

Event Support Application

This application is for consideration for financial support from the Santa Rosa Tourism Business Improvement Area (SRTBIA). **Only** events that produce lodging room nights will be considered for funding. Application review for SRTBIA support will take place at regularly scheduled Board meetings. Please submit completed application to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, by email at annem@visitsantarosa.com.

| Event Details | |
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| Event Name | Wine Country Big Q |
| Event Date(s) | Friday, July 13 to Saturday, July 14, 2012 |
| Event Description | Nationally sanctioned barbecue competition with barbecue sampling, wine-tasting and live entertainment to benefit the Children's Museum of Sonoma County. |
| Is this a new or returning event? | Returning |
| Contact Name, Phone & Email | Judy Groverman Walker, 707-953-3909, Judy@WCBigQ.com |
| Legally Responsible Organization | Judy Groverman Walker Events and Marketing |
| Total Event Cost | \$80,000 |
| Amount Requested | \$3,500 |
| How Will Funds from SRTBIA Be Used? | Advertising to KCBS members in national print and web publication plus advertising to SF Bay Area and Sacramento area for ticket sales. |

| General Event Information (Please answer all questions fully) | |
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| How many room nights will the event generate? | Unknown, I have had about 20% of our (30+) judges ask for lodging and hope to have 20+ room nights this year and more as the event continues to grow. |
| Who is the target audience for this event? What is the anticipated attendance? | This event is a higher demographic of both men and women, typically 35-60+ years who enjoy good food and drink. This year we are partnering with the Sonoma County Children's Museum and expect to attract some families also. We expect about 1,000 consumers, plus 30 plus teams (typically 4-8 people per team) and about 40 volunteers. |
| If this is an existing event, how many room nights has it produced in the past? | I do not have firm data on the number of room nights from 2011. |

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| <p>Describe the event's capacity to incubate (can the event grow over the years?).</p> | <p>The potential for this event to grow is substantial. People love barbecue and will travel for good barbecue and to "Meet the Pitmasters". We hope to max out capacity this year at Sonoma Academy and have plans for a bigger location next year to increase attendance and the amount of teams. We want to be able to manage the growth. Santa Rosa is a huge destination for teams and judges – we currently have a team signed up from Arizona and judges coming in from throughout California. Last year we had teams from Florida and Kansas and judges from Oregon, Iowa and Wisconsin.</p> |
| <p>How does this event support or re-affirm Santa Rosa's brand?</p> | <p>This event is all about food, lifestyle, agriculture and wineries – the bounty of Santa Rosa and epitomize the good life we live here in Santa Rosa.</p> |
| <p>Describe the community support for this event. Include financial and in-kind support.</p> | <p>I am working with the Children's Museum of Sonoma County as this year's beneficiary. I am still contracting with sponsors but have support from Maverick Media, Eagle Distributing, the Oakland Raiders and the California Pork Producers. Last year's winning team was Guy Fieri's Tex Wasabi's All Stars that were brought in from all over the country to compete on his team.</p> |
| <p>How will this event be funded in the future?</p> | <p>Because this is a nationally sanctioned event there is a certain amount of expense that the event has to cover (prize money, representatives travel and expenses, sanctioning fees, etc.) which helps to legitimize the competition and creates a bigger draw as winning entries may qualify for other national competitions. This event should be able to be self-sustaining through entry fees, gate admissions and sponsorships.</p> |
| <p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p> | <p>We always promote Santa Rosa and the Wine Country when we talk about the barbecue. The event is promoted through our web site winecountrybigq.com plus numerous event web sites, the Kansas City Barbecue Society site and the California Barbecue Association site. We are utilizing social media (Facebook and twitter). Press releases are sent on a regular basis; our advertising program includes multiple local radio stations (advertisements and interviews) and print advertising into the SF Bay Area and Sacramento area. We will distribute post cards and posters through participating businesses – wineries, barbecue locations and sponsors. We will also be at other events promoting the barbecue. We can provide logo recognition on our posters and postcards, advertisements, web site and press releases. We can provide additional signage at the event in the form of a sign or banner. We can further promote as other opportunities come up and can further customize to help meet your marketing needs and goals. We are working on increasing our national exposure through the inclusion of more teams from out of state.</p> |
| <p>Additional information or comments.</p> | <p>Last year's support was very helpful for our new event and assisted us in making this an annual event to educate about barbecue, good food and wines and what Santa Rosa has to offer. I hope that you are able to assist us again this year.</p> |

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*



**WINE COUNTRY BIG Q 2012
Sonoma County's Premier
KCBS Sanctioned Barbecue Competition**

Fact Sheet

Who: Organized by a group of Sonoma County barbecue enthusiasts

What: National barbecue competition sanctioned by Kansas City Barbecue Society (KCBS). In addition to the KCBS sanctioned categories we will present our own unique Sonoma County features – the “Winery Big Beef Challenge” and the “Fireman’s Bold Bean Challenge”. KCBS is the largest organization of barbecue and grilling enthusiasts in the world. Its mission is to celebrate, teach, preserve and promote barbecue as a culinary technique, sport and art form. KCBS sanctions nearly 300 events in 44 states across the country. KCBS barbecue teams are fanatic about barbecue and travel coast to coast to compete. KCBS oversees sanctioned events for legitimacy and require that the following meats are presented – pork ribs, pork shoulder, beef brisket and chicken.

With more than 250 wineries within the Sonoma County boundaries it seems natural to have a special barbecue competition to showcase the wines and talents of our local winery and vineyard chefs.

And, everyone knows that the Firemen make the best beans...we even have a competition to show off their skills with the grill.

When: Set-up on Friday, July 13
Consumer Tasting on Saturday, July 14 from 1 pm to 5 pm

Where: Sonoma Academy
2500 Farmers Lane, Santa Rosa, California

Why: Sonoma County is lacking good “authentic” barbecue. This event should satisfy anyone’s appetite for good barbecue, friendly competition, live entertainment and great local wines and beer.

www.winecountrybigq.com



**WINE COUNTRY BIG Q 2012
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2011 was Wine Country Big Q's first year.

- We had a total of 24 teams compete for over \$7,500 in cash prizes.
- We had teams from throughout the state of California competing. Each team competed in four categories – chicken, beef brisket, pork ribs and pork shoulder. We also had a "Mystery Meat" category which was lamb shoulder provided by Niman Ranch and the American Lamb Council. We had 18 teams compete in this special category.
- We had 9 winery teams participate.
- We had one Firehouse Bold Bean Challenge competitor – unfortunately last year's Big Q was scheduled for September 9 which was during the 9/11 memorial activities in which many of the fire house teams were involved.
- Live entertainment included PETE Stringfellow and the Blue Rock Country Club bands.

2012 Changes in the works

- We are planning to increase the number of KCBS teams, encourage more wineries and firehouse teams to compete.
- I hope to be able to offer another special competition category – mystery meat or possibly masterpiece dessert.
- Ticket prices will most likely stay the same but we will add a youth ticket.
- We have the opportunity to add a Friday night event – low key. This is something we would like to do if we have time to put it together "Meat the Pitmasters" or "Meet the Pitmasters"...
- I am working on sponsorships to help offset the costs of putting on an event this size.