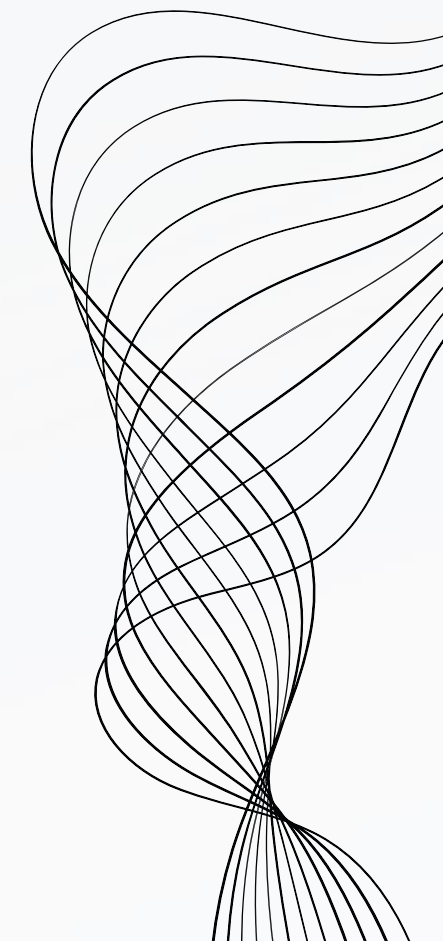




SPOKANE LILAC FESTIVAL BREWFEEST

WWW.SPOKANELILACFESTIVAL.ORG



OUR TEAM



Alysia
Cross

Riverview Retirement
Community



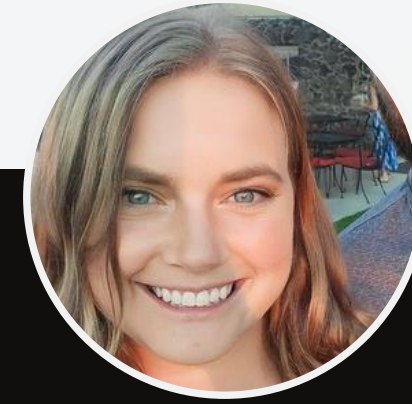
Kathy
Minnerly

University of
Washington
School of Medicine



Nathan
Clark

URM Stores Inc.



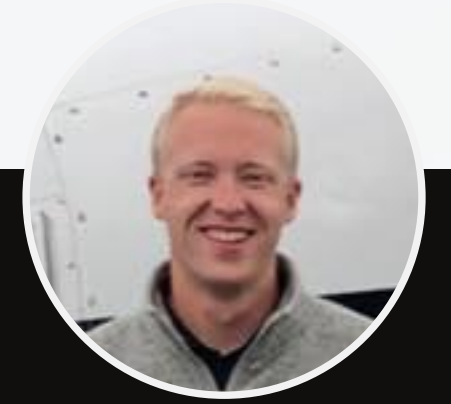
Emma
Reeves

Windermere



Kayla
Clark

Kalispel Golf &
Country Club



Weber
Bartz

Spokane Airports



Callie
Bendickson

Itron Inc.



Damien
Singh

AgWest Farm credit



Alex
Wilson

Paine Hamblen



Angela
Earley

WSU Spokane



Sam
Day

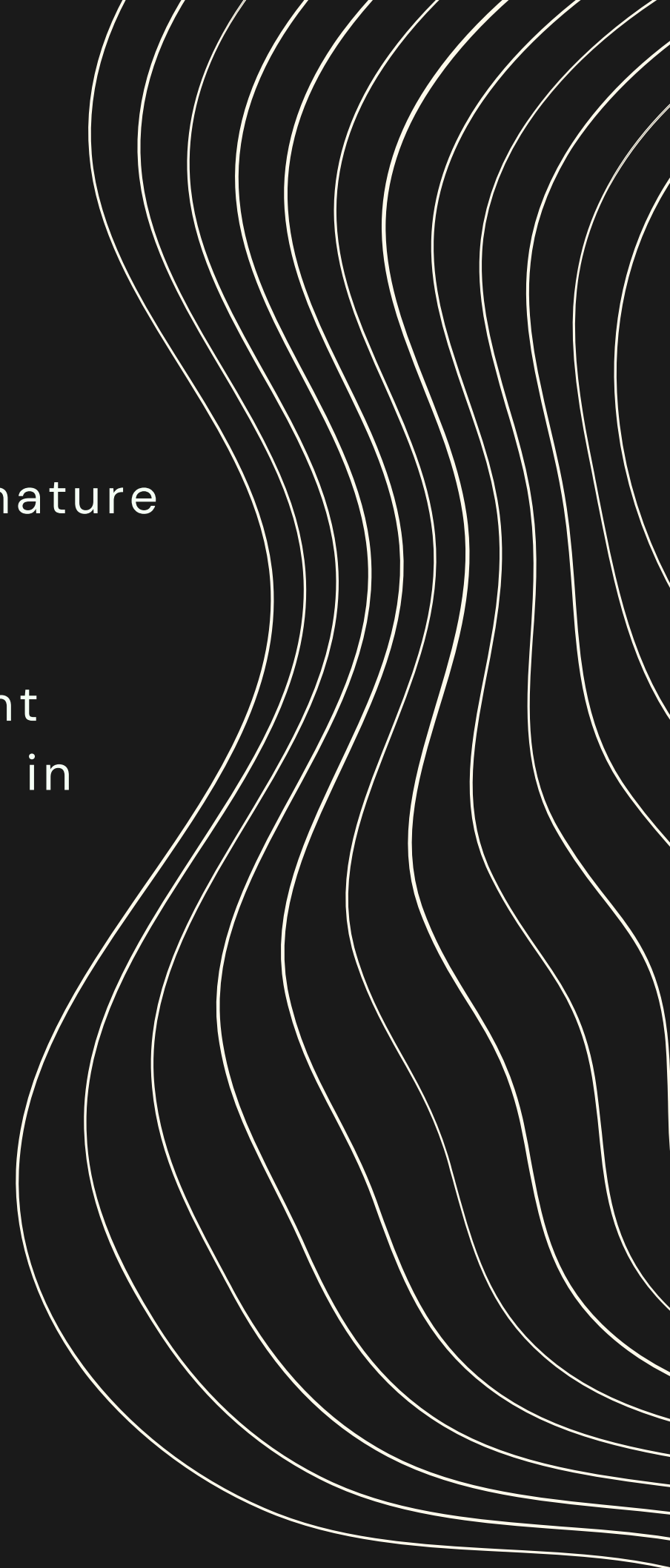
Spokane Public Library

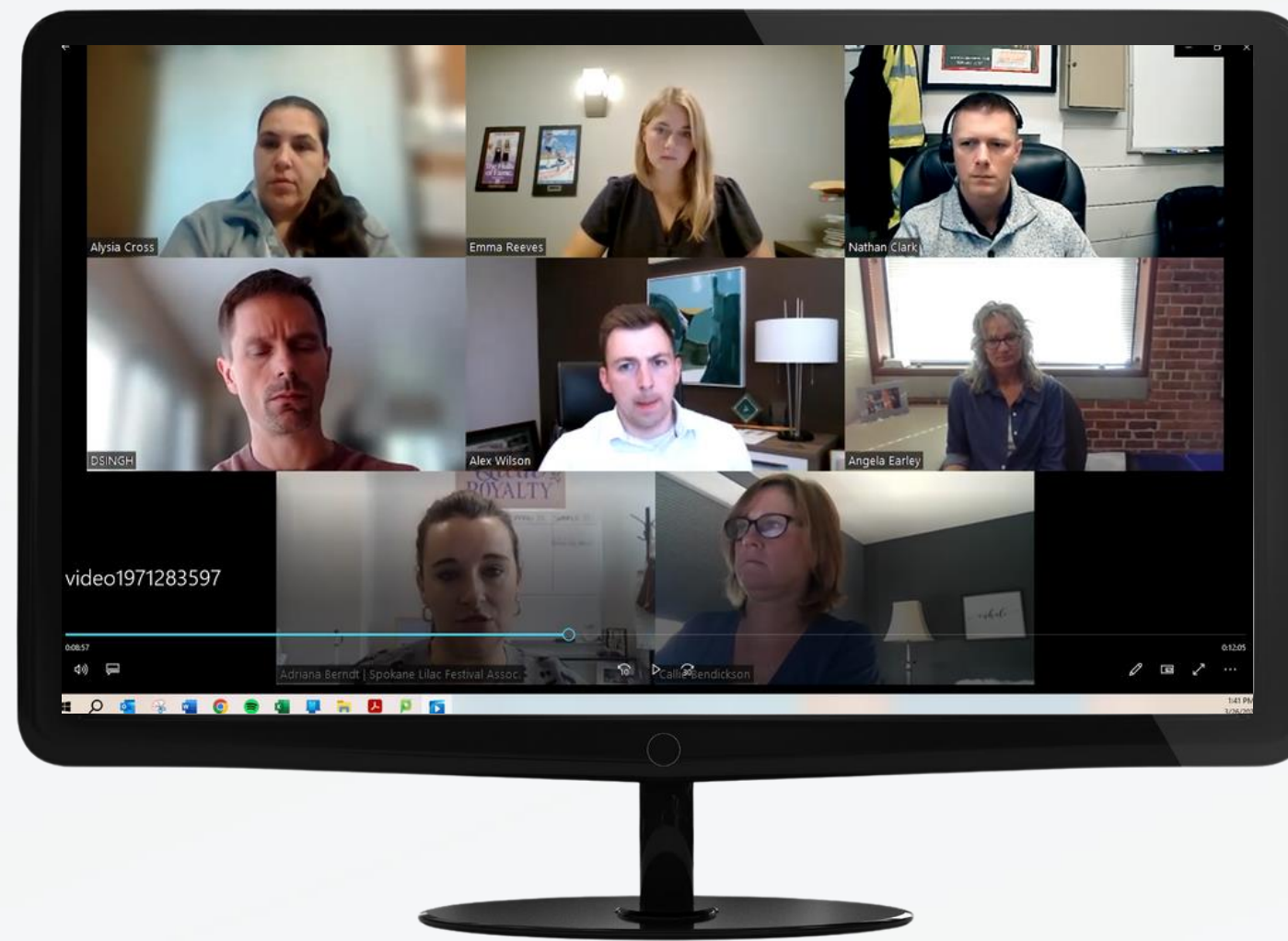
PURPOSE STATEMENT

For Spokane and Eastern WA community members who want to honor and celebrate those who served in the armed forces, the Lilac Festival is a signature community event that honors veterans, builds community, and provides a platform for individual organizations who Dare to Dream for a common objective. Unlike unsung heroes returning home without applause, our event includes a wide range of community members in our region who are united in recognizing the sacrifice and service of our military.

OUR MISSION

The objective of this project is to establish a vibrant and engaging beer garden within the premises of the Spokane Lilac festival. The beer garden will serve as a focal point for festival attendees, offering a diverse selection of beverages in a comfortable and inviting atmosphere, thereby enhancing the overall festival experience.





JANUARY

By January we had connected with the Lilac Festival coordinators and were connected with Sam Snow as our best point of contact. They helped us adjust our scope of work to a space where they needed the most help and we would be able to work together. Brewfest was our new focus!

FEBRUARY

February was used as a time for brainstorming and planning all of the ways we could make the most of our opportunity within the Lilac Festival. We stayed in contact and continued to engage with the Lilac/Brewfest team.

MARCH

In March we got to start taking some real steps to prepare for our big day. We had Zoom meetings, email threads, and phone calls to better understand their needs. End of March we were able to deliver marketing materials to many of the participating breweries and connect as a team on future goals.

APRIL

In April we determined how we wanted to set up our presentation and the materials that we would need to do so. Jobs were allocated to members of our teams to make sure all bases are covered and we stay on track with our overall plan.

GOALS AND OBJECTIVES

Objective 1

PRE EVENT

Help to distribute marketing materials and promote the event to our spheres of influence via social media and personal connections.

Objective 2

EVENT DAY

Be of service where ever needed with:

- Set Up
- Ticketing
- Security
- Maintenance
- Tear Down
- General Needs and Tasks

Objective 3

POST EVENT

We have made it clear to the directors of our event that we are happy to continue to support their mission by collecting feedback from participating establishments, collecting the marketing materials, volunteering for next years celebration, or any other ways they have in mind.



ABOUT LILAC FESTIVAL



What was once a modest tradition has blossomed into a week-long extravaganza, where spring, youth, and community spirit converge in a jubilant celebration. As the most expansive and one of the oldest community events in the Inland Northwest, the SLFA offers a platform for all segments of the community to engage.



As a grassroots organization, our events and programs are run 100% by our amazing volunteers. The best part of getting involved with the Spokane Lilac Festival Association is getting to be a part of the support we provide to highlight and showcase the lilac city.



ABOUT BREWFEST

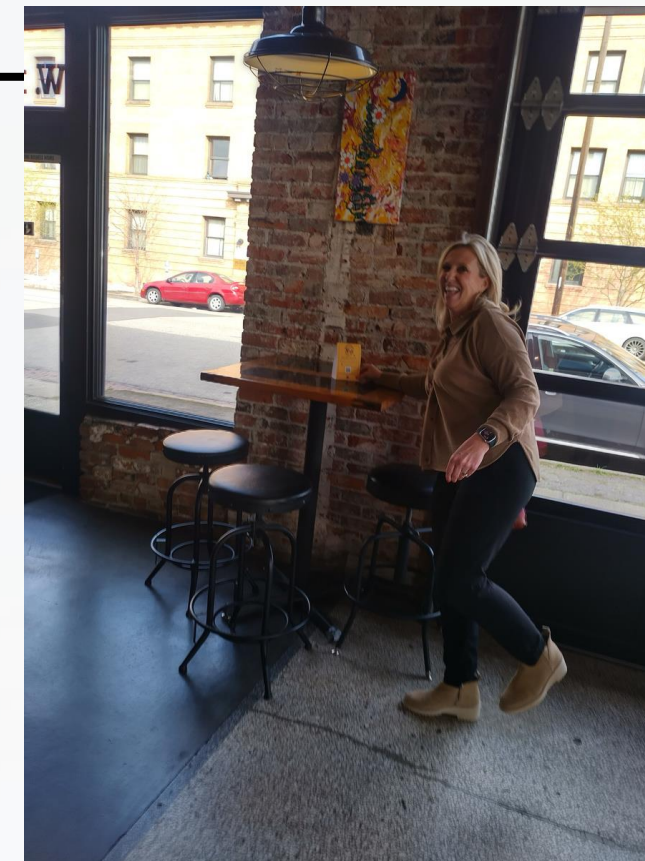
- Enjoy tastings from 30 Spokane and PNW area breweries, live music, vendors, and more. This is a 21 and older only event.
- This is a great area of the lilac festival that brings out local flavors and a space to relax.
- For 85 years, the SLFA has championed the Armed Forces Torchlight Parade, honoring our military, empowering our youth, and showcasing our region. Festival planners added the Brewfest to the mix to further showcase the region and Spokane's many award-winning and innovative breweries.



MARKETING MATERIAL DELIVERY



• March 25th we split into 3 teams and delivered table tents, flyers, and posters to 13 participating breweries. The goal was to get the word out and presell as many tickets as possible! The more the merrier. After our drops, we were able to connect and continue discussion on our goals for the project.



IN PREPERATION:

We built a graphic to share with our social channels to help get the word out about Brewfest. This was posted to our personal pages, leadership page, and amongst our coworkers.



FINAL PREP MEETING

- May 10th we had a final meeting to prepare for the big day. We discussed our roles for the day, timelines, materials we need to collect, and brainstormed ideas to continue supporting our organizations mission into the future. Kathy also was able to get out volunteer shirts that we will be wearing for the event.



EVENT SET UP



- Everyone from our team arrived between 8:45 and 9am. We helped with Set-up by:
 - Distributing and setting up 35 tables and chairs to stations around Pavilion where breweries were stationed.
 - Unloading the U-Haul containing tasting glasses, tokens, dry food items, water, etc.
 - Set up the entry banners and gates.
 - Set up the entrance workstation tables.
 - Opened the taster glass boxes, put 10 tokens in each glass with a business card for VIP admission (approx. 288)
 - Set up General Admission taster glasses with 7 tokens and business card. (approx. 1,062)
- Once the event was set up we were trained on scanners for admittance to event. Tickets were either on the AXS app or if they had technical difficulties, they could go to the ticket office to get a paper ticket.
- We were also trained on tablet to sell extra tokens.

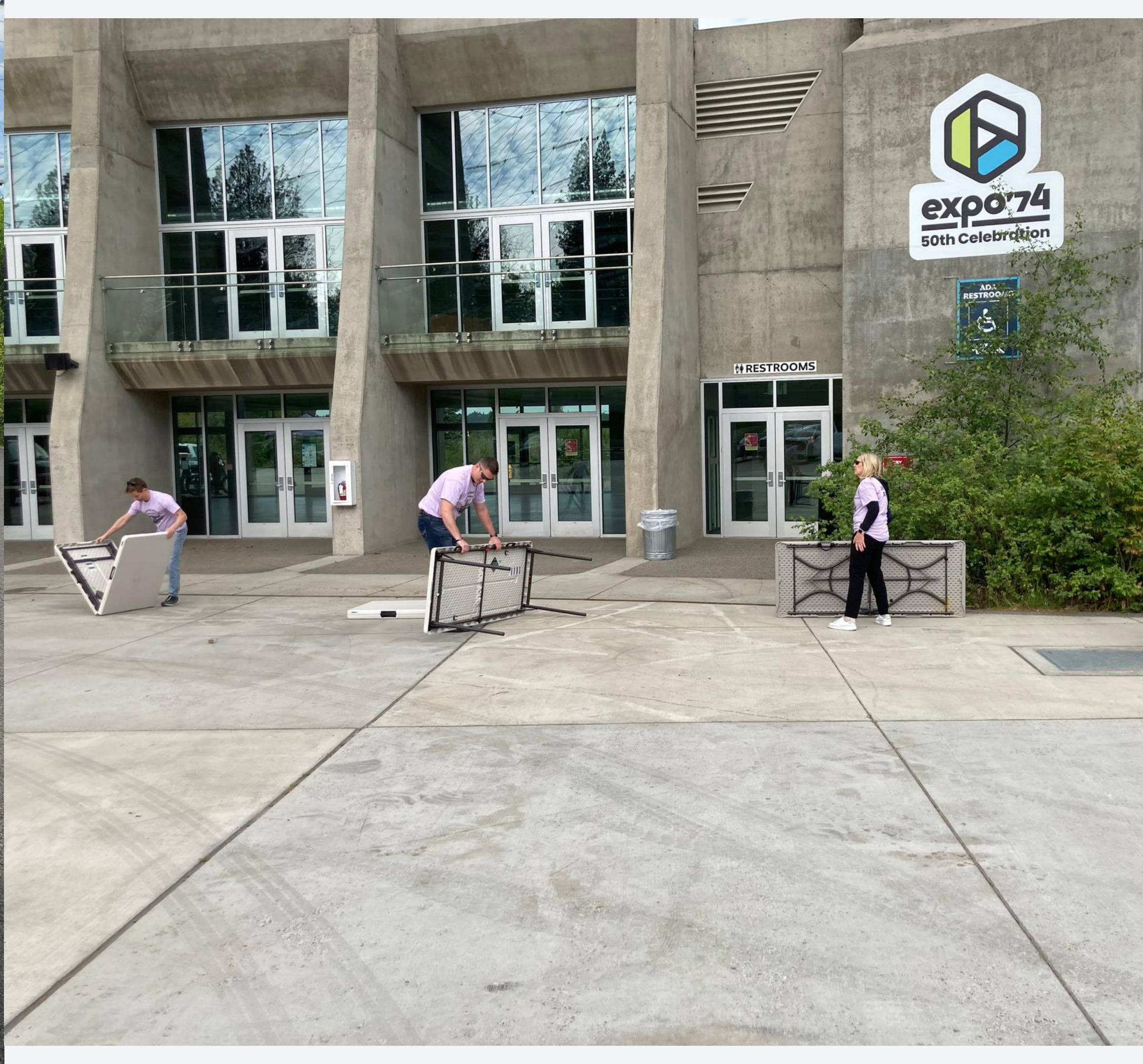












FACILITATING



- During the event our group helped with the tasks we were trained on as well as any needs that came up unexpectedly.
- We refilled glasses and tokens as we ran low and more people were in line.
- Sold extra drink tokens by cash or card.
- Cleaned up broken glass as needed.
- We had two teams for VIP check-in and added a third team for GA on the other side.
- A great part of this event was the freedom that our teams had to set up the process as we saw fit. Were able to see where adjustments were needed and had the ability to execute the changes.
 - Sam Snow said that we were almost twice as efficient in getting guests through the door. One of the major complaints from 2023 was how long it took people to get inside. This year, we were moving people through the line very quickly.











MAX
CAPACITY:
2,500

MAX
CAPACITY:
2,500

149

Ball
MASON JARS









TEAR DOWN



- Once the event was over, our group helped to:
 - Take down banners and gates.
 - Break down boxes and take to the recycling dumpster.
 - Tear down brewery stations with tables and chairs when event ended – 5pm. Return items behind stage.
 - Load up U-Haul with remaining glasses, water, etc.




expo'74
50th Celebration

ADA
RESTROOMS

←←←

DRY
STANDPIPE

SOMETIMES I STAND AND
DRIVER DO YOU REMEMBER
-ALEX SHERWOOD

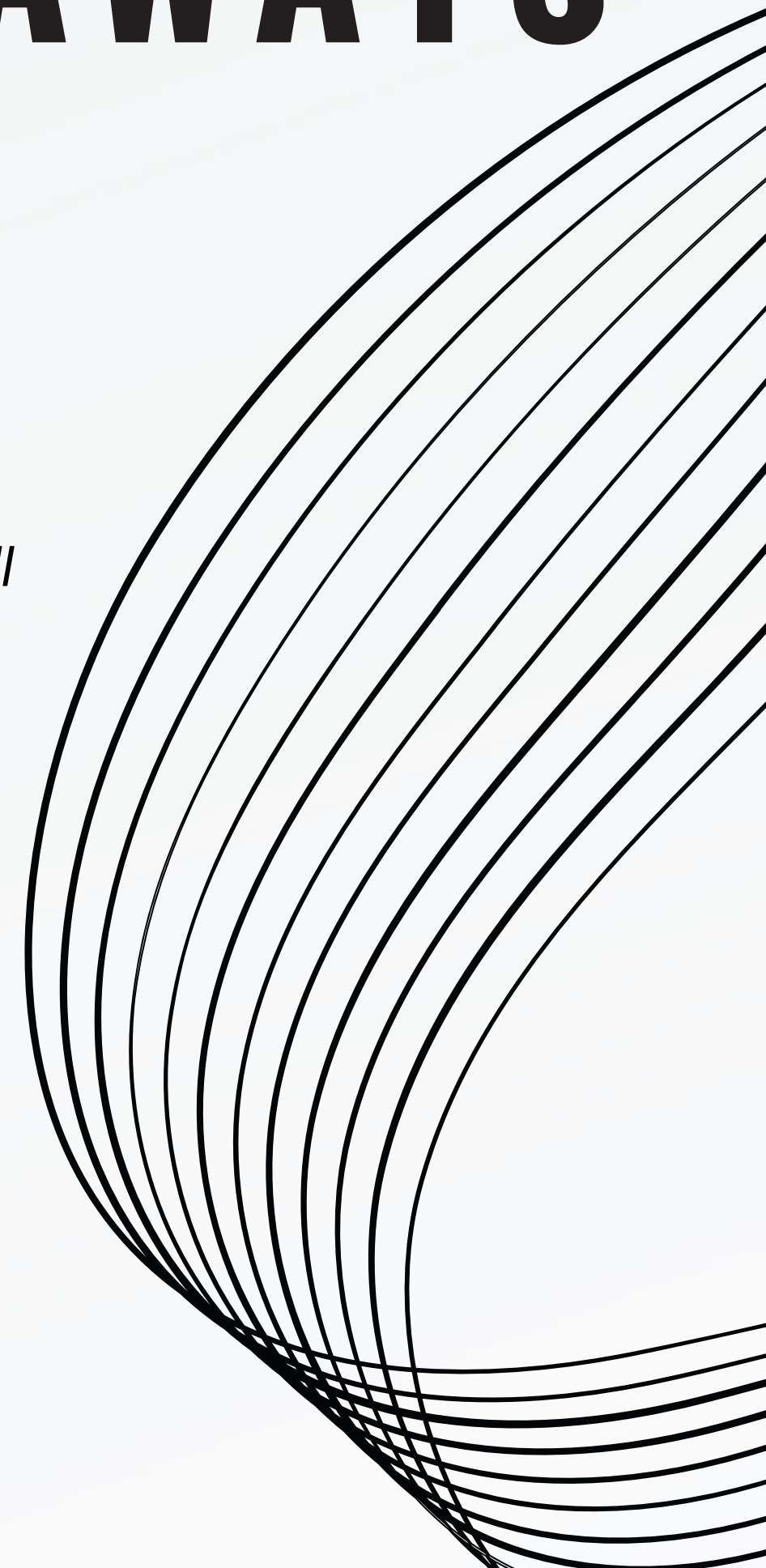




POST EVENT TAKE AWAYS

IDEAS FOR NEXT YEAR

- *Tables marked with station numbers for breweries to identify their station.*
- *Maps of breweries locations at entrance tents and periodically throughout the event.*
- *A better cash money box sorted by denomination. (We just had one spot for all the money, had to sort by bill as we went...or just toss it in there and sort later if we were busy).*
- *Provide breweries with a set "move in" time slot. As the event grows and more breweries participate, have a phased move in / move out structure.*
- *There seemed to be some confusion about having two entrances/exits for guests.*
- *Scanners were a BIG challenge. Having a tent with shade is a must!*
- *They probably need to set up a station for selling extra tokens with two, two laptops...and signage.*



CONTINUED...

- *There were lots of requests for t-shirt/sweatshirts/merch.*
- *More signage everywhere - Check In, Restroom, Tables, Vendors, Tokens, ect.*
- *EVENT HOURS posted*
- *More definitive information to guests for last call with regards to buying more tokens (so token purchase cut off)*
- *A checklist of what they need volunteers to do and in what order. With Sam, he was so amenable to what we did, how we did it and that's why we had such a great experience.*
- *Weber's surprise tokens were a hit!*
- *Despite intermittent rainstorms, the crowd did not lose its size or its spirit.*
- *Overall, the event went really well, people had a lot of fun, there were several yellow DD bracelets for friends to get people home safely.*



BREWERIES

AND HOW THEY GIVE BACK



The Grain Shed

The Grainshed lends their spaces for local events to be hosted. They participate in charity pints where \$1 of the proceeds from specific pints go back to a charity of choice. Every year they participate with other area breweries in Ales for ALS. Beer enthusiasts from around the world are coming together to end ALS through Ales for ALS™ – a fundraising program where breweries create delicious beers and donate proceeds to ALS research. This program gives all the breweries the same hops to brew and experiment with and Humble Abode hosts an ALS festival where they can all share and try the different brews made with these hops.



Perry Street Brewing

The owner of Perry St. is partnered with Grant Elementary to give back to the school. They do this through gift drives and winter clothes drives at the brewery. They also have partnered with Wishing Tree Books (across the street) for book drives in the past. They work to be a place for those in the neighborhood to gather together, most recently putting on a small carnival event for the 10th anniversary party.

BREWERIES

AND HOW THEY GIVE BACK



Bardic Brewing and Cider

Bardic Brewing lends their space for events regularly. Specifically for girl scouts and other charities in the area. They are happy to lend a hand if someone in the community asks for their assistance, fundraising, or space.



Bellwether Brewing

Bellwether is community minded, their slogan is "Makers of beer. Enjoying life. Being a blessing." They host pint nights where a portion of the proceeds go to a certain charity, they donate to auction events, and they host a Homebrewer's Event every year. This competition is called Friends of Bellwether and the winner of the competition picks a charity for \$1 from each pint to go to throughout the summer.

BREWERIES

AND HOW THEY GIVE BACK



Black Label Brewing Company

Black Label stated that their goal from the start has been to be a community minded business. The main charity they support is The Isaac Foundation. The ISAAC Foundation empowers those touched by autism, one connection at a time. They also provide auction items to fundraising events and support local schools where they can.



No Drought Brewing

No Drought is always happy to participate in donated auction items as well as donating each year to Smoke Fest: \$1 of each pint going to assist communities with wildfire relief.

BREWERIES

AND HOW THEY GIVE BACK



Hat Trick Brewing

Hat Trick stated that giving back to the community has been threaded into their entire mission from the start. Each Sunday, \$1 from a special pint goes to a local charity. These are quarterly, and Q1 supported Shriner's. They also support female awareness and education through \$1 of their pint "Hat Chicks IPA" going to charities in this area, including the Pink Boots Society. Pink Boots Society aims to assist, inspire and encourage women and non-binary individuals in the fermented/alcoholic beverage industry to advance their careers through education. Hat Trick is immersed in the West Central community and their support for their piece of Spokane is strong.



Cursed Brewing

Cursed is currently a self distributed brewing company in Spokane. They hold an event each year where \$1 from each pint sale goes to support Partners for Pets in Millwood.

BREWERIES

AND HOW THEY GIVE BACK



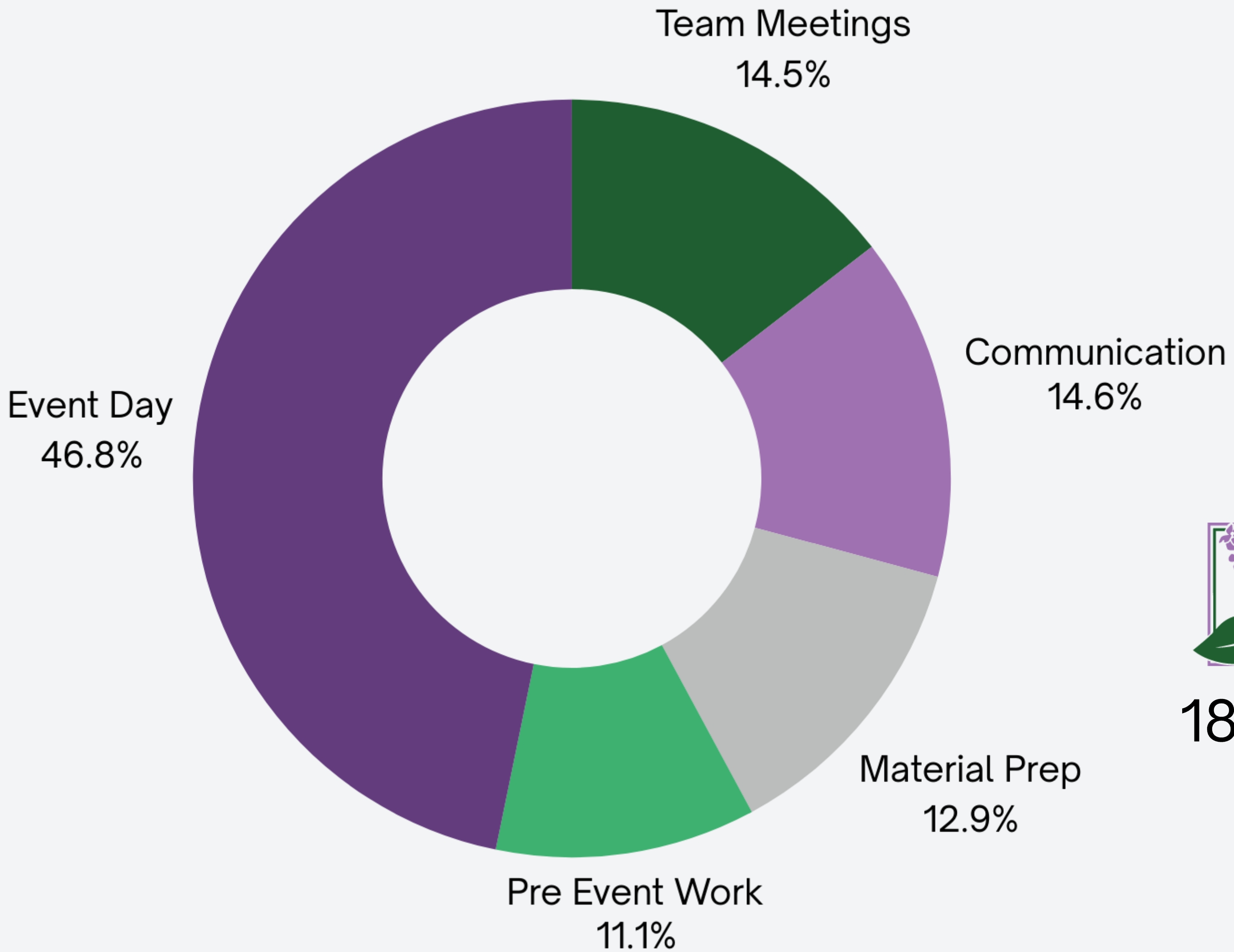
Rogue Brewing

Though not based in Spokane, Rogue has a lot of ways they like to give back. The main way is that specific beers support specific causes. The Dreamland Lager gives back to help rehabilitate skate parks in the area and another beer give back to support awareness toward endangered sea life.



No-Li Brewery

Our In-Kind donations are based on supporting non-profit causes raising funds for under-served and under-recognized members of our communities. We believe that what's in the can should elevate our craft — but that's just the beginning. We also want the way we do business to elevate our community. To inspire the doers and makers, the entrepreneurs and risk-takers. To lead with goodness. To be bold and thoughtful in the relationships we make and the causes we champion.



189.20 Total Hours

THANK'S FOR WATCHING

ENJOY OUR POP-UP BEER GARDEN!

