

Scope Statement

Food Channel Summer Food & Wine Festival Project at Central

I. Project Title:

Food Channel Summer Food and Wine Festival at Central Park

II. Project Summary Description:

This project seeks to extend the Food Channel brand recognition to food lovers and expand their viewing audience by delivering their first Food and Wine Festival. To fulfill this goal, the project will plan and host the Food Channel Summer Food and Wine Festival at Central Park during the weekend of July 24 to July 26, 2011 at a cost of \$500,000.

III. In Scope Deliverables:

- List of event participants (includes sponsors, celebrity TV chefs, cooking instructors, food blogger awards shortlist and food/wine/cookware exhibitors)
- Project plan
- Activities and entertainment program schedule
- Venue logistics confirmed
- Participant commitment confirmed
- Attendee registration plan
- Participant no show back-up plan
- Festival tracking system
- Venue agreement signed
- 3,500 registered attendees (daily)
- Marketing and Promotional literature
- Staff and participant orientation program
- Festival financials

Out of Scope:

- Venue selection
- Plan next festival
- Festival business process

IV. Business Case and Project Background:

The Food Channel has entertained food lovers on TV and online for over a year. They have enjoyed a strong and growing on-line presence on Facebook and FoodChannel.com. However, their TV audience numbers are 20% below forecasted projections. The Food Channel wants to increase their cable presence in the food entertainment and education space. This event should generate a 30% profit margin.

V. Project Objectives

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- Complete festival planning, and meet legal and contractual requirements by January 3, 2011
- Ensure effective festival coordination and host the event on July 24 to July 26, 2011 at Central Park
- Deliver the festival without exceeding the 500k budget
- Ensure all deliverables meet the approval of the festival steering committee
- Use trained staff and sound event management to obtain an 80% attendee satisfaction rating of 4 out of 5
- Met the projected daily 3,500 attendee turn-out through creative marketing, and an entertaining and educational event schedule
- Met the 30% profit margin through extensive sponsorship participation and attendance levels
- Heighten brand recognition, thereby increasing cable TV audience by 10% one year after the event has occurred

VI. Success Criteria

- Complete project planning and event coordination within 10% of initial deadline
- Total project costs should be within 10% of the initial budget
- 90% of staff training evaluations should rate training program as exceeding expectations. Retraining opportunities will be offered until the desired rating level is obtained
- 80% of festival attendee satisfaction survey results should indicate a 4 out of 5 rating
- Attendee daily registration figures should be within 15% of 3,500 attendee turn-out projection
- Leverage Food Channel's Cable and online presence to ensure a 30% profit margin
- Achieve a 10% increase in Cable viewership one year after the festival

VII. Assumptions/Constraints:

- Food Channel viewers and food lovers will pay to attend this event
- Sufficient sponsorship to make a profit
- Budget Spending Limit - \$500,000
- Event occurs weekend of July 24 to July 26, 2011.
- Availability of event participants
- Venue is Central Park, New York

VIII. Risks:

- Poor attendee turn out
- Scheduled event participants are unable to attend
- Poor return on investment
- It rains during the outdoor festival