, pen, paper and envelopes or bags for storing cash. Need general math skills and cash handling ability.

Planning:

1. More than a month before event: make payments for event rental, advertising and other costs; collect and deposit any money from sponsors and entrants.
2. A month before event: verify adequate ticket or any other supplies required and order as needed.
3. Two weeks before event: sign up volunteer members as ticket sellers.
4. At event: arrive before event to help set-up ticketing areas, supplies and cash requirements.
5. Week following event: record and report all deposits, payments and preliminary results.
6. A month following event: report final financial results.

Additional: Stay in frequent contact (by walkie-talkie) with other event supervisors and security during the event. Handle cash in double custody with security personnel.

FOOD, BEVERAGE, ESSENTIAL PURCHASES & VENDORS – – SOP

Duties: Purchase of supplies: (Usually day of event)

- Beer and Wine tickets – 15 single roll liquor tickets (Party City – Dublin)
- Wrist bands – 1,000 bands (may be supplied by beer vendor)
- Chili tickets – 15 single roll (1,000 per roll) (Party City – Dublin)
- Table cloths – two large rolls to cover 10 12' tables (Party City – Dublin)

Purchase of food, beverages & essentials: (Smart and Final or Costco) (Usually day of the event)

- Soda and water – 10 cases mixed soda – 10 cases of water
- Hot dogs, rolls and condiments – 200 dogs and rolls; 2 each mustard, relish, catsup
- Ice – 10 20lbs bags
- Charcoal and lighter fluid – 1 large bag and 1 bottle fluid
- Napkins, Hot dog wrappers, French fry plates, paper towels
- Wine – 6 large boxes of white wine

Costco

- Purchased 5,000 food plates, forks, and French-fry bowls/plates; 20,000 napkins.

Duties: Set up restaurant and distributor for food and beverage service.

Planning:

1. Meet four (4) months prior to event: Contact in January to begin planning for providing food from other vendors. Expand the food service vendors. (sandwiches and French fries).
2. Determine beer requirements – Order beer two months prior to event.
 1. This year we ordered the following through the Englander Restaurant: 3 kegs Bud, 2 kegs Bud Light, 3 kegs Stella, 3 kegs Sierra Nevada. (These were provided in the beer trailer by Horizon Distribution).
 2. Pacific Libations provided 2 free kegs (Note: be sure to use the free kegs first)
3. Three months prior to event contact Sanitary district for donation of cups, spoons, etc.

Suggestion: Attempt to expand food service in grassy area.

Food and Beverage contacts:

Englander – food and beer

Contact: Jot Mangatt, jm@englanderpub.com

510-357-3571

Pacific Libations – (beer distributor, usually provide a couple free kegs)

Contact: Josh Charlton, jcharlton@pacificlibations.com

510.909.3229

Duties: Set up the donation of cups, spoons, tasting cups, trash bags and clear-streams with lids. This should be done in February (three months before event). Contact CV Sanitary District, fill out donation request and follow-up accordingly.

Order: 100 trash bags, 10,000 heat resistant spoons, 10,000 (2-3oz) tasting cups, 10,000 16oz beer cups, 5,000 8oz wine cups.

Cups, Spoons, & Trash Bags contact:

Castro Valley Sanitary District

Contact: Michelle Jeffery

Need to fill out a donation form

21040 Marshall Street, Castro Valley, CA 94546

510-537-0987 (direct) | 510-537-1312 (fax)

michelle@cvsan.org | www.cvsan.org

PARKING & SECURITY – – SOP

Duties: Set up and maintain security and parking service for event.

1. Marshall event parking, inside venue and outside in parking area. It's recommended we tape-off the inside venue areas and put up no parking signs.
2. Set-up Sheriff and CHP presence at event, (in the past we had either / both departments place a police vehicle in parking areas).
3. Set up shuttle service to provide assistance to and from parking area. Assign and manage the walkie talkies for key event managers.
4. Assign and manage the shuttle carts and walkie talkies for event.
5. Provide special vendor parking area. Need handicapped parking area with signs.
6. For security reasons provide temporary lighting in rear picnic area.
7. Set-up Fire Department to provide a medical station for event.
8. Provide security for cash collections and making the count after the event. Set up special secure location for money drop off.

Planning:

1. Two months prior to event contact security firm, CHP and Sheriff departments for event security.
2. Two months prior to event set up use of the shuttle carts with Rodeo; if not we may need to rent.
3. Two months prior to event set up with the Fire Department to provide medical station for the event.
4. One month prior to event set up with the Chamber for use of their walkie talkies
5. Before event – purchase no parking signs; caution tap and barricades if necessary; we may use barricades that may for the parade.
6. Day of the event – assign shuttle carts and walkie talkies, (note: the walkie talkies will need to be charged the day or two before the event)
7. Day of the event – mark off vendor and handicap parking areas; smoking areas; no parking zones.
8. Day of the event – Assign security officers and deputy sheriffs duties and responsible areas to patrol. Make sure one security person is assign for money collections.
9. Day of the event – assign who will shuttle the disabled, seniors, etc. to and from parking area.

Security firm contact:

Prestige Protection

400 Main St., Pleasanton, CA 94566 Ph: 925-485-9535

(5 officers were used as this event – from 4 – 9:15PM)

Sheriffs Department contact:

Reserve Deputy Sheriff contact: Ron Robertson 510.427.2454

CHP contact:

Rob Tuazon RTuazon@chp.ca.gov 510.581.9028

Alameda County Fire Department contact:

Aisha Knowles, Public Information Officer, Community Outreach Coordinator

835 East 14th St. Suite 200, San Leandro, CA 94577

510-618-3479

aisha.knowles@acgov.org

PR & ADVERTISING – – SOP

Duties: Set up promotional activities, public relations and advertising for event. Work with printer, web site guru, local groups (Schools, Boy Scouts, Interact, RAYLA) to disseminate information on the event.

1. Work with the committee to develop sponsors for this event.
2. Create polices, procedure & registration brochure – release on paper and post on web site. (see attachment as example)
3. Create two sided event registration post card to distribute to local tri-city businesses. Post on web site. (see attachment as example)
4. Create two sided announcement postcard to distribute to local businesses for distribution to customers. (see attachment as example)
5. Create single sided poster announcement to post on electrical poles, store fronts and post-it areas through out the tri-city area. (see attachment as example)
6. Discuss with committee and create new PR stories on cook-off history – submit stories to print, radio, TV and Internet outlets. Release at least four (4) news stories to press.
7. Get the best writer in the club to scribe the press releases.
8. Ask for club member to volunteer to take pictures at the event, (Jerome B. did a fantastic job for us this year). Make sure pictures are taken of all the chili teams and booths.
9. After the event – create slide show of pictures – post to web site.

Planning:

1. Three months prior to event create or modify polices, procedure & registration brochure; post to web site. Create and modify flier, poster and postcard announcement.
2. Two months prior to event send out email blast to non-member data base and prior participants with the registration attachment. Announce event on web site; set up online registration. Send out regular email blasts every two weeks until

- maximum number of registrants is achieved or registration is closed (normally week prior to event)
3. One month prior to event distribute post card registration through CV Chamber of commerce – also work with Chamber to send an email blast on registration for the event.
 4. Two months prior to event begin collecting story ideas from the membership for press releases on the event. Coordinate with Parade Committee on joint press releases. Set up meeting with Parade Chairperson and Rodeo to determine newspaper and radio advertising.
 5. One month prior to the event have announcement postcards, flier and posters printed and ready for distribution. Distribute posters to Chamber to hand out to businesses at their monthly mixer and in their newsletter.
 6. Three weeks prior to event send 1st press release; usually a human interest story of the event.
 7. Three weeks prior to the event begin distribution of postcard and poster announcements. Enlist the help of local community groups and food stores (Al's Market, Safeway and P&W) to hand out postcards to customers. Hang posters on electrical poles throughout town.
 8. Two weeks prior to event send press release announcement on the date, time and place of the event; coordinate with Parade and Rodeo committees.
 9. Two weeks prior to event distribute flier to schools. Contact Leslie for the middle schools; Bruce for Redwood schools. (note: the flier cannot include any advertisements or sponsors; or for the Redwood schools any mention of alcoholic beverages)

Printer Contact:

Red Arrow Printing

Contact: Paulette ordering and quotes; Nick for technical support

Owner: Dave

(510) 352-8912

redarrow@earthlink.net

Engraver contact:

Engravit Awards and Trophies

Ray Tai, Owner

3259 Castro Valley Blvd., CV, CA 94546

510-881-5533

engravit@sbcglobal.net

PR CONTACTS

Wendy Ledbetter – Email blasts for both cook-off and parade
Office Manager

Castro Valley Chamber of Commerce
(510)537-5300 (Office)
(510)537-5335 (Fax)
www.castrovalleychamber.com

NEWSPAPER

Daily Review:

Jolene Thym – Food Writer – need to contact 1 month before for an article on chili and the cook-off. Great story writer

(510) 353-7008

jthym@bayareanewsgroup.com

Alyssa Phillips – Events/calendar

(925) 943-8142

aphillips@bayareanewsgroup.com

RADIO

Maria Lopez | Promotions Coordinator | 95.7 The Wolf

Phone : (415) 546-8531 | Fax : (415) 546-8581

MLopez@entercom.com

201 Third Street 12th Floor | San Francisco, CA 94103

www.957thewolf.com

JUDGING, AWARDS & ANNOUNCEMENTS – – SOP

Duties: Coordinate and manage the judging of the chili, provide awards and make announcements at the event

Planning:

1. Three months prior to event coordinate with the Soroptimists club to provide 5 judges and 2 chili runners for the event. Contact: Lynn Levin 728-3555 Email: lynnlevin@aol.com
2. One month prior to event purchase awards for best of chili winners. (In the past we purchased very nice mixing bowls) If necessary take awards to be engraved.
3. One week prior to the event write up formal announcement to be give at the event;. Include in announcement: List of chili participants and cooks, the band, special donations and groups participating at the event. Be sure to extend special thanks to the fire fighters, sheriff and CHP departments.
4. At the Event (4:50PM)– Kick off the event by bringing all the teams to the stage and make a big deal of their team and chili's name. Make the special thank you announcements; release the cooks “to begin serving chili”.

5. During event – make periodic announcements to assist the sale of 50/50 raffle and other things as necessary.
6. During event– (7:00PM). Finish all thank you announcements; Bring chili teams and cooks to the stage area to announce the winners. Use the Rodeo queens to award the winners with their trophy.
7. Announce end to the event at 9:00PM

ENTERTAINMENT, GAMES AND ACTIVITIES – – SOP

Duties: Set up and manage adult, children activities and entertainment for the event.

Planning:

1. Six (6) months prior to event begin the band booking process (November). Many bands are booked months in advance.
2. Four (4) months prior to the event set-up Interact Officers to determine the activities for the kids.
3. Four (4) months – Arrange to have mechanical bull riding. He needs a 20X20 space and will pay about \$200/day
4. Three (3) months prior to the event set up the activity rentals as required
5. Three (3) months prior to event – Set up games and kid activities. Be sure to manage the flow of the activities.
6. Three (3) months prior to event – Set up with Bill Nott – Robotics demonstration – engineering students UC
7. It is recommended that if we use the funhouse or similar kids activity that we manage the number of children inside and set time limit to rotate kids in and out.

Band Contacts:

27 Strings Band

Contact: Tom Bull tbull@tibco.com

Web site: www.myspace.com/27strings

Music: Blue-grass; Rockabilly; Country Swing

Band Broker

Contact: Mel Speed

Phone: 510-909-9334 (c)

Contracts all the bands for the Fall Festival

D.W. Band (Booked for the 2009 cook-off)

Contact: Dave Walker

510/581-7926

510/701-3877

Hicks with Sticks

Band Booking Web site: www.hickswithsticks.com/index.htm

Music: Rockabilly; Country; Americana

Bands of the East Bay

Band Booking Web Site: www.bandsofthebay.com/

Music: All types

Rough Stock. (Recommended by Janet Lemmons)

Web Site: <http://www.roughstockband.net/>

Contact: roughsto@atcnet.net

Children Activities contact:

BYC Parties and Events

3381 Vincent Road, Suite J

Pleasant Hill, CA

925-945-1351

Web site: www.backyardcarnivals.com

Mechanical Bull contact:

Jose: renteltoro@hotmail.com 650.274.1797 He needs a 20X20 space and will pay about \$200/day

FINAL --- AFTER EVENT

Wrap Up: Should be held within 30-45 days from event.

Notes & plan for next year. Include "lessons learned" and hints for the future.

Report actual number of tickets sold, people that attended and other data for next year.

Suggestions: