



Botanical Brewfest 2017

4th Annual Fundraiser

for the Train Garden at the

Overland Park Arboretum & Botanical Gardens

Event Impact Report



**FRIENDS OF THE
ARBORETUM**

**PART OF THE ARTS & RECREATION
FOUNDATION OF OVERLAND PARK**

Event Impact

The proceeds from the Botanical Brewfest ensure that the Train Garden can continue to entertain and bring joy to children of all ages. The train garden delights children and adults alike with a real railroad caboose, full-size railroad crossing gate and model trains that wind through bluffs, miniature shrubs and flowers. Money earned from the Botanical Brewfest help make the Train Garden and it's future expansion possible.

Your investment of time and money allows the continuing operation and expansion of the Train Garden. A current expansion is underway. It is being constructed in partnership with the City of Overland Park and our dedicated volunteers.

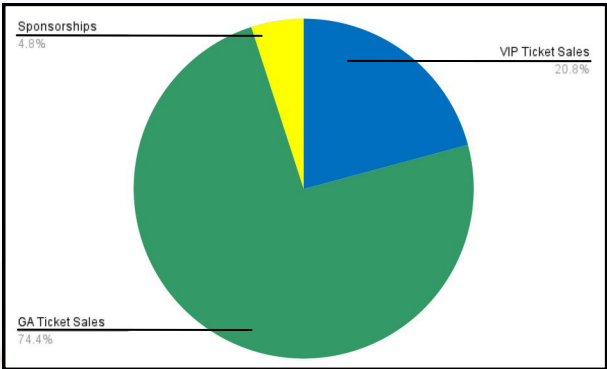
Botanical Brewfest Gross Income



Botanical Brewfest Ticket Sales



Botanical Brewfest 2017 Dollars Raised

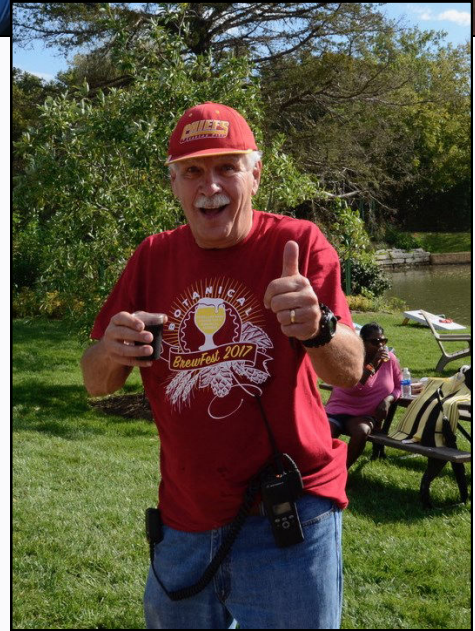


Gross Dollars Raised in 2017, \$52,050

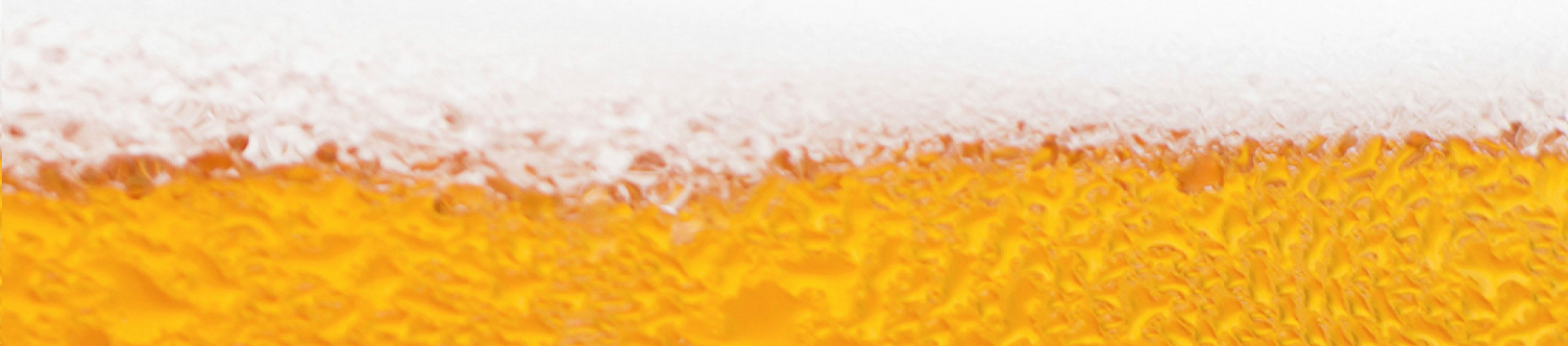
Volunteers

It takes many volunteers donating their time and talents to make the Botanical Brewfest a success.

Our volunteer committee is integral to this success. They work on many aspects of the Brewfest such as, coordinating music, games, sponsorships, logistics, recruiting restaurants and breweries and more. In addition to the committee, there are many volunteers that work before, during and after the event. They string pretzel necklaces, pick up trash, help guests enter the event and much more.



We appreciate all of the **157** **volunteers** and their time that was given. In 2017, from January through October, volunteers donated **1,091** **hours** to the Botanical Brewfest.



Vendors and Partners

Beer and Beverages

Aubrey Vineyards
Flying Monkey Beer
Granite City Food & Brewery
Green Room Burgers & Beer
Santa Fe Brewing Company
Clear10 Vodka
Miami Creek Brewing Company
Small Town Brewery
Brew Lab
Crane Brewing Company
Smoke Brewing Company
Strange Days Brewing Company

Restaurant Partners

Brew Lab
Corner Bakery
Greg Co. BBQ
J Bar
Johnny's Italian Steakhouse
Marwood Cheeses
Nothing Bundt Cakes
Plan B Catering
Pretzel Boy
Ritz Charles
Talk of the Town
Ted's Café Escondido

Entertainment

Blarney Stoned
The Collective Feat. Brother John
Ernest James Zydeco
The Good Fuzz
HexCup: A Game Changer
Jane Christison

Beer Partners through Crawford Sales Inc.

23rd Street Brewing Co.
Abita Brewing Company
ACE Premium Ciders
Alpine Beer Company
Bell's Inspired Brewing
Cider Boys Hard Cider
Defiance Brewing Company
Deschutes Brewery
Elysian Brewing
Empyrean Brewing Company
KC Bier
Goose Island
Golden Road Brewing
Green Flash Brewing Company
Nebraska Brewing Company
New Belgium
Odell Brewing Company
O'Fallon Brewery
O'Mission Lager & Pale Ale
Oskar Blues Brewery
Shock Top Brewery
Sierra Nevada
Stella Artois
Stems Ciders
Red Crow Brewing Company
Tallgrass Brewing Company
Ten Barrel
Uinta Brewing
Urban Chestnut Brewing Company
Walnut River Brewing Company
Wichita Brewing Company
Wild Ginger Brewing

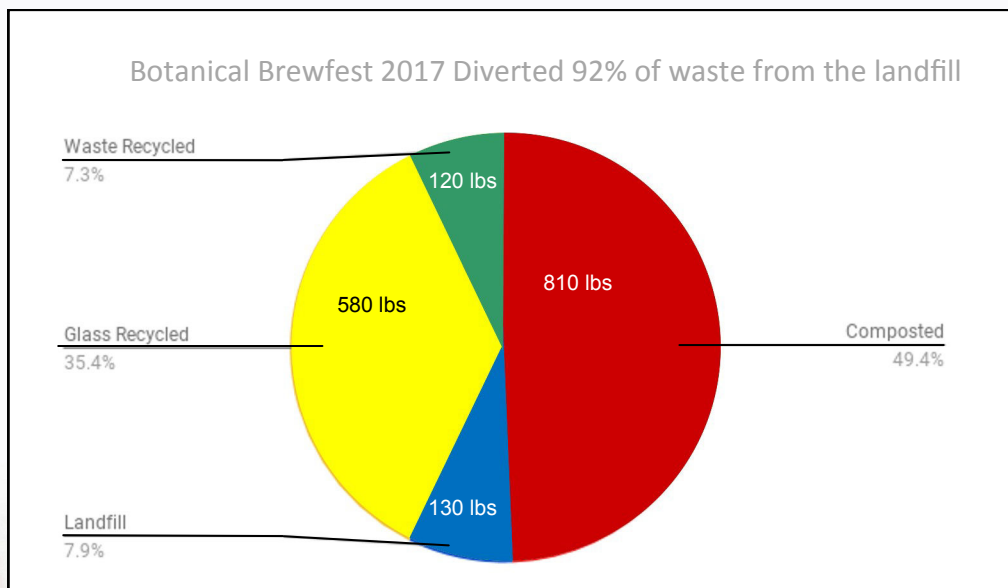


Sustainability

Through a partnership with Missouri Organic Recycling, Ripple Glass and Hockenbergs Food Service Equipment & Supply a considerable amount of waste was conserved and diverted from the landfill.



Botanical Brewfest 2017 diverted 92% of waste from the landfill



Marketing

Through many marketing and media partnerships we were able to showcase the Botanical Brewfest and the Arboretum to the community and beyond.



We posted the event on several media sites:

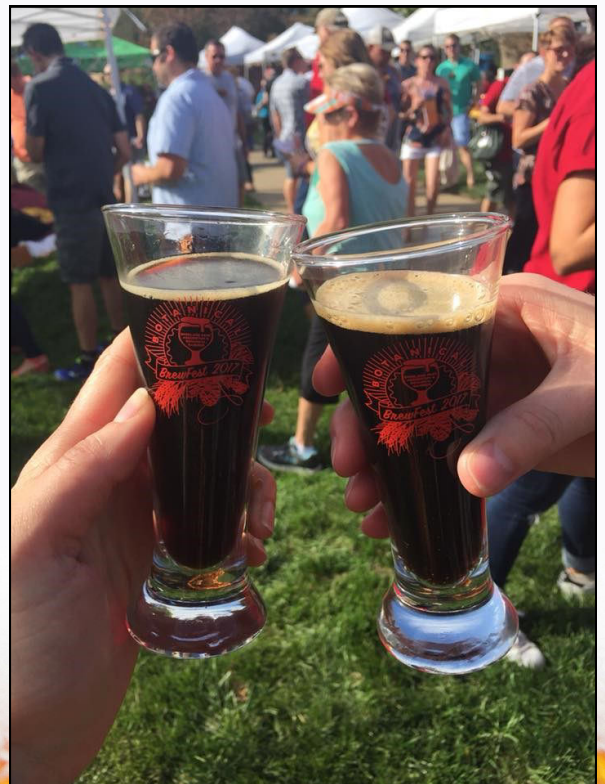
- Macaroni Kid
- KSHBTV 41
- Fox 4 KC
- Kansas City Star
- Visit KC
- Visit Overland Park
- Travel Kansas
- 435 Magazine
- Get Outdoors Kansas
- Leawood Lifestyle
- Eventbu

Free ads were placed through negotiation at several publications:

- The Restaurant Guide, Summer 2017
- Lifestyle Magazines
- Overland Park Chamber of Commerce
- Kansas City Homes & Style
- Ekstrand Media locations,
including Llywelyn's Pub
- Herlife Social Media and Print Ad
- Joco Lifestyle
- Cumulus website and social media ad

Radio Interviews:

- 610 Sports
- Caring for KC on Cumulus Radio Stations
- interview with Lisa Foxx
interview aired on 710-AM, 103.7-FM, 105.1-FM, 94.9-FM, 102.5-FM

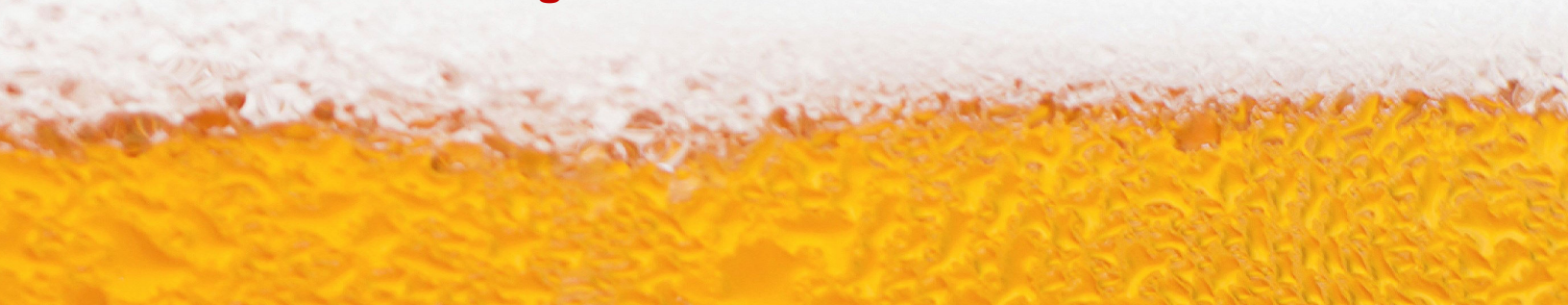




Feedback

90% of visitors were satisfied or very satisfied with the 2017 Botanical Brewfest

93% of visitors would recommend this event to a friend or colleague



Thank you to our sponsors



Restaurant Guide of Kansas City

