

2025 22nd annual Gourmet Golf Tournament

Norfolk Tourism Foundation

PDCA

OVERVIEW:

The annual gourmet golf tournament takes place in order to raise money for scholarships given to students working in culinary as well as hospitality and tourism. This year, the Norfolk Tourism Foundation gave away three scholarships to students pursuing these fields. Istak Ahmed received the newly named Yasmine Boukhriess \$5,000 scholarship to support his path in culinary arts. Luke McGee was awarded a \$2,500 scholarship to further his culinary arts path as well. Autumn Bose was also awarded a \$2,500 scholarship to support her work in the hospitality and tourism field.

This year had an increased turnout compared to last year with 126 golfers. The total net profit from the event was over \$22,000. There were a total of 12 themed holes, including the four CROP foundation holes provided by students from the Booker T. Washington High School's culinary arts program.

There was a record set with the 50/50 raffle, raising the highest amount ever this year at \$430 being given away to one lucky winner.

The title sponsor of the event was Towne Bank. MacArthur & ADP were platinum sponsors. The Main sponsored the golf balls given to golfers. Pashm Global was the lunch. The City of Norfolk Economic Development sponsored dinner. VisitNorfolk, Millers, Norfolk State University, and Norfolk Botanical Garden were all silver sponsors. Judy Boone sponsored the putting contest. Banister Nissan of Chesapeake and Peebles Golf Cars were both hole-in-one sponsors. Smartmouth was the beer sponsor for the event.

Foursome Sponsors: Bear in Mind Strategies, Friends of Jack Ankerson, Cherry Bekhaert, New Horizon Bank, SWAY Creative Labs, Festevents, Sertoma Club, The Crew Creative, S.L. Nusbaum Realty Co., Bank of America, Hampton Roads Shipping Association, Southern Bank

Themed Hole: DoubleTree-Harmony Hospitality, The Main, AAA Tidewater Virginia, VisitNorfolk, Virginia Arts Festival, Atlantic Union, Cooper Hurley, Franklin Group

Hole Sign: Advanced Systems Solutions, Corbin & Company, P.C., From Bess Decker and Family, Norfolk Boat Club, Freemason Neighborhood, Kaufman & Canoles, Spanberger for Governor, Adale Martin for School Board

Extra: Norfolk Sheriff's, Precision Printing, Indian Creek

TOTAL AMOUNT RAISED: \$42,250

TOTAL EXPENSES: \$18,578

TOTAL INKIND: \$11,647

OVERALL IMPRESSION:

Attendance was good and higher than last year, likely to the date change back to a Friday versus the Thursday tournament. Many of the attendees stayed for the provided dinner and awards and seemed to enjoy themselves throughout the day.

There was good golfing weather but the winds made it difficult for the themed holes to have set up tables. Luckily, the rain held off until after the tournament.

PLAN:

- Using Canva to create a themed hole guide, cart signs, and signs for the CROP themed hole snacks.
 - Sending off logos for new hole signs and banners with enough time for printing.
 - Picking up banners, hole signs, and donated items before the event.
 - Stuffing golfer 'swag' bags with snacks, golf balls, donated items, and the event program the week of the event.
 - Collecting foursome names and emails prior to the tournament to fill out the player registration spread sheet.
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DO:

- Sending golfers know before you go and save the date emails.
 - Using square links to sell all-in-one fun packages as well as extra putts prior to the event.
 - Using Network for Good to collect online payments from sponsors.
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CHECK:

- Send out thank you letters to sponsors and golfers.
- Send thank yous to volunteers.

WHAT WORKED:

- Registration table location
- Square links and iPad being prepared before event
- The CROP snacks and dinner were very good and the golfers enjoyed them
- 50/50 raffle getting the highest amount raised this year, good sales at registration as well as around the course
- Foursome photos were well done
- Hole in one prizes were great

WHAT DIDN'T WORK:

- Banners being thrown away by golf course staff
 - Not having enough bag lunches
 - Last minute sponsorships and golfers
 - The golf script did not flow as well as usual
 - Registration could have gone smoother for both staff and golfers. Many golfers went to the payment side of the table first versus the registration side.
 - Peebles Golf Car for hole-in-one prize not located at correct hole and confused golfers
 - Not having time for a meeting before registration and set up began
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ACT:

The tournament as a whole has become cohesive after many years but there are small changes to be made. Better communication with the course staff as well as having more time to prepare before registration could greatly improve the event.

Changes/Suggestions for 23rd Annual Gourmet Golf Tournament:

- Ordering more bag lunches, better to have too many than not enough
- Set cut off for sponsorships to one week before tournament to prevent last minute stress
- Set up a clear line and get better signage for registration to avoid confusion for golfers
- The registration sheet should be organized by company name, not the last names of golfers
- For CROP holes- consider the food being left out on the course for a while; wraps got gummy, popcorn was overly buttery
- Have meeting with everyone while breakfast is being eaten
- Lay out cart banners day before rather than packing all of them