

Mack, Glenn

Page: Basic Information

Nominator Information

Please provide your information as the nominator of this partnership.

Your Name

Mack, Glenn

Email Address

gmack@nwacc.edu

Title

Executive Director

Employer

Brightwater: A Center for the Study of Food

Phone Number

479-631-8601

Your Relationship to the Partnership?

Community partner

The Partners: Business & Industry

Please provide basic information on the business and industry organizations involved in the partnership.

Business/Industry Partner 1

Business/Organization Name

Octagon

Address

3333 Pinnacle Hills Parkway, Suite 200
Rogers Arkansas 72758 US

Website

<http://www.octagon.com/about>

Main Career Clusters within Industry

Hospitality & Tourism, Marketing, Other

Point of Contact

Annye Degrand

Title

Event Director

Email

Annye.DeGrand@octagon.com

Business/Industry Partner 2 (if applicable)**Business/Organization Name****Address****Website****Main Career Clusters within Industry****Point of Contact****Title**

Email

Business/Industry Partner 3 (if applicable)

Business/Organization Name

Address

Website

Main Career Clusters within Industry

Point of Contact

Title

Email

Provide information on any other additional business & industry partners not listed above. Also, please use this opportunity to briefly explain the unique roles of these businesses in the partnership (if there are more than one involved.)

Brightwater and BITE NW Arkansas (<https://www.bitenwa.com/>) have built a partnership since the event's inception in 2015. The partnership today encompasses a holistic approach with multiple touch points for student and faculty engagement, brand awareness and community outreach across the three-day event held each June.

BITE NW Arkansas exists to foster, develop and convene the culinary community of NW Arkansas. It began as a two-day food festival event held at a local music amphitheater. Since its inception, Brightwater has played an essential role in the event by providing staffing support through its students who in turn receive the opportunity to work alongside well-known chefs in the local community – often forging longstanding relationships between students and mentors.

Today, BITE is the region's premier food festival held across three nights onsite at the Brightwater Campus. The partnership between BITE and Brightwater has grown to not only include an onsite presence of students and chefs who are integrated into the event's programming, but also exposes those students to James Beard Foundation chefs and values through the event's partnership with the Foundation. Brightwater is also able to build its brand awareness among even attendees. In fact, the 2017 event was the first major event held onsite at Brightwater – giving many community stakeholders the opportunity to experience the world-class venue for the very first time.

The partnership between BITE and Brightwater has a lasting impact through the BITE Scholarship, which is awarded to four Brightwater students each year. Through the BITE Scholarship, the event hopes to cultivate and retain talent within the community by financially supporting them through their educational endeavors.

The Partners: Educational Institutions & Programs

Please provide basic information on the educational institutions and/or programs involved in the partnership.

Education Partner 1

Educational Institution/Program Name

NorthWest Arkansas Community College

Address

801 SE 8th Street
Bentonville Arkansas 72712 US

Website

www.brightwater.org

What type of institution is it? (If a program, where is it offered?)

Community or Technical College

Point of Contact

Glenn R. Mack, EdD

Title

Executive Director

Email

gmack@nwacc.edu

Education Partner 2 (if applicable)

Educational Institution/Program Name

Address

Website

What type of institution is it? (If a program, where is it offered?)

Point of Contact

Title

Email

Education Partner 3 (if applicable)

Educational Institution/Program Name

Address

Website

What type of institution is it? (If a program, where is it offered?)

Point of Contact

Title

Email

Provide information on any other education partners not listed above. Also, please use this opportunity to briefly explain the unique roles of these educational institutions/programs in the partnership (if there are more than one involved.)

Octagon has provided \$15,000 in student scholarships to date, in addition to highlighting the Brightwater program and making it the focal point for area businesses during the annual June food festival.

Page: Support Information

1. What problem was this partnership developed to solve?

Video of BITE festival. <https://www.bitenwa.com/wp-content/uploads/bite-for-web.mp4>

The problem to be solved was how to highlight quality of life, workforce development, and culinary skills in NW Arkansas. Brightwater and BITE NW Arkansas have built a partnership since the event's inception in 2015. The partnership today encompasses a holistic approach with multiple touch points for student and faculty engagement, brand awareness and community outreach across the three-day event held each June.

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2. What steps were taken to get the partnership started?

Octagon wanted to expand the events in NW Arkansas around the LPGA tournament that they sponsored. They approached NorthWest Arkansas Community College to see if the culinary arts program would be interested in holding a student burger competition. The winner was selected to serve their burger to the public. The student and public excitement was so great in year one, we greatly expanded the partnership.

3. Describe how the partnership was designed to support high-quality CTE.

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4. What were the results of the partnership? What was innovative about the partnership or its output? How did it benefit students and the community?

Each year we host a three-day food festival organized by Octagon. They invite chefs from around the country and our students and staff have the opportunity to see how to organize and execute a professional event.

Bentonville's newest culinary destination – 8th Street Market – will once again host BITE NW Arkansas, a three-day food festival now in its fourth year in the region. Encompassing approximately 10 acres along 8th Street in the Bentonville Market District near the Bentonville Square, 8th Street Market is a community focused food hub where the anchor tenants and merchants serve each other as well as the larger community. The space will ultimately showcase culinary education, music and the arts, new restaurant and hospitality venues, and other specialized food and drink concepts.

8th Street Market is home to Brightwater: A Center for the Study of Food, a program of Northwest Arkansas Community College. Brightwater represents one of the most comprehensive culinary arts and hospitality programs of its kind in the central United States. Spring classes are now underway at Brightwater's campus within 8th Street Market.

5. What were the lessons learned during the process of building the partnership? What would you have done differently?

We learned that a community college program, a commercial market, a marketing and events company and a community can come together and create a special event. We learned what the school and program can handle, which is roughly 1500 guests to be fed per day.

6. Is this partnership sustainable? How do you anticipate it will change in the coming year(s)?

This partnership will only grow. <https://www.bitenwa.com/wp-content/uploads/bite-for-web.mp4> The link is an overview of the festival.

In this our third year, BITE has become the largest food festival in NW Arkansas. BITE NW Arkansas is Northwest Arkansas' premier food festival event as part of the Walmart NW Arkansas Championship presented by P&G. Current partners are Walmart, Tyson, Anheuser-Busch, General Mills, Octagon, and 8th Street Market. With that level of outside sponsorship, our partnership will only grow and strengthen.

7. How long did it take to create this partnership?

Less than 6 months

8. How large of an investment did the businesses and other partner(s) involved make in this partnership (time and money)?

Brightwater staff and students spend about 1000 man hours preparing and executing the event. It shows off the technical skill of our students and the capability of our facility.

9. Would you or an associate be willing to present a session at an ACTE event about this partnership?

Yes