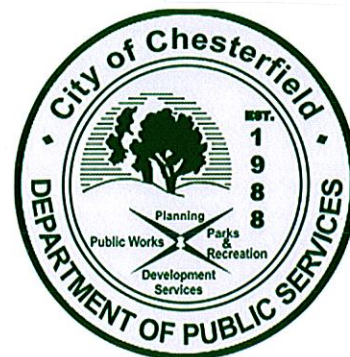


# MEMORANDUM



**DATE:** January 28, 2014

**TO:** Michael Herring, City Administrator

**FROM:** *MG*  
Mike Geisel, Director of Public Services

**RE:** Culinary Event – Forks and Corks

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We have been approached by the organizers of Taste of St. Louis; an existing, recognizable, well capitalized sponsored culinary and cultural event, who have an interest in relocating the event to the City of Chesterfield. The Taste of St. Louis is in its tenth year and has been very successful. It is their desire to permanently relocate the “Taste of St. Louis at Chesterfield” due to the location, demographics, and the Central Park venue. This would be cooperative venture involving partnerships with adjacent land owners, Chesterfield Mall, and the City of Chesterfield. The event is free and open to the public, but there is also a segregated, ticketed component for those patrons who want more robust levels of participation. This is the sort of event where the Parks and Recreation staff excels.

**Given the schedule, content and demographics of this event, the Department of Public Services proposes to merge this event with the annual Forks and Corks event, September 19 – 21, 2014.** In fact, it is the success of the City’s Forks and Corks event that has made the potential event possible. The proposed event already has a substantial, established, named sponsor. The organizers desire to move forward, initiate contacts with the various potential partners, but all such contacts are dependent upon the City’s willingness to host such an event. Absent the City’s willingness and desire to serve as the locale, the organizers have no need to contact the surrounding property owners and have no desire to be publically identified, potentially soiling their existing event logistics.

As you know, the Amphitheater, Veteran’s Place Drive, and the improvements at Central Park were designed for festivals and community events. Since its inaugural opening event, the Amphitheater has steadily increased its visibility as a regional asset and has established a growing reputation as an

Culinary Event – Forks and Corks  
January 28, 2014  
Page two

entertainment venue. Such reputation and visibility has not only provided for high quality free entertainment for our residents, but has also created opportunities for commercial promoters to bring in high quality performers for ticketed events that our residents would not otherwise have convenient access to. Central Park and the Amphitheater have allowed the City of Chesterfield to reach a broader spectrum of our community.

Frankly, we are at the earliest stages of pre-event planning and there are minimal details. The logistics are a concept which will be finalized as soon as a decision is made whether the City has an interest in hosting this event. Conceptually, the event would be held over three days, Friday afternoon\evening, Saturday, and Sunday in September. Typically, there are approximately 30 restaurants represented, two culinary tents, and entertainment on-stage. Depending on sponsorship, it is desirable to present high profile culinary names for demonstrations and interaction. There are named International level sponsors who are very attractive for the City. This event has a budget of approximately \$1 million in cash or trade.

We have an established, well capitalized, sponsored event that could bring recognized culinary talent to the community. I recognize that there are few details in this memorandum, but we will be able to provide a visual presentation at the Committee level. **I request and recommend that this item be placed on the next Planning and Public Works Committee agenda for discussion and direction. We are in a position to describe the event and offer some early logistical details.** The Department of Public Services routinely executes community festival and events. The Department routinely schedules events with outside partners. This event, however, is significant enough to require early authorization and concurrence by Council.

If you have additional questions or require further information, please advise.

Cc Tom McCarthy, Parks and Recreation Director

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