UPLIFT 313 4 Helpfuls - Event Review

Open House | April 20th, 2024

RIGHT	WRONG	MISSING	CONFUSING
Building cleaning and setup	Didn't have a clear way for all attendees to sign in	Music playing inside	Two registration/information tables
Uplift313 decor + balloons	Didn't get many community members in attendance	Brochure/promo for Holy Smokes - need the address on there!	Price of BBQ
Couches added to the lobby (!!)	Need to get BBQ marketing right	People to serve food to BBQ customers	How to pay for BBQ
Sound system setup inside & outside	Pre-cook. Cook BBQ prior to getting out there (people were smelling smoke and asking at 10am)	Holy Smokes t-shirts + merch + rubs for sale	Mingle, spiel, tour rotation didn't go as planned
Representation from various churches and pastors in the district	Need to do pre-orders for BBQ	BBQ out there - Once a month	Need to get BBQ marketing right
All 4 Detroit churches represented	Was cold outside, no one wanted to stand outside	Picnic tables for the courtyard	Team was spread thin, a lot of engagement
Great location for BBQ		Need consistency with BBQ	
BBQ sold out! Over $1k+		Have a dinner BBQ event	
Good to see the mattresses - test them		Setup a session with other BBQ and business owners to reflect on new opportunities for Holy Smokes	
Mattresses sold!			
People gave cash donations			

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People were able to walk through physical building, see the vision, get a tour			
Flow was good: Overview, hear about UPLIFT			
Learned a lot			
Hot dogs and sausage were hand-held foods			
Over 100 in attendance!!			
Sean did excellent with the ribs, helpful to get more experience on the grill			
BBQ is a great draw to the event			
Had the space setup to see the vision, made it tangible			
A lot of engagement!			
A lot of foot traffic			

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