



# 2019 CHILI CRAWL

The Downtown Fond du Lac Partnership held its 10th annual Chili Crawl event over three hours on Saturday, February 9th, 2019. Participants paid a \$10 entry fee to taste 13 unique chili recipes prepared by downtown businesses (including restaurant and home-cooked categories), submit their votes for the winner, and receive a commemorative T-shirt.



This year 200 first-come, first-serve tickets were available for \$10 at Hopper's (77 N. Main). The remaining tickets were sold at the DFP office the day of the event. Prior to the event, 128 pre-sold tickets had been sold at Hoppers. The day of the event 30 tickets were sold at the door (still an increase from the 100 tickets sold the previous year). The higher ticket count also helped ensure that the local businesses had enough chili for all the attendees, which was a participant complaint in prior years. Best Restaurant Chili was awarded to Yummy Bones BBQ and best Home-Cooked Chili was Knight Barry Title (second year in a row!).

Participants were evenly balanced between men and women, with 54% female ticket purchasers. The event attracted couples and groups, as 37% of tickets were sold to couples, 38% to groups of 3 or more, and only 25% to individuals. The event attracted largely local participants (80% were from Fond du Lac), although 10 total zip codes were included among event goers.

Businesses were again satisfied with the event, with many staying open specifically for the event (average of 3 additional hours), hiring additional staff for the event (typically one dedicated staffer). All but one business reported an increase in foot traffic over a typical February weekend – often more than double the typical traffic, although only half indicated that this traffic resulted in increased sales (75% of retail or restaurant businesses).

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