

2021 Business After Hours Lottery Process

In an effort to maximize the attendance and effectiveness of each Business After Hours networking event, the following changes to the Business After Hours Lottery selection process have been instituted.

- Those businesses that had to cancel their Business After Hours in 2020 have been given the opportunity reschedule for 2021.
 - The only months left available for 2021 are February, June or July, and December.
- Prior to Lottery, potential hosts will be asked to:
 - Complete an application/agreement to outline what they wish to accomplish and their intended promotion plan, detail the location and food service expected, plus any other details which they will use to create a successful BAH event.
- Process
 - Applications will be available at least one month ahead of the Lottery date.
 - For consideration for BAH 2021, applications will be available on or before 10/1/2020 in anticipation of the Lottery drawing on 11/3/2020
 - Electronic versions will be available on the Chamber website or hard copies at the Chamber office
 - All applications are due no later than 10/30/2020 at 5:00 pm
 - Chamber staff will evaluate the candidates on completeness of the application, strength of the answers in light of the purpose of the BAH event, promotion avenues and schedule, plus adequate venue space that will allow for distancing, should the necessity persist.
 - Points will be awarded for each category as follows:
 - Completeness- up to 40 points
 - Strength of answers- up to 30 points
 - Promotion and schedule- up to 30 points
 - All applications will be considered. However, with the limited number of slots available, new members since 11/1/2019 and businesses that have not hosted before will be given priority.

If you would like to apply, use the application/agreement from the Chamber website, or contact the Chamber office 970-264-2360, info@pagosachamber.com.

Business After Hours (BAH) Host Application/Agreement

Chamber Responsibilities:

The Chamber will work to ensure the success of your BAH event in the following ways:

- Promoting your BAH through our social media channels to the Chamber membership
- Promoting your BAH on the weekly Chamber radio show
- Promoting your BAH through the Newsletter and Weekly Updates email program
- Displaying event signage in front of the venue on the BAH date
- Providing personal invitations to Chamber Members and other members of the business community
- Providing the table for the bar, glasses, bar staff, non-alcoholic and alcoholic beverages (if you do not have a current liquor license through the State of Colorado).
 - If you have a valid liquor license, contact the Chamber for liquor handling guidelines
- Providing registration table and staff
- Providing setup and clean-up of the bar and registration areas
- Allowing admission to the BAH for a total of 5 attendees associated with the business at no charge

Host Responsibilities:

As the Host business, you agree to work to ensure the success of your BAH event in the following ways:

- Providing ideas for BAH flyer or the artwork itself, subject to Chamber approval
- Promoting your BAH to your email list
- Promoting your BAH with personal invitations
- Providing a venue large enough to support 40-50 guests, with distancing if still necessary
- Providing light food service for 40-50 guests
- Providing door prizes to increase attendance, if desired
- Providing the names of up to 5 guests you are hosting to be admitted without charge

- Promoting your BAH through your social media channels and/or print media is not encouraged. Since BAH events are technically hosted by the Chamber and are networking opportunities for members, our liquor licensing for this type of gathering requires that attendees are Chamber members or *invited guests only* and are not open to the public in general.

In order to provide the best possible event for the BAH Host, we are asking all interested parties to provide the following information:

Your Business Name:

Business Address:

Primary Contact Person:

Contact Primary Phone:

Contact Secondary Phone:

Contact Email Address:

Preferred month to host (in preferred order). Available months for 2021 are:

- February
- June or July
- December

If chosen to be a Host:

What are your expectations? What will be your desired outcome for this event?

Examples

1. I want to introduce my business to at least 40 members of the business community
2. I want to generate 15-25 people interested in what we do
3. I want to turn at least 5 of those into customers

Venue:

Will your BAH be hosted at your primary location? If not, with what other venue will you be partnering?

Is your venue partner a Chamber Member in good standing? All partnering businesses need to be Members in good standing 90 days preceding the event.

Will you need assistance in finding a venue partner?

Is your chosen venue large enough to host 40-50 people with distancing?

Promotion:

To whom will you be promoting your BAH event?

What avenues of promotion will you be using?

How many on your business email list will you be inviting?

Examples

- Invitations will be sent to my business contacts list via email
- I would like to be scheduled to appear on the Chamber radio program prior to the event

What is the timeframe for your promotion strategy?

Examples

- Email invitations will be sent out 2 weeks before the event
- Email reminders will be sent 1 week before the event
- Email reminders will be sent on the day of the event

Food Service:

Who will be providing your food service, anticipating up to 40-50 people?

How will the food be served?

Is your food service provider a Chamber Member in good standing? Additional promotion will be provided for food providers that are Chamber Members.

Entertainment

Will you be having any form of entertainment?

What/who do you have in mind?

Prizes:

Will you be offering door prizes of any kind?

If so, what are you anticipating?

Examples:

- Previous BAH hosts have provided door prizes that have included:
 - iPad
 - Gift baskets, with products/services from their business and/or their co-hosts
 - Hot Springs passes
 - Dining gift certificates
 - Experience gift certificates

Plan to finalize your door prizes, at least in concept, well ahead of time. Door prizes increase attendance in proportion to the value of the prize. Featuring prizes in the publicity will increase attendance.

Additional guidelines:

- Depending on governmental mandates, a cap on attendance may be in place.
- If any other parties are providing the venue, goods, services, and/or prizes for your BAH and are expecting promotional credit, they need to be Chamber Members in good standing 90 days preceding the event.
- Schedule adequate staff for whatever business operations you intend to provide that evening.
- People will eat more than you expect. Experience has shown that even when servings were portioned, many guests took a few, or several of the same item upsetting the portion count. Prepare accordingly.
- Consider partnering with your favorite non-profit. Announce a donation for every person attending or a matching gift for money donated that night by attendees.

Preparation deadlines:

- 90 days before-
 - Location finalized and contracted, if necessary
 - Details forwarded to the Chamber
- 60 days before-
 - Food service provider selected and contracted, if necessary
 - Entertainment selected and contracted, if necessary
 - Details forwarded to the Chamber
- 30 days before-
 - Promotional materials, flyer graphics etc.
 - Promotional schedule finalized
 - Event details forwarded to the Chamber