



**March 11, 2024  
AGENDA**

1. **Approval of the agenda**
2. **Approval of February 12, 2024 regular meeting minutes**
3. **PowerPoint Presentation**
4. **Gala Event – March 1, 2025 at Hendersonville Country Club**
  - a. Limit # of attendees? 150/300
  - b. Cost per person? \$65
  - c. Meal Buffet
  - d. Band for dancing? yes/no
    - i. Who?
    - ii. Cost?
  - e.
5. **Town Picnic - July 5, 2025 at Rhododendron Lake Nature Park**
  - a. Limit # of attendees? \_\_\_\_\_
  - b. Caterer BBQ, Hamburgers, Hot dogs – [Contacted Hubba-Hubba](#)
    - i. Cost per person
  - c. Refreshments Beer on tap, wine, soft drinks, water – [Trailside Brewing](#)
    - i. Cost per person/serving?
    - ii. Commemorative glass?
  - d. Tents, tables and chairs (serving tables?)
    - i. Location
    - ii. Supplier? – [Contacted WNC Tents](#)
    - iii. Cost?
  - e. Band for listening?
    - i. Cost?
    - ii. Who?
  - f. Porta Johns
    - i. How many?
    - ii. Cost?
  - g. Portable generator
    - i. Supplier?
    - ii. Cost?
  - h. Parking
6. **Bear**
  - a. Location - [Tentative 5<sup>th</sup> & Main](#)

- b. Artist - Abigail Buckman?
  - c. Cost \$1400 + cost of supplies
7. **Art on Main**
- a. Location –
  - b. Cost \$250
  - c. Date for unveiling -
8. **Historical Presentation (s?)**
- a. When - Tentative in March
  - b. Where
  - c. Presenters Knox Crowell, Paul Hansen, Jim Toms (?)
  - d. Historical movie?
9. **Historical Booklet**
- a. Cost
  - b. Available when?  
\*note: the booklet will contain many Baker-Barber photos. By agreement with the Community Foundation, Laurel Park cannot sell the booklet for profit.
10. **History Tour (s?)**
- a. 100 years old homes in Laurel Park
    - i. Plaque? Summit Marketing working on design
    - ii. Cost
  - b. Proclamation
    - i. Town Council
    - ii. Feb or March monthly council meeting.
  - c. Bus/trolley tour
    - i. When?
    - ii. Cost?
11. **Concert series at Jump Off Rock**
- a. What months?
12. **Turkey Trot race? (JOR Race?)**
- a. Organized by?
  - b. Date
13. **Scavenger Hunt**
- a. Organized by?
14. **Halloween Trail**
- a. Organized by LPPD
  - b. What date? October 25
15. **Budget**
- a. Start pricing each event. Town budget request due in April - need to have final numbers for 2024/2025 budget.

# Laurel Park Centennial

Draft Fundraising/Events Feb '24



# Goals

- To celebrate the Laurel Park Centennial occurring in 2025 throughout the year
- To provide an array of different festivities
- To ensure that many know about the centennial
- To have fiscal resources for celebrations

# Strategic Plan

-Include with each meeting moving forward a document that outlines, by month, what is happening.

-Include tasks that are incomplete, and document completed items such as dates of events, price points, partners, subcommittee members, etc

# Months & Celebrations 2025

January -

February -

March 1st - Gala

April -

May -

June -

July - Picnic on the 5th at Rhodo Lake Nature Park  
(See minutes April '23)

August -

September -

October -

November -

# March 1st, 2025 Centennial Gala Details & Budget

-Hendersonville Country Club

-Up to 300 individuals if renting the entire place

-\$65 per head for venue and meal

-\$0 for iPod up to \$x for a live band

-\$ cost for provided alcohol such as 1 drink tix/head

-\$ cost for marketing such as mailed invitations to each LP household

Budget:  $(\$65pp) + \$10(\text{bevpp}) + (800\text{mailers}) + \text{FIXED MUSIC COST} = \$30,000$  estimated

# Laurel Park Pig Picking July 6, 2025

-Join Laurel Park in celebration at Rhododendron Lake Nature Park from 4pm to 7pm on Saturday, July 6th. Live music, BBQ, and fun!

Budget:

\$17pp/food/drink

\$4,000/tent rental/purchase plus bistro tables (NO CHAIRS)

\$4,000/band

\$200/beer keg plus \$200/wines

\$x mailed marketing materials

BUDGET: \$4,000 + \$4,000 + \$400 + Mailers + food/drink =  
\$16,000



# Chatskis Budget

- Bear \$1,400 plus paint/art supplies for artist
- Stemless wine glasses
- Pint glasses
- Bumper stickers
- Plaques for homes that are 100 years or older
- Art on Main fee for banner

Budget: \$6,000

# Income Streams

-Fundraising ideally covers the entire budget

-The estimate for needed income could be a goal of \$50,000 for the year

-If the Committee *cannot* fundraise this full amount:

The town can earmark dollars to be budgeted towards this.

The events can charge a fraction for ticket prices

## LAUREL PARK

# CENTENNIAL SPONSORSHIPS

<b>PREMIER</b>	Presenting sponsor of Gala & Pig Picking Opportunity to speak at both events 6 Gala tickets, 6 pig picking tickets Large color Logo on all Centennial marketing materials Full ad for Centennial in The Lightning Individual Social Media Shoutout x2	<b>\$15,000 X1 ONLY</b>
<b>GOLD</b>	Large, Colorful Logo on all Centennial marketing materials 2 Gala tickets, 2 pig picking tickets Half ad in The Lightning Individual Social Media Shoutout	<b>\$5,000</b>

**SILVER**

Logo on Centennial Marketing Materials  
2 Gala tickets  
Quarter ad in The Lightning  
Social Media Shoutout

**\$2,000**

**BRONZE**

Name listed on Centennial  
2 pig picking tickets  
Marketing Materials  
Social Media Shoutout

**\$500**

# Final Fundraising Thoughts

Laurel Park's calendar begins July 1st

The Committee can fundraise with an approved and polished Document as early as this spring

Businesses AND individuals can give tax-deductible sponsorships utilizing the document.

The first step to secure the Presenting Sponsor, then add their information to the doc.

**Who** wants to ask **and** what is a reasonable amount for a presenting sponsor?

We can re-evaluate the budget through the year (ex: are we over/under budget before the picnic? We can decide *then* what to charge for the picnic, not *now*)