

## **“Garlic Fest 2.0” (More Foodie Focused)**

*“We are turning 18 this year, and we are all grown up!”*

*Implementing changes & activations that are re-envisioned & designed to add to – not deter from community.*

We have developed a new plan for our events that are re-envisioned and built to add to our community not deter from it. We are incredibly inspired by the community spirit and positive reception to the changes from this year’s Delray Affair, and we want to see that happen across the board with all our events. My team has heard the call of not closing streets loud and clear and we have been working very hard to completely re-imagine Garlic Fest to create something that is officially “grown up”. This event is 18 years old this year, and we want to use that as an opportunity to completely ‘grow up’ as an added benefit to the community – not something that is seen as taking away from Delray. What we have planned is more than just removing all of the street closures (which I believe was the biggest residents concern that we faced initially) – eliminating all the ‘carnival’ type rides and attractions (which was the 2nd concern from our commissioners) - and developing an upscale programmed event that is in line with our community as a whole.

### **NOTES / DUE DILIGENCE OUTLINE:**

- **Since 2011 Garlic Fest alone has brought home 13 International and 11 State Awards** (Total of 26 International and 40 State awards for the four events we produce)
- **2016 Implemented offsite parking & transit** (over 3,000 riders)
- **2016 implemented traffic assist at peak times; worked well to eliminate traffic congestion at peak travel times**
- **2016 Garlic Fest had 22,000 paid attendees**
- **2016 City Report:**

#### **STRENGTHS:**

Pre-site walk-through/behind the scenes tour	Number of Community Volunteers
Presence of Private Security	Police Presence
Medical Personnel	Number of Guests
Trash Clean-Up Personnel On-Site	Pressure Cleaned Entire Footprint and Surrounding Sidewalks
(Post Event) FULL DAY Clean-up	

#### **AREAS FOR IMPROVEMENT:**

Plan for cleaning lots used for event	Plan for trash removal immediately outside footprint
Solution for vehicle traffic on grass	90% of turf damage was PRIOR to Garlic Fest

- **2017 Garlic Fest site plan reduces number of exhibitors from 182 to 165**
- **2017 Garlic Fest incorporating large seating areas**
- **2017 Garlic Fest eliminated ALL street closures**
- **Created Event Criteria/Evaluation Form for review and consideration**
- **2017 Garlic Fest has no street closures which takes it out of major event category. City costs for 2016 were only \$4,964 above ‘major event classification’ of \$20,000. With 2017 changes, reducing impact, no street closures, no traffic assist, less barricades, etc. could easily place us in the intermediate event category allowing event dates for February to remain same.**
  - February dates were requested and have had a soft hold two years in advance. We have always been during same month as ITC tennis tournament. Contacted OSS to shift date to January 27 – 29<sup>th</sup> but they already booked events in theatre, gymnasium and grounds at OSS for Plein Air Fun Fest.
  - January date in competition with several LARGE scale events (South Florida Fair, Boat Show, Rib Round-Up); this conflicts with sponsorship agreements already in place, media partners and exhibitors.

- **Did extensive research regarding alternate site location on Congress Avenue. We are very excited at the possibility of pioneering a compelling draw and destination with special events. Special events could be the attraction initially and help to link Congress Avenue to the downtown. Would be imperative that the corridor was transit oriented in order to work link to the downtown. Willing to continue to plan to move event(s) to Congress but too soon this year. Our findings/determinations are:**

Potential Sites:

Office Depot site would be an ideal/perfect location to use as event grounds. The open space on east side of the property (along Congress Avenue) is a perfect open space and size to produce multiple types of events and has the ability to host small and large events.

The 2<sup>nd</sup> (and less desirable) choice would be the Levenger site. This site poses more challenges because of the small size of the grass area where we are proposing use. It also does not provide for an opportunity of any growth. Being a business complex could create interruption to businesses and parking. Having Tri-Rail across the street is a huge plus however.

To mitigate impact with businesses regarding shared parking, access to site during weekday hours, etc. we could direct business traffic onto the site and turn south, while event traffic for setup would be directed to turn north. This could be managed by our private security that would be assigned to direct traffic at the entrance to complex.

Infrastructure Needed for Both Locations:

- Transit from downtown, hotels, etc.
- Expedited permitting
- Grants and incentives from the city
- Three to five year contract by property owner and city to ensure success of the move
- Stage, dressing room trailer and green room
- Administrative office/trailer on site for cash management
- Fencing
- Power & Lights
- Parking
- Restrooms / port-a-lets
- Transit from downtown hotels
- Traffic Assist
- EMT
- Financial relief of city costs

All infrastructure currently exists on Old School Square grounds. Estimated costs to move any events to undeveloped property would increase event costs \$50,000+. (This does not include any marketing dollars required to educate and promote attendees about the move of venue.)

- We volunteered to be the 'test/pilot' of the new special events and procedures policy to test the process. The guideline while comprehensive and detailed, is extremely confusing and cumbersome to work through.

## **2017 GARLIC FEST CHANGES**

### **FOODIE FOCUS:**

- Fieldhouse to be utilized for dining experiences  
(Kitchens to be setup on outdoors on west side of Fieldhouse; build subfloor, Project live video feed to screens on inside of the Fieldhouse)
- Brunch with Garlic Infused Vodka Bloody Mary Bar
- GARLIC Themed dinners (prepared by past winners) – (Italian, French, Mediterranean, Greek)
- Balcony to seat 60 people
- People's choice competition – chefs prepare one dish people pay to taste all of them and vote on winner
- Wine passport (Enhance Wine Garden and sell passport book valid all 3 days; different wines each day to try)

### **TICKET OPTIONS:**

- 3 Day Pass
- Kid's Passport (12 and under free admission); create passport with an illustrated map of family activities around the grounds; when they visit each of the areas they get their passport stamped. Turn in passport when done and be entered to win a "Delray Kid's Day" (i.e. family hotel stay, gift certificates for ice cream, pass to Silverball Vintage Pinball, It's Sugar, Puttin' Around Golf, Sandoway House shark exhibit, watersports activity, gift certificate for burgers and fries, etc.)
- Delray Resident Day (Free admission – between 11 am and 1 pm on Sunday)  
Provides us the ability to track # of residents / locals who attend

### **CHILDREN'S ACTIVITIES:**

- Incorporate low impact/family oriented activities throughout site
  - **Activities on site to include (need to generate \$15k)**
    - Arcade games
    - Pinball games (Brian Styles)
    - Quizzo (INSIDE game)
    - Tumbletown activity

### **CREST THEATRE ACTIVATION:**

#### *Free children's programs*

- Performances by local schools to engage with their arts and education programs for the Crest Theatre every other 1 hour (End at 6 pm so the draw goes outside to concerts)
  - Children's Performance Activities
  - Silent Disco
  - Banyan Creek Drumline
  - Unity
  - Achievement Center
  - Magic Shows
  - Puppet Shows
  - Delray Playhouse

### **MERCHANT & RESTAURANT CROSS-PROMOTION:**

- Provide a copy (or photo) of a receipt of \$50 or more spent at a local merchant or restaurant during weekend of Garlic Fest and get in for free (Thursday – Sunday).
- Give attendee an "EXIT" item – have an organization at the gates at the close of event, thanking attendees for coming and give out DDA guidebook.
- Create an "I HEART DB Garlic Fest" sticker for "Exit Item"