

# Memorandum

## Department of Planning, Public Works & Parks

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To: Michael G. Herring, CA  
From: Mike Geisel, DPPW & P  
Date: 4/9/2012  
Re: Forks and Corks  
Taste of Chesterfield



As we have discussed, Parks Staff has been working with our production partners at Entertainment St. Louis to develop an inaugural, annual event for the Labor Day weekend. Since the demise of the County's Fair and Air show, there are no competing local events for this time of year. We have decided to pursue an event which would promote the local Chesterfield restaurants, the City's Central Park, as well as local wines and craft beers. The event will be open to the public, and we would propose to sell ticket books which will allow people to receive wine samples and food.

Entertainment St. Louis has agreed to work with us on a Forks and Corks event that would be held over the labor day holiday. This event would be similar to the Taste St. Louis event but, with a special Chesterfield twist. We will have Chesterfield restaurants buy booth space from us and have an assortment of wine, craft beer merchants and vendors set up tasting booths throughout the amphitheater. We would also have on-stage entertainment from 11:00 am -10:00 pm with potential cooking demonstrations by some of the local chefs in between music performances. The Parks and Recreation staff believes we can make this into a destination event to showcase not only all the wonderful restaurants in Chesterfield but also provide the West County residents a great option now that the Air show is no longer going to be held on labor day weekend.

This was not a planned, budgeted event for the 2012 fiscal year. However, we desire to kick-off this event in 2012 such that it could build momentum for our 2013 anniversary year. As you are aware funds were not allocated for this event in our 2012 budget. We anticipate this event would initially be a "break event" event and would become a revenue positive event in future years. Inasmuch as this was not a budgeted event, we must request a budget adjustment on both the expense and revenue side of the Parks Fund budget. **I request and recommend that the City initiate plans for the inaugural Forks and Corks - Taste of Chesterfield event, to be held over the Labor Day weekend, and to fund same with a \$30,000 budget amendment in both the 2012 Parks Fund expense and revenue budgets. Accordingly, I request that this proposal be forwarded to the Parks and Recreation Committee for their review at their April meeting.**

Once Council has authorized the event and related funding, staff will commence with seeking sponsorships and planning activities. If you have any questions or require additional information, please advise.

attachments

*Mike Geisel*  
4/10/12

Cc Tom McCarthy, Parks and Recreation Director

## MEMORANDUM

**TO:** Mike Geisel, Director of Planning, Public Works & Parks  
**FROM:** Thomas McCarthy CPRP, Parks and Recreation Division  
**DATE:** March 8, 2012  
**SUBJECT:** Special event at the amphitheater



Mike, Kari and I have been working with Entertainment St. Louis to come up with a special event to promote all of the great restaurants in the Chesterfield area along with an opportunity to showcase the amphitheater. Entertainment St. Louis would like to work with us on a Forks and Corks event. This event would be similar to the Taste St. Louis event but, with a special Chesterfield twist. We will have Chesterfield restaurants buy booth space from us and have an assortment of wine and craft beer merchants and vendors set up tasting booths throughout the amphitheater. Entertainment will run from 11:00 am -10:00 pm with potential cooking demonstrations by some of the local chefs in between music performances. The event will be open to everyone but we will be selling ticket books which will allow people to receive wine samples and food. In working with entertainment St. Louis we have come up with a budget figure to make this event a reality. We will need approximately \$30,000. The Parks and Recreation staff believes we can make this into a destination event to showcase not only all the wonderful restaurants in Chesterfield but also provide the West County residents a great option now that the Air show is no longer going to be held on labor day weekend.

As you are aware funds were not allocated for this event in our 2012 budget. The Parks and Recreation Division is asking for funds in order to develop and implement this exceptional new event for the residents and guest of Chesterfield at the Amphitheater.

Please let me know if you have any questions or require additional information.