

Strathcona Fall Harvest Festival of Food

(an evening of regional cuisine with all products provided by Strathcona County Producers)

Action Steps

1. Invited potential partners

2. Set up meetings

- *9 organizational meetings

- *1 follow-up meeting

3. Created a business plan

- *Formed a committee under the Ag Society

- *Hired an events coordinator

- *Selected chairperson, co-chair, secretary, treasurer

- *Appointed coordinators for food, entertainment, decorating, market place, and ticket sales and promotion, presentation, wine/bar and door prizes

- * Prepared a promotions plan

- * Developed a template for subsequent events

4. Designed the menu and ordered supplies

5. Selected the venue and entertainment

6. Implemented the promotional campaign

7. Coordinated the ticket sales and seating

8. Set up decorations, lighting and kitchen

9. Hosted the event

10. Learned lessons

- * Continue strong partnerships in community and region

- * Attempt to reach more producers to participate

- * Ensure extra advertising is done in the Edmonton area

- * Follow up on the quantity and quality of food served

- * Re-evaluate and vary the entertainment

- * Get more volunteers to help on the day of the event

- * Publicize the features of the meal on the poster – wild turkey, ostrich, bannock, bison, elk, berries

- * Educate the public about rural Strathcona and the people who live and work there

- * Ensure the charity is advertised in advance

Invite everyone who was involved this year, along with new recruits, to continue the wonderful work that was started

11. Gathered results

- * Sold out event

- * 250 people in attendance

- * 22 organizations partnered

- * 17 local operators promoted

- * \$3,500 raised for Stars Air Ambulance

- * Financially in the black!

12. Celebrated success

Culinary event resulted in 250 people purchasing Strathcona County's local fresh produce and exotic meats.

The SC Harvest Festival of Foods Poster:

Strathcona County Harvest Festival of Foods
Present an enjoyable evening of regional cuisine.
Products provided by Strathcona County Producers.
Exotic meats and produce exquisitely prepared
Edmonton's finest chef.

Friday, October 18, 2003
Reception, 7:30 p.m. dinner.

Strathcona Recreational Complex
100 Avenue, Ardrossan

Harvest Festival evening of fun includes:

Three course meal prepared by Executive Chef Jasmin Kobajica of
Edmonton

Chateau Lacombe

Presentations by Authors Judy Shultz and Mary Bailey on regional

music

Live performance by CISM FM as Master of Ceremonies

Local music and entertainment

Information about the Agricultural Producers in Strathcona County

Awards prizes

Country casual

For all persons

Tickets are available on a first come first serve basis September 15th,

Strathcona County Economic Development and Tourism

4-8216 or 1-800-668-5894. Cash or cheque. Limited tickets

available.

Logos: Crowne Plaza Edmonton Chateau Lacombe, Strathcona

County, Regional Cuisine Ask for Alberta, and CISM Country.