



## COMMITTEE “CHARTER” WORKSHEET AND 2021 OBJECTIVES

**Today’s Date:** December 8, 2020

**Name of Committee:** Hospitality Gala

**Chairperson:** Jeff Korte and Bill Thompson

**Co-Vice Chairperson:** Suzi Brady, Mark Politte, and Paul Schmidt

**Allied Liaison:** TBD

**Charter (reason for being):** To raise funds and provide a networking/marketing opportunity for Lodging and Allied members, as well as an end-of-year celebration to honor the Lodging, Allied & Engineer of the Year. In addition, the Charles Andrews Hospitality Award for Community Leadership will be presented.

### 2021 GOALS

- 1) Target Saturday, December 11 at a prestigious Orlando resort achieving goals of a minimum of 600 paid attendees and \$58,300 net.
- 2) Maintain fee schedule of \$990 per corporate table.
- 3) Secure a minimum of 10 Corporate Sponsors at \$3,490 (includes one table per sponsorship) per sponsorship and 1 Presenting Sponsor at \$10,000 (includes two tables, a short video message, and the opportunity for a sponsor logo dessert or beverage). Maintain wine sponsorship at \$3,200 (to include 2 seats at the President’s Table), if applicable.
- 4) Maintain expense at \$70 per person, all inclusive.
- 5) Maintain event hours to 6:00pm – 11:00pm. To maintain Gala attendance, private after parties are to be discouraged by host hotel security until 11pm.
- 6) Maintain presentation of annual awards, Lodging Member of the Year, Allied Member of the Year, Engineer Member of the Year, and the Charles Andrews Award prior to dinner.
- 7) Maintain evening live entertainment.
- 8) Revise the Gala Silent Auction, to achieve a goal of \$38,000 net minimum (the first \$3,000 of the Silent Auction is dedicated to CFHLA Gives, the next \$3,000 is dedicated to CFHLA Foundation (general funding) and the next \$15,000 being dedicated to the CFHLA PAC/PC).
- 9) Refine the Gala Table payment plan options:
  - 5 payment schedules (\$198 / \$198 / \$198 / \$198 / \$198)
  - Advertise option by June 1
  - Invoices distributed by June 15
  - Payments due: July 15 / August 15 / September 15 / October 15 / November 15
- 10) Continue raffle program, achieving a net of \$5,000 (selling 250 tickets at \$20 per).
- 11) Maintain partnership with Cooper’s Hawk Winery and Restaurants to provide wine for Gala tables and reception and Orlando Brewing to provide beer for reception.

Thank you for your continued support!

- 12) Maintain the CFHLA Cares Sneaker Collection Drive utilizing 2-3 volunteers from Orange and Osceola Public Schools to manage the sorting and transporting of collected goods.
- 13) Incorporate a photo collage from Member activities throughout the year to be shown during dinner.
- 14) Secure site / date for 2022 event.

Thank you for your continued support!