

*Strawberry Sunshine Inn
Monterey, California*



*Emily Lay
RPTS 311-501
Comprehensive Program Plan
Spring 2015*

-Table of Contents-

Stage A

<i>Mission and Vision Statements.....</i>	<i>2</i>
<i>Strategic Plans and Goals.....</i>	<i>2</i>
<i>Job Descriptions.....</i>	<i>3</i>
<i>Organizational Hierarchy.....</i>	<i>4</i>
<i>Venues.....</i>	<i>5</i>

Stage B

<i>Demographics.....</i>	<i>7</i>
<i>Program Development.....</i>	<i>9</i>
<i>Planning and Performing Objectives.....</i>	<i>10</i>
<i>Animation Sequence for Wine Dinner.....</i>	<i>11</i>
<i>Animation Sequence for Easter Egg Hunt.....</i>	<i>12</i>
<i>Animation Sequence for Chamber Meetings.....</i>	<i>14</i>

Stage C

<i>Operational Strategies.....</i>	<i>15</i>
<i>Venue Arrangements.....</i>	<i>16</i>
<i>Special Arrangements.....</i>	<i>16</i>
<i>Inclusion Plan.....</i>	<i>16</i>
<i>Equipment, Supplies, and Materials.....</i>	<i>17</i>
<i>Budget</i>	<i>18</i>
<i>Promotion Plan.....</i>	<i>19</i>
<i>Registration Plan.....</i>	<i>19</i>
<i>Staffing.....</i>	<i>19</i>
<i>Registration Form.....</i>	<i>20</i>
<i>Timeline for Set-Up.....</i>	<i>21</i>
<i>Animation Sequence.....</i>	<i>22</i>
<i>Risk Management.....</i>	<i>23</i>
<i>Management Plan.....</i>	<i>24</i>
<i>Wrap Up.....</i>	<i>25</i>

Stage D

<i>Evaluation Form.....</i>	<i>26</i>
<i>Summary and Analysis.....</i>	<i>27</i>
<i>Recommendations.....</i>	<i>28</i>
<i>Appendix.....</i>	<i>30</i>
<i>April 2015 Invitation.....</i>	<i>31</i>
<i>April 2015 Menu.....</i>	<i>32</i>
<i>Risk Management Plan.....</i>	<i>33</i>
<i>Special Arrangement Contract.....</i>	<i>34</i>
<i>Venue Arrangement.....</i>	<i>35</i>

Stage A: Agency Culture

Strawberry Sunshine Inn
Monterey, California

Job Descriptions:

General Manager/Owner (Me):

Oversees daily inn operations. Manages a staff of approximately 5-10 people. Controls finances and budget for kitchen, inn, salaries, and all other operations. Must be able to stand and walk for extended periods of time, lift 50 lbs, and jump in where needed.

General Manager is in charge of planning and marketing all events for the inn and keep operations running throughout the peak/off season.

Sous Chef:

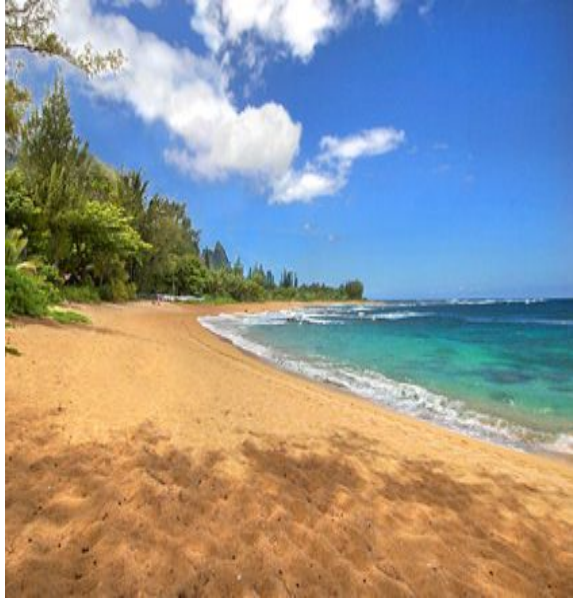
Assists general manager (me) in menu planning and purchasing. Supervises a kitchen staff of approximately 3, during peak times. Must be able to exhibit classical culinary skills and stay on feet for several hours at a time. The ability to lift 50+ lbs and quick thinking are important. Quick paced and flexible job, full time during peak season (April-October) and part time during off season. All other tasks not mentioned will be appropriately assigned by GM. Bachelor's degree in Hospitality or related field and three years of experience preferred.

Organizational Hierarchy

Venues

Dining Room:

Breakfast, lunch, and dinner service provided for guests in the dining room. Farm fresh menu. Used for monthly wine tasting dinners, wedding receptions, and local chamber of commerce meetings every month. Complete with outdoor patio seating overlooking the coastline.



Beachfront property:

Privately owned by Strawberry Sunshine, this beach can be used by patrons for parties, weddings, or even just a quiet day at the beach. Additional rental fees for beach and equipment apply.

Stage B: Targeted Program Development

Demographics

People QuickFacts	Monterey County	California
Population, 2014 estimate	NA	38,802,500
Population, 2013 estimate	428,826	38,431,393
Population, 2010 (April 1) estimates base	415,057	37,254,503
Population, percent change - April 1, 2010 to July 1, 2014	NA	4.2%
Population, percent change - April 1, 2010 to July 1, 2013	3.3%	3.2%
Population, 2010	415,057	37,253,956
Persons under 5 years, percent, 2013	7.8%	6.5%
Persons under 18 years, percent, 2013	26.5%	23.9%
Persons 65 years and over, percent, 2013	11.6%	12.5%
Female persons, percent, 2013	48.6%	50.3%
Housing units in multi-unit structures, percent, 2009-2013	20.0%	31.0%
Median value of owner-occupied housing units, 2009-2013	\$362,400	\$366,400
Households, 2009-2013	125,428	12,542,460
Persons per household, 2009-2013	3.20	2.94
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$24,775	\$29,527
Median household income, 2009-2013	\$59,168	\$61,094
Persons below poverty level, percent, 2009-2013	17.0%	15.9%
Business QuickFacts	Monterey County	California
Private nonfarm establishments, 2012	8,305	864,9131
Private nonfarm employment, 2012	99,143	12,952,8181
Private nonfarm employment, percent change, 2011-2012	2.7%	2.0% ¹
Nonemployer establishments, 2012	23,934	2,926,065
Total number of firms, 2007	31,711	3,425,510
Manufacturers shipments, 2007 (\$1000)	2,227,640	491,372,092
Merchant wholesaler sales, 2007 (\$1000)	D	598,456,486
Retail sales, 2007 (\$1000)	4,541,144	455,032,270
Retail sales per capita, 2007	\$11,293	\$12,561
Accommodation and food services sales, 2007 (\$1000)	1,197,083	80,852,787
Building permits, 2013	436	80,742

Quickfacts provided from the United States Census Bureau:
<http://quickfacts.census.gov/qfd/states/06/06053.html>

Demographics of Monterey, California

Approximately \$1,197,083,000 is spent yearly on accommodation and food sales, which makes having an inn in this area profitable. Additionally, since Monterey is on the southern coast of California, it attracts many tourists, which adds to local spending and age/family demographics. Being an inn close to the beach will attract not only the 48% of females located in the area, but the families AND young couples who flock here for vacation as well.

Strawberry Sunshine Inn strives to provide a warm inviting atmosphere through the use of farm fresh menus, community building activities, and captivating landscapes. Being located in California allows for the access for fresh ingredients, including but not limited to, seafood, vegetables, fruits, and wines. Additionally, by holding monthly chamber of commerce meetings on premise, we open up the inn to 8305 private business owners and their employees.

	Program 1	Program 2	Program 3
Name of program	Wine Tasting Dinner	Easter Egg Hunt	Chamber of Commerce Meetings
Statement of need	The wine tasting dinner is needed to attract locals and tourists alike, needed for desirable destination.	Needed for off peak season traffic and for family spending.	Needed for community building relationships between privately owned businesses.
Target population	Targeted toward population 48% of women and tourist population.	Targeted toward families of tourists, 7.8% of children under 5 and 125,000 local households.	Targeted toward 8305 private business owners and their employees.
Management by objective goals	By the end of each monthly dinner, all attendees will understand the pairing of wines with menu items and be able to appreciate the freshness of ingredients.	Each year, local children will look forward to this beach wide Easter egg hunt and invite their friends along. By the third year running, it will be the largest public event held in the city of Monterey.	Holding monthly Chamber of Commerce meetings will allow the owner to network with other business partners, double its guest turnover, and create a leadership opportunity for GM (me).
Different programming formats	-Wine tasting dinner -Wine club -Cooking with wine classes	-Easter Egg Hunt -Make your own easter eggs workshop	-Chamber of Commerce meetings -Member of Chamber of Commerce
Special Event? (y/n)	no	yes	no

Planning and Performing Objectives:

Planning

Wine Tasting:

1. Strawberry Sunshine will operate a monthly wine dinner consisting of approximately 50 guests.
2. The menu provided will provide only the freshest local ingredients from or around the Monterey, CA area.
3. Servers/Sommelier (contracted out from local winery) will take five minutes in between each course to explain the wine and why it was paired with each dish.

Easter Egg Hunt:

1. A yearly special event run by Strawberry Sunshine for local families and non peak tourists.
2. SS will provide all entertainment and refreshments for a nominal entrance fee.
3. The beachfront will be utilized for egg hunt, entertainment, and a snack set up

Chamber of Commerce Meetings:

1. These meetings will be held monthly in the dining room.
2. All interested/members of the chamber of commerce will gather to discuss funding, local politics, and networks.
3. Light refreshments will be provided.

Performance:

Wine Tasting:

1. Guests will be able to name wines and courses consumed.
2. Guests will taste the difference in the farm fresh ingredients and leave with a lightly full stomach!

Easter Egg Hunt:

1. Children will sharpen their observation skills by finding skillfully hidden easter eggs.
2. Guests will appreciate the homey and friendly atmosphere, with a large family style Easter dinner following the day's festivities.

Chamber of Commerce Meetings:

1. Meetings will end with all owners being informed on current issues in the Monterey area.
2. Members will have the ability to rent a room/service or dine at Strawberry Sunshine for a discounted cost.

Animation Sequence for Wine Tasting Dinner

<u>Stages:</u>	<u>Description</u>	<u>Smooth or hard transition?</u>	<u>Emotional effect</u>
<i>Arrival</i>	<i>Guests will arrive to Strawberry Sunshine Inn where they will be greeted at the door by general manager and directed to the check in table, operated by the dining room staff.</i>	<i>Hard transition/ directed by door greeter</i>	<i>Guests will feel at home the moment they step through the door, by being greeted and offered to take coats, bags, etc.</i>
<i>Check-In Process</i>	<i>Guests will walk to check in table, where they will check in, pay for extras, pick up their table numbers and head in to the dining room.</i>	<i>Hard transition/directed to dining room by check in staff.</i>	<i>Once again being greeted, and feeling very comfortable about their surroundings</i>
<i>Seating and Hors D'oeuvres</i>	<i>Table numbers will be clearly displayed as part of the centerpiece, guests will find their seats/ grab a drink from the bar/enjoy passed hors d'oeuvres</i>	<i>Soft transition from dining room to bar to table, as socializing dies down and guests get hungry.</i>	<i>Overall feeling of enjoyment, socializing with other guests of the hotel/community members/etc.</i>
<i>Courses (approx 1-5)</i>	<p><i>Courses:</i></p> <ol style="list-style-type: none"> <i>1. Soup/Salad</i> <i>2. Fish</i> <i>3. Meat/Chicken</i> <i>4. Intermezzo Sorbet</i> <i>5. Dessert</i> 	<i>As food is served and cleared, Sommelier (wine expert) will explain each food and wine pairing for every course, informing guests why they pick each wine for each course. (Hard)</i>	<i>Each course will be even more delicious than the next, satisfying guests' palates</i>
<i>End of dinner</i>	<i>Exit guests</i>	<i>Soft, as courses finish</i>	<i>Satisfied</i>

Animation Sequence for Easter Egg Hunt

<u>Stages</u>	<u>Description</u>	<u>Smooth or Hard transition</u>	<u>Emotional effect</u>
<i>Arrival</i>	<i>Guests will park in lot or be directed to overflow lot. They will enter through the main entrance of the inn where they will be greeted by the Easter bunny.</i>	<i>Smooth transition, guests are following the flow of car and foot traffic.</i>	<i>The entrance will cause excitement in the children when they are greeted by the easter bunny.</i>
<i>Upon Entering</i>	<i>Guests will be ushered to the common living room to fill up on Easter snacks while the Easter eggs are being hidden.</i>	<i>Hard transition, Easter Bunny will direct guests to the living room.</i>	<i>Anticipation</i>
<i>Easter Egg Hunt</i>	<i>The children and their parents will be grouped up and led out to the beachfront where tables and a bar will set up for parents to relax. Children will be handed Easter baskets. Once everyone has one, the Easter Bunny will blow a whistle and kids will begin to find the Easter Eggs.</i>	<i>Hard transition, the Easter Bunny will lead.</i>	<i>Excitement and anticipation for the hunt to begin. Parents will feel comfortable and relaxed.</i>
<i>End of Hunt</i>	<i>When all eggs are found, the kids will go find their parents at the tables and take a seat. Menus will be passed out for the Easter dinner.</i>	<i>Hard transition, kids are told where to go, and the passing out of menus signals that dinner will begin soon.</i>	<i>Hunger.</i>
<i>Easter Dinner</i>	<i>Food will be placed on the table and passed around family style. Guests will eat and chat as they please</i>	<i>Smooth</i>	

<i>End of Dinner and exit</i>	<i>After dessert has been finished, guests will be thanked by the General Manager, asked to take home leftovers, and dismissed. GM will stick around to socialize and for any questions guests may have.</i>	<i>Hard transition when told they can leave, smooth transition because they are welcome to stay around for as long as they please</i>	<i>Satisfaction</i>
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Animation Sequence for Chamber of Commerce Meeting

<u>Stages</u>	<u>Description</u>	<u>Smooth or Hard transition</u>	<u>Emotional effect</u>
<i>Arrival</i>	<i>Business owners and members will park and arrive through the front entrance. They will be directed into the main dining room by front desk personnel. When they enter the room, they will pick up an agenda and a nametag to be identified, then find a seat.</i>	<i>Hard; arrivals will be directed where to go</i>	<i>None</i>
<i>Meeting</i>	<i>When all attendees are present, the meeting will begin with a call to order. President will go over agenda, bring up talking points, introduce speakers, and open up the floor to anyone who wishes to speak</i>	<i>Soft; it's all about the timing</i>	<i>None</i>
<i>Exit</i>	<i>General manager will thank everyone for coming, invite members to stay for dinner with the guests.</i>	<i>Soft</i>	<i>None</i>

Stage C: Operational Strategies

Program title: Wine Tasting Dinner

This dinner is open to all occupants, locals, tourists, and travellers aged 21 or over. Strawberry Sunshine Inn provides a five course meal, each course paired with a different wine, of which are grown and produced locally. Each month will highlight a new vineyard, grower, and/or wine maker. It is held monthly in our gorgeous dining room overlooking the Pacific Ocean. Weather permitted, it will be held outdoors on our patio. Strawberry Sunshine Inn takes great pride in the local community and believes that is important to give credit to all the culture that we are so lucky to be immersed in, here in the great state of California!

Need:

As Californians, we are are very conscious of our local farms and take great pride in our fertile lands. The need for this program comes from the belief that fresh, local ingredients are not only good for your body but good for your soul as well. Our dinners foster professional and personal relationships while also providing our guests with cultural exposure.

Our mission:

We strive to provide a warm, inviting atmosphere and love for surrounding communities. By holding this monthly dinner we are able to network with fellow business owners in surrounding areas, celebrate our great culture, and eat and drink locally and most importantly, fresh.

What we want YOU to get out of this:

By the end of this dinner, each guest will have; been educated on different local wines and wineries, learned how to pair these delicious wines with fresh dishes they can cook themselves, and gotten to know the community around them through conversation, great food, and even better wine!

Staging the program

Venue Arrangements:

Weather permitting, the outdoor dining patio will be used for this event, with 10 round tables in total, seating 8 people each. If the weather is not ideal, we will hold it in the dining room, with the same set up. At the entrance there will be two large seasonally appropriate floral designs flanking each side of the door. When guests walk through the doors, they will be greeted by staff, who will be passing around hors d'oeuvres. Guests will mingle and slowly find their table.

On the left hand side of the dining room will be a long rectangular table, with a floral centerpiece appropriately matching each table centerpiece as well as the arrangements at the entrance. This rectangular table will include the wine setup, open for each winery owner/grower that attends to display their products, offer samples, brochures, business cards, etc.

Attached is a floor layout of what the venue setup will look like.

Special arrangements:

Strawberry Sunshine will partner with local wineries to provide the drink portion of the event. As we are covered with a beer/wine license, the sale and consumption of wine on premise will not need a special arrangement.

Contractual agreements will be discussed on a case by case basis. We are not responsible for transportation, setup, or marketing fees. All representatives of each winery assume responsibility for all of these costs and all proceeds of product sales will go directly to the winery and representative. We require a list of desired wines to highlight to be submitted one month before event date. Please see attached example of the contract for further information.

Inclusion Plan:

As per ADA regulations, all bathrooms on premise are handicapped accessible. We offer handicapped parking spaces and table accomodation for those who require or need it. All patrons 21 and over are welcome to join, regardless of disability, geographic location, social class, and any other differential characteristics. A great time will be had by all! We strive to accommodate any and all who want to attend. If you have any questions or concerns please don't hesitate to contact us!

Equipment, Supplies, and Materials needed

- *Linens for 10 round tables and one rectangular table (including but not limited to; tablecloth and napkins)**
- *10 round tables, 80 chairs, one long rectangular table**
- *Table decor (including, but not limited to; menus for each place setting, place cards, table numbers, centerpiece add-ons)**
- *Menu ingredients/recipes for each course item*
- *glassware, silverware, and dishes**
- *13 matching floral arrangements. 10 small round centerpieces, 2 large round standing pieces and 1 rectangle centerpiece.*
- *Wine (provided by outside contract)*

**supplies already owned by Strawberry Sunshine Inn*

See attached budget worksheet.

Strawberry Sunshine Projected Wine Dinner Budget		
**costs are subject to change based on menu		
menu cost	5 courses x 80 guests	\$4,000
floral costs	13 arrangements (3 large)	\$500
staffing**	4 kitchen staff, 6 service staff	\$107.25
	**staffing fees per hour	
	\$107.25 x 10 hours	\$1,072.50
	TOTAL	\$5,572.50

Breakeven price point: \$69.66/guest

$$69/.70 = 98.56$$

70% food cost price point: \$98.56/guest.

Cost for event: \$100/guest OR a reservation fee of \$680 per table.

Justification for budget:

13 arrangements-

10 small @ \$30/arrangement

3 large @ \$165/arrangement

Staffing fees-

4 kitchen staff: 1 @ \$20/hr

3 @ \$15/hr

6 service staff: 6 @ \$7.25/hr

Promotion Plan:

A sample of the invitation can be found in the appendix.

Other promotions include the use of social media, partnership with local wineries, word of mouth, and discounted rates for frequent attendees.

The use of social media will be utilized throughout the month to promote the following wine dinner. Strawberry Sunshine will contact local wineries in the beginning of each month to determine if they want to participate in one of the following months' dinner.

Registration Plan:

Registration will be available three weeks before the event, on site and online. Day of registration will be accepted until maximum capacity (80) is reached. Refer to website for updates on availability. All guests will pay for event upon registration. In the case of guest cancellation, we will refund 45% of the cost and offer a discount on next month's dinner. In the case that Strawberry Sunshine Inn cancels the dinner, we will contact ALL attendees via email and personal phone calls and refund 100% of their money, plus a discount on the following month's dinner.

Strawberry Sunshine will only cancel in the case of unforeseen events such as a natural disaster, serious illness, or injury,

Please see copy of registration form for more information.

Staffing and orientation:

All staff is hired by Strawberry Sunshine Inn and is required to go through the standard orientation process that all SSI employees go through. No extra staff will be used for the day of the event with the exception of the wine representative, paid and trained by the winery provided.

Our orientation focuses on the philosophy that each and every employee is a valuable asset to Strawberry Sunshine Inn and we take pride in the service and products that we serve each guest.

Registration for April 2015 Wine Dinner

of guests in party: _____

Point of contact name: _____

Phone number: _____

Email: _____

Special requests, food allergies, or accommodations:

Please return by mail, person, or email.

Physical and mailing address:

Strawberry Sunshine Inn
% Wine Registration
125 Beach Way
Monterey, California

Email: registration@strawberrysunshineinn.com

Please note that in the chance of guest cancellation a 45% refund of payment will be issued to original tender.

In the case that Strawberry Sunshine cancels, 100% refund will be issued, with the option of attending the next month's dinner at a 15% discounted cost.

In the case that a manager is not present during set-up, this timeline should be followed accordingly.

Guest arrival and seating will start promptly at 7 pm.

3:30 pm: *General Manager (or replacement) will accept flower delivery, to be delivered to outdoor patio area or dining room in case of inclement weather.*

4:00 pm: *Kitchen staff will arrive in clean, tidy uniforms and begin prep for meal. Previous meal prep has taken place over the course of the week. Sous chef will have a copy of the menu, with a list of ingredients and expected plating techniques, outlined by general manager ahead of time.*

5:30 pm: *Service staff will arrive in uniform. Neat and tidy appearance expected. Following the room layout, will set up accordingly (patio set up unless weather does not permit).*

6:00 pm: *Linens will be set on tables, napkins previously folded and stored on the top shelf in the servery. Centerpiece arrangements will be placed on each table, including the large rectangular one on the wine display table.*

Wine representative is expected to arrive at this time, having previously met with GM and Sous chef the day before. He or she is responsible for their individual table set up. Silverware will be set up in traditional formation, no plates in place setting.

6:45 pm: *Staff will begin preparing trays of passed appetizers. GM (or replacement) must remain at check in table to register the day of guests and greet those who have already registered. One service staff will remain at the door to direct guests to their seats, greet guests, and answer any questions they may have.*

7 pm: *Guests begin to arrive.*

Animation Sequence for Wine Tasting Dinner

**following guests' arrival to dinner, use this for the event

<u>Stages:</u>	<u>Description of</u>	<u>Smooth or hard transition?</u>	<u>Emotional effect</u>
<u>Arrival</u>	Guests will arrive to Strawberry Sunshine Inn where they will be greeted at the door by general manager and directed to the check in table, operated by the dining room staff.	Hard transition/ directed by door greeter	Guests will feel at home the moment they step through the door, by being greeted and offered to take coats, bags, etc.
<u>Check-In Process</u>	Guests will walk to check in table, where they will check in, pay for extras, pick up their table numbers and head in to the dining room.	Hard transition/directed to dining room by check in staff.	Once again being greeted, and feeling very comfortable about their surroundings
<u>Seating and Hors D'oeuvres</u>	Table numbers will be clearly displayed as part of the centerpiece, guests will find their seats/ grab a drink from the bar/enjoy passed hors d'oeuvres	Soft transition from dining room to bar to table, as socializing dies down and guests get hungry.	Overall feeling of enjoyment, socializing with other guests of the hotel/community members/etc.
<u>Courses (approx 1-5)</u>	<p>Courses:</p> <ol style="list-style-type: none"> 1. Soup 2. Salad 3. Fish 4. Meat 5. Dessert 	As food is served and cleared, Sommelier (wine expert) will explain each food and wine pairing for every course, informing guests why they pick each wine for each course. (Hard)	Each course will be even more delicious than the next, satisfying guests' palates
<u>End of dinner</u>	Exit guests	Soft, as courses finish	Satisfied

Risk Management

All safety signs are clearly posted in the kitchen, along with Material Safety Data Sheets.

GM will keep record of all guest allergies. Sous chef will also have a copy of this list, corresponding with the table number that these guests occupy.

In the case of emergency, all staff members are trained on procedures in the case of emergency.

Management Plan

Networking and recruitment of wineries at monthly chamber of commerce meetings

Menu Planning.....4 weeks prior

Staff scheduling.....4 weeks prior

Promotion release.....3.5 weeks prior (monthly)

Registration open.....3 weeks prior

Linen cleaning.....2 weeks prior

Flower ordering.....2 weeks prior

Food ordering.....1 week prior

Food preparation.....1 week prior to day of event

Event

*Evaluation.....1 week following the event,
preceding menu planning for following month's dinner.*

Wrap Up:

Guests will exit dining area, thanked by GM and handed a short survey which they will be asked to fill out and submit anonymously online, by mail, or by dropbox placed in dining room.

Thank you letters will be mailed out to visiting winery and representative as well as table sponsors who purchased an entire table.

*All guests who attend will be asked to sign our guest book as they exit.
Those who leave their information will receive a handwritten thank you and extended hand of hospitality for their next stay at Strawberry Sunshine Inn.*

Stage D: Follow-Up Analysis

Wine Dinner Evaluation

Your feedback is important to us!

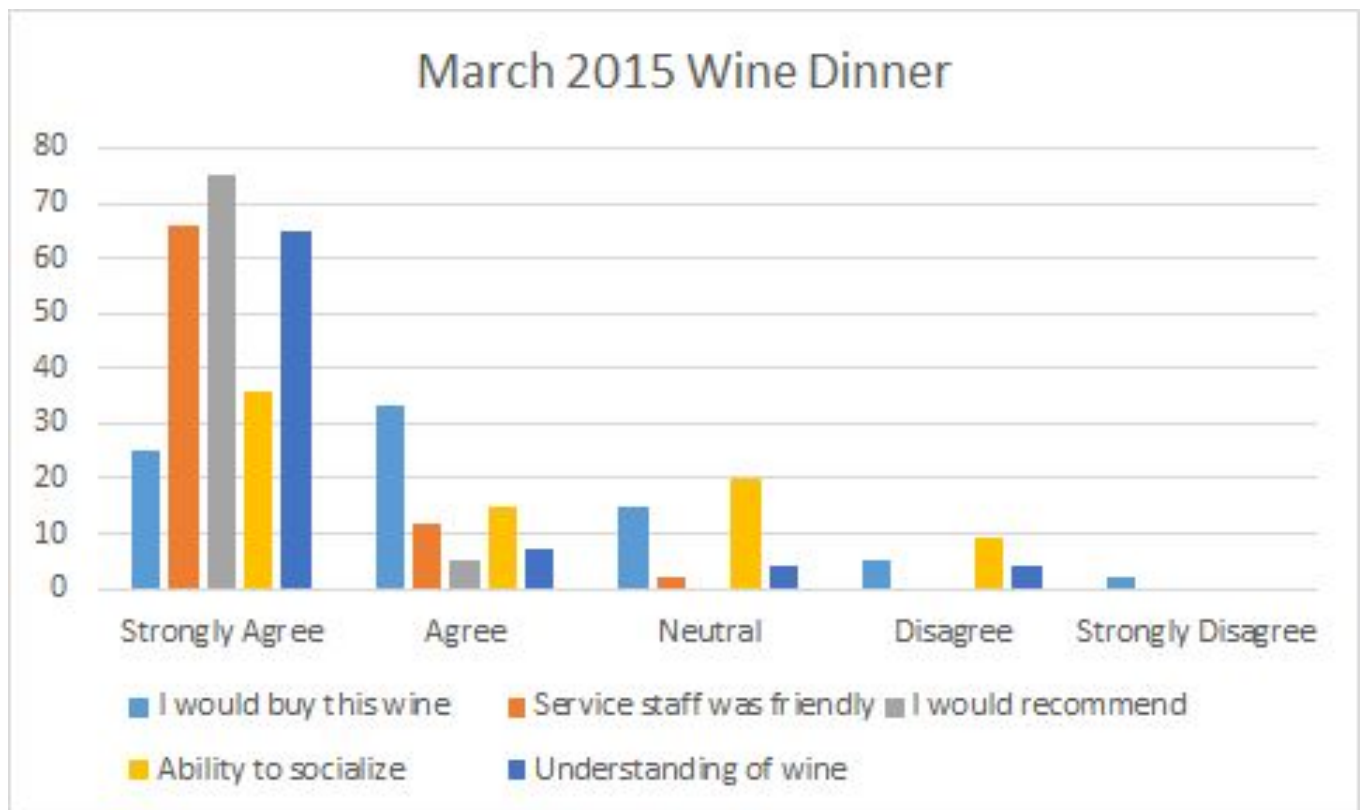
All answers are anonymous and confidential. Please respond to this short survey and return to us via dropbox located in the main dining room, by mail, or fill out our convenient online survey at winetasting.survey.strawberrysunshineinn.com. After your survey has been received, we will send you a \$5 gift certificate to use toward your next meal at Strawberry Sunshine Inn!

	Strongly Agree	Agree	Neutral/ Don't Know	Disagree	Strongly Disagree
I would buy this wine for my own personal use.					
Service staff was helpful, friendly, and prompt.					
I would recommend this event to my friends.					
I was able to meet and socialize with people from my community or areas of interest.					
I understand why each wine was paired with each course.					

Summary and Analysis

Surveys will be collected and assessed 6 days after the event. Data collected will provide information and clarification for GM in the implementation of future events.

Data collected from the March 2015 dinner:



Subject: Regarding the March 2015 Wine Dinner

From: assistantmanager@strawberrysunshineinn.com

To: emily.lay@strawberrysunshineinn.com

Emily-

93.8% of guests said that they would recommend this event to a friend.

Additionally, 82.5% of guests say that they understood why each wine was paired with each course.

Based on guest feedback, I have provided recommendations for the following months ahead:

Due to the overwhelming satisfaction of this event, there is not much I would change. Some guests were not happy with their ability to socialize with others from their communities or interest groups. We could potentially fix this by allowing guests to choose their own seats instead of placing them at their tables ahead of time.

Overall great job!

I have forwarded you an email from one of our guests with additional feedback.

Subject: FWD: March 2015 Wine Dinner

From: assistantmanager@strawberrysunshineinn.com

To: emily.lay@strawberrysunshineinn.com

Original Message: March 23, 2015

To: assistantmanager@strawberrysunshineinn.com

From: lesliepaul@gmail.com

To all at Strawberry Sunshine Inn-

I came down to Monterey for a weekend trip with my girlfriends. We had previously heard about Strawberry Sunshine Inn from a local friend who has attended some of your wine dinners. We registered online three weeks in advanced and were so excited to attend!

The venue did not disappoint! The patio is gorgeous, with the string lanterns and the beautiful floral arrangements scattered throughout the room.

From the first course to the last, nothing was left to be desired. It was an amazing trip for my dignified palate. Each wine went perfectly with every single fresh dish placed in front of us.

The general manager is such a cheerful woman, you could tell that she just brightened the whole room! She was on the floor with the rest of the service staff, making sure we had everything we needed and introducing us to locals.

Thank you so much for giving us such a great time! Fun was had by all, and we did buy 3 bottles of the Cabernet that came with the steak dish! My husband just LOVES it.

-Leslie Paul

Appendix

Join us at the Strawberry Sunshine Inn!

You're Invited

April 25th, 2015

7 o'clock p.m.

*\$100 per guest
or*

\$650 for a table of 8

*This Month's Featured Winery:
Ventana Vineyards*

*Registration form can be downloaded online at
www.winedinner.strawberrysunshineinn.com*

*Deadline to sign up
for priority is
April 15, 2015*

April 25th, 2015
Featuring Ventana Wines

Soup

Pear and carrot bisque
Ciabatta crostini

2012
Pinot Gris

Salad

Light Spring mix tossed in house
made olive oil

2013
Chardonnay

Fish

Local California trout stuffed
with mushroom and dark cherry
risotto

2012
Pinot Noir blend

Meat

Grilled skirt steak with a spicy
chimichurri sauce and roasted
fingerling potatoes

2011
Cabernet Sauvignon

Dessert

Tart Granny Smith apple sorbet
with a sweet strawberry foam

2012
Dry Rosado

Risk Management Plan

<u>Activity Steps:</u> <u>sequence of steps</u> <u>required to carry out</u> <u>the activity</u>	<u>Potential</u> <u>Hazards</u> <u>or risks</u>	<u>Rating:</u> <u>Rare:</u> <u>Unlikely:</u> <u>Likely:</u> <u>Almost</u> <u>Certain</u>	<u>Risk Control</u> <u>Measures</u>	<u>Person Responsible for</u> <u>implementing risk</u> <u>management</u>
Guests arrive and eat appetizers, find their seats, mingle, prepare for dinner	Allergic reactions, getting burnt by hot equipment or food, tripping hazard	unlikely unlikely unlikely	Depending on severity, first aid kit is supplied. When in doubt, call 911.	Service staff must be available for first aid treatment, General Manager must be informed immediately.
Dinner Service	Allergic reactions, getting burnt by hot equipment or food	unlikely	Depending on severity, first aid kit is supplied. When in doubt, call 911.	Service staff must be available for first aid treatment, General Manager must be informed immediately. Additionally, Sous Chef must keep a list of all ingredients used in dishes and highlight potential allergens.

Special Arrangement Contract

Strawberry Sunshine Inn assumes responsibility for liquor licensing and reserves the right to refuse service to guests.

_____ (company name) agrees to assume all transportation, set up, and marketing fees. All proceeds from individual sales will go to _____ (company/representative name).

Strawberry Sunshine requires that all wine lists and accommodations for representative and set up be requested in writing **no later than one month before the event.**

We offer overnight accommodations for a 50% discount, and request that all representatives arrive 24 hours before the event to discuss placement of product and to go over the menu pairings.

Representative will be responsible to inform guests about each wine before each course. This requires communication with executive chef about menu beforehand.

Please sign below if you agree to all above terms.

X _____

Date: _____

General Manager approval: _____

Date: _____

Venue Arrangement

