

# Success Stories



“More than thirty years ago, Chan Cox founded the Sandestin Wine Festival on the sidewalk outside of his small wine store in Sandestin. Today, Southern Living Magazine regards it as one the most successful festivals in the Southeast. Inspired by this success, Cox founded and launched his second festival, South Walton Beaches Wine & Food Festival, and made it a charity event in 2013. A best-in-class event in a world-class beach location makes South Walton Beaches Wine & Food Festival the premier wine and food event in the Southeast.

The team at South Walton Beaches Wine & Food Festival has a passion that extends further than wine and deep into the community. As a 501 (c), 3 charity event, South Walton Beaches Wine & Food Festival benefits Destin Charity Wine Auction Foundation (DCWAF), which is named a Top 10 Wine Charity Auction by Wine Spectator magazine. Destin Wine Charity Auction Foundation supports children’s charities in Northwest Florida.” (Source: <https://sowalwine.com/our-story/>)

For 2019, the South Walton Beaches Wine & Food Festival was hosted at Grand Boulevard Town Center in Miramar Beach, Florida. Service Management Systems (SMS) recently started our new account in March of this year at Grand Boulevard, and the charity wine event was our first major event of the year!

The three day event, April 26-28, saw people fly in from across the U.S. and internationally to attend. Our SMS team worked hard the week leading up to the event to get everything in place. During the actual event, an estimated 5,000 people were in attendance. In actuality, there were two events happening in the Grand Boulevard Town Center area at the same time – the South Walton Beaches Wine & Food Festival, which included the charity auction, and a beer and bourbon tasting festival, happening on the main street. Our SMS team did a phenomenal job handling the influx of people to the area, and the General Manager, Bill Bubel, could not have been more pleased with our team’s performance over the weekend. The event was a major success for both Grand Boulevard and the festival charity event.

Our team consisted of James Strickland, Operation Manager; Kendall West, AFM and site supervisor Jwaine Smith. Also assisting were frontline employees Greg Brown, Ashley Hampton, Magaly Maldonado, and Yolanda West.



**SMS Housekeepers, help get Grand Boulevard set up for the event.**

