

AGREEMENT FOR LOCAL AREA GRANT FUNDING

This Agreement is entered into this _____ day of _____, 2015, by and between the County of San Luis Obispo, a body corporate and politic, hereinafter referred to as "County" on behalf of the San Luis Obispo County Tourism Business Improvement District, hereinafter referred to as "CBID", and the **Full Glass Productions, Inc. for the International Chardonnay Symposium**, hereinafter referred to as "Applicant".

WHEREAS, Applicant has applied to the CBID for a grant of **CBID event focus funds and Avila Beach** local area funds for the following project detailed in the attached Exhibit "A" attached hereto and by the descriptive title: **the International Chardonnay Symposium**; and

WHEREAS, Applicant has applied to the CBID for a grant of **CBID event focus funds and Avila Beach** local area funds to offset the cost of the **International Chardonnay Symposium being held May 12-14, 2016**; and

WHEREAS, the CBID finds that the project is eligible for **CBID event focus funds and Avila Beach** local area funds as a local area community project; and

WHEREAS, the CBID Advisory Board has approved this project and has authorized a local area grant to Applicant.

NOW, THEREFORE, it is mutually agreed between the parties hereto, as follows:

1. County, on behalf of the CBID, agrees to pay over, as a grant of local area funds a total of **\$50,000** as follows: 1) a total of **\$30,000** from the **CBID event focus funds**, of which \$10,000 will be specifically used for marketing of the CBID; and 2) **Avila Beach (\$20,000)** local area funds for the purpose of funding the aforesaid project as a local area community project available for public use.

2. That the **CBID event focus funds and Avila Beach** local area funds will be used for activities and expenses associated with the **International Chardonnay Symposium** as shown on the attached Exhibit A-scope of work (Avila Beach) and Exhibit B (CBID) Scope of Works and said expenses will be approved by the **CBID Advisory Board and Avila Beach** Local Area Advisory Board.

3. Applicant agrees to apply the aforesaid grant funds solely to the project for which the funds have been granted, as a local community project available for public use.

4. Applicant agrees to diligently pursue the completion of this project, and to complete this project within one year from the date of this agreement.

5. Applicant agrees that within 45 days from the date of the event, a report shall be provided to the **CBID Advisory Board and Avila Beach** Local Area Advisory Board which outlines the results and outcomes of the event and how it meet the CBID's mission of increasing occupancy and room nights in the **CBID** area.

6. Applicant agrees to abide by all laws and regulations applicable to the expenditure of County Grant Funds, including, but not limited to, the audit of the expenditure of these funds for compliance with regulations, the inclusion of provisions guaranteeing compliance with all labor laws and regulations pertinent to public funds, and further, to assure compliance with the anti-discrimination provisions of the law, including County Ordinances.

7. If the project budget for this project includes purchase of any equipment which has a useful life extending beyond the termination date of this project, then Applicant agrees that said equipment will be transferred over to CBID at the conclusion of this project, unless the CBID consents to a renewal or extension of the same or some similar project by Applicant utilizing the same equipment.

8. Applicant agrees to allow the County Administrative Officer to inspect and audit all records pertaining in any way to this grant and further, to submit to the CBID a written report upon completion of this project detailing the results and outcomes of the project as well as record of expenditures under this grant.

9. Applicant agrees that all discretionary decisions related to the carrying out of the aforesaid project remain in the control of San Luis Obispo County Board of Supervisors on behalf of the San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID).

AGREED TO ON THE DAY AND YEAR SET FORTH ABOVE.

COUNTY OF SAN LUIS OBISPO on behalf of the San Luis Obispo County Tourism Business Improvement District Advisory Board

BY: _____

ATTEST

_____, 2015

By: _____
Clerk of the Board of Supervisors

APPROVED AS TO FORM AND LEGAL EFFECT

RITA L. NEAL
County Counsel

By: _____
Chief Deputy County Counsel

Applicant: Full Class Productions
By: _____
Print Name: Bron Loughhead
Title: Director

Date: 12/16/15

Applicant: Full Class Productions
By: _____
Print Name: Richard S. LOUGHEAD JR.
Title: President

Exhibit A

San Luis Obispo County Tourism Business Improvement District (CBID)
Local Area Fund Application

Project Title: The International Chardonnay Symposium

Timeline: May 12-14, 2016

Amount of funding requested: \$30,000-\$10,000 Advertising Overall Project budget: \$300,000

1. Organization Information:

Requesting Local Area: Avila Beach Tourism Alliance

Submitted by: Full Glass Productions, Inc. Phone #: 805.544.4444 E-mail: jking@kingventures.net

Organization receiving funds: Full Glass Productions, Inc. for The International Chardonnay Symposium

Mailing Address: 285 Bridge Street, San Luis Obispo, CA 93401

Contact Persons: John King (805.544.4444) and Rick Loughead (805.471.6730)

2. Fund Allocation Description:

The requested funds will be used to support and market the event and its hotel partnerships.

3. Out of County areas your project and/or your event will draw from:

The International Chardonnay Symposium is an event that features wines from inside and outside the county and country. The event will draw winemakers and distributors from throughout the state and the world to educate participants and pour their reserve or limited production Chardonnay wines. More than 80 wine industry representatives, including 70 from outside of the County, will be bringing their winemakers and associates to participate in events, as well as experience the region. International attendees presently include wineries from France and Australia.

The largest draw from out of the county will be the consumers, event guests and wine club members. With the requested funds, we will market the event through a variety of means – online, social media, broadcast and print – to draw attendees from our feeder markets of Los Angeles and Orange Counties, the San Francisco Bay Area and Napa/Sonoma, the Central Valley, and Phoenix/Scottsdale. Our existing and planned partnerships will aid us in our marketing outreach, and our existing and planned sponsorships with industry and consumer publications and lifestyle media partners, such as Tasting & Touring, 805 Living, Wine Enthusiast, and Somm Journal, will allow us to maximize that outreach.

Lodging partners will be featured heavily in promotions, on the event website and through package deals featured in advertisements. The Symposium will also make available marketing materials to partnering hotels and involve lodging properties in cross-promotional materials, when appropriate.

4. Describe how this project or event will meet the mission of the CBID (to improve tourism). Provide details on expected outcomes that directly impact overnight stays and specify how these outcomes will be reported. Keep in mind that an outcome report must be provided within 45 days of the funded project or event:

The International Chardonnay Symposium is an emerging wine event is now in its seventh year. The event is held in May, when hotel occupancy rates are lower than peak season. The event is forecasted to bring in 700 attendees for the Grand Tasting, 250 guests for the Sparkling Wine & Oyster Gala, 475 seminar participants, as well as over 100 producers and industry representatives from outside the area. Total ticket sales are expected to exceed 1,500 over the course of the Symposium's 15+ events.

Last year, approximately 50% of guests and 75% of industry participants attended from outside the County. These attendees spend dollars at wineries, wine shops, tasting rooms and restaurants throughout the County.

The goals of this event are longevity and quality. We hope to position the Symposium as a San Luis Obispo County fixture in perpetuity, with a strong commitment and involvement from the local communities.

Through our ticketing system, we will know the number of attendees, as well as their place of origin and if they will utilize lodging options within the County. We will make available to the participating lodging properties a report of event-based occupancy and revenue in an effort to accurately reflect the economic impact of the event.

5. Lodging Participation:

Last year's event saw participation from Australia, Italy, Argentina, South Africa, Tasmania, and wine regions throughout California. Area hotels, including The Cliffs, Dolphin Bay, Sea Venture, Avila Lighthouse Suites, Sycamore Mineral Springs Resort and the Hilton Garden Inn made significant contributions to the event and see this event as an asset on a weekend with historically low occupancy and have agreed to continue their involvement.

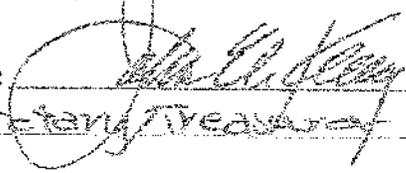
As we expand the event, we are pleased to have the PBHA and ABTA on board and hope to partner with TMD, as well as other hotels in the county to offer packages that will draw visitors to their establishments and to the event.

We also look for further involvement and input from lodging property owners moving forward, in an effort to provide the finest event while being mindful of their needs.

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by the International Chardonnay Symposium proposing a contractual project to the San Luis Obispo County Tourism Business Improvement District (CBID). I understand that the contract which the CBID will enter into with the organization requires that the organization be responsible for any damage claims or other liabilities arising out of the performance of the contract. Applicant is able to provide proof of insurance to the CBID, with the CBID named as an additional insured on the policy for the project. Additionally, the applicant understands that he/she is entering into a contract with the CBID for a specific program/project and/or event and the CBID is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,
San Luis Obispo, California, on this 9th day of November, 2015

By (Signature): 

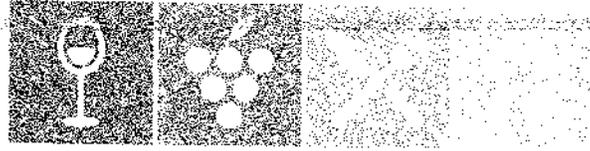
Print Name: John E. King

Title: Secretary/Treasurer


Local Fund Chair approval

Revised: November 5, 2015

Local Fund Co-Chair approval



THE **CHARDONNAY**
SYMPOSIUM

AN INTERNATIONAL GATHERING OF GOOD TASTE

Prepared for: Avila Beach Tourism Alliance

Presented by: International Chardonnay Symposium

October 28, 2015



The International Chardonnay Symposium (ICS) is a robust three-day event featuring exceptional wines and culinary talent from around the globe taking place May 11-14, 2016. The International Chardonnay Symposium has put in place a strategic marketing and public relations campaign to bring trade, media and consumers to the event. We anticipate the participation of 80+ wineries from the U.S., Canada, France, Australia, South Africa and beyond. Through marketing efforts, we estimate attracting 2,500+ attendees, spending two to three nights in the region, enjoying our restaurants, local businesses and attractions. We believe sponsorship of ICS will provide the Avila Beach Tourism Alliance with exceptional branding and outreach opportunities to out-of-area trade, media and consumers alike. By becoming a sponsor of The International Chardonnay Symposium you will help us accomplish our mission of establishing a unique international event in our community that will build synergies with vintners and proprietors, prosper tourism to the region, while building strong economic sustainability for our community. With your support we can all succeed.



Advertising & Promotions

National publications such as *The SOMM Journal*, *Clever Root*, *Tasting Panel Magazine*, and *Touring & Tasting* are committed as 2016 media partners. Locally *KSBY* & *KRUSH* radio have pledged their support. These early sponsors validate the importance of this international event and provide substantial pre- and post-event coverage. ICS will also be promoted through robust public relations and marketing outreach that includes press releases, social media, broadcast, digital media and print advertising.

Attendee Demographics

In 2015, 50% of the attendees reside out of the county and stay two or more nights in the area. Their passion includes wine, food, travel and learning. Though we foresee the primary audience coming from drive-to markets in the initial years, we anticipate greater national and global attendance as the ICS continues to garner its reputation as a top-shelf international event.

Sponsorship of The International Chardonnay Symposium includes:

- Avila Beach Tourism Alliance named as the official sponsor of the shuttle service during the three day event. Recognition of sponsorship from Avila Beach Tourism Alliance will be provided to all guests. The shuttle will service Edna Valley, Avila Beach and Pismo Beach.
- Hosting the Grand Tasting and no less than two seminars within the unincorporated area of the county.
- Twenty percent discount code for event tickets for guests staying in the lodging properties of the Avila Beach Tourism Alliance.
- Press release announcing the partnership, with description of Avila Beach Tourism Alliance and website link.
- Prominent placement of your logo, with link to website, on the ICS website.
- Logo on rack cards and posters (40K printed).
- Logo on all event e-blasts.
- Recognition in media press packets
- Logo in print advertisements.
- Full-page advertisement in program brochure.
- Emcee recognition during all events.
- Inclusion in social media marketing: Facebook and Twitter.
- Courtesy e-flyers and updates for your social media outreach.
- Premier booth space at the Grand Tasting.
- Access to, and opportunity to host, media attending the event.

Avila Beach Tourism Alliance is committed to:

- \$30,000 in cash, payable in December 2015.
- The campaign will begin immediately after funding approval.
- Outreach and promotion of the event thru e-blasts, newsletters, and social media.
- Integration of The International Chardonnay Symposium event information on all websites, email blasts and social media leading up to event.
- Help communicate/provide informational handout about discount to all lodging partners, including promo code for all front desk staff and reservation agents.

#20000
#10000 for
work by TJA

APPROVED /
 AREA Avila Beach
 FUNDING AMT \$30,000
 DATE 10/28/15
 APPROVAL [Signature]
 3 APPROVAL [Signature]

Chardonnay Symposium - Economics

INFLOWS

Participating Wineries

70 @ \$250/Day (2 Days) 17500

Sponsor

Media - Somm and Touring & Tasting

Major Sponsors 25000

BIDS - Pismo Beach & Avila Beach (+ marketing \$30,000 each) 60000

County BID 5000

Consumer/Attendees

Grand Tasting

600 paid @ \$75 45000

Sparkling & Oysters Gala

200 paid @ \$50 12000

Winemaker Dinners

100 paid @ \$100 10000

Symposiums & Events

Refer to Schedule 20000

Silent Auction

5000

Hotel/Sponsors (2 @ \$500)

1000

200500

OUTFLOWS

Event Purchase

\$20000 with 4 annual payments 5000

Entertainment

1000

Cal Poly Benefit

5000

Food & Misc. Expense

17000

Grand Tastings Alliance

8000

Invited guest expense allowance

Speakers, writers, sommeliers 20000

Celebrity chefs, Somm's F&B directors

14000

Promotional gifts & awards

7000

Hotel sponsors reimbursement

1000

Equipment & furniture rental

10000

Pop-up tents (70 @ \$225)

15750

Seminar expense

10000

IT & collateral expense

3000

Travel expenses

1500

Meridith May Tasting Panel & Somm Journal

15000

Event Director Linda Parker Sanpei

35000

Touring & Tasting

9000

Misc. Marketing

5000

TJA Assistance

3000

Misc. labor (security, set-up, etc)

10000

195250

5250

Exhibit B



San Luis Obispo County Tourism Business Improvement District (CBID) Event Focus Fund Application

Project Title: The International Chardonnay Symposium

Timeline: May 12-14, 2016

Amount of funding requested: \$30,000

Overall Project budget: \$300,000

Event Overview

The requested funds will be used to support and market The International Chardonnay Symposium for 2016. The International Chardonnay Symposium is an event that features wines from inside and outside the county and country. The event will draw winemakers and distributors from throughout the state and the world to educate participants and pour their reserve or limited production Chardonnay wines. More than 80 wine industry representatives, including 70 from outside of the County, will be bringing their winemakers and associates to participate in events, as well as experience the region. International attendees presently include wineries from France and Australia.

Media Plan

The event has a large draw from out of the county, the majority of which will be the consumers, event guests and wine club members. With the requested funds, we will market the event through a variety of means – online, social media, broadcast and print – to draw attendees from our feeder markets of Los Angeles and Orange Counties, the San Francisco Bay Area and Napa/Sonoma, the Central Valley, and Phoenix/Scottsdale. Last year, approximately 50% of guests and 75% of industry participants attended from outside the County. These attendees spend dollars at wineries, wine shops, tasting rooms and restaurants throughout the County.

The International Chardonnay Symposium is an emerging wine event is now in its seventh year. The event is held in May, when hotel occupancy rates are lower than peak season. The event is forecasted to bring in 700 attendees for the Grand Tasting, 250 guests for the Sparkling Wine & Oyster Gala, 475 seminar participants, as well as over 100 producers and industry representatives from outside the area. Total ticket sales are expected to exceed 1,500 over the course of the Symposium's 15+ events. The majority of those events will be held in the CBID regions of Avila Beach, Edna Valley and Arroyo Grande Valley, and lodging options in those regions will be actively marketed to attendees.

The goals of this event are longevity and quality. We hope to position the Symposium as a San Luis Obispo County fixture in perpetuity, with a strong commitment and involvement from the local communities.

Public Relations Plan

Our existing and planned partnerships will aid us in our marketing outreach, and our existing and planned sponsorships with industry and consumer publications and lifestyle media partners, such as Tasting & Touring, 805 Living, Wine Enthusiast, The Tasting Panel, Clever Root and The Somm Journal, will allow us to maximize that outreach. At least \$30,000 will be spent on out-of-area advertising, with additional outreach to an existing 11,000+ social media followers.

Lodging partners will be featured heavily in promotions, on the event website and through package deals featured in advertisements. The Symposium will also make available marketing materials to partnering hotels and involve lodging properties in cross-promotional materials, when appropriate.

Last year's event saw participation from Australia, Italy, Argentina, South Africa, Tasmania, and wine regions throughout California. Area hotels, including The Cliffs, Dolphin Bay, Sea Venture, Avila Lighthouse Suites, Sycamore Mineral Springs Resort and the Hilton Garden Inn made significant contributions to the event and see this event as an asset on a weekend with historically low occupancy and have agreed to continue their involvement.

As we expand the event, we are pleased to have the PBHA and ABTA on board and hope to partner with CBID and TMD, as well as other lodging properties in the county to offer packages that will draw visitors to their establishments and to the event.

We also look for further involvement and input from lodging property owners moving forward, in an effort to provide the finest event while being mindful of their needs.

Benefits to CBID and H1DR

The International Chardonnay Symposium is expanding in 2016, to include not only Avila Beach, but also the CBID regions of Edna Valley and Arroyo Grande Valley. Potential exists to expand to additional regions in 2017 as well.

Through our ticketing system, we will know the number of attendees, as well as their place of origin and if they will utilize lodging options within the County. We will make available to the participating lodging properties a report of event-based occupancy and revenue in an effort to accurately reflect the economic impact of the event. We will also provide access to the participant email list with permission for CBID to utilize the list for its retargeting efforts.

Fulfillment of the \$30,000 funding request will name Highway 1 Discovery Route as the Title Sponsor of the shuttle that will transport participants from events in Avila Beach and Pismo Beach to the host site of Greengate Ranch in Edna Valley. In addition, the H1DR logo along with CBID mission and website link will be featured on the Sponsor page of the Chardonnay Symposium website.

Sampling of 2016 Events in CBID Regions

Thursday, May 12th – Sommelier Chardonnay Challenge
Avila Lighthouse Suites
20 Sommeliers

Thursday, May 12th – VIP Barbecue
Greengate Ranch
150 Guests

Friday, May 13th – Chablis Seminar
Sycamore Mineral Springs Resort
60 Vintners

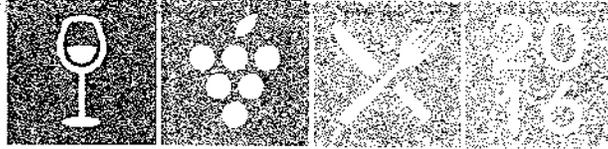
Friday, May 13th – Sparkling Wine & Oysters Gala
Avila Beach Golf Resort
250 Guests

Friday, May 13th – La Paulée Dinner & Vintner Awards Ceremony
Greengate Ranch
200 Guests

Saturday, May 14th – Winemaker Dinner
Talley Farms
30 Guests

Saturday, May 14th – VIP Grand Tasting
Greengate Ranch
200 Guests

Saturday, May 14th – Grand Tasting
Greengate Ranch
500 Guests



THE **CHARDONNAY**
SYMPOSIUM

.....
AN INTERNATIONAL GATHERING OF GOOD TASTE

Prepared for: California Hwy 1 Discovery Route

Presented by: International Chardonnay Symposium

November 18, 2015

2016 International Chardonnay Symposium



The International Chardonnay Symposium (ICS) is a robust three-day event taking place May 12-14, 2016, featuring exceptional wines and culinary talent from our regional wine country alongside producers from around the globe. The ICS is putting together a strategic marketing and public relations campaign to bring media, trade and consumers to the second annual event. We anticipate the participation of 80+ wineries from the U.S., Canada, France, Australia, Argentina, Italy, Tasmania, South Africa and beyond. The 2016 ICS will feature a Grand Tasting, Vintners Tech Symposium, Chardonnay Wine Competition judged by 20 top sommeliers from around the country, two major dinners, six seminars and a half-dozen winemaker dinner, including chefs from the Culinary Institute of America, during the course of the three-day event. The 2016 plan includes hosting the La Paulée Dinner and Vintner Awards Ceremony, VIP BBQ, two seminars, numerous winemaker dinners and the Grand Tasting and Auction all within the CBID regions. Through marketing efforts, we estimate attracting 2,500+ attendees, spending two to three nights in the region, enjoying our restaurants, local businesses and attractions. We believe sponsorship of ICS will provide the California Hwy 1 Discovery Route with exceptional long-term branding and outreach opportunities to out-of-area media, trade and consumers alike. By becoming a sponsor of the International Chardonnay Symposium you will help us accomplish our mission of establishing a unique international event in our county that will prosper tourism to the region and create synergies with vintners and proprietors, while building long-lasting economic vitality for our community. Our vision is to build and sustain an annual world-class international event that subsequently positions our county as a top destination for tourism and eventually be self-sustaining.

The ICS financial request has increased over that of 2015 for two specific reasons. First, we have created a county-wide event for 2016 that has tremendous focus on the Edna and Arroyo Grande

- Dining and culinary experiences and credits at over 400 of the region's outstanding restaurant choices
- VIP Adventure Tour Activities along the CA Highway 1 Discovery Route.
- VIP access to the top-shelf 2016 International Chardonnay Symposium events, including:
 - (2) VIP tickets to the Sparkling Wine & Oyster Gala (\$120)
 - (8) Tickets – your own personal table – to the La Paulée Dinner and Award Ceremony (\$1,000)
 - (2) Tickets to the Perfect Pairing: Chardonnay and Cheese Seminar (\$120)
 - (2) VIP tickets to the Grand Tasting (\$200)
 - ICS Contribution: \$1,540
 - Lodging accommodations: \$2,300 (including taxes/fees)
 - 3 Dinners at \$150 each: \$450
 - Gas: \$200
 - Spa Treatments valued up to \$420
 - Case of Local Wine: \$290
 - CBID Contribution: \$3,460
 - TOTAL VALUE: \$5,000
- California Hwy 1 Discovery Route to be named as the official sponsor of the shuttle service during the three day event. The shuttle will service Edna Valley, Avila Beach and Pismo Beach.
- The CBID region will be host of the La Paulée Dinner and Vintner Awards Ceremony, VIP BBQ, two seminars, numerous winemaker dinners and the Grand Tasting and Auction.
- Twenty percent discount code for Grand Tasting event tickets for guests staying in the lodging properties of the California Hwy 1 Discovery Route.
- Press release announcing the partnership, with description of California Hwy 1 Discovery Route with website link.
- Prominent placement of your logo, with link to website, on the ICS website.
- Logo on rack cards and posters (40K printed).
- Logo on all event e-blasts.
- Recognition in media press packets
- Logo in print advertisements.
- Full-page advertisement in program brochure.

- Emcee recognition during all events.
- Inclusion in social media marketing: Facebook and Twitter.
- Courtesy e-flyers and updates for your social media outreach.
- Premier booth space at the Grand Tasting.
- Access to, and opportunity to host, media attending the event.

California Hwy 1 Discovery Route is committed to:

- \$30,000 in cash, payable in December 2015.
- Outreach and promotion of the event thru e-blasts, newsletters, and social media.
- Integration of the International Chardonnay Symposium event information on all websites, email blasts and social media leading up to event.
- Help communicate/provide informational handout about the promotional discount codes to all lodging partners, all front desk staff and reservation agents.

2016 International Chardonnay Symposium - Economics

<u>INFLOWS</u>	<u>100%</u>	<u>70%</u>	<u>50%</u>
Participating Wineries			
70 @ \$250/Day (2 Days)	\$ 17,500		
Sponsor			
Media - Somm and Touring & Tasting			
Major Sponsors	\$ 50,000		
Pismo BID (\$30,000+\$10,000 + \$10,000)	\$ 60,000		
Aviia BID (\$20,000+\$10,000)	\$ 30,000		
County BID	\$ 30,000		
County TMD	\$ 50,000		
Consumer/Attendees			
Grand Tasting			
600 paid @ \$75	\$ 45,000		
Sparkling & Oysters Gala			
200 paid @ \$50	\$ 12,000		
Winemaker Dinners			
100 paid @ \$100	\$ 10,000		
Symposiums & Events			
Refer to Schedule	\$ 20,000		
Silent Auction	\$ 5,000		
Hotel/Sponsors (2 @ \$500)	\$ 1,000		
	<u>\$ 320,500</u>	<u>\$ 224,350</u>	<u>\$ 160,250</u>
<u>OUTFLOWS</u>	<u>100%</u>	<u>70%</u>	<u>70%</u>
Event Purchase			
\$20000 with 4 annual payments	\$ 5,000		
Main Tent Structure	\$ 23,000		
Entertainment	\$ 1,000		
Cal Poly Benefit	\$ 5,000		
Food & Misc. Expense	\$ 28,000		
Grand Tastings Alliance	\$ 8,000		
Invited guest expense allowance			
Speakers, writers, sommeliers	\$ 30,000		
Celebrity chefs, Somm's F&B directors	\$ 24,000		
Promotional gifts & awards	\$ 7,000		
Hotel sponsors reimbursement	\$ 1,000		
Equipment & furniture rental	\$ 10,000		
Pop-up tents (70 @ \$225)	\$ 15,750		
Seminar expense	\$ 10,000		
IT & collateral expense	\$ 3,000		
Travel expenses	\$ 1,500		
Meridith May Tasting Panel & Somm Journal	\$ 15,000		
Event Director Linda Parker Sanpei	\$ 35,000		
Touring & Tasting	\$ 23,000		
Misc. Marketing	\$ 30,000		
TJA Assistance	\$ 8,000		
Misc. labor (security, set-up, etc)	\$ 17,000		
	<u>\$ 300,250</u>	<u>\$ 210,175</u>	<u>\$ 210,175</u>
Potential Savings	\$ 20,250	\$ 14,175	\$ (49,925)