

*toast
savor
relish
celebrate
experience
the decade.*



CHARLESTON[®]
WINE + FOOD

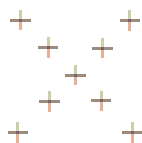
A non-profit charitable organization



FESTIVAL 101



The BB&T Charleston Wine + Food Festival® is a non-profit organization that celebrates the renowned food culture of Charleston, SC during a five-day event the first weekend of every March. With a local food culture rich in tradition, James Beard Award-winning chefs, and the best city to visit in the world (according to *Condé Nast Traveler's* 2013 Readers' Choice Awards), the Festival infuses home-grown flavor with top chefs, winemakers, authors, storytellers and food enthusiasts.



experience the decade
March 4-8, 2015

The Festival has steadily contributed to our local economy. In 2014, our total contribution to the Charleston-area economy was

\$9,800,000

Since its founding in 2006, the Festival has generated an overall economic impact totaling over \$31 million. The Festival also creates hundreds of jobs, spends 90 percent of its budget locally and does the most recycling of any festival in Charleston.



OUR MISSION

A celebration of Charleston's culinary excellence and renowned culture, which benefits scholarship programs for the culinary and hospitality workplace.

FEATURED GUESTS

The caliber of guest chefs, beverage professionals and authors featured at the Festival each year is outstanding.

Top-ranked chefs have included: **Hugh Acheson, Michael Anthony, John Besh, Daniel Boulud, Marco Canora, Andrew Carmellini, David Chang, Tom Colicchio, Bobby Flay, Mark Ladner, Daniel Patterson, Ben Shewry, Frank Stitt and Marc Vetri.**

Noted winemakers and beverage professionals such as **Jean-Bernard Delmas, Laurent Drouhin, Merry Edwards, Evan Goldstein, Rajat Parr, Andrea Immer Robinson, Doug Shafer, Diane Flynt and Bobby Stuckey** have also participated. In addition, national media and authors including **R.W. Apple Jr., Jennifer Cole, John T. Edge, Barbara Fairchild, Gabrielle Hamilton, April Bloomfield, Andrew Knowlton, Matt Lee and Ted Lee, Hunter Lewis, Sara Moulton, Ruth Reichl and Christina Tosi** have been featured.

For a complete list of past guest participants, visit

charlestonwineandfood.com

The Festival's Culinary Community Partner for 2014 was GrowFood Carolina, an important food hub in downtown Charleston that connects area farmers with local retailers and restaurants.

\$305K

has been donated to area charities and scholarships since the Festival's inception in 2006. Each year #CHSWFF gives back through culinary-related scholarship programs at the Art Institute of Charleston, the Culinary Institute of Charleston and the College of Charleston.



BY THE NUMBERS

Study conducted by the College of Charleston's Office of Tourism Analysis.

64%

approximate number of Festival visitors from the Charleston tri-county area

36% non-local

52

average age of non-local Festival attendees

49 locals

11%

of non-local guests had never been to Charleston

86% plan to return

51%

of guests have a college education and graduate studies

Most non-local guests came from areas including:

Atlanta

GA

Charlotte

NC

Jacksonville

FL

New York City

NY

Washington

DC

72%

household incomes \$100K+

Festival guests joined from 41 states, 4 Canadian Provinces (Alberta, British Columbia, Nova Scotia and Ontario), the Caribbean Islands, Puerto Rico and the US Virgin Islands, European visitors from Denmark, Belgium and England - and as far away as New South Wales, Australia

The Festival welcomed over

21,500

to more than 100 events throughout the weekend.

68%

of non-local guests stayed in paid hotel accommodations for an average of 5 nights

\$934.00

average total spending per out-of-town guest (up from \$877 in 2013)

90%

of the Festival's \$2 million operating budget spent locally

\$689K

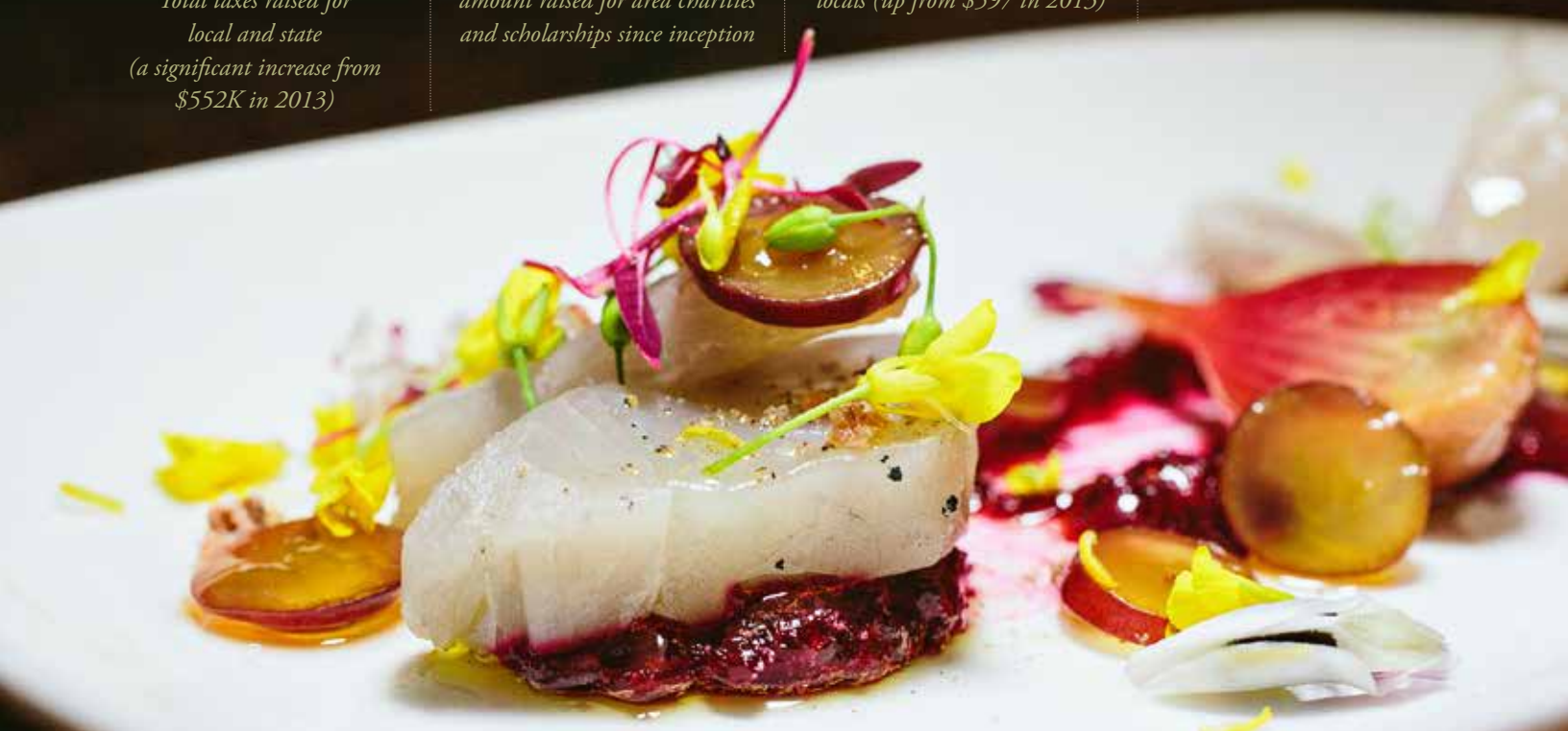
Total taxes raised for local and state (a significant increase from \$552K in 2013)

\$305K

amount raised for area charities and scholarships since inception

\$723.00

locals (up from \$597 in 2013)





MARKETING

The Festival generated over 115 million media impressions through editorial coverage for the 2014 year in addition to impressions from advertising, out-of-home, direct mail campaigns, marketing promotions, social media and other initiatives. Marketing efforts target consumers interested in food, beverage, and travel and have a reach encompassing all 50 states as well as Canada and the United Kingdom.

PROGRAM

Distributed widely to our target audience through direct mail and newsstands in February 2015, as well as on-site at the Culinary Village in Marion Square throughout the weekend. Includes details on events, maps and guides for the entire Festival weekend. **(40,000+ impressions)**

POSTER

The Festival commissions the Official Poster, featuring original artwork by a local artist, to promote the Festival by being displayed in businesses throughout the Charleston area including participating restaurants and hotels as well as key Festival sponsors. **(40,000+ impressions)**

TICKET BROCHURE

The full-color, multi-page ticket brochure promotes select events taking place during the Festival along with highlights from the list of guest and local chefs, authors, media and beverage professionals participating in this year's Festival. **(25,000+ impressions)**

POSTCARDS

Full-color postcards for initiatives including ticket promotions and ticket on-sale date are sent to targeted lists including previous Festival guests, out-of-town ticket holders, James Beard Foundation and Southern Foodways Alliance membership lists, and guests in key target markets. **(25,000+ impressions)**

WEBSITE

The Festival website received 490,693 page views and 85,000 unique visitors from across the country from September 2013 – March 2014. An updated website will re-launch in Fall 2014 with the 2015 Festival event schedule, sponsors, participating local and guest chefs, authors, beverage professionals, and more.

E-NEWSLETTERS

Monthly e-newsletters are sent to subscribers with the latest news on Festival events, charitable efforts, guest and local participants, event schedule updates and additions, promotions, discounts and more. **(15,000+ impressions)**

APP

The native app organizes all of the elements of the Festival from events to participants, Culinary Village areas and vendors, and recommended venues throughout Charleston. With over 1,500 users in our inaugural year enjoying links to sponsors and their messages, the complimentary app was highly rated in our post-Festival survey and will be a key asset for 2015 Festival goers. **(Impressions: 67,300+)**

SOCIAL MEDIA

#CHSWFF social media boasts over 22,000 natural followers across key outlets including Facebook, Twitter, Instagram, Foursquare and Pinterest. Our audience is on-line, engaged, affluent and well-connected. Through dynamic content, imagery, videos, and promotions, we share news about Charleston, the culinary community, and our sponsors that engage and delight. **(Impressions: 4,500,000+)**

ADVERTISING

The Festival advertised in the following outlets for 2014:
Southern Living Magazine
Atlanta Magazine
Charleston magazine
Charleston City Paper
Charlotte Observer
Chicago Magazine
Every Day with Rachael Ray
The Post & Courier
The Local Palate

MEDIA COVERAGE

The 2014 Festival was featured in 180+ media outlets, including:
Wall Street Journal
USA Today
Atlanta Journal-Constitution
Huffington Post
Zagat.com
Eater.com



#CHSWFF



THE TEAM

STAFF

Gillian Zettler
Executive Director

Cathryn Davis Zommer
Director of Communications

Zach Norris
Creative Director

Austin Nelson
Development Manager

Erin Connelly
Events Manager

Kristen Blackmon
*Administrative and Special
Projects Coordinator*

BOARD

EXECUTIVE COMMITTEE

John A. Wallace, Jr.
Chair

Randall Goldman
Vice Chair

Melonie Hammond-Trace
Treasurer

Richard Jerue
Immediate Past Chair

MEMBERS

Randy Byerly
Patrick Emerson
Laura Hewitt
Helen Hill
Frank McMahon
Steve Palmer
Michael Saboe
Dillon Snider

FRIENDS

Melinda Allen
Carolyn Bishop-McLeod
E. Boineau & Company
Steve + Milvia Burns
Marc Chardon
Christian + Jennifer Clark
Melissa Clegg
Ann D. Fitts
Tim + Kelly Greene
Melonie Hammond-Trace
Donnette Hansen
Mr. + Mrs. William Hewitt
Chip Hoover
Nancye Starnes + David Hughes

Richard Jerue
Jim + Bettie Keyes
Lisa + Glenn Kline
Ms. Peggy Lewis
Annette Lombardi
Mr. + Mrs. Robert Maguire
Weesie + Tradd Newton
Stuart + Robin Reeves
Marcia + Denny Seremet
Mr. + Mrs. Martin & Kelly Skelly
Andi Volpe
Mr. + Mrs. John A. Wallace, Jr.
Rick Widman + Linn Lesesne



#CHSWFF

experience the decade: March 4-8, 2015

For more information please contact: info@charlestonwineandfood.com

**PO BOX 22823
CHARLESTON, SC 29413
CHARLESTONWINEANDFOOD.COM**