



A Taste of the San Luis Valley

Restaurant or Liquor Beverage Vendor

Invitation and Registration

June 30, 2018 10 am to 6 pm

Chapman Park, Monte Vista, Colorado

What is The Taste of the San Luis Valley?

The Taste of the San Luis Valley is an outdoor family event for the entire Valley, featuring many of our local restaurants presenting tasting portions of their signature food or beverage items. The purpose of the event is for people to enjoy the wide variety of dining and food products available in the San Luis Valley, and to give the restaurants an opportunity to introduce their establishments to more potential customers. The plan for the first annual event is to have lots of food for people to sample, entertainment throughout the day, and a number of other arts and crafts vendors for shopping.

◆ In addition, if you're so inclined we invite your culinary expert to demonstrate their art, offering recipes and preparation guidance, and making it easy to recreate the recipes at home. Please let us know if you are willing to perform a demonstration during this event. ◆

Cost of Participation for Vendors:

- Vendors will rent booth space, see detail below. Rent will be collected in advance of the event with the registration form.
- Vendors will provide tasting portions of their selected item for the duration of the event.
- Menu and Pricing - Costs cannot exceed 2-3 tickets for a tasting portion and 6-8 tickets for small entrées. Plan your item and portion accordingly.
- The Event retains a commission [15% of gross (ticket) sales] from each Vendor; amount determined post event.
- Additional cost to consider is the Restaurants' food product costs.

Event Tickets:

- Restaurant and Liquor Beverage Vendors may only accept official 2018 Event Tickets as payment during the Event.
- The tickets will be collected and counted post event by the event coordinators
- Vendors will receive a reimbursement at a rate of \$1.00 per ticket, less the 15% Event Commission.
- The Chamber of Commerce will provide each Restaurant and Liquor Beverage Vendor with a sealed container and only tickets from within that sealed container will be counted towards reimbursement. Tampering with the seal will invalidate payment.
- Containers will be collected from Restaurant and Liquor Beverage Vendors in the evening after the Event closes, and all counting will be done at the Monte Vista Chamber of Commerce Office on Monday July 2 and Tuesday July 3. Checks will be issued to the Vendor Business Name and placed in the mail by July 10.

Set Up:

- Set up occurs on Friday, June 29, 2018 after 4 pm until dark and on Saturday, June 30, 2018 from 6:30 am.

Tear Down:

- Tear down is on Saturday, June 30, 2018 immediately following the close of the Event. All Restaurant and Food Vendors must clear their booths by 8:00 pm that night.

Liquor Beverage Vendor Instructions:

- Only non-spirit alcoholic beverages will be served.
- The Event Special Event Liquor License allows the serving of non-spirit alcoholic beverages only within the designated "Hops and Vines Area".
- This area will be clearly marked by temporary fencing or curtained panels.
- The Event would like our guests to enjoy the diversity of beverage offered in moderation and respect. Therefore, beverage vendors are limited to sales of 1-2 tickets per item, and the individual serving of 3-5 ounces may not be exceeded.
- Beverage vendors share in the responsibility of monitoring appropriate consumption.

Non-Restaurant Food Vendors:

- Some vendors produce specialty cheeses, organic-free range chicken or duck eggs, organic or grass only finished beef or lamb, jerky, and other non-restaurant food items. As may be practical, these vendors may offer small tasting portions for free as incentives for customers to contact them outside of the Event.

Restaurant Vendors:

- The Event seeks participants capable of creating unique, exciting, high quality food in a high volume outdoor venue.
- Ideal candidates are independent Colorado restaurants operating out of a permanent location (but BBQ or Food Truck Vendors will be considered on a case by case basis).
- Preference will be given to locally owned, independent San Luis Valley Restaurants.
- Menu and Pricing: Customers may not be charged more than 2-3 tickets for a taste serving portion or 6-8 tickets for small entrée serving portion. Restaurants are encouraged to have multiple items for "taste" servings and not more than 3 entrée items.
- Restaurant business license number must be provided when registering.

Food Preparation on Event Site:

- Extensive preparation of food at the event site will not be allowed. Thus, all slicing, dicing, chopping, peeling, shredding, washing of produce, processing, pre-portioning, mixing, or other extensive preparation of food on site is prohibited, except as may be allowed for the specific Event approved cooking demonstrations.

- All advance preparation must be conducted in a licensed kitchen facility. The only preparation that is allowed at the Event are those for which there is no reasonable alternative. For example, the slicing of ribs or sectioning of other portions after they are grilled is permitted at the Event.
- If you have questions about what is/is not permitted please contact:

Lynnea Rappold, REHS
 Regional Environmental Health Program Manager
 San Luis Valley Public Health Partnership
 Alamosa County Public Health Department
 8900 A-B Independence Way
 Alamosa, CO 81101
[719-587-5206](tel:719-587-5206)

Event Fees:

- Restaurant and Liquor Beverage Vendors selling tasting portions at the event pay a flat rate booth fee and a 15% commission on all sales at the Event.
- The booth fee must be paid in full prior to the event.
- Registration is open now and will close on at 5 pm on June 1, 2018.

Booth Fees:

- The Event will be held at Chapman Park, on the west side of Monte Vista.
- The layout is going to be free flowing and irregular – not necessarily laid out in a grid pattern.
- The following measurements are frontage x depth.
 - 5' x 10' booth space \$35
 - 10' x 10' booth space \$70
 - 10' x 20' booth space \$150
 - 20' x 20' booth space \$200
- Vendors will be notified by email of their booth number by June 23, 2018. A map layout of the park with booth numbers will be included with this email.
- The booth fee entitles the vendor to an assigned booth area at the Event – a portion of which will be made up of an un-tented 'cooking/preparation' area and a tented serving area.
- Restaurant and Liquor Beverage Vendors are responsible for their own food or service equipment and their own serving tent.
- Any food preparation that requires use of heat or open flame must be carried out in an un-tented area within the booth space.
- All Event Ticket transactions with Event attendees must occur under your tented serving area.
- Restaurants that have full service, self-contained kitchen trucks/trailers are exempt from having a serving tent and may conduct Event Ticket transactions through the serving windows of their food truck/trailer.

Commission of 15% of Event Ticket Sales:

- All Restaurant or Liquor Beverage Vendor transactions for Taste must be conducted using only authorized Event Tickets.
- The Monte Vista Chamber of Commerce will redeem \$1.00 for each Event Ticket, less the 15% commission. The Monte Vista Chamber of Commerce will collect a 15% commission on the Event ticket sales of each Restaurant and Liquor Beverage Vendor. The commission is collected at the Ticket Redemption/Tabulation which will occur at the Chamber of Commerce office at 947 1st Ave, Monte Vista, Colorado on July 2 and 3. 8am to 5pm. Any vendor that wishes to participate in the tabulation may do so by contacting the Chamber of Commerce in advance of June 30, 2018.

EVENT SITE INFORMATION

By June 23, 2018 Vendors will receive at their specified email address, the final Event Vendor Information packet. This packet will include:

- Assigned Booth Number and Event Site Map (with important locations noted)
- Designated Vendor Parking Area
- Reserved ‘No Parking’ Loading/Unloading Areas
- Copy of Event Policies and Guidelines information and any required City of Monte Vista paperwork
- Event Ticket Redemption Instructions

Electricity:

- 110 volt electrical service will be provided for each Restaurant and each Liquor Beverage Vendor. Vendors are not allowed to operate their own power generators. Vendors may request 220 volt service, for an additional cost, the Event committee is investigating if this level of electrical service is possible and at what cost. Vendors requesting 220 volt service will be advised if such is possible in advance of June 23, 2018. Refunds will be made if 220 volt service is not possible.

Propane Use:

- Propane: Restaurant Vendors are responsible for their own propane needs. This includes obtaining propane, connecting to equipment, storing propane safely at the Event site, and removal of any/all unused propane or containers. Any vendor using propane onsite must have a Fire permit.

Fire Extinguishers: All Restaurant Vendors must have at least one (1) fully charged 2A-10BC rated carbon dioxide fire extinguisher in their booth at all times. The fire extinguisher must be clearly visible and access to it must be unimpeded at all times. In addition to the 2A-10BC extinguisher, a “K” rated fire extinguisher is required if using a fryer or other cooking equipment that involves or produces vegetable oils, animal oils or fats.

Storage/Refrigeration: Restaurant or Liquor Beverage Vendors are responsible for providing their own storage (refrigerated and non-refrigerated).

Eating Utensils, Paper Goods: Restaurant and Food Vendors providing taste servings must provide all utensils and paper goods required for the consumption of their products, including paper napkins/towels for the public customers. Styrofoam products are not allowed on the Event grounds.

Ice: Restaurant or Food vendors must provide for their own needs.

SANITATION ON EVENT SITE

Restaurant or Food Vendors are responsible for maintaining an acceptable standard of sanitation in their booths. In addition, the Health Department will be providing some portable hand wash areas.

Trash Disposal: The Event Management will provide trash pick-up during and after the Event for Vendors that appropriately bag and store their trash. Vendors must bag any and all trash on the Event site and store it off the ground and behind each booth in a sanitary manner. While the Event is open to the public the Event Management will conduct periodic trash pick-up from behind the Restaurant and Liquor Beverage Vendor booths (about 12:30pm, 2:30 pm, 4:30 pm, and 7:30pm).

Recycling: Recycling containers for use by the public and by Vendors will be stationed in at least two (2) locations at the Event Site.

NO STYROFOAM PRODUCTS ARE ALLOWED FOR USE OR DISPOSAL ON THE EVENT SITE.

Cardboard boxes: Cardboard boxes may be disposed of after the event by breaking them down and flattening them. They should be left behind the booth area for collection.

Aluminum, Glass, Plastic: These should be disposed of at the designated recycling stations.

Grease Disposal: Restaurant and Food Vendors using or producing grease on the Event site must dispose of the waste appropriately and off-site.

Ash Disposal: Restaurant and Food Vendors that produce ash must dispose of it appropriately. The Event provides for ash disposal at the designated ash disposal barrel (as designated on the Event Map). Ash may not be disposed of in any other waste barrel.

Water Waste: Restaurant and Food Vendors that produce waste water in food preparation or through hand washing must keep such water contained and may not be disposed of in any storm sewer or any open water courses. Ice or waste water may not be thrown on the ground at any time.

Hand-Washing Stations: Restaurant and Food Vendors are required to have hand washing stations within their booths. The stations must face the inside of the booth. Such stations may be subject to additional requirements established by the Regional Environmental Health Program. These requirements will be included in the Event Information Packet after registration is accepted.

Booth Clean Up and Tear Down: All booths must be completely removed from the Event Site and fully cleaned up by 8 pm on June 30, 2018. If a Restaurant or Food Vendor fails to complete clean up and removal from their booth(s) by June 30 2018, 8 pm, Event Management will charge the vendor an additional fee of \$200 **and** any additional cleaning costs that may be incurred by Event Management.

ONSITE SIGNAGE

Name and Logo: Restaurant or Food Vendors must be identified at the Event by the name used at the principal location of their restaurant business and may include restaurant business logo. The Booth fee allows for the creation of a sign of up to 2 feet high and not to exceed the frontage dimension of the booth. All signage must be family friendly. Vendors will be provided an electronic file of the Event logo.

Separate Menu Signs are allowed on bi-fold panels immediately front of the booth or may be attached within the space of the booth.

IT IS THE OBLIGATION OF EACH RESTAURANT OR FOOD VENDOR TO HAVE SUFFICIENT SUPPLIES TO ENSURE ALL MENU ITEMS ARE AVAILABLE FOR SALE FOR THE ENTIRE TIME OF THE EVENT (10 AM TO 6 PM).

Additional Booth Signage and Decoration: The Event Management encourages and supports additional signage and colorful decorations within the vendor booth space with the following guidance:

- Additional decoration or signs may not be higher than the name and logo sign.
- No sign or decoration may be attached to any official Event or Sponsor Signs.
- The official Event logo must always be the highest sign on any booth.
- No corporate advertising (other than the business name and logo) is permitted to be displayed in or around the booth.

Vendor Vehicles, Storage, Trailers, and/or Other Equipment: After initial set up, any of the foregoing must be parked, and remain in the designated vendor parking area for the duration of the Event. If a vendor needs to temporarily access the Event Site for the delivery of additional supplies this may be done at the temporary loading/unloading area North of the Martinez Pavilion. Vehicles may drive onto the grass of the Park during set up and take down, or by special permission of official event staff. All delivery from the temporary loading/unloading area must be made by hand carts or hand carrying only.

TICKET HANDLING

Each Restaurant Vendor and Liquor Beverage Vendor is responsible for safeguarding their own Event Tickets during and after the Event until they are submitted to the Event Management/Chamber of Commerce. The Chamber of Commerce will only accept tickets submitted on the evening after the event at the Ticket Tables. **ONLY WHOLE, CLEAN, DRY 2018 EVENT TICKETS WILL BE ACCEPTED FOR REDEMPTION.**

Restaurant and Liquor Beverage Vendors must train their staff to handle Event Tickets appropriately.

Tips for collecting and safeguarding Event Tickets:

- Treat your Event Tickets like cash!
- Never rip tickets. All Event tickets redeemed must be whole – torn tickets will not be accepted!
- Always keep Event Tickets secure.

MEDIA, PROMOTION, AND ADVERTISING

Our goal is to promote participating restaurants, brewpubs, and tap rooms; and to drive business to their established locations over the course of the rest of the year. Here are some additional ways to capture the public's attention:

Booth Decorations: The Event Management encourages Restaurant and Liquor Beverage Vendors to promote their brand with colorful decorations. (See the section describing booth signage and decorations).

Promotional Items: The Event Management permits and encourages Vendors to hand out menus, flyers, coupons, and similar promotional items from the booth to the public. Vendors are not permitted to give away stickers, balloons, or merchandise, except that non-restaurant vendors may offer small free samples of their products (cheese, honey tastes, etc). Other “Roaming” and “Sampling” is not permitted for Restaurant Vendors.

Use of Event Name and Logo: Once accepted to participate in A Taste of the San Luis Valley, Restaurant or Liquor Beverage Vendors have permission to use the Event name and logo for the purposes of promotion and advertising. When using the Event name, please make sure to the official name; “Taste of the San Luis Valley” and not other abbreviations or monikers. For a copy of the logo please contact the Monte Vista Chamber of Commerce or the Event Coordinator at chamber@montevistachamber.org

Social Media: Restaurant or Liquor Beverage Vendors are encouraged to inform their customers of their participation in the Event via social media before and during the event. The best posts are interactive and provide people a reason to stop by your booth.

The Monte Vista Chamber of Commerce will post announcements about the event on its web page and Facebook page. Increased support for the Monte Vista Chamber of Commerce by becoming a member is the best way to help us increase our ability to promote this event through social media and to eventually develop a web page and Facebook page devoted just to A Taste of the San Luis Valley.

Advertising: The Inaugural Event marketing plan is set at \$2,000 and it will be promoted through advertising and PSA announcements at KSLV/KYDN and KZBR radio, as well as radio interviews at KSLV, KZRA, and live broadcast from the Event by KSLV. Newspaper advertising in the form of news releases and PSAs will be performed in the months and weeks ahead of the event at least 3 times in the Valley Courier, Monte Vista Journal, Del Norte Prospector. Event Management will seek sponsorships in the form of free advertising space and/or time on San Luis Valley media sources.

PROHIBITED ACTIVITIES

Conducting raffles, auctions, or drawings, and hawking of goods, or placing advertising outside of booth space is not allowed.

The Event will **NOT** allow the sale or display of any items that promote illegal activity, violence, profanity, discriminatory references, or any other items deemed not acceptable by the Event Management/Chamber of Commerce – **AT ITS SOLE DISCRETION.**

Accepting tips or collecting legal tender or coin or pledges for the same is not allowed.

No corporate advertising is allowed, except for displaying the corporate name when it is the same as the restaurant business name. This includes third party companies or sponsors. ***If a restaurant or corporation wants greater advertising exposure it should consider general sponsorship of the Event or specific sponsorships – such as Stage, Dining Pavilion, Hops and Vines area, Electrical Service, Restroom Facilities, Event Sanitation, Chef Demonstrations.***

The use of amplified sound systems may be allowed when established Event Music or Entertainment is not being performed. Generally, the sound should not be heard beyond the assigned booth space, but limited exceptions may be allowed by Event Management on a case by case basis.

Restaurant or Liquor Beverage Vendors may not bring or condone the use of illegal drugs or alcohol by its staff at the Event Site. Use of marijuana or marijuana products or derivatives shall be governed and enforced according to established Colorado law.



A Taste of the San Luis Valley

Restaurant Vendor or Liquor Beverage Vendor Registration.

Business Name: _____

License #: _____

Contact Person:

First Name: _____ Last Name: _____

City: _____ State: _____ Zip Code: _____

Email: (required) _____

Web Page: _____

Fees:

(Front x Depth)

5' x 10' Booth: How Many _____ @ \$35 each

10' x 10' Booth: How Many _____ @ \$70 each

10' x 20' Booth: How Many _____ @ \$150 each

20' x 20' Booth: How Many _____ @ \$200 each

Total \$ _____

Do you need standard (110 volt) electric service? (circle) Yes No

Do you request 220 volt electric service for an additional cost? (circle) Yes No

Event Menu Items:

1. _____

Ticket Cost _____

2. _____

Ticket Cost _____

3. _____

Ticket Cost _____

4. _____

Ticket Cost _____

5. _____

Ticket Cost _____

6. _____

Ticket Cost _____

7. _____

Ticket Cost _____

8. _____

Ticket Cost _____

9. _____

Ticket Cost _____

10. _____

Ticket Cost _____

Signature: _____ Date: _____

Return this form, your payment, and the signed liability waiver found on the next page.

Make Checks Payable To:

Monte Vista Chamber of Commerce
947 1st Avenue
Monte Vista, CO 81144

Release and Waiver of Liability and Assumption of Risk Agreement

Monte Vista Chamber of Commerce

947 1st Avenue

Monte Vista, CO 81144

FOR GOOD AND VALUABLE CONSIDERATION, including permission to participate in the Taste of the San Luis Valley and related activities, I, for myself, my successor, heirs, assigns, executors, and administrators;

1. Agree that prior to participation I will inspect the facilities, equipment, and areas to be used, and if I believe any of them to be unsafe, I will immediately advise persons supervising the event, activity, facilities, or areas.
2. Acknowledge that I fully understand that my participation may involve risk or serious injury or death, including economic losses which may result not only from my own actions, inactions, or negligence, but also from the actions, inactions, or negligence of others, the condition of the facilities, equipment, or areas where the event or activity is being conducted, the rules of conduct, or this type of event or activity;
3. Assume any and all risks of personal injuries to myself, including medical or hospital bills, permanent or partial disability, death, and damage to my property, caused by or arising from my participation in the event or activity;
4. Covenant not to sue or present any claim for personal injury, property damage, or wrongful death against the Monte Vista Chamber of Commerce or the City of Monte Vista, their officers, employees, or agents, and agents attributable to my participation in the event or activity;
5. Release, waive, discharge and relinquish the Monte Vista Chamber of Commerce and the City of Monte Vista, their officers, employees, and agents from any liability, loss, damage, claim, demand, or cause of action against them arising from or attributable to my participation in the event or activity, whether same shall arise by their negligence or otherwise;
6. Agree that photographs, pictures, slides, movies, or videos of me may be taken in connection with my participation in this event or activity without compensation from the Monte Vista Chamber of Commerce or the City of Monte Vista, and consent to the use of any media containing my image or activities for any legal purpose.
7. Warrant that I am in good health and have no physical condition that would prevent me from participating in this event or activity;

Once executed, this document relieves the Monte Vista Chamber of Commerce and the City of Monte Vista and other agents of this event and activity from liability for the personal injury, wrongful death, and property damage caused by negligence. I have read this document and I understand that I have given up substantial rights by signing it, and have signed voluntarily.

Signature

Printed Name

Date

Name of Business or
Organization Represented: _____

