

**2007 SHRIMPOREE  
REPORT**

Signed: \_\_\_\_\_  
Mike Hernandez, 2007 Shrimporee Chair

Date: \_\_\_\_\_

## SHRIMPOREE 2007

### **Background**

The 2007 Shrimporee is the 34<sup>th</sup> Shrimporee held by the Space Center Rotary Club (Club). The Club has two major fundraisers during the year, the Shrimporee in the fall and the Springoree in the spring. The purposes of the fundraisers are to fund community projects and to raise awareness in the community of Rotary and its purpose. In addition, the fundraisers afford opportunities for club wide fellowship, a major objective of Rotary.

In the spring of 2007 the Club won District 5890 raffle prize that consisted of a trip to South Africa valued at \$7,500 and converted it to a travel voucher to anywhere that \$7,500 would permit. The trip plus a diamond necklace and earring set valued at \$2,300 constituted the two prizes for the raffle for the Shrimporee.

The Club makes it a practice for the President-elect to be the chairperson of the Shrimporee. This year it is Mike Hernandez. He established a goal of \$100,000 gross income for this year. In order to attain this goal several strategic changes were made. It was determined that increased in attendance was imperative and that the community in general had lost awareness of the Shrimporee, specially due to the increase in the number of activities that go on around the lake area every week end. Two key things were decided: one, to mount an advertising campaign informing the community about the Shrimporee, its purpose, and that attendance was free. This campaign consisted of radio advertising, a bill board sign, flyers distribution, press releases and news paper ads, and yard signs. Also Club members were encouraged to obtain a minimum of 20 meal tickets and either sell or buy them and invite friends to attend the Shrimporee. Two, was to involve other elements of the community in promoting the Shrimporee among their members and acquaintances. Primary beneficiaries from the Shrimporee were given tickets and posters to distribute. The Teacher of the Year and Fire Fighter of the Year were recognized during the Shrimporee and asked to support in the promotion of the event among friends. Members of other Rotary Clubs were invited, as well as heads of many local organizations and elected public officials.

One key element in the success of the Shrimporee was the effort headed by Scott Rainey obtaining Sponsorships, from both corporations and individuals. These sponsors, depending on the money donated, receive a number of free meal tickets to distribute among employees and business associates.

The President of the Club, Dick Gregg III, selected two primary beneficiaries for the Shrimporee, the Bay Shore Boy Scouts subsidizing children's summer camp, and the Interfaith Ministries subsidizing child day care.

The data used for this report is taken from the files of the Treasurer for the Shrimporee. The files consisted of invoices, bank statements, and copies of checks and deposit slips. There is a slight difference in expenses and the incomes of the Treasurer's compilation and the compilations in this report. However the net result was the same. One of the difficulties was that monies are

combined in deposit slips therefore making it difficult to sort out the specifics. This was prominent in the meal and \$ tickets deposits.

### **Summary**

The Shrimporee was held on October 27 at the Landolt Park, in Seabrook, Texas. The rain date was November 2. It was a beautiful sunny day reaching a temperature of about 70 degrees.

Several planning meetings were held at 5:15pm at the JSC Credit Union conference room located at the Drive-In Banking area with good participation by most of the committee members. A post Shrimporee meeting was held to discuss lessons learned. It is planned to compile a 2007 Shrimporee Report and a Shrimporee Manual with all of the pertinent and relative information in it to be passed on from Chair to Chair.

Overall, the attendance was better than recent years with 2218 meal tickets collected, which is about 10% above last years'.

The cash income was \$97,993.65 with cash expenses of \$30,773.26 resulting in a net profit of \$67,220.39. Incomes by major groups are noted as follows:

\$24,872	meal ticket sales
\$20,975	auction
\$11,376	raffle
\$37,700	cash sponsors
\$1,460	\$tickets, t shirts, caps, etc
\$1,610	briskets and shrimp

However, the true income and expenses when including in-kind donations and expenditures are as follows:

\$123,793	Adjusted income
\$56,573	Adjusted expenses
\$67,220	Adjusted net profit

In addition, when the following items on inventory and food already donated are accounted for:

\$500	Unused food donated to the Bridge
\$412	Reusable silent auction items
\$1738	Reusable signs and banners

The results from the Shrimporee come up to be \$69,870.

The workers prior to and on the day of the Shrimporee were about 73% of the Club's members, 26 adult volunteers, and 40 young people volunteers mostly from the Boy Scouts.

The meal consisted of sliced brisket, boiled shrimp, sausage, beans, corn on the cob, and condiments. The price of the meal ticket was \$15. The words "face value" and "donation" were removed from the tickets because of legal reasons. The rain date was added to the ticket. Drinks were purchased separately. Children 6 years of age and under received a free meal consisting of a hotdog and a bag of chips. These tickets were handed out at the serving lines when the child was accompanied by a person with a meal ticket. In addition, free hot dogs were given to the young people volunteers and free meal tickets were given to the adult volunteers. Seventy one of

the Club members (Club membership is 110 members) bought meal tickets with 61 buying 20 or more. Another new aspect for this year was the ability to buy the meal tickets on line although there were no tickets purchased. The dollar ticket concept was used to purchase soft drinks, bottled water, beer (\$2) , wine (\$3), hot dogs, tea and, coffee.

There was 1250 pounds of brisket, 1000 pounds of shrimp, 500 pounds of sausage, 72 gallons of beans, and 2500 cobs of corn purchased. All of the brisket, sausage and shrimp were either used or sold. The other unused food and drinks valued at \$500.00 were donated to the Bridge.

There were both live and silent auctions with 92 items for the live auction and 61 items for the silent auction. Baskets were auctioned this year for the first time. The Club membership was divided into teams and each team selected a theme for its basket and purchased the ingredients for the baskets. The silent auction committee put the baskets together. Twenty baskets were auctioned off. A special permit, an Auction Charitable Permit, had to be obtained to allow bottled alcoholic beverages to be auction off. This permit required an inventory of the bottles attached to it. The silent auction was located between the chairs for the live auction and the eating tables this year. This proved to be a very effective location from the standpoint of visibility by the guests since it was on the path from the serving lines to the eating tables.

Security and EMS were on duty and off-duty deputies provide by Constable Bill Bailey and the EMT's by Chief Roy Hunter.

Advertising was more comprehensive than previous years. Billboard advertising, radio advertising, good coverage in the Citizen, banners on the NASA Parkway, yard signs for each Club member, posters for businesses to display, listing on the Rotary District 5890 calendar, flyers, Club members sent email to friends, and many invited guests were the advertising media used.

The Sweet Shop, staffed by the women of Rotary, offered a variety of pastries. Tea, coffee, and popcorn were also provided. The proceeds are used by the women of Rotary for charitable activities and netted over \$700. Cotton candy was sold at the hot dog stand.

An information booth was added this year. The booth not only provided information about the activities at the Shrimporee, but offered \$ tickets and Shrimporee/Rotary apparel and caps. A Rotary information table was also added this year.

Wine by the glass was offered for the first time. It was not as successful as the committee expected. The white wine out sold red wine. The unused wine was sold by the bottle to Club members.

New informational signs and banners were made for this year. The banners can be reused by having peel off dates and all of the signs are reusable.

### **Conclusions**

Overall, the Shrimporee was the most successful one regarding net income to the Club.