



BB&T **CHARLESTON**
WINE + FOOD
FESTIVAL

About BB&T Charleston Wine + Food Festival

Date: March 3-6, 2011 (annually first weekend in March)

Location: Charleston, SC

Audience: 16,000-20,000 food and wine connoisseurs from across the country (60 percent local and 40 percent located 50+ miles away)

Founded: 2006

Mission: To enhance Charleston's culinary reputation and support important charitable endeavors by focusing national attention on the entertainment, education and gastronomical opportunities presented by world-class professional chefs and wine experts.

Event Overview: Praised as one of the top five food and wine festivals in the U.S. by *Forbes Traveler*. The event showcases the talents of the world's most celebrated chefs, culinary professionals and winemakers at more than 50 events. As a 501 (c)(3) non-profit organization, each year the Festival benefits local culinary charities and scholarships.

Charities: Selected by an annual application process, the 2011 Signature Charity(s) will be announced at the Ticket Launch Party on September 2. The 2010 Festival raised over \$75,000 for Louie's Kids and Slow Food Charleston as well as for scholarships at The Art Institute of Charleston, College of Charleston and the Culinary Institute of Charleston.

Why Charleston? The term *Lowcountry* designates the low-lying coastal region stretching from Charleston, South Carolina to Savannah, Georgia. The area is famed for its luscious regional cooking style stemming from a unique mix of English, French, Spanish, Irish, Italian, African, and Caribbean influences. Once a year, the increasingly successful Wine + Food Festival lures foodies and wine connoisseurs along with culinary experts, winemakers and authors with four days of epicurean delights, to celebrate Charleston's unique Lowcountry cuisine.

Festival Event Highlights

Pre and Post Festival Events

- Critics Ultimate Dinner, September 1 ^{NEW}
- Ticket Launch Party, September 2
- Poster Unveil Event at the New Festival Organized Event:
- Wine Under the Oaks, December 5 ^{NEW}

Thursday, March 3, 2011

- Perfect Pairing Wine Luncheons
- VIP & Sponsor Recognition Party
- Salute to Charleston Chefs:
- Opening Night Party

Friday, March 4, 2011

- Opening Ceremonies
- Sneak Preview of Grand Tasting Tents
- Festival Unwrapped Media Event
- Culinary Village Opens
- Wadmalaw Culinary Excursion
- Wine Around the Garden
- Family-Style Luncheons ^{NEW}
- Special Friday Main Tent Luncheon ^{NEW}
- King Street Sip & Stroll ^{NEW}
- Bubbles & Bites ^{NEW}
- Restaurant Dine-Arounds

Saturday, March 5, 2011

- Culinary Village Open
- Vino Voyage on SpiritLine Cruise ^{NEW}
- Pinot Envy Uncorked!
- Beverage Seminars
- Big Bottle and Barrel Reserve Tasting ^{NEW}
- Street Party Wine Reception ^{NEW}
- Celebrity Author Reception
- Food + Wine with a View
- Special Dinner TBA ^{NEW}
- Brewmasters Beer Dinner
- Bourbon-Cue Dinner
- Festival After-Hours ^{NEW}

Sunday, March 6, 2011

- Culinary Village Opens
- Lowcountry Gospel Brunch
- BBQ, Blues & Brew



Festival Demographics and Economic Impact

Based on a Study conducted by the College of Charleston's Office of Tourism Analysis.



DEMOGRAPHICS

- 60% of Festival visitors were from the Charleston tri-county area while 40% were non-local
- 13.3% of those surveyed had never been to Charleston prior to the 2010 Festival
- Average age of the Festival: 47 (out-of-town), 45 (local)
- 75.6% of out-of-town guests had an annual household income of at least \$100,000, with 28.1% having household income of above \$200,000. 55.8% of locals had an annual household income of at least \$100,000, with 21.6% having household incomes above \$200,000.
- The majority of the Festival attendees are married, employed full-time and have a college degree
- Top non-local states for visitation: South Carolina, North Carolina, Georgia, Florida, Washington, DC, Virginia, Pennsylvania and New York
- Average Travel Party: 3.2 people

IMPACT DETAILS

- The Festival welcomed over 16,500 guests to the 50+ events throughout the weekend
- Overall ticket sales increased over 10%, which is remarkable for the current economic conditions
- 69.4% of out-of-town guests paid for accommodations for an average of 2.8 nights
- Out-of-town guests spent an average of \$768.52 per person during their stay, \$1,900 per party
- Local guests spent an average of \$348.60 per person
- 62.62 jobs were created from the Festival with a labor income of \$1.70 million with a generated tax of \$842,000
- The Festival employees four full-time and 15 part-time employees. The Festival also hires a staffing, security and clean-up services which employees over 100+ people throughout the weekend
- The Festival spends approximately 90 percent out of its \$1,323,000 operating budget locally
- Total taxes raised for local, state, federal and accommodations tax was \$842,999.
- The Festival as a 501(c)3 non-profit organization has raised over \$200,000 in the first five years for area charities and scholarships
- The Festival is a "green" event and provides all vendors with a service coordinated by Fisher Recycling to pick up recyclables including cardboard, wine and beer bottles. For 2010, the Festival recycled 4,225 lbs of cardboard and 15,450lbs of glass. The total tons of trash diverted from landfill was 9.75 tons making the event the largest recycling effort done by a Charleston festival or event. The Festival also launched a cork recycling program with the South Carolina Aquarium and in turn recycled 212lbs of cork.

**Total Economic Impact of the 2010 Festival:
\$5 million, double the impact of 2009!**

CONTACT DETAILS EXECUTIVE DIRECTOR

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