



Project Management Guide (PMG)

Chapter Name: Greensboro

State Name: North Carolina

Project Name: 2018 Taste Carolina Wine Festival

Area of Opportunity: Business

Category: Local Economic Development Program

Project Manager's Officer: Porshe Chiles

Primary Phone: 469-260-1500

Email Address: porshechiles@gmail.com

Supervising Chapter Officer: Derek Mobley **Primary Phone:** 336-410-1285

Email Address: derektmobley@gmail.com

PURPOSE OF THE GUIDE:

Good advanced planning and record-keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions and updating information as the project progresses. Evaluate the impact of your project and provide recommendations for future Project Managers.

PLANNING

1. **Primary Purpose** *(How does this project align with the Jaycee Mission Statement, which is to provide development opportunities for young people to create positive change?)*

The purpose of this event is to provide a business training opportunity for our members that will generate funds for the chapter and increase its visibility in the community.

2. **Project Overview**

- a. **Give a brief description of the proposed project and background information.** *(Who, what, when, where and why?)*

The Greensboro Jaycees will host a Wine Festival on September 22nd in downtown Greensboro on Commerce Street in order to provide event planning experience to our members, run an event that supports local businesses, and raise funds for the chapter.

- b. **How will this project benefit the individual member, the chapter, and the community?**

Individual- The members will gain event planning and volunteer experience through their participation in the various roles for planning the festival.

Chapter- The chapter will benefit from: increased community visibility, better trained members, and more funds for future operations.

Community- The community will benefit from increased awareness and activity for local businesses.

- c. **List specific and measurable goals to be accomplished by this project.** *(Example: Involve 25 Jaycees. Recruit 2 new members.)*

- i. **Goal 1 – Recruit at least 12 wineries, 4 food trucks, and 3 local vendors to participate in a local festival hosted by the Greensboro Jaycees in September by April 30th 2018.**
- ii. **Goal 2 – Sell 2,000 to 4,000 tickets by the end of July to net at least \$30,000 for the chapter.**
- iii. **Goal 3 – Recruit at least 40 volunteers to assist the committee with running the festival.**

3. Steps to implementation: *List the specific steps to bring this project to a successful completion, showing the planned dates for each step, and the person or people responsible for each step.*

TASK/ACTIVITY	START DATE	FINISH DATE	% COMPLETE	PERSON(S) RESPONSIBLE	CRITICAL TASK (Y/N)	FOR CRITICAL TASKS:	
						POTENTIAL PROBLEM	POTENTIAL SOLUTION
Select Festival Location	2/6/18	3/31/18	50	Committee	Y	Date not available	Switch date or Location
Assign Roles and Responsibilities	2/6/18	3/31/18	25	Committee	Y	Manpower shortage	Share Roles/ Recruit Friends
Launch Ticket Sales	3/1/18	9/21/18	0	Marketing	Y	Low Initial Sales	Advertise a Promo
Recruit Wineries and Vendors	3/12/18	8/31/18	10	Committee	Y	Lack of Participation	Open to Beer
Secure Food and Entertainment	3/1/18	7/31/18	0	Hospitality	Y	Cost	Offer in-kind sponsorships
Recruit Volunteers	5/1/18	8/31/18	0	Volunteer	Y	Manpower shortage	Ask other groups for volunteers
Finalize Day of Logistics	7/9/18	9/14/18	0	Operations	Y	Liability	Purchase Insurance and Verify Permits
Host the Festival	9/22/18	9/22/18	0	Committee	Y	Rain	Host Rain or Shine and Rent a Large Tent

4. Critical Contacts

Project Manager

Name: Jasmine Mavoungou

Email: jambeard85@gmail.com

Phone 1: 336-207-2057

Duties: Fill in for and coordinate the efforts of committee members, report to the Project VP on the Jaycees board.

Committee Member – Operations Manager(s)

Name: John James

Email: jb51080@gmail.com

Phone 1: 336-772-7210

Duties: Assist wineries with loading and unloading, secure tents and stage, coordinate with the City of Greensboro and other suppliers for street closure, parking, security, and waste disposal.

Committee Member – Hospitality Manager(s)

Name: Porshe Chiles

Email: porshechiles@gmail.com

Phone 1: 469-260-1500

Duties: Secure food, water, and entertainment for attendees, volunteers, and sponsors.

Committee Member – Marketing Manager(s)

Name: Derek Mobley

Email: derektmobley@gmail.com

Phone 1: 336-410-1285

Duties: Assist with media, sponsorships, and other event publicity to drive ticket sales.

Committee Member – Volunteer Coordinator(s)

Name: Nialah Owens

Email: nialahowens@gmail.com

Phone 1: 585-613-6846

Duties: Assist with recruitment, training, communication, and check-in of volunteers.

5. What specific materials, supplies, and resources will be required?

Material or Supply & Quantity	Person Responsible for Obtaining	Date Needed	Donated, Owned or Purchased?	Cost/Value
1 Stage	Hospitality Manager	9/22/18	Donated	\$1,000
30 3'X8' Tables	Hospitality Manager	9/22/18	Purchased	\$300
100 Chairs	Hospitality Manager	9/22/18	Purchased	\$150
25 Portable Toilets	Hospitality Manager	9/22/18	Purchased	\$2,000
3,000 Wristbands	Operations Manager	9/22/18	Purchased	\$150
84 Ice Bags	Operations Manager	9/22/18	Purchased	\$500
2,500 Wine Glasses	Operations Manager	9/22/18	Purchased	\$4,000
1,500 Wine Glass Lanyards	Operations Manager	9/22/18	Purchased	\$2,000
3 Golf Carts	Operations Manager	9/22/18	Purchased	\$400
1 U-Haul 10ft Truck	Operations Manager	9/22/18	Purchased	\$200
50 Volunteer Hats	Volunteer Coordinator	9/22/18	Donated	\$70
4 20X20 Tents	Operations Manager	9/22/18	Purchased	\$1,000
1,000ft of Caution Tape	Operations Manager	9/22/18	Purchased	\$50
24 Black Permanent Markers	Operations Manager	9/22/18	Purchased	\$20
30 4'X8' Bike Rack Fence	Operations Manager	9/22/18	Purchased	\$500
5 Showpros Event Staff	Operations Manager	9/22/18	Purchased	\$700
3 Police Officers	Operations Manager	9/22/18	Purchased	\$900
1 Festival Insurance Policy	Project Manager	9/22/18	Purchased	\$800
1 City Permit	Project Manager	9/22/18	Purchased	\$200
5000 Bottles of Water	Hospitality Manager	9/22/18	Donated	\$1,000
2,500 Paper Bags	Hospitality Manager	9/22/18	Purchased	\$400
2000 Flyers	Marketing Manager	9/22/18	Purchased	\$200
10 18''X27'' Yard Signs	Operations Manager	9/22/18	Purchased	\$200

6. Complete a proposed budget indicating all anticipated income and expenses

Proposed Budget

INCOME:

PROPOSED

Appropriation from chapter	\$20,000
Other sources of income (list)	
<i>Ticket Sales (\$25 X 2,000 People)</i>	\$50,000
<i>Sponsorships (Stage, Entertainment, Lanyards, other)</i>	\$5,000

TOTAL INCOME.....\$75,000

EXPENSES:

PROPOSED

Other expenses (list)

2,500 Wine Glasses	\$4,000
1 Week Radio Advertising 98.7 and 97.1	\$4,000
<i>Entertainment</i>	\$2,500
1,500 Wine Glass Lanyards	\$2,000
25 Portable Toilets	\$2,000
Entertainment Stage	\$1,000
4 20X20 Tents.....	\$1,000
5000 Bottles of Water.....	\$1,000
3 Police Officers.....	\$900
Insurance Policy.....	\$800
5 Showpros Event Staff.....	\$700
ASCAP Event Fee	\$600
84 Ice Bags.....	\$500
30 4'X8' Bike Rack Fence	\$500
3 Golf Carts.....	\$400
2,500 Paper Bags	\$400
30 3'x8' Tables.....	\$300
Emergency Services	\$250
1 U-Haul 10ft Truck.....	\$200
2000 Flyers	\$200
10 18"X27" Yard Signs	\$200
City Permit	\$200
100 Chairs	\$150
3,000 Wristbands	\$150
Caution Tape, Hats, Markers Misc	\$500

Return of appropriation from chapter	\$20,000
Return to chapter (profit)	\$30,550

TOTAL EXPENSES.....\$24,450

7. Describe the potential problems and solutions to successfully complete this project.

Potential Problem: The committee may not be able to recruit enough wineries due to last year's hiatus.

Potential Solution: Emphasize the higher potential sales if overall winery turnout is down, and explore adding local beer.

Potential Problem: It may rain before or during the event, reducing attendance and making it difficult to set up.

Potential Solution: Sell-out the festival early and run it rain or shine. Potentially place a hold on a large tent if heavy rain becomes likely.

Potential Problem: Ticket sales may be low if the event is not marketed early enough or to the right audience.

Potential Solution: Run an early bird VIP special through eventbrite with the option of an after-party. Utilize synerG and Wyndham mailing lists and offer promo codes.

Potential Problem: Insufficient parking during peak festival hours.

Potential Solution: Utilize a parking deck downtown.

EVALUATION

8. List solutions and/or recommendations for future Project Managers.

Recommendation 1: Eliminate the VIP option and sell an “early entry” ticket instead. VIP parking is difficult to differentiate and staff. Further, many attendees came expecting early entry instead of the advertised unlimited tasting based on experiences with our previous festivals. An early entry option would give attendees what they value and cut down on frivolous use of scarce resources such as signage and volunteers. KEEP IN MIND this means setup will need to begin by 8am instead of 9am.

Recommendation 2: Backload all advertising and promotional efforts for ticket sales to the month of and month prior to the event. Most of our audience appears to forgo ticket purchases until the week of the event (possibly due to uncertainty about the weather). Our radio advertising appeared to have little effect after running several weeks prior to the event (it also competed with radio ads for our local folk festival). Facebook boosts appeared to have better results in terms of overall traffic in the weeks leading up to the event, so we could direct more resources to this form of advertising. Radio is expensive so the timing is critical.

Recommendation 3: Hire Showpros for the entire event and focus them on check-in. We initially hired them in the afternoon when volunteers are scarce to assist with crowd control. However, it is crucial that check-in operate effectively, especially in the morning. Showpros are more reliable for checking attendees into the festival and checking IDs. It would be money well spent.

Recommendation 4: Spend the appropriate funds on caution tape and bike rack to secure the perimeter. This was especially difficult in a downtown space and at the beginning of the event. The hired officers will enforce the street closure and inform attendees how to check in appropriately, but they will not enforce the perimeter.

Recommendation 5: Have a rain plan ready that involves purchasing more tents, but do not forget the possibility of a heat wave as well. Unless the festival moves to an area with less pavement, additional tents, ice, and/or other cooling methods may need to be in place if the temperature exceeds 85 degrees on the day of the event.

Recommendation 6: Having a Groupon option is a great idea. It ended up being by far the largest source of tickets sold, and their payment method allows you to recognize revenue with ticket sales. The committee can then purchase items and advertising for the event without having to utilize existing chapter funds.

9. Results

Primary Purpose: *The purpose of this event is to provide a business training opportunity for our members that will generate funds for the chapter and increase its visibility in the community.*

Results: *With this project, we engaged approximately 1,500 attendees, 40 volunteers, 10 wineries, 12 vendors, 4 food trucks, and 2 live bands in a fresh new event in Downtown Greensboro that raised \$8,000 for the chapter.*

Goal 1: *Recruit at least 12 wineries, 4 food trucks, and 3 local vendors to participate in a local festival hosted by the Greensboro Jaycees in September by April 30th, 2018.*

Result: *The chapter recruited 11 wineries (92% success), 4 food trucks (100% success), and 12 vendors (400% success). However, the recruitment ran well into July and August due to delayed responses from all of the sources above, so the April deadline is probably too ambitious.*

Goal 2: *Sell 2,000 to 4,000 tickets by the end of July to net at least \$30,000 for the chapter.*

Result: *The chapter sold 1,500 tickets (75% success) and netted \$8,000 for the chapter (27% success). We feel we erred in frontloading our advertising dollars in an effort to pre-sell the tickets. Most attendees appear to wait until the final week to purchase because of weather concerns. If we had focused our advertising dollars on social media instead of radio and concentrated it in the two weeks prior to the event, we feel we would have had better results.*

Goal 3: *Recruit at least 40 volunteers to assist the committee with running the festival.*

Result: *We had exactly 40 volunteers present at the festival (100% success). However, we were short in our afternoon shift and the morning check-in volunteers had logistical issues setting up the check-in app. Overall, volunteer engagement in terms of following instructions and assisting the committee was probably a B-.*

Project Summary:

This project sets the Greensboro Chapter apart from other young professional groups and boosts its visibility in the community. It should be ran when the chapter has a dedicated core team of at least six individuals who are willing to start planning early in the year. This was the 15th Taste Carolina Wine Festival, and the turnout, profitability, as well as positive feedback indicate that it remains a desirable and event even as the local winery industry consolidates and matures. Future project leaders should also leverage the unexpectedly large interest from local vendors for future festivals or similar events.

The festival also provides our members with many great development opportunities. Creating the winery and vendor forms and mailing them out gives the members and the chapter the opportunity to get to know and promote small local businesses. Further, obtaining the permit from the City gives the chapter and members a chance to interact with city staff and officials and learn what their requirements are for approving events. There are promotional and marketing opportunities associated with selling the tickets, such as designing flyers and experimenting with different methods of advertising. Finally, there are significant logistical learning opportunities in securing the necessary supplies for the festival, creating a layout, and then executing it on the day of the event. The resources required for the project are considerable, and there is some risk with alcohol that requires insurance, but even past unprofitable festivals have proven to be manageable with the chapter's resources. Leadership of this project would be a great opportunity for an aspiring event planner or caterer.

Project Benefit:

Individual Impact: *The members who volunteered were able to practice skills in their particular areas (setup, check-in, crowd control, teardown, etc.) and witness firsthand evidence that the chapter could place them in leadership roles as organizers or volunteer coordinators in the future. We were able to identify several members with leadership potential as they confronted unforeseen challenges on the spot.*

Chapter Impact: *This event is a great opportunity to distinguish our Jaycees chapter from other young professional groups. No other young professional group in our area has both the resources and autonomy to take on the risk of planning, recruiting, and executing a large festival like this. We made a very audible and visible splash in the heart of downtown. Further, the funds generated by this event will flow into our other projects or partnerships with other non-profits, which can give both the festival and the chapter more visibility in the community.*

Community Impact: *This project brought 10 wineries, 12 vendors, 4 food trucks, and 1,500 people to Downtown Greensboro. This created a commercial opportunity for local businesses, highlighted the downtown to visitors, engaged other local non-profits such as Downtown Greensboro, Inc. and the Wyndham Championship, and finally raised funds that our chapter can use for our programming as well as charitable causes. Through ticket sales, the festival generated approximately \$28,000 in revenue, and the \$20,000 in expenses primarily employed local businesses. Finally, the Festival generated approximately \$15,000 in additional economic impact through the sales of roughly 600 bottles of wine and \$8,000 in sales through the participating vendors and food trucks.*

10. Appendices

Appendix A: Final Financial Statement

INCOME:

	<u>PROPOSED</u>	<u>ACTUAL</u>
Appropriation from chapter	\$20,000	\$7,746.58
Other sources of income (list)		
<i>GROUPON Ticket Offer (1,176 Tickets Sold)</i>	\$0	\$16,090.06
<i>Eventbrite Ticket Sales (222 Tickets Sold)</i>	\$50,000	\$5,855.00
<i>Day of Event Ticket Sales (10 Tickets Sold)</i>	\$0	\$235.00
<i>Wyndham Entertainment Sponsorship</i>	\$2,500	\$2,500.00
<i>Downtown Greensboro, Inc. Stage Sponsorship</i>	\$900	\$900.00
<i>Loaded Grape Lanyard Sponsorship</i>	\$1,600	\$250.00
TOTAL INCOME	\$75,000	\$33,576.64

EXPENSES:

	<u>PROPOSED</u>	<u>ACTUAL</u>
Value of donated items (list)		
<i>2,500 Wine Glasses (1,500 used from old inventory)</i>	\$4,000	\$0.00
<i>1 U-Haul 10ft Truck</i>	\$200	\$0.00
Other expenses (list)		
<i>1 Week Radio Advertising 98.7 and 97.1</i>	\$4,000	\$3,625.50
<i>Entertainment</i>	\$2,500	\$2,500.00
<i>Tents, Chairs, Bike Racks (through Happy Rentz)</i>	\$1,950	\$2,044.00
<i>1,500 Wine Glass Lanyards</i>	\$2,000	\$1,935.00
<i>25 Portable Toilets (15 Final)</i>	\$2,000	\$1,075.00
<i>Entertainment Stage</i>	\$1,000	\$900.00
<i>5000 Bottles of Water (not ultimately purchased)</i>	\$1,000	\$0.00
<i>3 Police Officers</i>	\$900	\$896.70
<i>Festival Insurance</i>	\$800	\$734.51
<i>5 Showpros Event Staff</i>	\$700	\$398.00
<i>ASCAP Event Fee</i>	\$600	\$566.48
<i>84 Ice Bags (80 Ice Bags Final)</i>	\$500	\$400.00
<i>3 Golf Carts</i>	\$400	\$384.30
<i>Marketing and Signage (Flyers, Yard Signs)</i>	\$400	\$1,196.60
<i>2,500 Paper Bags (1,500 Final)</i>	\$400	\$264.35
<i>Emergency Services</i>	\$250	\$250.00
<i>City Permit</i>	\$200	\$205.00
<i>3,000 Wristbands</i>	\$150	\$139.50
<i>Caution Tape, Hats, Markers, collab rental, Misc</i>	\$500	\$307.68
Return of appropriation from chapter	\$20,000	\$7,746.58
Return to chapter (profit)	\$30,550	\$8,007.44
TOTAL EXPENSES	\$23,650	\$20,637.97

Appendix B: Contacts

Jaycee Contacts

<u>Item</u>	<u>Jaycee</u>	<u>Position</u>	<u>Phone</u>	<u>Email</u>
1	Derek Mobley	Supervising Officer	336-410-1285	derektmobley@gmail.com
2	Jasmine Beard	Project Manager	336-207-2057	jambeard85@gmail.com
3	Porshe Chiles	Hospitality Manager	469-260-1500	porshechiles@gmail.com
4	John James	Operations Manager	336-772-7210	jb51080@gmail.com
5	Nialah Owens	Volunteer Coordinator	518-613-6846	nialahowens@gmail.com
6	Melissa Killian	Past Chairman	315-420-7996	killian.melissa.l@gmail.com
7	Kyle Suggs	Past Chairman	336-505-9532	suggsk@gmail.com
8	Craig Langmeyer	Past Chairman	864-315-8057	craiglangmeyer@gmail.com

Winery Contacts

<u>Item</u>	<u>Winery</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>	<u>Address</u>	<u>2018</u>
1	Native Vines Winery	Darlene Gabbard	336-787-3688	redhawkwine@yahoo.com	1336 N Hwy 150 Lexington, NC 27295	Attended
2	Woodmill Winery	Angela or Larry	704-276-9911	events@woodmillwinery.com	1350 Woodmill Winery Lane Vale, NC 28168	Attended
3	Weatherwane Winery	Sid Proctor	336-793-3366	sid@weathervanewinery.com	1452 Welcome-Arcadia Road Lexington, NC 27295	Attended
4	Southern Charm	Carolyn Ramseur	704-240-9899	carolyn@southerncharmwinery.com	235-D East Main Street Lincolnton, NC 28092	Attended
5	Fiddler's Vineyard	Mark Crowder	704-297-8560	markcrowder@fiddlersvineyard.com	5400 Beechmont Drive Greensboro, NC 27410	Attended
6	Grove Winery	Max Lloyd	336-584-4060	max@grovewinery.com	7360 Brooks Bridge Road Gibsonville, NC 27249	Attended
7	Country Squire Winery	Robby Smith	252-521-3324	squirewineguy@yahoo.com	748 NC Hwy 24+50 Warsaw, NC 28398	Attended
8	Stonefield Cellars Winery	Natalie Wurz	336-689-4071	nwurz@stonefieldcellars.com	8220 NC Hwy 68N Stokesdale, NC 27357	Attended
9	Slightly Askew Winery	Karen Defreitas	336-244-8665	slightlyaskewwines@gmail.com	913 N Bridge Street Elkin, NC 28621	Attended
10	NC Viticulture and	Lou Anne Gaffney	336-386-3461	gaffneyl@surry.edu	Surry Community College South Main Street Dobson, NC 27017	Attended

<u>Item</u>	<u>Winery</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>	<u>Address</u>	<u>2018</u>
	Enology Center					
11	Hazel Jean Vineyards	Jane Murphy	336-392-0060	laxmomjlm@bellsouth.net	4060 Blumenthal Road Greensboro, NC 27406	No Show
12	Flint Hill Vineyards	Brenda Doub	336-699-4455	fhvineyards@yadtel.net	2133 Flint Hill Road East Bend, NC 27018	No
13	Grassy Creek Vineyard	Liz Ericksen	336-835-2458	grassycreek336@gmail.com	235 Chatham Cottage Circle State Road, NC 28676	No
14	Sanders Ridge Winery	Jennifer Hiatt	336-469-1894	jennifer@sandersridge.com	3200 Round Hill Road Boonville, NC 27011	No
15	Adams Vineyard LLC	Joyce Adams	919-567-1010	marketing@adamsvineyards.com	3390 John Adams Road Willow Spring, NC 27592	No
16	Autumn Creek Vineyards	Jodi Stanley	336-548-9463	info@autumncreekvineyards.com	364 Means Creek Road Mayodan, NC 27027	No
17	Chestnut Trail Vineyard LLC	Sherry Ellis	336-345-5303	chestnuttrailvineyard@gmail.com	640 Cedar Grove Church Road Mocksville, NC 27028	No
18	Cauble Creek Vineyard	William Yost	704-223-1523	wmyost@caublecreekvineyard.com	700 Cauble Farm Road Salisbury, NC 28147	No
19	Sanctuary Vineyards	John	252-491-4387	john@sanctuaryvineyards.com	7005 Caratoke Highway Jarvisburg, NC 27947	No
20	Chatham Hill Winery	Richard Maestin	919-380-7135	richard@chathamhillwine.com	8245 Chapel Hill Road Cary, NC 27513	No
21	Westbend Winery	Unknown	336-945-9999	Westbendwinery@gmail.com	5394 Williams Rd, Lewisville, NC 27023	No
22	Piccione Vineyards	Unknown	336-775-8330	info@piccionewines.com	2364 Cedar Forest Rd, Ronda, NC 28670	No
23	Raylen Vineyards	Unknown	336-998-3100	Unknown	3577 US-158, Mocksville, NC 27028	No
24	Raffaldini Vineyards and Winery LLC	Unknown	336-835-9463	info@raffaldini.com	450 Groce Rd, Ronda, NC 28670	No
25	Medaloni Cellars	Unknown	336-946-1490	INFO@MEDALONICELLARS.COM	9125 Shallowford Rd, Lewisville, NC 27023	No
26	Zimmerman Vineyards	Unknown	336-861-1414	zimmermanvineyards@northstate.net	1428 Tabernacle Church Rd, Trinity, NC 27370	No

Vendor Contacts

<u>Item</u>	<u>Vendor</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>	<u>Address</u>
1	Paparazzi Accessories	Tara Taylor	919-641-2324	tara@soulbeautifulaccessories.com	314 Lodestone Drive Durham, NC 27703
2	Good Vibes Mobile Boutique	Julia Arrowood	336-688-4601	shopgvmb@gmail.com	918 Golf House Road E Whitsett, NC 27377
3	Loaded Grape	Danny Mackey	336-681-3094	dmackey22@me.com, contact@loadedgrape.com	2915 Battleground Ave Suite F, Greensboro, NC 27408
4	Odyssey Gifts	Carolee Bartel	301-991-9310	odyssey.gifts@yahoo.com	504 Walker Blvd Thomasville, NC 27360
5	Readings by Dorine	Steve Uwanawich	336-540-1555	mrgold2424@gmail.com	2202 Lawndale Dr, Greensboro, NC 27408
6	Nothing Bundt Cakes	Lora Lenander	919-264-1886	lora.lenander@nothingbundtcakes.com	3334 W Friendly Avenue Suite 123 Greensboro NC 27410
7	Triad Health Center	Elise Schwartz	336-288-467	elise@triadhealthcenter.com	2311 W Cone Blvd #228 Greensboro, NC 27408
8	Hops and Nuts Craft Beer and Wine Snacks	Melissa Wallace	336-392-2500	hopsandnuts@gmail.com	207 South Westgate Drive Greensboro, NC 27407
9	Renderings	Rendie Wood	336-596-1355	rendie.wood@gmail.com	5305 Moneta Lane Apex, NC 27539
10	Sugar and Sass Gifts	Tia Ray	336-253-8013	sugarnsassgifts@gmail.com	4060 Blumenthal Road Greensboro, NC 27406
11	Pupcakes	Jasmine Miller	336-254-0684	pupcakes82@gmail.com	1117 South Benbow Road Greensboro, NC 27406
12	Shasta's Treasures	Shasta Houch	336-509-9778	shastalove219@yahoo.com	3921 Lawndale Place Greensboro, NC 27455
13	El Azteca	Greg Manning	336-215-2508	catering1138@gmail.com	4215 Tailwood Drive Greensboro, NC 27410
14	Porterhouse	Eric Porter	336-402-2385	info@phburgertruck.com	4608 W Market Street Greensboro, NC 27407
15	Hoppers	Tim Vangel	336-253-3781	tim@gsohoppers.com	480 Bellemeade Street Greensboro, NC 27401
16	Home Slice Pizza	Bob	336-430-5990	munning@gmail.com	5803-B Hunt Club Road, Greensboro, NC 27410

Supplier Contacts

Item	Supplier	Material	Contact	Phone	Email	Website
1	Guilford County EMS	Medical	Scott O.Conner	336-641-6561	n/a	https://www.guilfordcountync.gov/our-county/emergency-services/ems-ambulance-services/event-coverage-request
2	City of Greensboro	Permit	Kendrick Mayes	336-373-4572	Kendrick.Mayes@greensboro-nc.gov	https://www.greensboro-nc.gov/departments/special-events
3	City of Greensboro	Stage	Kyeisha Maitland	336-382-3926	Kyeisha.Maitland@greensboro-nc.gov	n/a
4	Robert Smith	Entertainment	Grant Hartsell	919-799-6450	grant.hartsell@volvo.com	n/a
5	Happy Rentz	Tents, Tables Chairs, etc.	Martye	336-370-1234	martye@happyrentz.com	www.happyrentz.com
6	Entercom	Radio Ads	Greg Pendergrass	336-387-7156	Greg.Pendergrass@entercom.com	entercom.com
7	ExtraDuty Solutions	Police Officers	Debbie Vallot	336-509-8772	greensboronc@extradutysolutions.com	greensboro.workoffduty.com
8	ShowPros	Event Staff	Victor Johnson	336-373-7470	victor.johnson@showprostaff.com	www.showprostaff.com
9	Starr Ice	Ice Bags	n/a	336-697-0286	n/a	n/a
10	McTron Inc.	Golf Cars	n/a	336-595-8810	n/a	mctrongolfcarts.com
11	LogoClick, llc	Lanyards	Daniel Gillen	800-828-6020	logoclick@live.com	www.SpecialtyWarehouse.com
12	Wristco	Wristbands	n/a	800-261-2070	info@wristco.com	www.wristco.com
13	Paper Mart	Paper Bags	n/a	800-745-8800	info@papermart.com	www.papermart.com
14	Nitz Graphic Services, Inc.	Wine Glasses	Gene Nitz	336-848-7315	gene@nitzgraphicservices.com	www.nitzgraphicservices.com
15	VistaPrint	Signage	n/a	n/a	n/a	www.vistaprint.com
16	Harper Insurance	Insurance	Walter Spears	336-227-4271 Ext 1012	walter.spears@harperinsurance.com	n/a

Item	Supplier	Material	Contact	Phone	Email	Website
17	ASCAP	Music Royalty	n/a	800-505-4052	glcs@ascap.com	enterprise.ascap.com
18	A&B Portable Toilets, Inc.	Toilets	n/a	336-346-8532	abportabletoilets@triad.rr.com	www.abportabletoilets.com

Sponsor Contacts

<u>Item</u>	<u>Sponsor</u>	<u>Material</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>	<u>2018</u>
1	Wyndham Championship	Entertainment	Mark Brazil	336-457-9443	mbrazil@wyndhamchampionship.com	\$2,500
2	Downtown Greensboro, Inc.	Stage	Julia Roach	336-279-7621	julia@downtowngreensboro.org	\$900
3	The Loaded Grape	Lanyards	Danny Mackey	336-681-3094	contact@loadedgrape.com	\$250
4	Wine Styles	Lanyards	n/a	336-299-4505	greensboro@winestyles.com	\$0
5	The Tasting Room	Lanyards	n/a	336-676-5602	tr@tastingroomgso.com	\$0

Appendix C: Contracts and Agreements



Special Event Permit

****Authorizing use of the City of Greensboro Public Right of Way****

This permit is hereby issued unto **Derek Mobley, Greensboro Jaycees**, in accordance with the provision of Chapter 26, Section 246, of the Greensboro Code of Ordinances, to conduct a **Festival** within the corporate limits of the City of Greensboro for the following purposes:

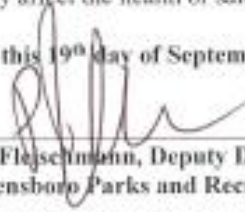
Taste Carolina Wine Festival

This permit is issued subject to the above activity being performed in a lawful manner in compliance with all provisions of the Greensboro Code of Ordinances and the laws of the State of North Carolina and is further subject to the provisions specified below:

1. The special event shall be conducted on the days of and between the hours of:
Saturday, September 22, 2018, Event Hours: 12:00pm to 5:00pm, Street Closure Hours: 9:30am-5:30pm
2. The person who is responsible and in direct charge is: **Porshe Chiles, 469-260-1500.**
3. Public streets to be closed and the limits thereof (or the park area reserved) are as follows:
Event and Closure Area: Commerce Pl, from Friendly to Bellemade and Sternberger Pl, from Eugene to Greene.
4. Other provisions:
 - Applicant must hire (3) law enforcement officers to monitor safety from 11:00am to 6:00pm.
 - Applicant will be billed by GDOT post-event for any traffic control equipment rentals.
 - Applicant must notify all property owners affected by event as stated in Application for Special Event Permit. Special consideration should be given to residences in the immediate vicinity.
 - Applicant must display the special onetime ABC permit during the event, and ensure that sound alcohol distribution practices take place, including, but not limited to, ID checks, wrist-banding, per purchase quantity limits, and secured perimeter control.
 - Applicant must notify the Guilford County Health Dept. of all mobile food units that will be selling food at the event.
 - Applicant must report actual attendance figures by **September 27, 2018.**

This permit references the previously submitted application and is subject to being withdrawn and the special event canceled by the Director of Parks and Recreation in the event there is any violation of the permit conditions, if there is a false statement in the application, or in the event it is determined there are circumstances which will adversely affect the health or safety of the citizens if the event is held or continued to be held.

Issued this 19th day of September, 2018


Phil Fleischmann, Deputy Director
Greensboro Parks and Recreation

Office Use Only:

Deposit amount and date deposited:



PARKS & RECREATION

Reservation General Information Sheet

Specialized Park Services, Greensboro Parks & Recreation

Please provide the information requested below.

Equipment Being Requested: *please check next to item*

- Show Wagon:
 - ☐ Millennium (36'w x 16'd)
 - ☒ Grande (24'w x 16'd)
 - ☒ Generator (only available with Show Wagon rental)
- Stage:
 - ☐ Platform Stage (16' x 16')
 - ☐ Other-

Event Name: Taste Carolina Wine Festival

Event Date: 9/22/2018

Physical Address of Event Location: 300 Commerce PL Greensboro, NC 27401

Is Event in City Limits: Yes

Event Schedule:

Time of actual event: 12pm - 5pm

Deliver/Set up time: 9am

Pick up time: 6pm

Exact placement information (please attach map if possible):

Rental Fee: \$900.00

Non Profit (501(c)(3)) ☒ Yes 501 (c)(4) ☐

Elon Law School Lawn at the
Side closest to belkmeade st.
(site of previous music festival)

Contact Information Day of Event:

Name: Derek Mobley

Cell (required): 336 410 1285

E-mail: coha@jaycee.org

Sign Here: Derek Mobley

Alternate Contact:

Name: Porsche Chiles

Cell (required): 469-260-1500

E-mail: porschechiles@gmail.com

Insurance Information: (Please provide us a copy of your Certificate of Liability for \$1,000,000.00.)

Send Payment to: City of Greensboro Parks and Recreation Maintenance & Operations
322 E. Friendly Avenue
Greensboro, N.C. 27401

322 East Friendly Avenue · Greensboro NC 27401 · WWW.GSOPARKSANDREC.ORG · 336-373-4683



CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)
 07/10/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Lester Insurance Group, Inc. DBA The Harper Agency 1037 South Main Street Burlington, NC 27215		CONTACT NAME: Lester Insurance Group, Inc. DBA The Harper Agency PHONE (A/C No, Ext): 336-227-4271 FAX (A/C No): 336-222-9469 E-MAIL ADDRESS:	
		INSURER(S) AFFORDING COVERAGE INSURER A: Mesa Underwriters Specialty Insurance	NAIC # 36838
INSURED Greensboro Jaycees PO Box 20657 Greensboro NC 27420		INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY			MP0032007003286	09/22/18	09/25/18	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						MED EXP (Any one person) \$ 5,000
							PERSONAL & ADV INJURY \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE \$ 2,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						PRODUCTS - COMP/OP AGG \$ INCLUDED
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS					BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident) \$
							\$
	UMBRELLA LIAB	<input type="checkbox"/> OCCUR					EACH OCCURRENCE \$
	EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE					AGGREGATE \$
	DED	RETENTION \$					\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						WC STATUTORY LIMITS OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A				E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Annual Wine festival- local wineries
 THE CITY OF GREENSBORO, ITS OFFICERS, EMPLOYEES AND AGENTS ARE ADDITIONAL INSURED UNDER THIS GENERAL LIABILITY POLICY

CERTIFICATE HOLDER

CANCELLATION

Greensboro Cultural Center Arts & Events Suite 200 N Davie St Greensboro, NC 27401	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	---

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Happy Rentz1428 South Elm-Eugene St
Greensboro, NC 27406

happyrentz@happyrentz.com

336-370-1234 Phone
336-272-7152 Fax**Status: Reservation**

Contract #: 388681

Event Beg: Sat 9/22/2018 12:00PM

Event End: Sat 9/22/2018 5:00PM

Operator: Martye Brandenburg

TASTE CAROLINA WINE FESTIVAL

Customer #: 47113
336-223-4752 Phone

P O BOX 20657

Job Descr: FALL FESTIVAL 2018

GREENSBORO, NC 27420

Ordered By: MOBLEY, DEREK 336 410-1285

Delivery and PickupDelivery: Sat 9/22/2018
Pickup Date: Sat 9/22/2018 5:00PMContact:
Phone:

Location: CORNER OF BELLMEADE & COMMERCE

Delivery Notes: DELIVER SATURDAY MORNING @ 10AM - HAVE SETUP BY 11AM - PICKUP AT 5PM PROMPT -
STREETS WILL REOPEN AT 6PM

Qty	Items Rented	Each	Price
ENTRANCE TENT			
1	10x35 Expandable TENT * * * TENTS CANNOT BE INSTALLED OR DISMANTLED IN EXTREME WEATHER (WIND OR RAIN) * * * *	\$350.00	\$350.00
6	CEMENT BUCKETTO HOLD DOWN THE TENT	\$20.00	\$120.00
2	8'X30'X30" TABLE	\$8.50	\$17.00
6	BLACK SAMSONITE CHAIR	\$1.50	\$9.00
2	4'x8' Bikerack* FENCE	\$15.00	\$30.00
EXIT TENT			
1	20x20 WHITE FRAME * * TENTS CANNOT BE INSTALLED OR DISMANTLED IN EXTREME WEATHER (WIND OR RAIN) * * * *	\$250.00	\$250.00
6	CEMENT BUCKETTO HOLD DOWN THE TENT	\$20.00	\$160.00
2	4'x8' Bikerack* FENCE	\$15.00	\$30.00
8	8'X30'X30" TABLE	\$8.50	\$68.00
6	BLACK SAMSONITE CHAIR	\$1.50	\$9.00
VIP AREA			
6	FENCING 6'x12' WISTAND	\$20.00	\$120.00
3	COCKTAIL TABLE 30X42	\$10.00	\$30.00
3	PLUM 120"	\$18.00	\$54.00
3	60" ROUND TABLE,8-10 peop	\$8.50	\$25.50
3	WHITE 120 RND POLY	\$20.00	\$60.00
3	SHEER DAQUIRI 72"X72"	\$18.00	\$54.00
2	TABLE UMBRELLA LIME GREEN	\$55.00	\$110.00
40	CLASSIC WHITE CHAIR	\$2.00	\$80.00
MISCELLANEOUS			
10	TABLES 6'x30'x30"	\$8.50	\$85.00
10	4'x8' Bikerack* FENCE	\$15.00	\$150.00
LAWN GAMES			
2	CORNHOLE	\$25.00	\$50.00
2	GIANT WOODEN JENGA GAME	\$25.00	\$50.00
1	Delivery/Pickup Charge	\$100.00	\$100.00
1	After Hours Labor Charge	\$400.00	\$400.00

Rental Contract

Happy Rentz Inc, 1428 S Elm Eugene St Greensboro NC (Happy Rentz) agrees to rent the above Rental Items & provide the services listed above at the charges set forth above & upon terms and conditions set forth on the front and reverse sides of this form. Customer agrees to said rental in accordance with said terms & to pay the charges set forth. RETURN OF RENTAL ITEMS - Customer shall upon the return date set forth above make all rental items available for pickup at the designated rental location in the same condition as when delivered to or picked up by the Customer. Customer shall be obligated to pay Happy Rentz for any cleaning or repair charges to return the rental items to original condition or for the replacement price of the rental items. Such payment shall be due on the scheduled return date. Customer shall be obligated to pay the replacement price for any items not returned on the scheduled return date. PAYMENTS - Full payment for the rental items & services is due upon delivery of the rental items to the Customer's site or if Customer is invoiced, immediately upon Customer's receipt of invoices. If any rent or other amount due under the Rental Agreement is not paid on or before its due date, Customer shall pay Happy Rentz on demand a finance charge of 1.50% per month on all payments over 30 days due & Customer shall pay all costs of collection, including attorneys' fee. Customer agrees Happy Rentz may debit Customers credit/debit card account for all amounts due under this Rental Agreement, including but not limited to, the charges set forth above, taxes, charges for additional items, rental periods, and cleaning, repair, or replacement charges. If equipment does not function properly, you agree to notify lessor within 30 minutes of occurrence or no refund will be made. RESERVATIONS - If this rental is cancelled or changed by customer, deposit is non refundable.

Signature: _____

TASTE CAROLINA WINE FESTIVAL

Rental:	\$1,911.50
Sales:	\$400.00
Delivery Charge:	\$100.00
Subtotal:	\$2,411.50
Sales Tax:	\$162.78
Total:	\$2,574.28
Paid:	\$0.00
Amount Due:	\$2,574.28

Brothers Pearl / The Stephen Legree Band

Entertainment Contract

Brothers Pearl / The Stephen Legree Band agree to provide entertainment to the following establishment or persons subject to the following dates, times, pay rate, and conditions.

Establishment/ Client Name: Jaycees - GSO

Contact: Derek Mobley

Phone: 336-410-1285

Requested Dates:

Month: September

Date: 22nd, 2018

Start Time: 12:00 p.m.

Finish Time: 5:00 p.m.

Pay Rate per Engagement: \$ 2,500.00

Deposit: \$ 625.00

The above deposit shall be paid to secure dates above. The above total amount shall be paid in full less the deposit amount by cash, check, or money order the day of the event. The above deposit is non-refundable if client cancels any event within 2 weeks of event date. Checks are to be made out to – (Robert Smith). If on the day of the event, the client would like the band to perform for additional time, and the band is able to do so, the client agrees to pay \$100.00 for each additional hour requested.

Conditions: *Client can pay in full or deposit up front. Please make check payable to: ROBERT SMITH and mail to address below.*

The client shall provide adequate space and power supply for the band to set up their equipment. The band shall provide all necessary P.A. equipment for the function.

Special Conditions and arrangements agreed upon by both parties:

-Carolina Wine Festival – Downtown GSO

-Jaycees to provide stage with adequate power supply connection within 50ft. of stage

-Brothers Pearl to provide recorded music during non live performance, schedule as follows: Sound Check completed by 11am, 12-1pm – Recorded music, 1-2:30pm – Stephen Legree Band Live performance, 2:30-3pm – Recorded music for next band, 3-4:30pm – Brothers Pearl Live Performance, 4:30-5pm – Recorded Music.

I agree to terms and conditions stated above in this contract

Signature _____ **Date** _____
Booking Representative

Signature: Robert Smith
Brothers Pearl / Stephen Legree Band Representative

Date: 6/13/2018

Robert Smith
4904 Montevista Dr.
Greensboro, NC 27407
919-799-6450

CONTRACT

Entercom Greensboro WQMG-FM
7819 National Service Road
Suite 401
Greensboro, NC 27409
(336) 605-5200

www.wqmg.com

And:

Junior Chamber International DBA Greensboro Jaycee
PO Box 20657
Greensboro, NC 27420

Contract / Revision 1040436 /		Alt Order #
Product Taste Carolina Wine Festival		
Contract Dates 09/03/18 - 09/09/18		Estimate #
Advertiser Junior Chamber International DBA Greensboro Jaycee		Original Date / Revision 08/27/18 / 08/27/18
Billing Cycle EOM/EOC	Billing Calendar Calendar	Cash/Trade Cash
Property WQMG-FM	Account Executive Greg Pendergrass	Sales Office Greensboro Local
Special Handling		
Demographic Persons 21-44		
Agency Code	Advertiser Code	Product 1/2
Agency Ref 166021		Advertiser Ref 4081772

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WQMG	09/03/18	09/09/18	M-F Morning Drive	6a-10a		:30				NM	5	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	11111--				5	\$91.00				
N 2	WQMG	09/03/18	09/09/18	M-F Mid Day	10a-3p		:30				NM	5	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	11111--				5	\$98.00				
N 3	WQMG	09/03/18	09/09/18	M-F Afternoon Drive	3p-7p		:30				NM	5	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	11111--				5	\$104.00				
N 4	WQMG	09/03/18	09/09/18	Saturday Morning	6:00 AM-10:00 AM		:30				NM	1	\$51.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----1-				1	\$51.00				
N 5	WQMG	09/03/18	09/09/18	Saturday Mid Day	10a-3p		:30				NM	1	\$56.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----1-				1	\$56.00				
N 6	WQMG	09/03/18	09/09/18	M-F	5a-12m		:30				NM	5	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	MTWTF--				5	\$1.00				
N 7	WQMG	09/03/18	09/09/18	Sunday Mid Day	10a-3p		:30				NM	1	\$41.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----1				1	\$41.00				
N 8	WQMG	09/03/18	09/09/18	Sunday Afternoon	3p-7p		:30				NM	1	\$46.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----5				1	\$46.00				
N 9	WQMG	09/03/18	09/09/18	M-Sun	6:00 AM-11:59 PM		:30				NM	5	\$112.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	MTWTF--				5	\$22.50				
N 10	WQMG	09/03/18	09/09/18	Run of Schedule	12am-12m		:30				NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	MTWTF--				5	\$0.00				
Totals								0.00				34	\$1,776.50

CONTRACT

Entercom Greensboro WSMW-FM
7819 National Service Road
Suite 401
Greensboro, NC 27409
(336) 605-5200

www.987simon.com

And:

Junior Chamber International DBA Greensboro Jaycee
PO Box 20657
Greensboro, NC 27420

<u>Contract / Revision</u> 1040492 /		<u>Alt Order #</u>
<u>Product</u> Taste Carolina Wine Festival		
<u>Contract Dates</u> 09/03/18 - 09/09/18		<u>Estimate #</u>
<u>Advertiser</u> Junior Chamber International DBA Greensboro Jaycee		<u>Original Date / Revision</u> 08/27/18 / 08/27/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WSMW-FM	<u>Account Executive</u> Greg Pendergrass	<u>Sales Office</u> Greensboro Local
<u>Special Handling</u>		
<u>Demographic</u> Persons 21-44		
<u>Agency Ref</u> 166021	<u>Advertiser Ref</u> 4081772	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WSMW	09/03/18	09/09/18	M-F Morning Drive	6a-10a		:30				NM	5	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	11111--				5	\$94.00				
N 2	WSMW	09/03/18	09/09/18	M-F Mid Day	10a-3p		:30				NM	5	\$610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	11111--				5	\$122.00				
N 3	WSMW	09/03/18	09/09/18	M-F Afternoon Drive	3p-7p		:30				NM	5	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	11111--				5	\$106.00				
N 4	WSMW	09/03/18	09/09/18	Saturday Morning	6:00 AM-10:00 AM		:30				NM	1	\$41.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----1-				1	\$41.00				
N 5	WSMW	09/03/18	09/09/18	Saturday Mid Day	10a-3p		:30				NM	1	\$36.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----1-				1	\$36.00				
N 6	WSMW	09/03/18	09/09/18	M-F	5a-12m		:30				NM	5	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	MTWTF--				5	\$1.00				
N 7	WSMW	09/03/18	09/09/18	Sunday Mid Day	10a-3p		:30				NM	1	\$31.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----1				1	\$31.00				
N 8	WSMW	09/03/18	09/09/18	Sunday Afternoon	3p-7p		:30				NM	1	\$26.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	-----5				1	\$26.00				
N 9	WSMW	09/03/18	09/09/18	M-Sun	6:00 AM-11:59 PM		:30				NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	MTWTF--				5	\$20.00				
N 10	WSMW	09/03/18	09/09/18	Run of Schedule	12am-12m		:30				NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/18	09/09/18	MTWTF--				5	\$0.00				
Totals								0.00				34	\$1,849.00

Appendix D: Pictures

The Greensboro Jaycees



Taste Carolina Wine Festival

Coming to Downtown Greensboro, Sept 22nd!



44% OFF LIMITED Groupon OFFER

The Taste Carolina Wine Festival features bands, music, food, games, and of course...North Carolina Wine! LIMITED ticket quantities are available and are ON SALE NOW through Groupon and EVENTBRITE!

Location: 300 Commerce PL Greensboro, NC 27401

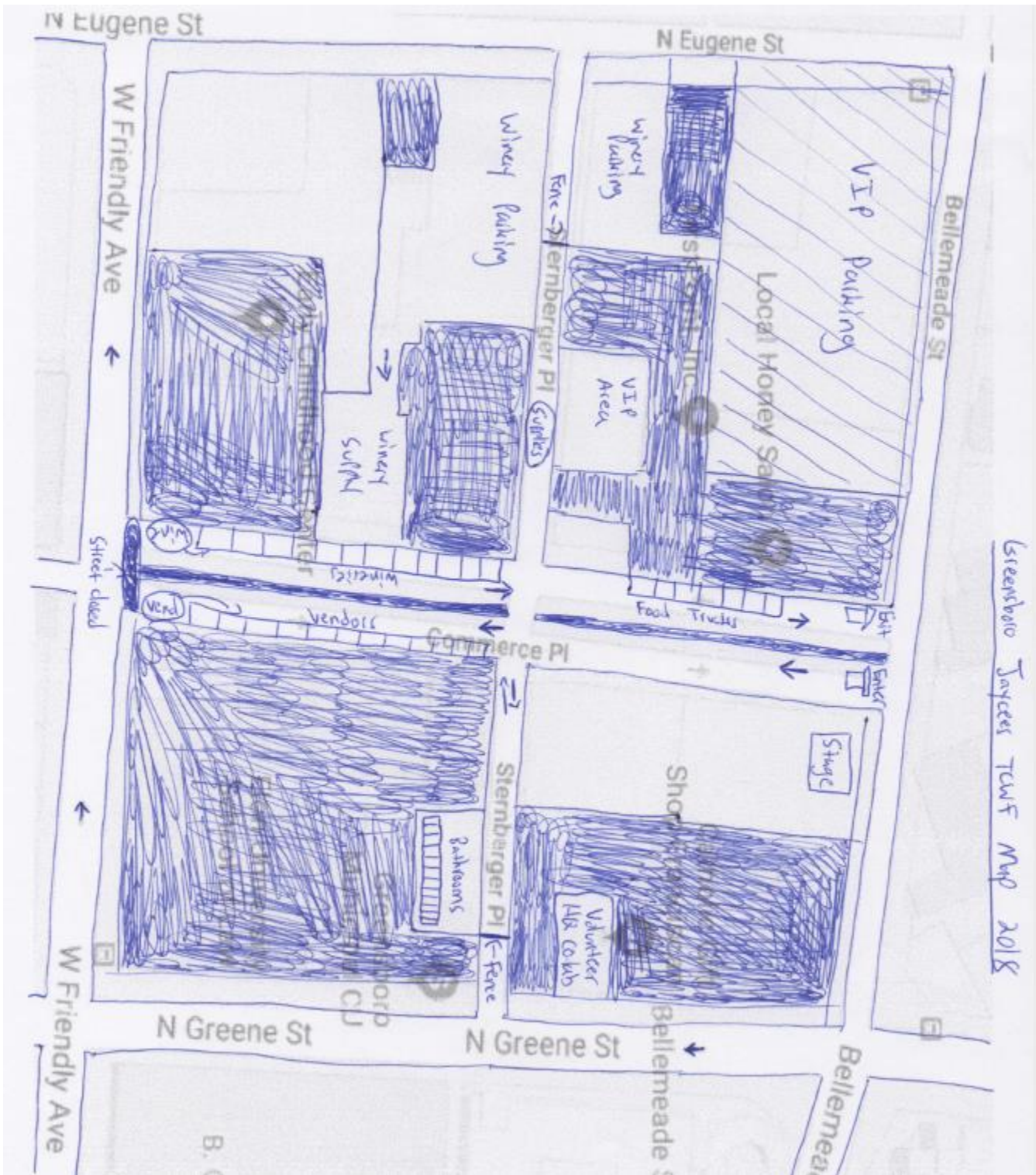
Greensboro Jaycees www.jaycee.org







WINE FESTIVAL AREA MAP



Greensboro Joyces TWWF Map 2018

Appendix E: Press Releases, Articles, and Media Coverage



TASTE CAROLINA WINE FESTIVAL



Taste Carolina Wine Festival

With the support of the City of
Greensboro and Downtown

Greensboro, Inc., the Taste Carolina

Wine Festival will be held near the First

National Bank Ballpark in Downtown Greensboro. It will include a DJ and live music on the field adjacent to Elon Law School, five to seven food truck options for dining, as well as other games and entertainment.

Parking options include VIP parking in cooperation with the Guilford Merchants Association, with general parking options downtown as well as at the Bellemade Parking deck adjacent to the festival. We encourage visitors to extend their evening by visiting our local businesses and parks in downtown Greensboro!

Winery List: Native Vines Winery; Grove Winery; Slightly Askew Winery; Southern Charm Winery; Weathervane Winery; Stonefield Cellars Winery; Woodmill Winery; Country Squire Winery; Fiddler's Vineyard, NC Viticulture and Enology...more to come!

Music and Entertainment:

The Stephen Legree Band ; Brothers Pearl (Sound by Walden Sound Production)

Use promo code: **WYNDHAM** to receive \$10 off of your ticket!

[Click Here For Tickets!](#)



Taste Carolina Wine Festival (Stonefield Cellars will be there!)

September 22 @ 12:00 pm - 5:00 pm



After taking a year off, the Taste Carolina Wine Festival is back, this time appearing in downtown Greensboro. Stonefield Cellars will be participating in this festival and would love to see you there! If you plan attending the festival and would like to place an order for your favorite wine (we bring only 6 or 7 of our wines and may not have your favorites), call

ahead to purchase and we will bring your wine to the festival for you to pick up!

greensboro
NORTH CAROLINA
Convention & Visitors Bureau

[PLACES TO STAY](#)

[THINGS TO DO](#)

TASTE CAROLINA WINE FESTIVAL

The Taste Carolina Wine Festival will bring dozens of local wineries together in Greensboro. The festival will be held on September 22 and features many of North Carolina's finest wineries. The festival will include a DJ and live music on the field adjacent to Elon Law School, five to seven food truck options for dining, as well as games and entertainment.

[Tickets on sale now](#)