

Bella Sera 2008
☞ an evening in the park ☛

Benefiting
Chattanooga Endeavors, Inc.

The whole event was lovely. The location was excellent. The open space made for a relaxed atmosphere to enjoy the wine and food. It was a perfect way to spend a summer evening!

– Colleen Carboni

Bella Sera once again drew praise for a spectacular evening with fine wine, gourmet food, live music and dancing and a silent auction. “A perfect way to kick off the summer!” as one guest put it. There was, in fact, more spontaneous positive feedback than in previous years, leaving the distinct impression that Bella Sera has become one of the city's most anticipated annual fundraising events.

Approximately 1,200 guests joined Chattanooga Endeavors on May 31 at Renaissance Park for our fifth annual Bella Sera event benefiting Chattanooga Endeavors. In the words of one of our survey respondents:

“I loved the atmosphere of Bella Sera. It’s much more serene than a larger Riverbend Festival so you get to actually relax and enjoy yourself. The Food is wonderful and quite filling. My husband and I cannot wait until next year.” Tahnika Rodriguez

The following report summarizes data collected from an online survey of 544 guests who either purchased tickets online or provided their email addresses at the event. Data was collected 1-2 weeks after the event when it was assumed that respondents would be more reflective about their experiences.

An equal number of men and women responded to the survey with a fairly even distribution of those in their thirties (21.8%), forties (24.4%) and fifties (25.2%). Respondents were most likely to work in the healthcare industry (19.3%) education (9.2), management (9.2%), insurance (8.4%) and financial services (5.9%).

Most respondents had incomes of \$75,000-99,999 (30.3%), \$125,000-149,999 (17.6%), and \$150,000-174,999 (11.8%) with one in twenty reporting incomes over \$275,000. They were most likely to live in one of the following zip codes:

30725	3.4%
37412	4.2%
37411	5.9%

37377	7.6%
37415	7.6%
37421	10.9%
37343	12.6%
37405	19.3%

Nearly half of this year's guests (43.7%) attended last year's event and about a quarter (25.2%) attended the year before with more than three-quarters (79.4%) indicating that they believed this year's event was better or much better than last year's event.

The most effective sales tool for the event this year by far was word of mouth with more than half our guests (56.3%) indicating that they had learned about Bella Sera from a friend. This is a dramatic increase over last year when less than 5% had heard about the event this way. It represents the fact that there was significant "buzz" about the event from satisfied customers spreading the word. When asked how they heard about Bella Sera, respondents answered as follows:

Friend	56.30%
Invitation	17.60%
Radio	16.00%
Billboard	12.60%
Our Webpage	11.80%
other	9.20%
Times Free Press Weekend Magazine	9.20%
E-mail	7.60%
My Company	5.90%
Poster	4.20%
Other sites on the Internet	2.50%
Restaurant	2.50%
Television	2.50%

From the contemporary cuisine of Niko's Southside and the uncompromising quality of Porter's Steakhouse to the authentic Japanese cuisine of Sushi Nabe and the redefined taste of Table 2 Grill & Lounge, guests this year will enjoyed the best lineup of restaurant sponsors yet.

Event ticket included five tapas size servings from any of restaurant sponsors...with wine selections to complement each dish. Nine of the restaurants provided servings that counted toward the five food tokens included with the \$50 admission. Restaurant sponsors donated 1,000 tapas-size servings and many also donated serving staff. Each restaurant adds 150 guests to the overall capacity of the event. Based on this estimate, the capacity for Bella Sera 2007 was 1,350...just 150 more than the total guest count.

There were frequent comments about the quality of the wine at the restaurant tents. "I like the pairings of foods and wine," said one anonymous respondent. "I much prefer this

to say, Wine Over Water where you are just tasting wines.” The selection of wines was by Brian Leutwiler at Riverside Wine and Spirits.

Restaurant Headliners were: 212 Market, Blue Orleans, Chantz Coffee, FoodWorks, Greenlife Grocery, Niedlov's Breadworks, Niko's Southside Grill, Porter's Steak House, St. John's Restaurant, Sushi Nabe, Table 2 Grill & Lounge, and Yellow Deli

The Wine Tasters' Select Tent provides an opportunity for guests to upgrade their Bella Sera for an additional \$40. It is intended for wine collectors and enthusiasts to enjoy an exclusive tasting with Riverside Wine & Spirits. This premium featured over 50 pours from some of the top wine makers of the world complemented with cuisine from acclaimed chef Daniel Lindley of St. John's restaurant.

“Great opportunity to sample quality wines that I would not have otherwise tasted. I appreciate that the "Select" servers are knowledgeable about the wines, without trying to sell them. And, good job providing ice in advance- no "hot" wines! Beautiful location”

For the most part, guests believed that the registration fee of \$50 for Bella Sera (\$90 with the wine tasting premium) was a good value. Just 9.2% indicated that this amount was too high.

Items for silent auction included original art, photography, hand-blown glass, construction and home improvement, dining and entertainment, private swing lessons, furniture, a variety of health and fitness items, jewelry, fly fishing lessons, vacation packages, and a selection of top-tier wines and wine-related items including a private wine tasting.

When rating the major components of the event (location, food, wine auction and music) respondents gave the location the most favorable score, with 82.6% indicating that they thought the location at Renaissance Park was either very good or excellent. On the same scale, 71.7% rated the food as very good or excellent (with an additional 17.4% rating the food good); 63.1% believed that the wine was very good or excellent (28.3% good); 63% rated the music very good or excellent (28.3% good); 28.3% rated the auction as very good or excellent (33.7% good).

Guests listened most often to WUTC (24.4%), Talk Radio (18.4%), Sunny (15.1%), and The Mountain (6.7%). They watched WRCB (21%), WTVC (17.6%), Fox (11.8%), CNN (7.6%) and WTCI (9.2%).

On the three key indicators for the overall impression of the event: (1) 95.6% of respondents indicate that they will attend (72.8%) or might attend (22.8%) next years' event; (2) 76.4% thought that Bella Sera was either better or much better than other events in the area; and (3) 79% of respondents were more familiar with the name “Chattanooga Endeavors” as a result of their experience with Bella Sera.

The event also created value for our sponsors with respondents indicating that they are more likely to visit Renaissance Park again (72.3%), patronize our sponsoring restaurant (70.6%) and purchase our featured wines (51.3%).

Like last year many respondents commented on the relaxed, casual atmosphere of the event as well as the strolling servers, cheerful crowd and friendly volunteers...all going for a great cause. With many miscellaneous compliments on the location, food, and wine such as the following, "I cant say what I enjoyed "most" about Bella Sera....The location was great, the food, wine, and entertainment was wonderful as well. It was all around a fantastic evening." (Tammy Viva)

A small sampling of general commends from the survey respondents are as follow:

- Outdoor atmosphere, laissez-faire approach (get the food there, the music, find a good location, and just let it roll). No speechifying, no pretentiousness, no formality, no people trying to out-Chanel others. A melting pot feeling-- good stuff. (Stephen Culp)
- I truly enjoyed the evening at a lovely spot on the river overlooking the best view of our city while enjoying good friends, great food and drink. It was truly a " beautiful evening". Thanks (Scott Ferguson)
- The setting was lovely, the music fabulous, and the food superb. Add to that interesting folks and ample wine. . . and the evening overall was grand. I've been a supporter of CEI (and prior to that Dismas house) for years, yet this was my first Bella Sera. It won't be my last. (Karen Claypool)
- LOVED IT! (Anonymous)
- EVERYTHING!!! This event was FABULOUS!!! (Heather McLean)
- The atmosphere was great. The food was wonderful and the wines were well chosen to match the foods. We will be there next year. (George Thomas)
- Bella Sera is an event to share with friends. (Deb Phillips)
- Food, wine & fellowship with friends without paying \$250 (David & Brenda Rye)
- The whole event was lovely. The location was excellent. The open space made for a relaxed atmosphere to enjoy the wine and food. It was a perfect way to spend a summer evening! (Colleen Carboni)
- I enjoyed the event at the park and everything was put together so well. We only waited in one line all night and for less than 5 minutes. The Greenlife folks could not have been nicer! It was a wonderful evening. Thank you! (Cathy Sims)
- The atmosphere, the location, the music, and the food all made for a pleasant evening that I look forward to experiencing again next year. (Carissa Jennings)
- The chance to spend an evening visiting with friends in a beautiful place - and the new bicycle I bought at the silent auction! (Bob Marshall)
- It is such a value for the money. The fact that food is a part of the package is huge. Not only do we get to sample restaurants of the area, but it helps curtail drinking for an extended period of time on an empty stomach. I would think this would help with the liability factor, too. It's a wonderful event that is now on our "to-do" list each year! (Barbara Murnan)
- I loved the atmosphere of Bella Sera. It's much more serene than a larger Riverbend Festival so you get to actually relax and enjoy yourself. The Food is

- It was a fun way to raise money for a good cause, to benefit those who may be helped to find another path for their lives. (Anonymous)
- Great opportunity to sample quality wines that I would not have otherwise tasted. I appreciate that the "Select" servers are knowledgeable about the wines, without trying to sell them. And, good job providing ice in advance- no "hot" wines! Beautiful location. (Anonymous)
- I like the pairings of foods and wine. I much prefer this to say, Wine Over Water where you are just tasting wines. (Anonymous)