



Central Valley 60th Anniversary Celebration

Case Study

When Central Valley wanted to commemorate 60 years in business with a multi-pronged celebration event, they contacted Wheelhouse 20/20 to execute their vision. Their objective was to create a celebration that their employees, customers, community and vendor partners would all enjoy.

With 90 days to pull it together, here are the results:

Part 1: Customer Appreciation Breakfast

- 200 guests
- Catered breakfast burrito bar

Part 2: VIP Cocktail Party

- The inside of their St. Helena lumberyard/hardware store was transformed for this elegant event
- 90 guests
- Catered appetizers and Hosted Bar
- Live Music and Video Presentation
- Elegant Décor with Red Carpet Entrance
- History Walk

Part 3: Private Dinner Party

- The dinner party was a few blocks away at The Farmstead, a local landmark
- 65 VIP guests including long-time customers, retired employees, family members, local dignitaries and executive team members
- Intimate setting with rustic-chic décor
- Catered meal served family style

Part 4: Community Celebration

- 1500 in attendance
- Entertainment Stage with live music all day
- Vintage Car Show, Photo Booth, Live Radio Remote, Vendor & Community Booths
- Kids Center with Inflatable Bounce House and Obstacle Course, craft projects, face painting, and chalk art
- Catered Food Trucks ~ Street Tacos, BBQ, Hot Dogs No Host Bar
- All day shuttle service between Central Valley's Napa store and St. Helena store



Wheelhouse 20/20's Role:

- Project Management
 - Communication, Timelines, Schedules, Budgets
 - CAD layouts of event sites
 - Liaison with internal team and tasks
- Design, Print & Production
 - Anniversary logo design
 - promotional flyer
 - save the date postcards
 - formal invitations
 - interior and exterior signage
 - newspaper and digital ads
 - Décor
- Professional Services
 - Rentals
 - tables, chairs, linens, tents, inflatable kid center activities, portable toilets, golf carts)
 - Catering Arrangements – breakfast, cocktail, dinner, community celebration
 - Bartender Services – cocktail, dinner, community celebration
 - Entertainment – acoustic guitarist, mariachi band, cover band, tribute band
 - Photography – cocktail, dinner, community celebration
 - Face Painter
 - Photo Booth & Attendants
 - Audio/Visual Technician – cocktail, dinner, community celebration
 - Shuttle Services – cocktail, dinner, community celebration
 - On Site Event Staffing
- Media Placement & Production
 - Newspaper Ads
 - Digital Ads
 - Radio Ads & Live Remote
 - Direct Mail & Emails
- Hotel Accommodations for Guests
- Vendor Support & Participation
- Staffing & Volunteer Coordination
- Budget & Logistics Management
- Employee & Customer T-Shirts
- Event Set-Up and Tear Down



“Wheelhouse 20/20 organized and executed awe-inspiring events surrounding our 60th anniversary of being in business. Jennifer and Scott worked fluidly with our team, and their creativity and professionalism was a large part of our successful events”.

Stephen C. Patterson
President & CEO
Central Valley