



## **Novi Parks Foundation Pour on the Shore Wrap-up**

**August 27, 2018**

**Present:** Karen Trarcks, Jennifer Degen, Harry Torimoto, Dave Landry, Rachel Zagaroli, Julie Garavaglia, Brian Adams, Charley Staab, Tracie Ringle

**Absent:** Randy Balconi, Kim Capello, Jeff Muck

The Novi Parks Foundation met on August 27 at Ascension Brewery for a quick recap meeting of the 2018 Pour on the Shore fundraiser held on July 27, 2018. Rachel passed out a full report of the event and the committee went through it to have a better idea of each phase of the event. The minutes will only reflect the highlights and if anyone would like a report please contact Rachel.

- Total of 18 sponsors bringing in \$15,150
- Dessert Sponsor – Nothing But Bundt cakes, bringing to the event 500 mini cakes
- 2 gift cards acquired, Kroger \$600 and Sams \$50
- 2 made from Community Publishing, one for sponsors, one for breweries/Businessr
- 6 breweries attended, Novi Fine Wines, ROAK, Frankenmuth, BruWorks, Ascension and Drafting Table
- 2 food trucks were used, Smokey Pete's and Wood Fired Up
- Music provided by Social Bandits
- Marketing included digital ads, Facebook, website, (Foundation, Parks, City) flyers, posters, Eventbrite, Destination Recreation, Chamber of Commerce, I am Novi
- Expenses were \$17,041
- Total revenue was \$28,240
- Profit - \$11,199

### **Suggestions for next year:**

- Look into serving Bourbon as an added drink
- Set up an actual wine tasting section in a small tent away from music
- Change date of event to get more breweries/people
- Look for more corporate sponsors at a higher level
- No VIP time, they come in with general public but receive additional drinks
- Keep cheese and crackers when people first come in
- Keep time as 6:30-10:30
- Continue to order all four sides of tent
- Incorporate the new sponsor level of a sign sponsor
- Work with Adam from Ascension
- Need new shuttle company

