

Amazing Event?



Is This a
Good Event
and will I make
money?

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MooreBetterPerformance.com

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AMAZING EVENT?

Every vendor's dream is to work a popular event as the "exclusive" hot dog, kettle corn, BBQ or whatever your specialty maybe, vendor. Then the nerves set in. How much inventory to purchase, how many people will eat my food and are the entry fees and rules reasonable? That's where this spreadsheet comes in. Use this sheet to analyze events and play "what if" with attendance and costs. The information and research help ease your mind to where all you have to do is serve people great food and count money at the end of the event. The sheet also will expose low profit venues that you need to avoid.

Event Information													
Event:	Mullet Festival			City	Niceville		State	FL		Dates	10/20/2017	To	10/22/2017
Research and Costs													
Estimated Attendance	Last Year Attendance	Number of days for event	Event application Fee	Site Rental Fee	Additional Fees (tables, electric etc.)	Damage deposit	Event permit cost	Additional insurance cost	Commission Rate %	Number of Competitors	Total Number of Hours Open	Food Event?	
40,000	40,000	3	\$0.00	\$477.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	50	31	No	
Your Goals & Costs						Computation Information							
Local Sales Tax Rate %	Number of Guests per hour you can serve	Average Check Goal	Variable Cost %	Operational Fixed Cost	Projected Labor Cost	My Guest % of Attendees	Projected Food & Paper Cost % goal	Average Potential Guests per day	Average hours open per day	Number of My Guests	Fair Share of Guests	Break Even Including Labor and Sales Tax	
6.00%	120	\$8.00	32.68%	\$66.04	\$280.00	3%	28.10%	13333	10.3	400.0	266.7	\$1,295.93	
Fair Share Projected Gross Income				My Guests Projected Gross Income				Things to consider					
\$6,400.00				\$9,600.00				This Event is not a food event & requires 400 to 500 guests per vendor Your Fair Share of guests IS UNDER recommended average guests per vendor Your Fair Share of guests IS UNDER your number of Guest per hour SOS Goal Your Fair Share of guests may cause you to have SHORT OR NO LINES Your SOS Goal Indicates You Will Be Able To Handle Your Fair Share of Guests You SOS will handle the percentage you selected for My Guests Estimated Attendance is less than 10% growth Warning: You are projecting more Guests eating with you than other Vendors.					
Tax	\$362.26	Net Sales	\$6,037.74	Tax	\$543.40	Net Sales	\$9,056.60	Is this a paid admission event?					Yes
Commission fee	\$0.00	Commission fee	\$0.00	Commission fee	\$0.00	Commission fee	\$0.00	Is there a guarantee minimum sales threshold?					No
Event Fees	\$477.00	Event Fees	\$477.00	Event Fees	\$477.00	Event Fees	\$477.00	Is there a no competition clause?					No
Ops Fixed Cost	\$66.04	Ops Fixed Cost	\$66.04	Ops Fixed Cost	\$66.04	Ops Fixed Cost	\$66.04	Is there a supplier nearby for emergencies?					Yes
Variable Cost	\$1,973.13	Variable Cost	\$2,959.70	Variable Cost	\$2,959.70	Variable Cost	\$2,959.70	Is there a certain food or drink restriction?					Yes
Labor Cost	\$280.00	Labor Cost	\$280.00	Labor Cost	\$280.00	Labor Cost	\$280.00	Is the set up food court?					Yes
Profit/Loss	\$3,241.56	Profit/Loss	\$5,273.87	Profit/Loss	\$5,273.87	Profit/Loss	\$5,273.87	Required guests to achieve break even					162
Percent	53.69%	Percent	58.23%	Percent	58.23%	Percent	58.23%						
Owner Hours	40	Owner Hours	40	Owner Hours	40	Owner Hours	40						
Hourly wage for Owner	\$81.04	Hourly wage for Owner	\$131.85	Hourly wage for Owner	\$131.85	Hourly wage for Owner	\$131.85						
Food and Paper Inventory required to cover projection	\$1,696.60	Food and Paper Inventory required to cover projection	\$2,544.91	Food and Paper Inventory required to cover projection	\$2,544.91	Food and Paper Inventory required to cover projection	\$2,544.91						

We will use this recent event as an example to demonstrate the sheet's capabilities. The Boggy Bayou Mullet Festival (BBFM) is a 40 plus year event held in Niceville, FL every October. The event is well attended with enough food, crafts, games and entertainment for the whole family. The festival has become a must attend event for locals and past music entertainment has included A-list performers. BBMF has a decent advertising budget utilizing billboards, TV, radio and print. Starting Friday and ending with an alcohol-free Sunday family day, the attendance is strong each day only with some slight changes to demographics. On the next pages are the vendor related information from the event.



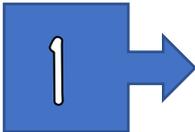
41st Annual Boggy Bayou
Mullet Festival
October 20, 21, 22, 2017
**Criteria for Selection
of Food Vendors**



1. PRIORITY WILL BE GIVEN to churches, non-profit, and charitable organizations over individuals and for-profit vendors.
2. VENDORS WILL BE SELECTED with the goal of providing a wide variety of foods, with emphasis on seafood. The council reserves the right to limit the number of vendors serving any type or specific items for food.
3. SPONSORS HAVE BEEN GRANTED exclusive for their products. Vendors may not sell, display, advertise, or dispense without charge similar products or lines of products from other companies during the year or years an exclusive has been granted by the Council.
4. PHYSICAL AND AESTHETIC CHARACTERISTICS OF THE BOOTH or booths will be considered in the selection of vendors.
5. THE UNIQUENESS OR ORIGINALITY OF a vendor's menu may be considered in making a selection.

THE BOGGY BAYOU MULLET FESTIVAL COUNCIL RESERVES THE RIGHT TO EXCLUDE FROM THE FESTIVAL ANY DISPLAY OR CONCESSION DEEMED UNSUITABLE.

6. IN THE EVENT THE MULLET FESTIVAL COUNCIL is unable to hold The Boggy Bayou Mullet Festival by reason of war, insurrection or acts of God or nature, then, no refund shall be made. In such an event, it is agreed that all contracts are null and void, and there shall be no responsibility on the part of the Boggy Bayou Mullet Festival Council, Inc., for losses sustained by any person caused by this event.

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7. DUE TO OUR EXCLUSIVE AGREEMENT WITH **BUFFALO ROCK / PEPSI-COLA**, ALL PEPSI PRODUCTS MUST BE PURCHASED ON SITE. NO CAN DRINKS WILL BE ALLOWED. ALL PEPSI PRODUCTS WILL BE AVAILABLE ON SITE IN 20 OUNCE BOTTLES.

8. Each booth is required to have sanitizers for hands and equipment onsite.

SUBMIT ALL APPLICATIONS TO:
Boggy Bayou Mullet Festival
208 N. Partin Drive
Niceville, FL 32578



41st ANNUAL BOGGY BAYOU MULLET FESTIVAL 20 • 21 • 22 OCTOBER 2017



****FOOD BOOTH APPLICATION ONLY**
PLEASE RETURN APPROPRIATE FEES WITH APPLICATION**

Name of booth or organization: _____

Person in charge of booth: _____

Types of food to be served: _____

Only the food types listed on your application, and approved by the Committee, will be served. THERE WILL BE NO EXCEPTIONS. Any violation of this rule will be cause for expulsion from the festival.

Fee for booth 10' wide by 20' deep which includes water, trash removal, electricity, etc., are:
(per including tongue is over 10' wide you will need two spaces).



Non-Profit \$275 **per space needed** _____
Profit \$450 + \$27 sales tax = Total \$477 **per space needed** _____
All Vendors see reverse on disposal of grease spills and debris**

Total amount of amperage/voltage your booth will need during event: _____ / _____



TOTAL AMOUNT OF MONEY SUBMITTED: _____

At what location will any food be prepared in advance? _____

Method of keeping food hot and/or cold at event site: _____

Food must be protected from dust, insects, coughs, and sneezes. How will you provide this protection?
Describe your structure: _____

Adequate facilities and supplies shall be provided for employee hand washing. How will you provide this?

R. V. SPACES ARE RESERVED FOR VENDORS UNTIL OCT 1.
ANY AVAILABLE SPOTS ARE FIRST COME FIRST SERVED: \$100 PER SPACE FOR VENDORS,
\$200 PER SPACE FOR NON-VENDORS (ADMITANCE FOR 2 PEOPLE PER SPACE)

INSURANCE: A certificate of insurance showing a minimum of \$1,000,000 liability coverage must accompany this application. If you don't have insurance, then include a check in the amount of \$80 so that we can purchase coverage for you. Applications received without an insurance certificate or the \$80 check will be refused. Do you understand this? Yes No

CONTACT PERSON:

Name (print): _____

Address: _____

Phone #: _____ - _____ - _____

In the event the Mullet Festival Council is unable to hold the Boggy Bayou Mullet Festival by reason of war, insurrection, or acts of God or nature, then no refund shall be made; and it is agreed that all contracts are null and void, and there shall be no responsibility for liability on the part of Boggy Bayou Mullet Festival Council, Inc., for losses sustained by any person caused by such event.

Failure to comply with applicable food service requirements in accordance with Chapter 10D-13, Florida Administrative Code, or the rules set forth by the Boggy Bayou Mullet Festival Council, will result in enforcement action. Do you understand this completely? Yes _____ No _____

I certify that to the best of my knowledge and belief, all of the statements contained herein and on my attachments are true, correct, complete, and made in good faith. I understand that these regulations include food intended for service to the public, regardless of whether there is a charge for the food. I agree to assume complete responsibility for this establishment and I certify that said business will be conducted in compliance with the Florida Administrative Code, Chapter 10-D-13, and rules set forth herein.

I/we hereby agree to, in all events, indemnify the Boggy Bayou Mullet Festival Council, Inc. and all sponsors, their representatives and successors and save same harmless from and against any and all claims, actions, damages, liability and expense in connection with the loss of life, personal injury or illness and/or damage to property arising from or out of the sale of any product of the operation or conduct of lessee's business from same, by lessee their agents, contractors, employees, servants, or others, without limitation. In the event the Boggy Bayou Mullet Festival Council, Inc., or any sponsor shall protect and hold the Boggy Bayou Mullet Festival Council, Inc., and any sponsor harmless and pay all attorney's fees paid or incurred by same in connection with such litigation.

** To help insure the environmental integrity of the park, please dispose of all grease and debris in provided containers. All booth spaces will be inspected at the conclusion of the festival to be clean of any grease spills and debris. We reserve the right to deny any vendor admittance to the festival that is found to be in non compliance.

Signature of Applicant/Lessee

Date

Attachments: (1) Health Regulations (2) Rules and Regulations (3) Selection Criteria



Rules and Regulations

IMPORTANT INFORMATION PLEASE READ



Thank you for your interest in the 41st Annual Boggy Bayou Mullet Festival. There are 90 spaces available for food vendors. Each space is 10 feet on the front by 20 feet deep. You may purchase as many spaces as necessary to operate your business. However, if you purchase a single 10-foot wide space and your trailer tongue or tie downs exceed the width of the space, then you will not be allowed to encroach on an adjacent assigned space. If the door of your booth opens out, you must allow for that also. The reason for these constraints is that there is no room between the booth spaces. The side boundary of your space is the side boundary of the adjacent space. For this reason, the public may not have access to the side of your booth.

Vendors are selected based on the attached criteria.

Mullet will be sold only by those booths which are so designated by the Mullet Festival Council. Prior participation in the Mullet Festival does not guarantee you a space for this year.

Our goal is producing the best festival on the Gulf Coast. All booth operators who are selected to participate must abide by the following rules. If you cannot do so, then do not return the application fees.

RULES

1. No booth or part of any booth may be sublet to any other person or organization, whether profit or nonprofit. There will be no exceptions. You will sell only menu items which have been listed on the application, or have been otherwise approved in writing by the Festival Council. Chips, candy, and condiments are not required to be listed. Violation of the above could result in your ejection from the festival. In addition, any unauthorized sub-tenant will be ejected.
2. The Mullet Festival Council has designated the **Buffalo Rock / Pepsi-Cola** Bottling Company as the official Soft Drink Sponsor for the Boggy Bayou Mullet Festival. NO OTHER SOFT DRINK COMPANIES or vendors will be allowed to advertise or sell their products.
3. The Mullet Festival reserves the right to all beer and wine sales. No drink of any kind will be sold in glass containers.
4. All booths are responsible for collecting and remitting sales tax to the State of Florida.
5. All booths must be set up by 7:00 p.m., Thursday, October 19. Set up times will begin no earlier than Tuesday, October 17 between the hours of 9:00 a.m. - 6:00 p.m. Booths and trailers must be removed by Tuesday night after the festival. Hours of operation are: 12:00 p.m.- 12:00 midnight Friday, 12:00 p.m. - midnight Saturday, and 12:00 p.m. - 7:00 p.m. Sunday. Food booths may be open at any hour during the day and must be open during the hours listed above.
6. Vehicle parking in or behind the food booths is subject to the following instructions. One vehicle may be parked behind your assigned booth, provided there is space available. A camper or small truck may be parked behind your booth if the vehicle is necessary for storage of cold food. Other campers must park in the area adjacent to festival site which is designated for vendor parking.
7. If your booth requires electricity, then you must make sure that you do not overload your circuit. Indicate your voltage and amperage requirements on the enclosed application and do not exceed these figures in your operation. Any camper parked behind your booth shall not plug into Mullet Festival power during festival hours. If an unauthorized camper violates this provision, then your power cord will be confiscated.
8. Vendors using any type of oven, grill, deep fat fryer, a flame operated appliance, or stove are required to have minimum of one 5lb. 2A 10BC fire extinguisher. Vendors doing deep fat frying are also required to have a type K extinguisher. All extinguishers must be up to date and have a certification tag on each extinguisher per Florida Statute 633.071. Any vendor not complying with this rule will not be able to operate until the violation is resolved.

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9. If you will be using electricity, then you must supply a 50' heavy-duty, all weather extension cord. Cost of electricity is included in your booth fee (see attached application).
10. The Mullet Festival provides water, but you must supply your own 50' water hose.
11. Booth waste water must be contained (see attached Health Regulations).
12. No sound amplification devices or audio equipment may be used (i.e. bullhorns, PA systems, etc.).
13. No advertisements or signage for your booth will be placed outside your booth space.
14. No booth operator, profit or nonprofit, will be allowed to hawk his wares by walking through the crowd. You will sell only out of your assigned booth space. The first violation of this rule will draw a warning. Upon the second violation, we will close your booth for the duration of the festival.
15. Please make sure that your equipment and fixtures fit inside the space or spaces that you have reserved. This includes tie downs, tarps, flaps, tables, signs, trailer tongues, BBQ grills, side openings, etc.
16. All food booths must comply with State Health Rules.
17. No grease or deep fat fry substances will be dumped on the ground. All waste grease will be disposed of in the proper recycling container located near your booth. **Violation of this requirement will result in immediate expulsion.**
18. No pets, no glass containers, or firearms will be allowed in the site at any time.

All applications must be returned no later than September 29, 2017. **All fees, including insurance fees or certificates, must accompany the application.** If you are selected to participate in the 40th Annual Boggy Bayou Mullet Festival, you will be promptly notified after receipt of completed application. If you are not accepted, you will be placed on a waiting list, and will be notified immediately if a cancellation exists. Lease fees will not be refunded after September 22, 2017.

It is not the purpose of the above listed rules to deny anyone a chance to participate in the Mullet Festival. The rules are based on common sense and over 40 years of experience. The primary purpose of our rules is to ensure a safe and enjoyable experience for the thousands of folks who are our guests.

ABOUT THE FESTIVAL

The first Boggy Bayou Mullet Festival was held in 1977. Since that time, the Mullet Festival has become an important tradition in the "Twin Cities" of Niceville and Valparaiso. The Mullet Festival has gained much national recognition over the years. **ABC's Good Morning America** has featured our event three times, including a live remote via satellite. We've also been seen on **CNN** and in nationally circulated print media such as **USA Today**, **Country Living**, and **National Geographic Traveler**.

The Mullet Festival is a family oriented event. Professional entertainment is offered continuously throughout the festival. Variety is the key. Music ranges from country to pop to big band. Vaudeville and comedy are also sprinkled in. We welcome kids to the festival with continuous clown shows on a separate kiddie stage. Youngsters meet many costumed characters and can amuse themselves with games, pony rides, moon walk etc.

But what would a seafood festival be without seafood? Mullet, both fried and smoked, is plentiful. Shrimp-on-a-stick, shark kabobs, BBQ stuffed shrimp, char-grilled amberjack, and seafood gumbo are just a few of the menu selections. Country cooking and international foods are also in evidence with items such as jambalaya, alligator sausage, souvlaki, fajitas, and lots more.

Artists and crafts people from all over the country come to display their talents at the Mullet Festival. Our event has about 80 arts and crafts booths.

You might consider staying over for a few days after the festival to get acquainted with us. The Niceville / Valparaiso / Bluewater area offers ample opportunities for shopping, dining and recreation. Our merchants and people are the friendliest in the world and the Gulf beaches are a short hop away via our new bridge linking Niceville and Destin.

For more information, call (850) 279-6436 EXT. 1001 or (850) 729-4545. The Boggy Bayou Mullet Festival, a not for profit organization, is proud of its contribution to the area.

Some of the more important things noted on the information:

1. It is not uncommon for an event to have a sponsor related restriction on what drinks or even foods you may serve. Lemonade vendors may or may not be able to vend in a drink restricted event. This is something to figure out before wasting time on further research.
2. \$477 is the only amount BBMF charges for rent, and they include electricity!
3. Even with free electricity many vendors will understate their required watts/amps resulting in a constant battle with tripping breakers. Generators are life and sales savers.
4. Many, many cash only vendors attempt to cheat the system and not pay sales taxes they have collected. In fact, one “guru” recommends cheating the state out of taxes. DO NOT DO THIS. You guilty of a crime and when caught will face jail, fines and embarrassment.

Event Information									
Event:	Mullet Festival	City	Niceville	State	FL	Dates	10/20/2017	To	10/22/2017

Fill out the basic **event information** first. Save the spreadsheet for future reference and to compare with other events. There is also a gray scale portrait printable sheet if hard copies are your preferred file system.

Estimated Attendance	Last Year Attendance	Number of days for event
40,000	40,000	3

Estimated Attendance: The BBMF has a strong track record of attendance. Places to find attendance or to get a feel for attendance would be newspaper articles, social media posts, and hashtag research. Look for

pictures of crowds and even selfies with the crowd in the background. Some vendor groups on Facebook and Reddit may discuss event attendance or crowd size. In our example, the 40,000 is a fair number and has been consistent (barring rain) for several years.

AMAZING EVENT?

Event application Fee	Site Rental Fee	Additional Fees (tables, electric etc.)	Damage deposit	Event permit cost	Additional insurance cost	Commission Rate %
\$0.00	\$477.00	\$0.00	\$0.00	\$0.00	\$0.00	0%

Some events charge nonrefundable application fees.

Fee for the space at the event.

Some events charge extra to provide tables, electric or even water.

You could be charged a damage/clean up deposit.

You may need a local vending permit. Events may provide officials to sell permits and provide inspections

Some events may require more liability insurance than you normally carry.

Some events charge some type of commission on all food sales. These types of events usually use some type of token/ticket system in lieu of cash. At some designated time after the event has closed you meet the event officials and exchange the token/tickets for cash. Any lost or uncashed token/tickets are forfeit.

Number of Competitors	Total Number of Hours Open	Food Event?
50	31	No

List the total number food **competitors**. Next list the total **hours you will be open** for food service. Some events you can make good money selling to staff and non-food vendors before the

public even gets in. A **food event** is an event where only food trucks, trailers and vendors are present. There are no other types of entertainment for attendees. These events require lower attendance per vendor to be profitable as everyone there is planning on eating. Events that are single day, few hour events require a huge number of attendees per food vendor as most will not eat at the event. Those folks will eat off site.

Local Sales Tax Rate %	Number of Guests per hour you can serve	Average Check Goal
6.00%	120	\$8.00

Enter your **local sales tax** as a percent. The **number of guests** per hour is your speed of service (SOS). This is an important number to know. Vendors love long lines and think it is an indicator of a successful event.

Long lines actually are an encouragement for the promoters to increase the number of food vendors next year. Remember every single person in line is not spending money anywhere. Think about it from the promoter's point of view. Flowing cash means happy participants in the event, both food and nonfood vendors, as well as, attendees. You should want your speed of service to match the speed of guests entering the line. A line 5 deep that never breaks is far more profitable for your future events as you gain a reputation for quality food and speed of delivery. A line 20 or 30 deep shows the promoter there is room for more food vendors next year and hungry people at the end of that long a line will jump ship to a shorter line, remembering you as the "slow guy" (even if your line moves) for future events. They joined your line because of your advertising, price or food type and they will leave your line because of something you do, like being too slow to suit their needs. The **average check goal** should include your sales tax and represent what you expect your guests to spend per person.

Variable Cost %	Operational Fixed Cost	Projected Labor Cost
32.68%	\$66.04	\$280.00

Variable Cost is the percentage goal you have for all your expenses associated with producing your food and serving it your guests. This would include food, paper, propane, gasoline, credit card fees and anything else

that only goes up when food is prepared. **Fixed Costs** are expenses that remain the same no matter how much food you sell or don't sell. This would include commissary rent, phone bills, licenses, your usual insurance premiums and bank loans. Do not include the fees that are associated with just this event. **Projected labor** is the pay you plan on offering your staff for the event.

My Guest % of Attendees	Projected Food & Paper Cost % goal
3%	28.10%

My Guest % is a drop-down list of percentages ranging from 1% to 99%. This is the percent of the attendees you expect to eat your food. Talk to 100 vendors and each will give you a different percent they swear works for every event. Those guesses range from 2% to 50%. Or you will get some convoluted equation of divide the

attendees by blah-blah, then divide that by the number of food vendors and then multiple that by blah-blah. Keep it simple, at then end of the equation you still end up with a number that is a percentage of the attendees. In reality a number of factors impact this estimate:

- Uniqueness of your food within the event. (Being one of five hot dog vendors means you each split the hot dog connoisseur)
- Desirability of your food aromas and signage.
- Portability of your food within the event. Limited places to sit negatively impact difficult to eat foods.
- Selling food known for being a 'county fair' staple like funnel cakes or alligator on a stick may also drive more guests your way.

Chose a percentage that your realistically could serve (remember your SOS) and that you could afford the inventory purchase. 3% to 7% works for typical sandwich type foods with little competition (1 or 2 others).

Projected Food and Paper cost goal is what you expect your food cost to be at the conclusion of this event. Base it on your past performance. This number will determine your recommended inventory purchase.

This area shows the end computations based on your input.

Average Potential Guests per day	Average hours open per day	Number of My Guests	Fair Share of Guests	Break Even Including Labor and Sales Tax
13333	10.3	400.0	266.7	\$1,295.93

Estimated attendance divided by total days at event

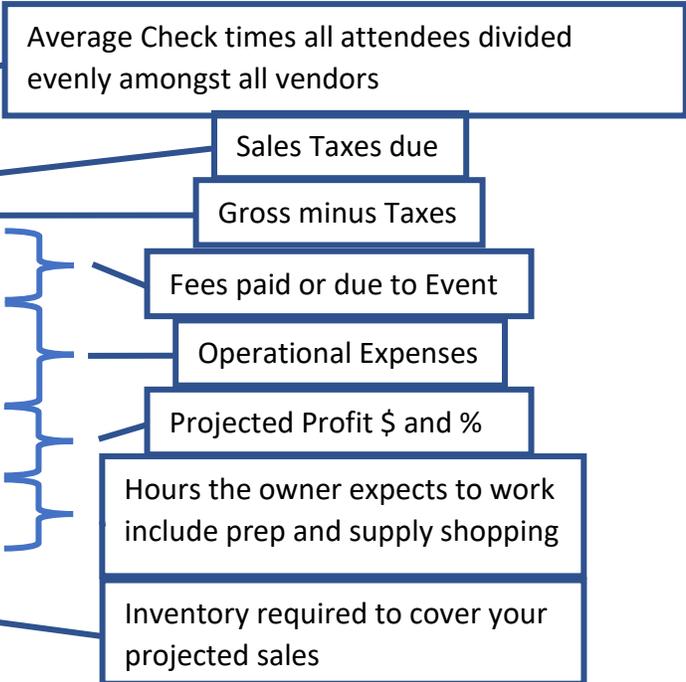
Hours open divided by days in event

Number of guests you expect based on the percentage your selected for "My Guest % of Attendees" dropdown.

Estimated Attendance divided by number of vendors

This is the break even point. You will have paid for the event, all your fixed costs and all the food sold to achieve this level of sales. Beyond this level of sales is all profit less variable cost percentage.

Fair Share Projected Gross Income	
\$6,400.00	
Tax	\$362.26
Net Sales	\$6,037.74
Commission fee	\$0.00
Event Fees	\$477.00
Ops Fixed Cost	\$66.04
Variable Cost	\$1,973.13
Labor Cost	\$280.00
Profit/Loss	\$3,241.56
Percent	53.69%
Owner Hours	40
Hourly wage for Owner	\$81.04
Food and Paper Inventory required to cover projection	\$1,696.60



My Guests Projected Gross Income	
\$9,600.00	
Tax	\$543.40
Net Sales	\$9,056.60
Commission fee	\$0.00
Event Fees	\$477.00
Ops Fixed Cost	\$66.04
Variable Cost	\$2,959.70
Labor Cost	\$280.00
Profit/Loss	\$5,273.87
Percent	58.23%
Owner Hours	40
Hourly wage for Owner	\$131.85
Food and Paper Inventory required to cover projection	\$2,544.91

This area shows the same as above except using **YOUR PROJECTED GUEST PERCENTAGES.**

Things to consider

This Event is **not a food event & requires 400 to 500 guests** per vendor
Your Fair Share of guests IS UNDER recommended average guests per vendor
Your Fair Share of guests IS UNDER your number of Guest per hour SOS Goal
Your Fair Share of guests may cause you to have SHORT OR NO LINES
Your SOS Goal Indicates You Will Be Able To Handle Your Fair Share of Guests
You SOS will handle the percentage you selected for My Guests
Estimated Attendance is less than 10% growth
Warning: You are projecting more Guests eating with you than other Vendors.

This area offers things to consider about the event based on your research and goals. Each statement is color coded based on risk. **Red = bad, yellow = caution, green = good.**

This Event is **not a food event & requires 400 to 500 guests** per vendor

A food event requires an estimated 200 to 300 people per vendor, while other events require 400 to 500 or more per vendor. Length of an attendees stay impacts these estimates greatly. A long-time frame with loads of activities to retain attendees encourages people to eat at the event and continue to enjoy the activities. Paid entry with no re-entry policy also encourages eating as does the remoteness of the venue. This entry is a caution because the next entry is red.

Your Fair Share of guests IS UNDER recommended average guests per vendor

This warning is pointing out the completely equal distribution of attendees is under the recommended 400-500 guest count per vendor. This gives cause for staying conservative in inventory purchasing.

Your Fair Share of guests IS UNDER your number of Guest per hour SOS Goal

This area points out your SOS is faster than the even distribution of attendees. That means you should not see consistent long lines and may even have short periods of no guests. If there is a huge difference in what you can handle compared with what you reasonably should expect, you might consider using fewer employees. This will slow your SOS, but short lines of guests will not notice or care.

Your Fair Share of guests may cause you to have SHORT OR NO LINES

As noted above.

Your SOS Goal Indicates You Will Be Able to Handle Your Fair Share of Guests

This indicates your SOS is fast enough to handle an evenly divided flow of attendees.

You SOS will handle the percentage you selected for My Guests

This indicates your SOS is fast enough to handle your projection of attendees.

Estimated Attendance is less than 10% growth

This warning is showing the growth over last year to under a 10% increase. Events should grow year over year. 10% would be a massive increase and may not be realistic. If the event has expanded attractions and entertainment from A-listers over the pervious years, then large growth is possible.

Warning: You are projecting more Guests eating with you than other Vendors.

This warning shows you projected more than an even distribution of attendees. This is likely if your food and service is superior to other vendors.

Is this a paid admission event?		Yes
Is there a guarantee minimum sales threshold?		No
Is there a no competition clause?		No
Is there a supplier nearby for emergencies?		Yes
Is there a certain food or drink restriction?		Yes
Is the set up food court?	Yes	scatter?
Required guests to achieve break even	No	162

This final section has a few more questions to ask yourself about the event. These answers could turn poor results from initial research into a profitable event.

Is this a paid admission event? Yes

This question means the attendee have a reason to stay longer. They have paid and generally will attempt to do everything and see everything they can. The longer an attendee visits the event the more likely they are to eat on site. An event with a no re-entry policy or a very remote location will also encourage attendees to eat on site.

Is there a guarantee minimum sales threshold? No

Some new events will guarantee a sales minimum to encourage vendors to participate. This is usually something events that do charge commission offer. The minimum must absolutely cover all expenses and purchases made for the event. If the guarantee does not cover costs and the research indicates poor numbers, this would be a “no go”.

| Is there a no competition clause?

No

Some events try to only include one vendor per food type, such as only one kettle corn or one hot dog vendor. Many verbally promise this and then break the promise including 2 or more direct competitors. You should have written recourse when this happens. At minimum complete refunding of fees and associated food and supplies purchases. Stick to your guns and get all promises in writing.

| Is there a supplier nearby for emergencies?

Yes

All the great planning in the world does not mean you won't run out of something. You need to know where to re-supply and how long it takes for the round trip. This way you will know when to send someone out, so you DO NOT run out. Turning away guest because you ran out shows you to be an amateur and people will remember. If you can sell 100 dogs an hour and your re-supply trip will take one hour you cannot wait till that last 100 is cooking to send someone for more.

| Is there a certain food or drink restriction?

Yes

This is when the event dictates a certain type of food or brand. Often, they also sell the brand onsite. This makes the playing field somewhat even as everyone has the same restriction and cost. Just understand this conflict with existing menu and advertising you may have.

| Is the set up food court? **Yes** scatter?

No

Events will either place most of the food together like a food court in a mall, or place food vendors where ever they want. You could end up near dumpsters or port-a-pottys. Scatter system is good if you are grouped with a couple of other food vendors near a busy attraction. Always ask about placement, some events offer VIP placement for additional fees.

| Required guests to achieve break even

162

This lets you know how many attendees need to eat your food before you achieve breakeven. IF you can't draw 162 out of 40,000 perhaps food is not your calling.

AMAZING EVENT?

There is a second printable section to the spreadsheet. This contains your research copied from the other pages and prints portrait format in gray scale. There is a blank section for any notes you wish to include after the event is over. Such as attendance, sales, power problems, vendor issues, food shortages or anything else you feel is necessary for the next year.

Event Estimator

Event Information							
Event:	Mullet Festival			Dates	10/20/2017	To	10/22/2017
City	Niceville			State	FL		
Research and Costs							
Estimated Attendance	Last Year Attendance	Number of days for event	Event application Fee	Site Rental Fee	Additional Fees (tables, electric etc.)	Damage deposit	Event permit cost
40000	40000	3	\$ -	\$ 477.00	\$ -	\$ -	\$ -
Additional insurance cost	Commission Rate %	Number of Competitors	Total Number of Hours Open	Food Event?			
\$ -	0%	50	31	No			
Your Goals & Costs							
Local Sales Tax Rate %	Number of Guests per hour you can serve	Average Check Goal	Variable Cost %	Operational Fixed Cost	Projected Labor Cost	My Guest % of Attendees	Projected Food & Paper Cost % goal
6.00%	120	8	32.68%	\$ 66.04	\$ 280.00	3%	28.10%
Computation Information							
Average Potential Guests per day	Average hours open per day	Number of My Guests	Fair Share of Guests	Break Even Including Labor and Sales Tax	# of guests to break even		
13333	10.3	400	267	\$ 1,295.93	162		
Fair Share Projected Gross Income		My Guests Projected Gross Income		After Event Notes			
\$6,400.00		\$9,600.00		Rainy most of week end actual sales 8000. only 30 vendors attended			
Tax	\$ 362.26	Tax	\$ 543.40				
Net Sales	\$ 6,037.74	Net Sales	\$ 9,056.60				
fee	\$ -	fee	\$ -				
Event Fees	\$ 477.00	Event Fees	\$ 477.00				
Ops Fixed Cost	\$ 66.04	Ops Fixed Cost	\$ 66.04				
Variable Cost	\$ 1,973.13	Variable Cost	\$ 2,959.70				
Labor Cost	\$ 280.00	Labor Cost	\$ 280.00				
Profit/Loss	\$ 3,241.56	Profit/Loss	\$ 5,273.87				
Percent	53.69%	Percent	58.23%				
Owner Hours	40	Owner Hours	40				
for Owner	\$ 81.04	for Owner	\$ 131.85				
Food and Paper Inventory required to cover projection	\$ 1,696.60	Food and Paper Inventory required to cover projection	\$ 2,544.91				
Is this a paid admission event?				Yes	Is the set up		
Is there a guarantee minimum sales threshold?				No	food court?	Yes	
Is there a no competition clause?				No	scatter?	No	
Is there a supplier nearby for emergencies?				Yes			
Is there a certain food or drink restriction?				Yes			

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My book "[Putting the Cart Before the Dog?](#)" will give you an actionable plan for starting your food vending business. Check out my [blog](#) for additional insight, information and training. Give me a call for your free 30-minute Q&A session anything food service related. I offer several affordable training and support packages to help you achieve your food business goals.

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-  Food service forms, checklists & contracts
-  Sales building & profit increasing strategies
-  Clear growth plan from cart to restaurant



Contact Me Today

For your FREE 30 minute consultation
Schedule your appointment today by calling
850-888-3121
and speak directly to me!