

City of Pflugerville Post Event Evaluation

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| Event name: Pfall Chili Pfest | |
| Date: October 19, 2019 | Location: Downtown Pflugerville |
| Estimated attendance: > 6,000 | Budget: \$ 24,146.51 |

Purpose Statement

The primary purpose of Chili Pfest is to attract visitors to Downtown Pflugerville and increase awareness of Pflugerville as a destination regionally.

Successes

- The attendance was estimated to be the highest ever for this event
- Over 43 vendors and 30 Chili Cook-off Teams participated in this event
- The addition of the pickle eating contest was a huge success with over 50 participants for both contests
- Spectrum news did an on-site of the event- first time this has ever happened
- The car show saw a large crowd, and the added signage helped. I would change voting/sign-up for the future.
- The expansion of the kid's area was great, look for more shaded options.
- Volunteers, staff & PD were great especially when we had lost children looking for parents. The use of the radio's and suite 500 was a good choice.
- The addition of the City of Pflugerville winner chili-cook off award was well received and went to a deserving team.
- Facebook promotion was high with over 343.2k reached and over 29.3k responded "interested" or "yes". With all organic reach no \$\$ spent. Has a regional reach with 33% of people responded that live in Austin.

| Challenges | Solutions |
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| PDA Ticket booths ran out of cups before the event was over and left early. Low participation and communication (in the event planning committee and as vendors) | Plan on over 5,000 cups being made, possibly take this on as a city and or have a back-up if PDA stops selling early. And moved ticket booth locations, clarify expectations and needs during the event. |
| Pflugerville Downtown Association does not disclose the funds they earn from this event or what they use them for, nor is there any type of formal agreement between the City & PDA. | Look to create a legal binding contract that will hold city expectations of what will and not be allowed moving forward. |
| Pflugerville Downtown Association had a third party stuff the bags of cups and tickets in which business flyers were also placed. | Look for city volunteers or staff to take this over. |

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| Election season for the City puts a strain on the event with candidates using the event to campaign. | Move the event to the second weekend of November and create specific rules about candidate booths, solicitation and handing out any material. |
| Take a look at current sponsorship practices. | Create/update sponsorship agreements and levels and market this more to the public. |
| How do we collect feedback from the community? | Look to add surveys at city booth and or entrances. We do feedback emails with cook 7 vendors. |
| Local marketing. | Expand the reach of our marketing for this event to beyond the Austin region to make this a destination event. |
| Lack of food choices for “meals” | We had 15 food vendors but many were cottage & dessert, look to add more “meal” type of food vendors. |
| How do we increase cook-teams? | Look for ways to help cook teams off-set costs especially with the new food permit costs. Also advertise which type of chili each booth is selling. |
| Overcrowded lines made it harder for any traffic to flow through the streets. | Look at spreading out cook teams down other streets and shutting down railroad. |
| Create stronger sponsorship agreements and rules around marketing and partnership, especially for Hanover’s. | The pfood gin trucks collaboration with Chili Pfest logo was not approved, the eating contest MC change and the banners were all not approved by Special events coordinator or Parks department. |
| Temporary Food Permit fees will increase in 2020 and could affect booth fees and cook-team applications. This could alter participants and the cost/revenue of the event. | Cook-teams will now need to cook 15 gallons of Chili on site instead of only the judged portion. They will also have a higher temporary food permit that will add to the already tremendous costs of supplies for the event. |
| Lack of seating and or places to cool-off along with the event feeling a bit separate. | Look to add a tented area for seating, possible hydration station and or some chairs and tables throughout the event. Look to add more maps throughout the event that state all of the activities and times and possibly a larger one near the stage. |
| Handicap parking in Suite 500 was overcrowded and managed poorly. | Get with PD & Streets about a better solution and add cones. Look for other locations for additional parking |
| Main street traffic control for cook & vendors in the morning. | Create more sign’s for check in and arrowed sign’s also remind cooks and vendors of time street closes & opens. |

Chili Pfest Financial Report

October 19, 2019

Festival Expenses

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| Personnel (at event) | \$ 9,794.85 |
| Logistics/Equipment Rental (portables, tables, chairs, tents, golf carts, radios, barriers) | 4,710.00 |
| Promotion/Advertising | 3,081.25 |
| Kid's Area Entertainment & Activities | 2,223.00 |
| Entertainment (performers, sound tech, car show) | 2,216.00 |
| Shuttle Buses | 1,465.00 |
| Awards | 450.00 |
| Cook-off supplies | 140.85 |
| Decorations | <u>65.56</u> |
| Total Expenses | <u>\$ 24,146.51</u> |

Offsetting Revenues

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| Booth Application Fees | \$ 5,985.00 |
| Sponsors | <u>2,000.00</u> * |
| Total Offsetting Revenues | <u>\$ 7,985.00</u> |
| Net Cost | <u>\$ 16,161.51</u> |

* Does not include in-kind sponsorships received for:
staff food from Texas Roadhouse
use of property from Gene Hassell Dentistry
use of property from Comerica
jalepeno contest host from Hanovers

Pflugerville Downtown Association (PDA) collected approximately \$20,000 on the sale of tasting cups.

