

Bella Sera 2007
an evening in the park

Presented by
The Warwick Group

Benefiting
Chattanooga Endeavors, Inc.

Bella Sera 2007 billed itself as “one of the city's most anticipated annual fundraising events” – and results from our guest survey reaffirm this distinction. Approximately 1,100 guests joined The Warwick Group on June 2nd for an early summer evening with live music and dancing, a silent auction and plenty to eat and drink at the fourth annual Bella Sera event benefiting Chattanooga Endeavors. In the words of one of our survey respondents, “The venue was excellent, the wines and foods were delicious. This may be one of the best events offered in the area!”

The following report summarizes data collected from an online survey of 350 guests who either purchased tickets online or provided their email addresses at the event. Data was collected 1-2 weeks after the event when it was assumed that respondents would be more reflective about their experiences.

Nearly half of this year’s guests (45.7%) attended last year’s event at Renaissance Park and about a quarter (27.2%) attended the first two events (at Bluff View and First Street Terrace) with 63% indicating that they believed this year’s event was better or much better than last year’s event.

The typical guest this year was at least 50 years old (47.8%) with a household income of more than \$75,000 (67.4%) and living in one of the following zip codes:

37421.....	16%
37415.....	14%
37405.....	13%
37343.....	10%
37411.....	9%
37377.....	6%
37350.....	4%

The most effective sales tools for the event were the mailed invitation and the Weekend Magazine cover. When asked how they heard about Bella Sera, respondents answered as follows:

Invitation.....	40.2%
Weekend Article.....	37.0%
Radio.....	26.1%
eMail.....	25.0%
Television.....	23.9%

Billboard.....	20.7%
Newspaper.....	15.2%
Our webpage.....	13.0%
Poster.....	10.9%
Other sites on the internet.....	8.7%
Church bulletin.....	5.4%
Restaurant.....	5.4%

Three restaurants were added to the lineup this year for a total of 12. Eight of the restaurants provided servings that counted toward the five food tokens included with the \$50 admission. Restaurant sponsors donated 1,000 tapas-size servings and many also donated serving staff. Each restaurant adds 150 guests to the overall capacity of the event. Based on this estimate, the capacity for Bella Sera 2007 was 1,200...just 100 more than the total guest count.

Restaurant sponsors were 212 Market, Blue Orleans, Chantek Chocolat, Chantz, Foodworks, Greenlife in conjunction with Slow Foods, Niedlov's, Porter's, Southern Star, St John's and Sushi Nabe.

New to Bella Sera this year was the Wine Tasters' Select tent, where 7 wine importers/vineyards poured samples of their mid-tier wines. Tickets to Wine Tasters' Select were purchased for an additional \$40 above the \$50 per person ticket price. This premium to Bella Sera was coordinated by Riverside Wine & Spirits.

For the most part, guests believed that the registration fee of \$50 for Bella Sera (\$90 with the wine tasting premium) was a good value. Just 10.9% indicated that this amount was too high.

Items for silent auction included original art, photography, hand-blown glass, construction and home improvement, dining and entertainment, private swing lessons, furniture, a variety of health and fitness items, jewelry, website design, a round of golf at Tennessee River Gardens, fly fishing lessons, vacation packages, and a selection of wine top-tier wine and wine-related items including a private wine tasting.

When rating the major components of the event (location, food, wine auction and music) respondents gave the location the most favorable score, with 82.6% indicating that they thought the location at Renaissance Park was either very good or excellent. On the same scale, 71.7% rated the food as very good or excellent (with an additional 17.4% rating the food good); 63.1% believed that the wine was very good or excellent (28.3% good); 63% rated the music very good or excellent (28.3% good); 28.3% rated the auction as very good or excellent (33.7% good).

Guests listened most often to WUTC (24.4%), Talk Radio (12.2%), Sunny (12.2%), Satellite (11%), and The Mountain (9.8%). They watched WRCB (25%), WTVC (22.4%), Fox (11.8%) and WTCI (9.2%).

On the two key indicators for the overall impression of the event: (1) 95.6% of respondents indicate that they will attend (72.8%) or might attend (22.8%) next years' event; (2) 80.4% thought that Bella Sera was either very good or excellent in comparison to other events in the area.

Although the intention of the event is specifically not to publicize the organization, 73.9% report being more familiar with the name Chattanooga Endeavors as a result of their experience with Bella Sera. More predictably, the event created value for our sponsors with respondents indicating that they are more likely to visit Renaissance Park again (76.1%), patronize our sponsoring restaurant (80.4%) and purchase our featured wines (45.7%).

Many respondents commented on the relaxed, casual atmosphere of the event as well as the strolling servers, cheerful crowd and friendly volunteers...all going for a great cause. With many miscellaneous compliments on the location, food, and wine such as the following, "The venue was excellent, the wines and foods were delicious. This may be one of the best events offered in the area!"

A small sampling of general commends from the survey respondents are as follow:

- I love the location at Renaissance Park. The live music adds a wonderful ambiance to the evening. I think the food selection is superb and the price of a ticket is an excellent value considering the quality of the food and wine choices. I like it better than Wine over Water. (Louise Pons)
- I think it was great how wine servers walked through the event and there was never a wait for wine. (Doris McDowell)
- It is a fun group of people coming together for a good cause (Margaret Thompson)
- The venue was excellent, the wines and foods were delicious. This may be one of the best events offered in the area. (Guest)
- The dancing with the view of the river with friends was so memorable! (Dave Ayers)
- We found Bella Sera to be a fun, affordable event that encouraged us to meet new people from the entire region. We had a blast! (David Barron)
- Bella Sera is a unique event among many cookie cutter fundraisers. (Elizabeth Kabalka)
- Getting together with old friends, making new friends, and participating in the support of a very worthwhile cause. (Elaine Byers)
- Good food, good wine, good atmosphere, good Company (Brady Loomer)
- Bella Sera is a fun group of people coming together for a good cause. (Margaret Thompson)
- The music and relaxed atmosphere along with the weather made for a wonderful evening. (Guest)
- The variety of foods and wines was excellent, and the music and setting were fantastic. This event was a great value and provided a beautiful evening. I'll absolutely attend it again next year. (Lisa Lenz)