




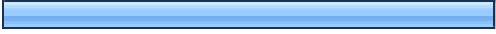


**1. How important are auctions to your nonprofit organization's revenue stream?**

		Response Percent	Response Count
Very Important		43.1%	22
Somewhat Important		37.3%	19
Not Important		19.6%	10
<b>answered question</b>			<b>51</b>
<b>skipped question</b>			<b>0</b>




**2. Please estimate how much money auctions add to your revenue stream each year (\$) and/or provide an estimate as a percentage of total revenue (%)**

	Response Count
	45
<b>answered question</b>	<b>45</b>
<b>skipped question</b>	<b>6</b>




**3. Would the ability to have alcoholic beverages donated to your organization be of benefit to your group? For example, as an auction item.**

		Response Percent	Response Count
Great Benefit		74.5%	38
Some Benefit		19.6%	10
No Benefit		5.9%	3
		<b>answered question</b>	<b>51</b>
		<b>skipped question</b>	<b>0</b>



**4. How important is the availability of alcohol at your events?**

		Response Percent	Response Count
Very Important		78.0%	39
Somewhat Important		16.0%	8
Not Important		6.0%	3
		<b>answered question</b>	<b>50</b>
		<b>skipped question</b>	<b>1</b>


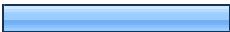

**5. How valuable would a year round license to serve wine and beer at your events and programs be?**

		Response Percent	Response Count
Very Valuable		58.8%	30
Somewhat Valuable		27.5%	14
Not Valuable		13.7%	7
		answered question	51
		skipped question	0




**6. Do you apply for "Single Event or Temporary Permits" for your events?**

		Response Percent	Response Count
Yes		54.9%	28
No		45.1%	23
		answered question	51
		skipped question	0

**7. If yes, are single event temporary permits easy to obtain?**

		Response Percent	Response Count
Yes		27.7%	13
No		34.0%	16
Not Applicable		38.3%	18
		answered question	47
		skipped question	4

## 8. If yes, are single event temporary permits adequate for your needs?

		Response Percent	Response Count
Yes		31.1%	14
No		26.7%	12
Not Applicable		42.2%	19
answered question			45
skipped question			6

## 9. Please provide any anecdotes or examples that illustrate how alcohol at events or alcoholic auction items play a role at your nonprofit organization.

	Response Count
	29
answered question	29
skipped question	22

## 2. Please estimate how much money auctions add to your revenue stream each

	Response Text	
1	\$30,000	Dec 3, 2010 2:59 PM
2	N/A	Dec 3, 2010 2:59 PM
3	10,000	Dec 3, 2010 3:00 PM
4	Auctions account for a small amount of revenue, estimating less than 1%. But, getting alcohol donated for our special events would save us a lot of \$, estimating \$150K+.	Dec 3, 2010 3:08 PM
5	80	Dec 3, 2010 3:09 PM
6	50,000	Dec 3, 2010 3:16 PM
7	\$40,000 - 4%	Dec 3, 2010 3:17 PM
8	We don't have auctions every year but the years we have--- it was as much as half of our unrestricted income	Dec 3, 2010 3:30 PM
9	nothing	Dec 3, 2010 3:35 PM
10	No auctions held	Dec 3, 2010 3:49 PM
11	\$500k	Dec 3, 2010 4:02 PM
12	50%	Dec 3, 2010 4:18 PM

## 2. Please estimate how much money auctions add to your revenue stream each

Response Text		
13	\$20,000	Dec 3, 2010 4:31 PM
14	10%	Dec 3, 2010 5:00 PM
15	10% - 15%	Dec 3, 2010 5:03 PM
16	\$20,000 - 5%	Dec 3, 2010 5:07 PM
17	15-20%	Dec 3, 2010 5:15 PM
18	\$0.00	Dec 3, 2010 5:23 PM
19	65%	Dec 3, 2010 5:29 PM
20	10 to 15 %	Dec 3, 2010 5:40 PM
21	10%	Dec 3, 2010 5:43 PM
22	20%	Dec 3, 2010 5:56 PM
23	33%of our revenue stream	Dec 3, 2010 6:17 PM
24	We are currently not holding an aution, but plan to hold one next year and the total dollars that we expect to raise are 50% of our total revenue	Dec 3, 2010 6:22 PM
25	\$150,000	Dec 3, 2010 6:23 PM
26	\$40k - 20%	Dec 3, 2010 7:00 PM
27	Zero. We do not hold auctions at our events.	Dec 3, 2010 7:02 PM
28	\$15,000, approx 40% of total	Dec 3, 2010 7:17 PM
29	\$20,000	Dec 3, 2010 7:21 PM
30	\$20,000 -2009	Dec 3, 2010 7:33 PM
31	\$5,000 or 10%	Dec 3, 2010 7:47 PM
32	\$100,000 3%	Dec 3, 2010 8:27 PM
33	about \$1,000/year or about 0.8%	Dec 3, 2010 8:28 PM
34	0%	Dec 3, 2010 9:13 PM
35	\$80,000 10%	Dec 3, 2010 9:36 PM
36	\$70,000 Luxury Home Tour	Dec 3, 2010 11:02 PM
37	Approximately: \$750,000 38% of total revenue	Dec 3, 2010 11:56 PM
38	in most years, about 20K	Dec 4, 2010 12:00 AM
39	\$8 - 1\$0,000.	Dec 4, 2010 5:15 PM
40	\$100K	Dec 4, 2010 5:39 PM
41	\$80-100,000.	Dec 4, 2010 6:46 PM
42	\$5000	Dec 4, 2010 10:21 PM
43	one-sixth but we are trying to do better with them.	Dec 4, 2010 11:29 PM
44	10,000 +	Dec 5, 2010 12:47 AM
45	20% on a good year, but like every funding source it varies with economic conditions	Dec 6, 2010 5:51 PM

## 9. Please provide any anecdotes or examples that illustrate how alcohol at

Response Text		
1	We typically go through our venue/food vendor for the ability to serve alcohol. However,it limits our ability to have alcohol done at our and costs can really add up. I would support this to help more of our money stay with the nonprofit.	Dec 3, 2010 2:59 PM

## 9. Please provide any anecdotes or examples that illustrate how alcohol at

	Response Text	
2	Spending money on alcohol takes away from the money being donated to the organization from the donors.	Dec 3, 2010 3:08 PM
3	We haven't used it as an auction item but rather as way to create an atmosphere of celebration for the evening	Dec 3, 2010 3:30 PM
4	We are a past beneficiary of the Food and Wine Classic and weren't allowed to have wine as auction items in the on-line auction that accompanied the event! In looking at on-line auctions from other Food and Wine events around the country, they ALL had a significant number of wines available to bid on.,	Dec 3, 2010 3:33 PM
5	In our area, the Gallery Stroll and other events set the expectation. We tried an auction without alcohol and food or snacks and it was not well attended. People expect wine or other adult beverages at an evening event.	Dec 3, 2010 4:18 PM
6	We are always looking for new ways to sell alcohol at our events as a source of revenue	Dec 3, 2010 4:31 PM
7	Many non profits are in the hospitality business. For events and programs the availability of alcohol is critical. It is the same as for resaurants or resorts - the ability to be hospitable and offer wine and beer to patrons is a major component - both for financial reasons and for the overall enhancement of the experience for patrons and visitors. Non Profits however do not have a license they can apply for on a year round basis. We need a license that allows wine and beer to be served without a large food service requirement. We also need the abiltiy to host all ages - while acting responsibly to not allow underage consumption, not allow over consumption by any individual and not allow drunk driving.	Dec 3, 2010 5:00 PM
8	Serving wine and beer at our events makes for a better community spirit. This IS Park City after all.	Dec 3, 2010 5:03 PM
9	We only provide alcohol at member only invited events so fundraising is limited and we are unable to invite "off the street" traffic. Since our events with alcohol are member only we do not advertise them and attendance is low.	Dec 3, 2010 5:07 PM
10	We have many receptions where we want to provide a glass of wine and a beer to the public for a nominal fee. ex. gallery stroll, exhibition openings, etc...	Dec 3, 2010 5:15 PM
11	It is important to offer a variety of drinks to guests, including food. It is all about presentation and being a gracious host to our supporters.	Dec 3, 2010 5:28 PM
12	Our data supports the notion that Alcohol increases one's desire to give..and makes you feel very warm and fuzzy. Till the following day.	Dec 3, 2010 5:40 PM
13	Our supporters are used to fine dining, and bid well on restaurant donations. Fine wines, spirits and beers would do equally well, especially since we have a distillery, a brewer and vineyard proprietors who are local	Dec 3, 2010 5:43 PM
14	It definitely brings people in.	Dec 3, 2010 6:22 PM
15	I HAVE A VENDOR WILLING TO DONATE BEER FOR MY GALA, LAWS PROHIBIT IT, SO THEY GIVE ME A \$100 CASH DONATION INSTEAD OF SPONSORING MY BAR WHICH WOULD BE A \$500 BENEFIT TO MY ORGANIZATION	Dec 3, 2010 6:23 PM
16	Most people expect alcohol at social events - that is a cultural norm. Alcohol also reduces inhibitions which lead to increased spending.	Dec 3, 2010 7:00 PM
17	We provide alcohol at our functions because it is standard in this community. People expect it with their entrance or ticket fee.	Dec 3, 2010 7:02 PM
18	we auction Liquor/wine baskets with alcohol we purchase. Having it donated would be a great \$\$ saver.	Dec 3, 2010 7:17 PM
19	We usually have our events at hotels where they use their licenses, but it would be nice to be more flexible.	Dec 3, 2010 7:21 PM
20	I believe its a fair statement to say people do loosen up after drinking, and so does the amount they are willing to donate or bid towards auction items. Serving alcohol at events is not designed to take advantage of people in an unfair manner.	Dec 3, 2010 7:33 PM

## 9. Please provide any anecdotes or examples that illustrate how alcohol at

Response Text		
21	I would like to clarify #7, temporary permits are easy to obtain if you follow all the guide and time lines. I feel there is an enormous amount of paperwork and time tied into obtaining a permit.	Dec 3, 2010 9:13 PM
22	Wine baskets are always one of the most popular auction items	Dec 3, 2010 9:36 PM
23	<p>We have an entire event that features an amazing pairing of wine and food. This event draws attendees from around the country, building up revenue for the state of UT.</p> <p>The ability to host events that both support an important and necessary cause in our community and draw in tourism revenue is a double benefit for taxpayers. However, in the current system we may not be able to continue to offer our event as the cost to the organization in paying the state for donated wine is becoming prohibitive. The loss of these events will not only impact our ability to reach more people and tell them of our mission, but (due to the high % of revenue we depend on), will we require we downsize staff and resources. As such that is a double negative for taxpayers in our community.</p>	Dec 3, 2010 11:56 PM
24	Our constituents attend our events because of the social, relaxing nature of them. Our guests, many of them, view alcohol as a component of a social event. Not having alcohol is viewed as odd.	Dec 4, 2010 12:00 AM
25	<p>As auction items they bring in quite a bit of \$\$</p> <p>Many socialize with a glass of wine and it gives the function a quality that attracts our membership.</p>	Dec 4, 2010 5:15 PM
26	<p>The attendance at events with alcohol far outweighs the numbers we get to events without that option. Gallery stroll numbers dropped dramatically when we stopped serving.</p> <p>We've also had to cancel events that don't have alcohol for lack of interest.</p>	Dec 4, 2010 5:39 PM
27	Would love for alcohol to be donated or be included in packages that people donate.	Dec 4, 2010 6:46 PM
28	Would be extremely useful at fundraisers etc.. It seems to be extremely difficult and for little valid reason to get permits. It is common knowledge that if you can have some sort of 'cocktail hour' your event will be so much more successful!	Dec 5, 2010 12:47 AM
29	It is important to note that our caterer handles all of the alcohol related issues for our events just to make sure that we are in compliance with the latest change in the laws etc. This makes it difficult to hold smaller more intimate events without considerable costs related to alcohol consumption. I wish that law makers would realize that part of being a good host is having a guest beverage of choice available. It is not about promoting drinking or not, but merely about making guests (including donors) comfortable, entertained and happy while they learn about the work we are doing the rest of the time.	Dec 6, 2010 5:51 PM