

EVALUATION STATEMENTS

1. SCOPE:

The *Waterman Farm Dinner* was initiated by the college leadership team to recognize and celebrate individual and corporate donors who had given one million dollars or more to the college. Any gift or commitment to the college (scholarship, faculty, research, estate or land gifts, and gift-in-kind) above the minimum gift amount qualified. The 2016 event was the first of its kind, and was intended to become an annual legacy event to recognize this singular group of donors whose transformational gifts will help the college fulfill its land grant mission. Out of thousands of donors to the college, 70 individual households and corporations met the gift amount. A total of 96 guests attended the event.

Planning began one year in advance and multiple locations were considered because we wanted to provide a unique, one of a kind experience. We visited traditional venues, industry partner headquarters and university sites. The team ultimately chose to host the event on one of the college's farms near main campus. This particular farm was a part of a three-year study to re-envision its use and purpose and determine and how it could benefit the university, college and surrounding communities in the future. A planning team, led by the dean and assistant dean, interviewed several architecture firms to help develop these plans. The architect was tasked with creating a plan for a multi-use farm to house a new county extension office, a state of the art dairy facility, a multi-species building, green houses to grow food to feed the campus as well as conduct horticulture research, and a new headquarters building. See *Future Farm Rendering* Attachment.

In addition, the college had just received the final paperwork on a 5.4 million dollar gift to help fund the construction of the new Franklin County Extension building on the farm. We would announce this gift before dinner, after the introductions. The university provost recognized the donor whose major gift will allow the college to begin building the new county extension headquarters in 2017. The donor was presented with a framed thank you letter signed by employees from the county extension office, as well as a framed rendering of the building their gift would bring to fruition.

We gathered the event team to develop our goals and objectives as well as discuss the event concept. We began reviewing every aspect of the event including the invitation, program, menu, activities, entertainment, layout, gifts and required amenities. We then scheduled a meeting with the farm manager and staff to discuss the event. The first meeting at the working farm focused on the general concept and plans, on-site activities and event requirements. We also performed a risk assessment. We toured the grounds to determine the best route for tours and locations for the reception and dinner.

The concept of the event that would tie all event details together centered around having dinner on the farm. The look and feel of the invitation, the relaxed attire, an acoustic band, the vintage feel of the dinner tables and the rustic farmer's market food stations all worked in harmony to create an atmosphere that was both rustic and chic at the same time.

Because this was inaugural event to recognize these donors, we decided to write a personalized letter to the donors to introduce and explain why this event was being created. The letter also served as the Save-the-Date announcement.

To follow, we wanted to create an invitation that would stand out, but not look overdesigned. We custom printed our college logo on a trio of herb pot kits and layered them with the invitation and response card in a galvanized tin with recycled paper. A rustic wood border image was used on the invitation, place cards and dinner program to tie the printed materials together. These were mailed to each donor. See *Printed Invitation and Program Attachment* and *Invitation Tin Photo*.

The evening would begin with an optional one-hour tour of the farm on covered farm wagons. On the tour, guests would travel to each location area where one of the new buildings would be built in the future. We had renderings of each building printed on metal signs and placed along the tour route. The wagons stopped at various points of interest on the farm. The first was the cancer patients' garden, where cancer survivors and their caregivers can learn about and pick freshly grown fruits and vegetables rich in cancer-fighting properties. Next guests walked through the research orchards where faculty and students look for ways to improve the longevity of fresh fruits. The last stop was at the farm dairy where guests toured the milking facilities, barns and home to dozens of Jersey cows. Donors were able to pet, feed and interact with these friendly animals as well as meet the newest group of six-week old calves born on the farm. See *Tour Wagon Photo*.

After the tour, guests walked to the historic barn that once served as a grain mill, for an open air reception. Umbrella tables, a bar constructed from an old pickup truck and an acoustic guitar and violin duo all enhanced to the experience. Locally sourced appetizers were served from the university's food truck, while local spirits, beer and wine flowed into vintage-looking mason jars and mismatched glassware.

We rang a dinner bell to signal the guests to walk to the main tent where they were met with a quintet country band, farmhouse tables covered in burlap linen with apron-style runners, vintage china, silver-plated flatware and hobnail glassware. A collection of potted fresh herbs, flowers and greens lined the tables – these would later serve as take away gifts. After brief welcome remarks, the caterer brought two large family-style salads, served on vintage platters, to each table along with homemade dressings in milk bottles. The entire menu was created to feature ingredients that were sourced locally or in our home state, including salad greens, vegetables, cheeses, mushrooms, breads, butter and, most notably, the lamb and beef that were farm raised on our farms and processed by the College Butcher Shop. At the end of the tent, we created farmer's market food stands where guests would be treated to hand-carved roasted meats with freshly made sauces and chutney, roasted vegetables and other side dishes. See *Farmer's Market Photo*.

The after-dinner program focused on the importance and significance of the support this group of donors has made to the college and the impact their gifts will have far into the future. In addition, to capture the one of a kind experience, they were the first group of people to view the renderings displaying the plans for the future of the farm. We asked members of the farm

planning team and the lead architect to participate in the program. The architect took them through the entire history of the farm and the project and fielded questions from the audience as well. See *Guest Tent Photo*.

Lastly, we had garden bags embroidered with the college logo, filled them with locally made garden tools, a knee pad and his and her gloves, and had the valet attendants place them in guest cars during the event. See *Garden Bag Photo*.

Overall, we were able to successfully achieve the goals and objectives of this event and are now planning the second event to honor our million dollar donors. The feedback was so positive; we anticipate our numbers will grow this year!

2. IMPACT:

The greatest impact of the event was the strengthening of the bond between this elite group of donors and the college. This is one of our most engaged group of donors and their participation goes far beyond financial assistance. Many mentor students, teach classes, give lectures, and perhaps most importantly, hire the graduates of our college.

3. PARTICIPATION:

The total number of individuals and corporations that qualified to attend the event was 120 donors. We had 96 guests in attendance at this inaugural event.

4. OUTCOMES:

The engagement at this event has resulted in an additional \$6.5M in gifts to the college from just this donor group.

5. UNIQUENESS OF CONCEPT:

The uniqueness of this event was found in the details. A tractor-pulled wagon tour of the farm, custom signage showing what the farm will look like in the future, menu ingredients sourced exclusively from local and state-wide producers – including lamb and pork from the college's butcher shop, beer, wine and spirits from local breweries, wineries and distilleries, an Ohio folk band, greenhouse grown herbs, plants and flowers to decorate the tables and tent and custom embroidered garden bags for guests to remember the evening were just a few of the details that made this a one of a kind and unique event.

6. BUDGET:

See Budget Below.

Waterman Farm Dinner - June 16, 2016

Marketing	Description/Notes	Amount
Printing	Dinner Program, Rendering	
Web Site	Book, Building Signage.	\$2,258.60
		N/A
	Invitation & Envelope, Response	
	Card & Envelope, Custom Herb	
Invitations	Kit, Mailing Boxes	\$972.50
Give Aways	Custom Garden Bags	\$4,767.92
Collateral	Place Cards	\$49.05
Awards		N/A
Postage/Shipping	Invitation Boxes	\$592.50
Registration/Registration System		N/A
Admin/Design/Service Charges		N/A
Delivery/Labor		\$55.00
**add additional lines as necessary	Save-the-Date Card	\$160.00
Subtotal		\$8,855.57

Administration		
Producers/Managers/Staff		N/A
Management fees/Billable Hours/Planning		
Fees		N/A
Insurance		N/A
Permits	Tent Permit, Inspection	\$455.25
Venue Fees	Venue is a part of the college	N/A
Admin/Design/Service Charges		N/A
Delivery/Labor		N/A
**add additional lines as necessary		N/A
Subtotal		\$455.25

Hotel/Lodging		
Rooms		N/A
Gratuities		N/A
Housekeeping		N/A
Porterage		N/A
Admin/Design/Service Charges		N/A
Delivery/Labor		N/A
**add additional lines as necessary		N/A
Subtotal		\$0.00

Logistics		
Transportation/Shuttles/Motorcoaches/Seater		
ns/Flights	Golf Carts	\$265.00
Parking/Valet Services		\$656.25
Radios/Cell Phones/Communication	Radios	\$125.00
Signage		N/A
Trucking/Shipping/Freight		N/A
Admin/Design/Service Charges		N/A
Delivery/Labor		N/A
**add additional lines as necessary		N/A
Subtotal		\$1,046.25

Rentals		
Linens/Napkins/Chair Covers		\$2,353.91
Tables/Chairs		\$1,085.75
Glassware/Flatware/China/Service Items		\$1,815.00
Tents/Canopy		\$3,920.00
Flooring/Dance Floor/Staging/Risers		N/A
Climate Control/Comfort Stations/Restrooms	Restroom Trailer, Hand Washing & Sanitizer Stations	\$2,905.00
Power/Distribution/Cabling		N/A
Admin/Design/Service Charges		N/A
Delivery/Labor		\$328.50
**add additional lines as necessary	Refrigeration, Cooling Fans	\$796.76
		Subtotal \$13,204.92

Décor & Design		
Room Set/Design/Décor		\$2,000.00
Stage Set/Design/Décor		\$500.00
Greenery/Plants		\$1,200.00
Centerpieces		\$1,150.00
Floral	Floral Boxes for Guests	\$600.00
Scenic Lighting	Included in Sound-Lights	N/A
Admin/Design/Service Charges		N/A
Delivery/Labor		N/A
**add additional lines as necessary		N/A
		Subtotal \$5,450.00

Food & Beverage		
Catering/Food		\$6,684.00
Beverages/Bar Set-ups/Alcohol		\$1,875.75
Labor		\$6,304.25
Service Charges/Gratuuity		N/A
Rentals/Consumables		\$825.00
Admin/Design		N/A
Delivery/Labor		\$125.00
**add additional lines as necessary	Staff Meals	\$218.00
		Subtotal \$16,032.00

Production		
Sound-Lights	Sound, Lights-A/V Light Towers-Combined	\$5,775.00
Lights	Edison Bulb Garden Light Strands	\$1,030.00
Special Effects/Pyro/Fireworks		N/A
Scents		N/A
Staging, Flooring		N/A
Truss, Motors, Rigging		N/A
Stage Set/Scenic/Drape	Stage Surround, Rustic Lectern	\$1,875.00
Video/Projection/Screens	Included in Sound-Lights	N/A
Cameras		N/A
Controllers/Boards	Included in Sound-Lights	N/A

Operations/Technicians	Included in Sound-Lights	N/A
Power/Distribution/Cabling	Installed Electric Panel & Outlets	\$2,600.00
Admin/Design/Service Charges/CAD		N/A
Delivery/Labor		\$3,050.00
**add additional lines as necessary		N/A
		Subtotal \$14,330.00

Entertainment

Band/DJ/Singers		\$1,650.00
Dancers/Live Art/Performance Artists		N/A
Caricaturists/Magicians/Fortune Tellers		N/A
Speakers/Solo Entertainers		N/A
Backline/Rider Requirements		N/A
Rider Requirements		N/A
Admin/Design/Service Charges		N/A
Delivery/Labor		N/A
**add additional lines as necessary		N/A
		Subtotal \$1,650.00

Photography/Videography

Photography/Videography		\$735.00
**add additional lines as necessary		N/A
		Subtotal \$735.00

Event	
Total	\$61,758.99



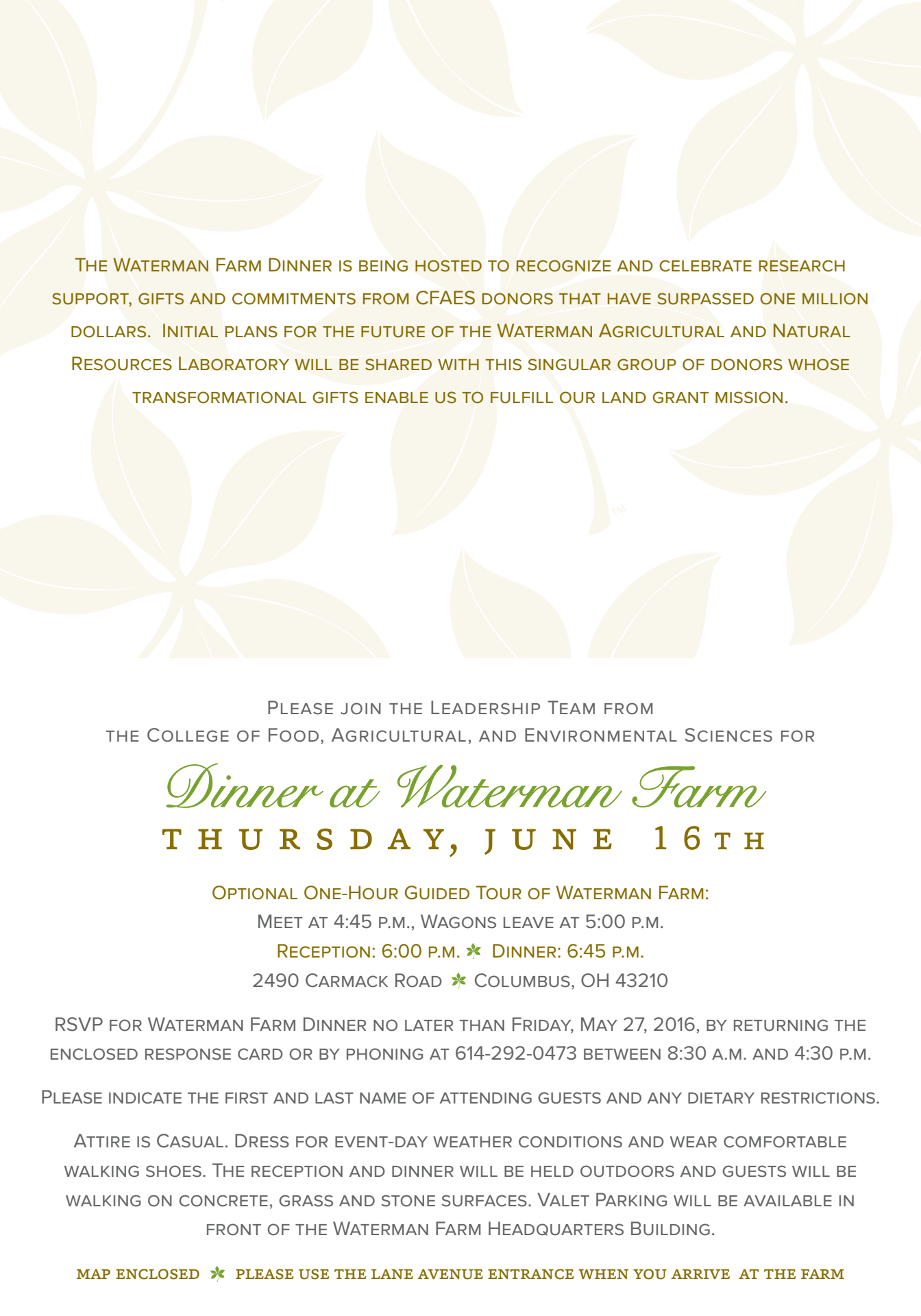
*Dinner at
Waterman Farm*

JUNE 16, 2016

BUT FOR
OHIO
STATE



What does it mean to you?



THE WATERMAN FARM DINNER IS BEING HOSTED TO RECOGNIZE AND CELEBRATE RESEARCH SUPPORT, GIFTS AND COMMITMENTS FROM CFAES DONORS THAT HAVE SURPASSED ONE MILLION DOLLARS. INITIAL PLANS FOR THE FUTURE OF THE WATERMAN AGRICULTURAL AND NATURAL RESOURCES LABORATORY WILL BE SHARED WITH THIS SINGULAR GROUP OF DONORS WHOSE TRANSFORMATIONAL GIFTS ENABLE US TO FULFILL OUR LAND GRANT MISSION.

PLEASE JOIN THE LEADERSHIP TEAM FROM
THE COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES FOR

Dinner at Waterman Farm
T H U R S D A Y , J U N E 1 6 T H

OPTIONAL ONE-HOUR GUIDED TOUR OF WATERMAN FARM:

MEET AT 4:45 P.M., WAGONS LEAVE AT 5:00 P.M.

RECEPTION: 6:00 P.M. * DINNER: 6:45 P.M.

2490 CARMACK ROAD * COLUMBUS, OH 43210

RSVP FOR WATERMAN FARM DINNER NO LATER THAN FRIDAY, MAY 27, 2016, BY RETURNING THE ENCLOSED RESPONSE CARD OR BY PHONING AT 614-292-0473 BETWEEN 8:30 A.M. AND 4:30 P.M.

PLEASE INDICATE THE FIRST AND LAST NAME OF ATTENDING GUESTS AND ANY DIETARY RESTRICTIONS.

ATTIRE IS CASUAL. DRESS FOR EVENT-DAY WEATHER CONDITIONS AND WEAR COMFORTABLE WALKING SHOES. THE RECEPTION AND DINNER WILL BE HELD OUTDOORS AND GUESTS WILL BE WALKING ON CONCRETE, GRASS AND STONE SURFACES. VALET PARKING WILL BE AVAILABLE IN FRONT OF THE WATERMAN FARM HEADQUARTERS BUILDING.

MAP ENCLOSED * PLEASE USE THE LANE AVENUE ENTRANCE WHEN YOU ARRIVE AT THE FARM

Waterman Farm Dinner

THURSDAY, MAY 26, 2016

Acknowledgments

SCOTT ERDY, DAVID MCHENRY & JACLYN THOMFORDE

ERDY MCHENRY ARCHITECTURE, LLC

KEN SCAIFE, GLENN MILLS, JOHN LEMMERMEN & CHUCK GAMBLE

WATERMAN AGRICULTURAL AND NATURAL RESOURCES FARM TEAM

DON CRAMER

DEPARTMENT OF ANIMAL SCIENCES MEAT SHOPPE AND LABORATORY

THE CFAES STUDENT AMBASSADORS

CREATIVE CUISINE ~ FABULOUS FOOD & EVENTS

THE OHIO STATE UNIVERSITY DINING SERVICES THYME & CHANGE FOOD TRUCK

KYLE TUCKER BAND

THE WINERY AT WOLF CREEK

WATERSHED DISTILLERY

LAND-GRANT BREWING COMPANY

Carmen Ohio

OH! COME LET'S SING OHIO'S PRAISE,
AND SONGS TO ALMA MATER RAISE;
WHILE OUR HEARTS REBOUNDED THRILL,
WITH JOY WHICH DEATH ALONE CAN STILL.

SUMMER'S HEAT OR WINTER'S COLD,
THE SEASONS PASS, THE YEARS WILL ROLL;
TIME AND CHANGE WILL SURELY SHOW
HOW FIRM THEY FRIENDSHIP...OHIO!



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Menu

Family-Style Salads

NEW CENTURY CSA LETTUCE MIX WITH SHAVED FENNEL, ROASTED ASPARAGUS, FRESH TOMATOES, KALAMATA OLIVES AND ISRAELI FETA CHEESE, TAHINI-YOGURT DRESSING

SPINACH, FRISÉE & ENDIVE GREENS WITH **WHITEBARN ORGANICS** STRAWBERRIES & BLUEBERRIES, BALSAMIC GLAZED RED ONIONS AND ALMONDS, ROASTED SHALLOT VINAIGRETTE

Artisan Breads

STAN EVANS BAKERY CRACKER BREADS, BRIOCHÉ ROLLS, **CREATIVE CUISINE** HOUSEMADE ROSEMARY FOCACCIA, **BREZEL PRETZEL STORE** ASIAGO PRETZEL KNOTS AND **LA CHATELAINE** FRENCH BAGUETTES

AMISH COUNTRY WHIPPED SWEET BUTTER & HERB-INFUSED OLIVE OIL

Entrée Stations

LAMB – HERB & MUSTARD ENCRUSTED AND CHEF-CARVED

OHIO STATE FARM-RAISED RACK OF LAMB

ROASTED CAULIFLOWER & POTATO PUREE WITH
CAMELIZED CAULIFLOWER

CHEF'S GARDEN BABY CARROTS, FRESH SPRING PEAS & KALE

POULTRY – SOUTHWESTERN-MARINATED **GERBER'S AMISH FARM** CHICKEN
HEIRLOOM TOMATO PICO DE GALLO

CHAYOTE SQUASH, BELL PEPPER & ROASTED CORN SKILLET

PORK – WHOLE ROASTED AND CHEF-CARVED **OHIO STATE FARM-RAISED**
BERKSHIRE BONE-IN PORK RACKS

CHOICE OF BLACKBERRY-JALAPENO OR FRESH HERB CHIMICHURRI SAUCE
ROASTED ROSEMARY FINGERLING POTATOES

Desserts by Ohio Artisan Bakers

BRUTUS RED VELVET CAKES, CHOCOLATE-NUT TARTS, STRAWBERRY CHEESECAKE MASON JARS, BUTTERCREAM-ICED SUGAR COOKIES, SWEET CHERRY PIES, JERSEY COW CHOCOLATÉ-MALT PETIT FOURS, LEMON-RASPBERRY AND CHOCOLATE-PEANUT BUTTER CUPCAKES









Waterbury Farmers Market

Farm Fresh

- CHERRIES
- APPLES
- PEACHES
- STRAWBERRIES

DRINK
Coca-Cola
Sold Here Ice Cold

BERKSHIRE
PORK CHOP

Blackberry
salsa

chimichurri
glaze

roasted:
ROSEMARY
fingerling
potatoes





Waterman Farm Dinner
June 16, 2016

Waterman Farm Dinner
June 16, 2016

Waterman
Farmers Market





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THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

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