PHILADELPHIA, PA 19104





SEPTEMBER 4, 2021 @ 6PM TO 10PM CHERRY STREET PIER

CATHERINE LEE
JAYLA WASHINGTON
MAYA BIRNEY
ELIZABETH SOLIN
JOSH HODORSKI

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TEAM INTRODUCTION ALWAYS MAKING THYME



OVERVIEW

Always Making Thyme was founded in Philadelphia, PA, by five Drexel University alumni, We strive to make memorable events and unforgettable experiences for your attendees and guests at events. As fellow alumni, our target clients are Drexel University and the Alumni Association and Office.

CONTACT US

Office number: (123) - 456 - 7899

Company email: alwaysmakingthyme@gmail.com

MEET THE TEAM!

Catherine (Cathy) Lee

Cathy is a recent Drexel graduate with a bachelor's degree in Marketing from Lebow College of Business and a minor in Communication from the College of Arts and Sciences. She is pursuing a career in Human Resources and Public Relations. She has experience in event planning from her previous corporations and founded the company, Always Making Thyme, with fellow Drexel alumni.

Jayla Washington

Jayla is a recent graduate of Drexel University. She obtained a Bachelor of Arts degree in Communication with minors in Performing Arts and Nonprofit Communication. She currently works with Always Making Thyme while running her own nonprofit organization called Excited, Young & Eager (EYE).

Maya Birney

Maya is an alumnus of Drexel University with a major in Communication, and a minor in creative writing and military science. While she is from Connecticut, she resides in Philadelphia to work with Always Making Thyme. She also works in the Army Reserves on the weekends.

Elizabeth (Liz) Solin

Liz is a recent graduate of Drexel University with a BS in Hospitality Management and a minor in Business from the LeBow College of Business. Her past work as a pastry chef for STARR restaurants has given her an insightful eye. She has also worked for Aramark for the Phillies and looks forward to merging the two worlds. She currently works with Always Making Thyme and is eager to see where her first company grows.

Josh Hodorski

Josh is a recent Drexel graduate with a BS in Hospitality Management. He worked as a server at Cadence restaurant, which gave him event planning experience. He currently works with Always Making Thyme to gain more experience in event planning.



Dear Devon, Fanny, and the Drexel Alumni Office,

Thank you for considering Always Making Thyme to organize a food and beverage event for the 2021 Drexel Alumni in the upcoming Fall quarter. We take pride in creating event proposals that leave our clients with positive experiences and memories. We ensure you that we provide our clients with the utmost care and respect.

As fellow Drexel alumni, we are excited to have the opportunity to propose our ideas that we have prepared for the Drexel University Alumni Association and Office. Our *Around the World* event is open to all Drexel University alumni and presents the idea of international foods and beverages that represent our international alumni. We want to create an opportunity for faculty and alumni to try international foods and beverages while representing the diversity and inclusivity of Drexel University. We plan to have volunteers who are international Drexel alumni as speakers. The food and beverages provided will be of the best quality available throughout the event.

We plan on making this event entirely live. To ensure everyone's safety, we will follow CDC guidelines and keep the attendees updated on any changes that may occur.

Once again, thank you for considering Always Making Thyme. If you have any inquiries, please feel free to contact us at our office phone number or email one of our members provided in our team introduction and cover.

Best regards,

Always Making Thyme



-----V E N U E-----

The location for the *Around the World* event will be held at Cherry Street Pier. Cherry Street Pier provides a long enclosed space presented as an exhibition with urban features. Cherry Street Pier divides their space into four main sections: the Studios, the Market, the Platform, and the Garden. We plan on having food vendors in the Studios to prevent food smells from mixing in the air. The Market is an area for tables and chairs for the guests and attendees to sit and eat. The Platform is for the guest speakers, who are Drexel University alumni. Cherry Street Pier also provides music speakers, so the Platform can be used as a stage for people to sing and dance. The Garden is an area for drinks and conversations. It is a place surrounded by glass walls and windows, decorated with flowers, plants, and lights.









-M U S I C-----



The music for the event will be provided by the 10-man brass band known as SnackTime. Born out of the pandemic with the idea of unity through music, Snacktime's mission is to bring people back together through dance and good company. They perform covers of hit pop songs, funk, R&B, timeless classics, and their own original works. With an

ever-changing ensemble of friends, every set they play has its own unique spin and there is always something for everyone to enjoy.

Having nowhere to play at the start of the pandemic they took the streets and the crowds began to follow. They have accumulated nearly 7k organically over social media such as their Instagram @snacktimephilly.

They have played at numerous restaurants around the city such as Clementines Stable Cafe, Prohibition Taproom, Bok Bar, Barbuzzo, The Maas Building, Irwin's, Kalaya, River Twice, and have played many pop-up shows around Philadelphia's such as Rittenhouse Square, East Passyunk, City Hall, and Water Works. We are excited to have SnackTime join us for our special event and have graciously agreed to work pro-bono as they feel playing music and having a good time after the year we have all collectively shared, it is more important to have a good time and dance the night away.







EVENT PLAN

ALWAYS MAKING THYME & DREXEL ALUMNI COLLABORATION:

AROUND THE WORLD

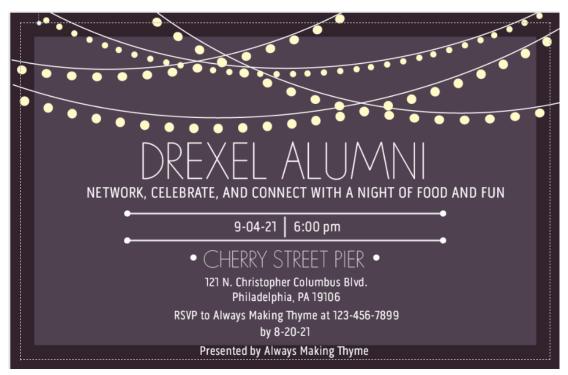
GOAL: Spread and Represent Diversity & Inclusivity of Drexel Alumni

Date & Time: September 4, 2021, 6 PM to 10 PM

With the pandemic, many people, if not all, were banned or limited for travel. We want to incorporate the theme of travel with the usage of passports, postcards, and flags so that attendees will be able to feel as if they were traveling to another country or state. Attendees will gather at Cherry Street Pier with a purchased ticket. The confirmation of the payment will need to be shown at the ticket booth. Once confirmed, attendees will be handed a passport that is also a souvenir of the event, consisting of the vendors, the menu, surveys, and comments. Attendees will be able to walk around and enter each studio with different food options. Although not mandatory, we do encourage attendees to try all of the vendors' foods or beverages to enjoy a live experience of international cuisines.



-- INVITATION DESIGN --



Front

Drexel Alumni Paul Peck Alumni Center 3142 Market St. Philadelphia, PA 19104

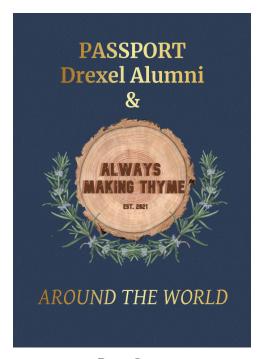


Alumni's Name And Address Here

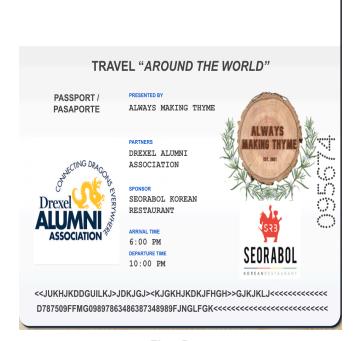
Back

Invitations (shown above) will be mailed to Drexel University alumni starting in July

PASSPORT DESIGN -----



Front Cover



First Page





Second and Third Page

PASSPORT DESIGN ---







Name: Email/phone #:

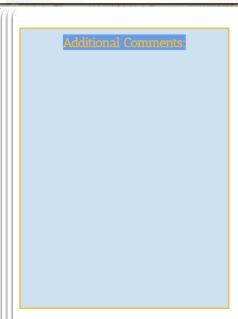
Fill out this survey to enter a giveaway!

Prize: \$10 gift card at Seorabol Korean Restaurant

- 1) List the top three foods or beverages:
 - a)
 - b)
 - c)
- 2) What was your favorite part of the event?
- **3)** What could have been better or done differently?

There will be a total of three winners for the giveaway. Winners will be selected randomly!

Fourth and Fifth Page





Sixth and Seventh Page

Last Page

----- VENDORS & SUPPLIERS -----



DI BRUNO BROS.



Di Bruno Bros. is an Italian restaurant that provides extraordinary food experiences with the highest-quality products. They are a team of cheese lovers that offer their customers excitement and satisfaction.

----- M E N U -----



Picture from Di Bruno Bros.

SMALL PLATE - MUSHROOM ARANCINI

Mushroom Arancini are deep-fried mushroom balls that are filled with Italian parsley aioli.

SMALL PLATE - ANTIPASTO SKEWERS

Antipasto Skewers are light Italian snacks made from cherry tomatoes, marinated ciliegine, and castelvetrano olives.

Due to the cheese, this is a vegetarian option.



Picture from The Sweetest Occasion Blog, 2020



Seared Beef Crostini is made from homemade crostini topped with fig jam, gorgonzola, and seared beef.



Picture from Danilicious Blog, 2018

VENDORS & SUPPLIERS



CADENCE



Cadence is a new-American restaurant that offers a la carte and set price menus. The contemporary cooking style is matched by the restaurant's sleek and aesthetic accents.

----- M E N U -----



Picture from Cadence

MAIN ENTREE - DUCK LEG

Duck leg confit originates from France and is known to be a slowly-cooked dish.

This dish also contains dirty grains, carrots, and chicories.



Picture from NYTimes Cooking

SIDE OPTION - WARM GRAIN SALAD

The warm grain salad contains farro, slices of radish, green vegetables, and plenty of herbs.

----- VENDORS & SUPPLIERS ------



SHEBA'S SOUL PLATE



Sheba's Soul Plate is a food cart rooted in American Southern, Caribbean, and African traditions.

They provide wholesome and soulful food with traditional southern cuisine using Caribbean spices and high-quality ingredients.

----- M E N U -----



MAIN ENTREE - JAMAICAN JERK CHICKEN

The Jamaican Jerk Chicken is one of the favorites and bestsellers at Sherpa's Soul Plate. This would be a good choice of menu for attendees to try out authentic Caribbean cuisine.



2 SIDE OPTIONS - CARIBBEAN RICE & PEAS or CANDIED YAMS

The Caribbean-style coconut rice and peas and Southern-style candied sweet potatoes are both vegan options. Attendees who are vegan can choose both dishes to replace the main entree.

Non-vegans can choose one out of the two



DRINK - SORREL

Sorrel is a traditional Jamaican hibiscus tea made of the sorrel plant with a hint of ginger, clove, and citrus.

(Pictures from Sheba's Soul Plate's website)

VENDORS & SUPPLIERS ---



SEORABOL



Seorabol is an authentic Korean restaurant located in Center City that provides traditional yet modern Korean food for any occasion. Seorabol is also one of Philadelphia's most favored Korean restaurants ever since they were established in 1991.

----- M E N U -----



MAIN ENTREE - BULGOGI

Bulgogi is Korean BBQ beef marinated in soy sauce, pear, sesame, oil, garlic, and sugar. It is one of the most sought menus at Seorabol Restaurant and catering.



FIRST SIDE OPTION - KIMBAP

Kimbap, or gimbap, is a traditional Korean sushi roll. It is filled with assorted vegetables, egg, crab meat, and a sprinkle of sesame seeds. Due to the egg, it is not a vegan option, but vegetarians can consume it.



SECOND SIDE OPTION - JAPCHAE

Japchae is a savory dish of stir-fried Korean glass noodles, vegetables, and soy meat. Japchae is a filling side meal option for vegans.

(Pictures from Seorabol's website and delivery service)

T-I-M-E-L-I-N-E---M-O-N-T-H-L-Y-----

The timeline is broken down into a six-month span. The tentative plan is as follows:

April 2021 (5 Months Prior)

To assure a successful Drexel alumni event, the event team will secure the location at Cherry Street Pier, which is located at 121 N Christopher Columbus Blvd in Philadelphia. Once the team visits the venue and secures it, they will select the proper food vendors for the evening event. Next, they will design the passport displays for the alum.

May 2021 (4 Months Prior)

The team will select the music for the event. Further, they will mail sponsor proposals and book food vendors.

June 2021 (3 Months Prior)

This month, Always Making Thyme will place deposits down for equipment rental. They will confirm all of the staff needed for the event, including names, ages, occupations, salaries (for the event), and jobs (at the event). Further, they will confirm the food-and-drink menu.

July 2021 (2 Months Prior)

July is perhaps the most important month leading up to the event. This is when early-bird tickets will go on sale for \$25. Early-bird tickets will start selling on July 26, 2021. Before that, the team will design the mailed invitations and the emails to be sent out. A Facebook page for the event will be created. In addition, the venue at Cherry Street Pier will be confirmed. Drexel Emergency Medical Services will be requested at the event

August 2021 (1 Month Prior)

Always Making Thyme will finalize the event budget. Further, they will visit the venue once more to confirm the proper equipment layout. RSVPs will be counted and tallied. Initial promotions for the alumni event will commence both on social media and on fliers and letters. Regular pricing tickets of \$30 will begin on August 23, 2021.

September 2021 (1 Week Prior)

Regular pricing tickets of \$30 will continue. The last day to buy tickets (if space remains) is on September 3, one day before the event.

SATURDAY, SEPTEMBER 4:

12:00 PM to 4:00 PM - Arrival and Set-Ups

This is when all staff members and food vendors will arrive to set up the necessary equipment. We will be setting up the ticket booth and box for surveys at the entrance and multiple hand sanitizing stations in the venue. A first aid kit will be prepared at the ticket booth. The staff members and security of Cherry Street Pier will also be present to prepare for the event. One of our team members will also pay close attention to the weather and change the plan accordingly if there are signs of the weather turning bad.

We will also be decorating the pier with flags that our team has prepared for the event. Flags will be placed in front of the studios and represent the home country of origin of the vendors and the cuisine. An extra American flag will be hung in the middle of the venue. We will also hang mini flag banners across the venue.

4:30 PM - Start Rehearsal

Rehearsal will include two main checks: sound checks and the food & beverages check. The sound checks will be for the speakers and the microphones provided by Cherry Street Pier. The food & beverages check is to make sure all vendors are ready to serve and check for any missing or lacking materials, such as utensils and napkins.

If there are any missing or lacking materials, a staff member will buy the necessary materials with the emergency fund.

6:00 PM - Arrival to Around the World

We will start letting attendees in and guiding them to the ticket booth. At the ticket booth, the staff will check and confirm the payment of the ticket. In case of increased numbers of COVID cases in Philadelphia, we will prepare thermometers. Once it has been confirmed, they will be handed a passport that provides details of the event and the food vendors. All attendees will receive two drink tickets that can be used at the bar area. Additional drinks will require purchase, since the proceeds go toward Cherry Street Pier's earnings. There will be staff available to guide attendees if they are lost, as well as a blueprint of Cherry Street Pier in their passports. The passports will also include a menu that each vendor provides. We do limit the portions, so attendees will not be able to go back for seconds. To prove that they have received the food, each vendor will have their own stamps with which to mark the passports. We recommend trying all of the food to help fill out the survey accurately; however, it is not mandatory, and attendees can choose certain food vendors or countries to try out. Music will also be played to indicate the start of the event and continuously throughout. Cherry Street Pier does not have their own EMS. We will invite Drexel EMS to stay throughout the event and alert them for any danger or injuries.

7:30 PM to 8:00 PM - Guest Speakers

We believe that this time would be a good time to invite and ask for any volunteers of the Drexel Alumni to come up and speak about past trips or memories they remember that revolve around different countries and cultures. This is not a mandatory section regarding required participation; hence the limited time. If there are many volunteers, the time can be extended.

9:30 PM - Reminder

We remind all attendees that the event ends in 30 minutes. We also announce that there are surveys at the end of the passport and must be handed into the box at the ticket booth. Those who hand in their surveys will be automatically eligible for the giveaway we have prepared with our sponsor, Seorabol Korean Restaurant. Three winners will be picked randomly and each winner will receive a \$10 gift card that can be used at Seorabol Korean Restaurant located in Center City.

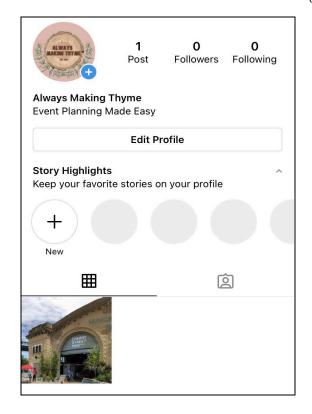
10:00 PM - Departure

We thank all attendees that have come to this event, and sadly, the event is over, but the memories will linger. We remind them to make sure they have all their belongings as we are not responsible for any lost items. At this time, Drexel EMS and all food vendors will leave the venue. After all the guests have left, all staff members will have a brief meeting to talk about the event. We will also prepare to upload post-event posts or videos on our respective social media accounts with hashtags.

----PROMOTIONAL PLAN-----

To promote the Around the World event, Always Making Thyme plans to utilize multiple media outlets. Our primary focus will be social media accounts on the Instagram, Facebook, Twitter, and TikTok platforms. Always Making Thyme will use our social media accounts, as well as those of Cherry Street Pier to promote the event. We will also create separate accounts using the handle @aroundtheworld2021 to solely focus on the event. Our media utilization plan is as follows:

INSTAGRAM & FACEBOOK - Weeks leading up to the event, we will post facts about the countries we will have represented at the event, and we will be sure to include statistics on how many Drexel students are from the country. Other aspects we will post about will be "Vendor Highlights," which will showcase the businesses that have chosen to be a part of the event and the portion of the event they will be a part of. Ten days prior to the event, we will begin a "countdown" phase in which we will utilize the Instagram stories feature to interact with followers (polls, templates, etc).





TWITTER- On Twitter, we will post a photo of the invitation graphic every week and follow the same "countdown" plan as Instagram. We will also be sure to post links to the Instagram posts.

HASHTAGS- To make our information easy to find as well as to generate buzz for the event, we have generated the following hashtags (#DrexelAMT #Dragons2021 #DrexelAlumni) for attendees and vendors to use with their posts about the events.

BUDGET

Income Sources	Amount
Drexel Alumni Association	\$5,000.00
Sponsor Donation: Seorabol	\$1,000.00
Total Amount	\$6,000.00
Estimated Ticket Earnings	200 guests
Regular price tickets per guest	\$30.00
Total Estimated Ticket Earnings	\$6,000.00
Total Budgeted Amount	\$12,000.00

Expenses	Price Per Unit	Number of Units	Budgeted Cost
Venue - Cherry Street Pier (staff and bar included in price)		-	\$3,000.00
Sheba's Soul Plate			
Jamaican Jerk Chicken (serves 20 portions)	\$75.00	10	\$750.00
Caribbean Style Coconut Rice and Peas (serves 40 portions)	\$40.00	5	\$200.00
Candied Yams (serves 40 portions)	\$45.00	5	\$225.00
Sorrel (serves 20 portions)	\$30.00	10	\$300.00
Di Bruno Bros.			
Mushroom Arancini (serves 24 portions)	\$60.00	2	\$120.00

Antipasto Skewers (serves 24 portions)	\$60.00	2	\$120.00
Seared Beef Crostini (serves 24 portions)	\$60.00	2	\$120.00
Cadence			
Duck Leg (serves 2 portions)	\$3.25	150	\$487.50
Warm Grain Salad	\$1.50	250	\$375
Total Budgeted Amount			\$5,697.50
Additional Staff	Price per hour	Number of hours	Budgeted Cost
Drexel EMS	\$65.00	5	\$325.00
Equipment and Necessities	Price Per Unit	Number of Units	Budgeted Cost
First Aid Kit	\$19.50	2	\$39.00
Hand Sanitizers (6-pack)	\$14.99	1	\$14.99
Thermometer	\$16.99	2	\$33.98
Invitations	\$0.80	200	\$160.00
Passports	\$2.00	200	\$400.00
Pens (200-pack)	\$45.00	1	\$45.00
Survey Box	\$17.99	2	\$35.98
Flags (in front of vendors' studios)	\$5.95	5	\$29.75
Mini Flags (hanged decorations)	\$8.99	2	\$17.98
Stamps (24-pack)	\$9.98	1	\$9.98
Plates (200-pack)	\$12.99	2	\$25.98
Cups (200-pack)	\$15.99	2	\$31.98
Straws (200-pack)	5.99	2	11.98
Utensils (250-pack of forks, spoons, napkins, knives)	\$33.00	2	\$66.00
Chopsticks (200-pack)	\$12.99	2	\$25.98
8 Fl oz. Poland Spring Water bottles (48-pack)	\$17.36	7	\$121.52
Butane Burners (12 pack)	\$24.99	5	\$124.95
Total Budgeted Amount			\$1,195.05
Additional Expenses			
Event Emergency Fund			\$500.00
Total Expenses			\$7,717.55
Estimated Savings			\$4,282.45

----- CONTINGENCY PLAN-----

There may be unexpected situations that occur and we always aim to be prepared for all possible circumstances.

Our first plan is to accommodate any weather changes, typically rain. As the event is in September, we assume that the temperature will be especially comfortable with an average of 74 degrees Fahrenheit. If by any chance that the temperature drops below 60 degrees, we will move the event date to two weeks later on September 18, 2021. We will also change the date to September 18 in case of heavy rain. We do not want to inconvenience the attendees from arriving at the venue in heavy rain. However, we will keep the start and end times the same. We will only change the start and end times if there is light rain or drizzle to avoid traffic.

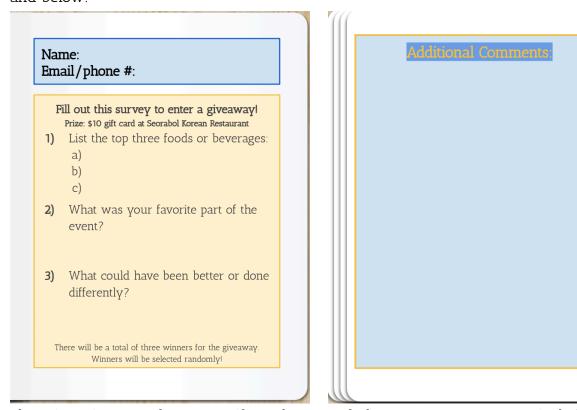
Always Making Thyme is aware of the global pandemic. With rapid vaccine distribution around the world, we assume that most attendees and staff will be vaccinated. However, we want to prepare for the possibility that this is not necessarily the case. The risk of COVID-19 infection is possible, and will likely still be in September. All fully vaccinated attendees can choose to not wear a mask but are suggested to bring one in case. All attendees who may not be vaccinated or have yet to receive the second dose are asked politely to keep masks on when not eating. However, this is tentative. Philadelphia mask mandates may be obsolete in September 2021. Therefore, if any staff members or attendees feel ill or have tested positive within two weeks prior to the event, they will be asked to stay home and quarantine if needed. All remaining staff will then be required to be tested for COVID. We will move the event to three weeks later on September 25; two weeks for quarantine and one more week to adjust to the new date.

Always Making Thyme will send out a \$5 gift card for Seorabol Korean Restaurant to all attendees who have purchased their tickets. The gift cards will not be sponsored and are paid from our personal budget. It is a complimentary gift on behalf of our team due to any possible delays or miscommunications that may occur before the event.

We strive to be as clear as possible to relay any information that may change due to weather and COVID-19.

----- POST-EVENT ANALYSIS PLAN --

The first way to measure how well the event has done is to gather and research the surveys and comments received from the attendees at the end of the event. The example of the survey and comments pages are shown in the Passport Design section and below:



There is a giveaway for a \$10 gift card at Seorabol Korean Restaurant. We included a giveaway to encourage people to submit the surveys. As the surveys are optional, only submitted surveys will be considered for the giveaway and three winners will be selected randomly. Although we would appreciate the feedback, the comments page is not required or mandatory.

There will also be a brief meeting between all staff members and self-evaluation. We will schedule a meeting with our client, Drexel Alumni Association, and our sponsor, Seorabol Korean Restaurant, to further evaluate the event. We would like to know if there were any goals achieved and what we could have done to make the event better!

Apart from the meetings, we will send a thank you letter and email to all staff members, food vendors, and attendees. We always want to end the event on a happy note and connect with everyone after the event.

----- SPECIAL THANKS -----

To our vendors and suppliers:

Seorabol Korean Restaurant

1326 Spruce St.

Philadelphia, PA 19107

Phone: (215) 608-8484

Sheba's Soul Plate

3000 W Sedgley Ave.

Philadelphia, PA 19121

Email: shebassoulplate@gmail.com

Phone: (484) 425-9227

Di Bruno's Bros. Event & Catering

435 Fairmount Ave.

Philadelphia, PA 19123

Email: catering@dibruno.com

Phone: (215) 665-1659

Cadence Restaurant

161 W Girard Ave.

Philadelphia, PA 19123

Email: info@cadencerestaurant.com

Phone: (215) 419 - 7537

Cherry Street Pier

121 N Christopher Columbus Blvd

Philadelphia, PA 19106

Email: cherrystreetpier@drwc.org

Phone: (215) 923-0818

Snacktime Band

Email: snacktimephilly@gmail.com

Phone: (954) 235-9308

Amazon

440 Terry Avenue N.

Seattle, WA 98109

Drexel EMS

Steinbright Career Development Center

3201 Arch St.

Philadelphia, PA 19104

Email: promotion@drexelems.org

SPECIAL THANKS TO THE VENUE, CHERRY STREET PIER, FOR CREATING THE SPACE FOR THE EVENT!

&

SPECIAL THANKS TO OUR SPONSOR, SEORABOL KOREAN RESTAURANT, FOR THE DONATION!



Thank you for considering Always Making Thyme. We look forward to working with you!

(123) 456-7899 alwaysmakingthyme@gmail.com