

# Taste of Columbus ... by the numbers



A huge THANK YOU to everyone who supported this year's Taste of Columbus!! Whether as a business or individual donor, volunteer, or bidder, you made this year's event as rewarding as TOCs of previous years and, in many ways, even more gratifying, considering we are under COVID constraints.

The 20th anniversary of TOC was coordinated by Central Community College-Columbus leaders Dr. Kathy Fuchser and Karin Rieger, their spouses Dean Fuchser and Doug Rieger, CCC faculty and staff, and sub-committee chairs of Cindy Jarecki, Colleen Belitz, Pat Mueller, along with the Chamber team, Lori Peters with Habitat for Humanity and dozens of volunteers and businesses. Together, they proposed new ideas and ways to promote the event and give our participants something unique.

Instead of hosting an in-person party for 600 people, we used texts and social media to push out messages and asked couples and families to host "watch parties" to help spread the word about the terrific packages on the auction. The results look like this:

- 1 event
- 2 organizations
- 3 fundraising options: raffle tickets, passports and virtual auction
- 7.7 bids per item, on average
- 11 days of bidding
- 18 beneficiaries helped to date since 2001
- 20 years the event has been held
- 23 Facebook posts
- 155 different auction items
- 188 donors (individuals or businesses that contributed an item or financial gift)
- 400+ passports sold
- 500+ raffle tickets sold
- 1,198 total number of bids on all auction items
- 2,378 supporters engaged with the bidpal.net/toc2020 website
- 6,900+ impressions for the TOC launch video on Oct. 1
- Nearly \$50,000 raised (final total has not been confirmed)

Because of the last 20 years of TOC events, the community has received nearly \$1.2 million in financial benefit and investment via the non-profits serving the Columbus area.

The Chamber is proud to continue this commitment with this year's recipient, Central Community College. The school contributes to the economic well-being and quality of life we enjoy in Columbus by assisting members of our current work force in retraining or professional growth opportunities, educating our future employees, and introducing our youth to careers. To understand what we mean, watch this [short video from Christian Jewell](#) which is also available on the Chamber's Facebook page.

If you participated in the silent auction or were a winning bidder from Sunday night's event THANK YOU! We appreciate all that you have done to support the Chamber's ongoing program. We also hope you will remember you can still purchase a passport (or buy another one for friends, family, neighbors or employees - see advertisement below) which comes with more than \$150 in savings from local and area restaurants, bakeries, wineries, coffee shops and sweet spots. Your purchase helps the Chamber fulfil its mission to enhances the economic well-being of and quality of life in our community.

On behalf of the Chamber's Board of Directors and Central Community College, thank you again. You are truly what makes Columbus "Something Good."