

# Auto Select TASTE On Broadway

On Broadway Inc. is accepting applications for the **2017 Auto Select Taste On Broadway**, scheduled for **Thursday, August 3<sup>rd</sup>** in the Historic Broadway District in Downtown Green Bay. A spectacular event that will give you the opportunity to offer your most delicious dishes to thousands of local customers while they engage in live music and great fun, amongst the beautiful streets of the historic Broadway district.

## 2017 EVENT DETAILS INFORMATION

**Date:** Thursday, August 3<sup>rd</sup>

**Time:** 5:00pm to 11:00pm

**Serving Time:** 5:00pm to 9:00pm

**Setup Time:** 2:00pm to 4:30pm

**Key Dates:**

**June 21:** Application is due

**June 28 - 30:** Event Promotional Materials Distributed

**July 7:** Final restaurant menu changes due

**July 17:** Restaurant event layout and setup information sent out

## MARKETING OPPORTUNITIES

Auto Select Presents the 20th Annual Taste On Broadway is a key marketing tool for your establishment. As a participant you receive **50%** of your booth's proceeds, and **ALL** the benefits of the event marketing campaign. On Broadway, Inc uses the funds raised for economic development of the district.

### **Marketing benefits include:**

- ✓ Your restaurant name on flyers, social media, event website, event menus, email blasts, and press releases, all reaching tens of thousands of people in Northeast Wisconsin
- ✓ Day of exposure to a captive audience of 20,000+ people
- ✓ Over 100,000 impressions and tens of thousands of dollars worth of marketing value, that is a large return on your investment
- ✓ Last year, nearly all of the customers surveyed said they experienced a new restaurant and planned to visit the restaurant soon, because of Taste
- ✓ 500 receipt stuffers to hand out in your customer receipt books, promoting the event
- ✓ 2 official **Auto Select Presents Taste On Broadway** event posters

## ELIGIBILITY

1. Vendors must be a restaurant, food cart, or caterer.
2. Vendors' business must be within the Northeast Wisconsin.
3. Vendors' products must be reflective of their standards (day to day).

*A vendor may be deemed ineligible if*

1. Vendor does not meet requirements listed above
2. Vendor is serving the same style of cuisine as several other event vendors (i.e. if five other vendors serve pizza, a sixth may not be deemed beneficial for the event).
3. Vendor has repeated violations from previous On Broadway Inc. events.

*On Broadway Inc. retains the sole right to determine eligibility and participation of vendors.*

## GENERAL INFORMATION

- Special 2017 Info
  - o There will be themed villages created for this year's event. You will be able to have your restaurant present in one themed village – Italian, Mexican, Tailgate, Freshly Caught/Seafood, American Fusion, Asian or Finishing Touch (desserts). *\*OBI reserves the right to add or remove themes based on demands.*
  - o OBI staff will work with all restaurants to identify which village will work best for your restaurant.
- Booths
  - o Vendors receive a 10ft x 10ft space with canopy, (3) 20-amp power drops, (2) 8 foot tables, (4) tent weights
  - o Power is very limited. Power will be supplied **ONLY** to the appliances specified in advance. *If you do not specify electricity needs beforehand, your appliances may not be powered for the event.*
- Menu Items
  - o Menu items must be **2oz portion or less**. Other guides for portion control: ¼ cup, 2-3 bites or a golf ball size. The goal of the Event is to allow people to have the opportunity to sample from as many restaurants as possible. "Taste"-sized portions means more variety for event-goers. Proper portions will help your restaurant use less product and meet the requirement to serve until 9:00 p.m.  
**Please make sure your staff understands this.**
  - o Vendors are prohibited from selling beverages unless given direct permission from On Broadway Inc.

*To take advantage of this priceless event or for more information contact On Broadway, Inc by phone at: 920-437-2531 or  
Email us at: [chelsea@onbroadway.org](mailto:chelsea@onbroadway.org) | 117 South Chestnut Avenue Green Bay, WI 54303*



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- Menu items must be priced at **5 tokens or less.**
- Vendors are limited to 3 menu items.
- Vendor Fees
  - For the 2017 Taste event there will be a \$30 booth fee
- Tokens
  - Attendees exchange pre-purchased tokens for food items. It is the Restaurant's responsibility to get their tokens to OBI before 11:00 p.m. on August 3rd. OBI will reimburse 50% of tokens counted (1 token = \$1) by August 25. *The other 50% covers the costs of the event and raises funds for OBI.*
  - All tokens will be collected in a bin provided by On Broadway Inc.
  - Immediately after the event, your bin must be taken to the Taste Restaurant Check In/Check Out.
  - A representative for the restaurant will sign a release form for the tokens the night of the event. This form will give the opportunity for businesses to set up a time to be present when tokens are counted with OBI staff during between August 7-10.
- Staffing
  - Restaurants are responsible for staffing their own booths. OBI suggests asking family and friends to work in the booths to lower or eliminate labor costs. **Reminder: Restaurants must serve food until 9:00 p.m.** Have a re-supply plan in place to bring in more food as needed.
- Setup
  - Restaurants can set-up any time after 2:00 p.m. on August 3. Booths must be set up by 4:30 p.m. to allow enough time for the health department to perform their inspection. If more time is needed for set up, please let OBI know to make arrangements. Please check in with event staff upon arrival.
- Booth decorations & awards
  - On Broadway encourages all restaurants to participate in the Best Booth Décor contest. Using your restaurants theme or a chosen theme, decorate your booth with props, costumes, etc. Tasteful decorations reflect the character and ambience of individual restaurants and boost the visibility and first impression of your restaurant. Also encouraged is additional signage, business card bowls, games/activities, menus, etc. that represent the spirit of the Restaurant.
  - Awards will be given for the *Best Booth Décor (all booths)*, *Best Taste (per village)*, as well as *Best Presentation (per village)*. Awards will be announced on the main stage the evening of the event. Make 2017 memorable with an award from Taste On Broadway for your restaurant!
- Rain plan
  - If weather outlooks predict significant rain or storms on Thursday during the event, Taste will be moved to the rain location. OBI will contact participants the week of, if the event has been moved, including new site layout and other details. If you do not hear from OBI by Wednesday, August 2 the event WILL BE OUTSIDE on Broadway.
- Break down / clean up
  - The public expects food served until 9:00 p.m. Therefore, break down cannot begin until after 9:00 p.m., and must be completed by 11:00 p.m. No vehicular movement is permitted within the event boundaries until after 11:00 p.m. The street remains closed to thru-traffic until 12:00 a.m.
  - Restaurants must bring tokens to Event Staff by 11:00 p.m. on August 3, 2017. Leftover supplies that were provided by OBI should be brought to the check out station. Please do not take these with you.
  - Restaurants are not allowed to dump grease or any other debris on the street or into the curbside storm water drain at anytime. On Broadway will provide a "grey water" dump station.
- Supplies
  - On Broadway will supply you with napkins, plates, bowls, spoons and forks for customers.

### **APPLICATION PROCESS**

1. Any vendor is welcome to apply for a booth in the 2017 Auto Select Taste On Broadway.
2. Applications **must be received by June 14, 2017 at 4:00pm.**
3. Vendor must submit with the application:
  - a. \$30 booth fee
  - b. Menu items and token values
  - c. Mobile Food Permit from Brown County Health Department
4. All applicants will be notified of selection status the week of June 19.



## Restaurant Contract Due June 21, 2017

Date of Contract: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Name of Event: Taste On Broadway  
Date of Event: Thursday, August 3, 2017

The purpose of this contract is to state the responsibilities of the participants. All Restaurants must agree to the terms above in order to participate. On Broadway, Inc.(OBI) understands that restaurants will provide food items in exchange for event tokens. OBI will provide you with customer utensils. The restaurant token proceeds will be split, 50% to restaurants and 50% to OBI. In order to assure that the terms of agreement listed above have been read and are fully understood, the Owner or Manager of participating business must sign the contract and return in to On Broadway, Inc., 117 S. Chestnut, Green Bay, WI 54303 **by June 21, 2017.**

I, \_\_\_\_\_ (Restaurant owner/manager) of \_\_\_\_\_ (Restaurant name) have read and fully understand and agree to the terms required herein to participate in the *Taste* event scheduled for Thursday, August 3, 2017 from 5:00 p.m. - 11:00 p.m.

2:00 p.m. – 4:30 p.m. **Set-up**  
5:00 p.m. – 9:00 p.m. **Restaurant Service**  
9:00 p.m. – 11:00 p.m. **Break--down**

*Upon signing, I agree to abide by all rules and regulations. I will also include a \$30.00 check made payable to OBI.*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Business Facebook Page: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

**Menu:** Please list the food items that you will offer at the event, along with their prices. Prices need to be in dollar increments as each token is worth \$1.00. OBI recommends \$1, to \$5 items. Remember, these are "Taste"-sized portions. OBI will compile a list of all proposed menu items from restaurants and publish this list on the OBI website. Restaurants can then make any changes (before July 7) to their menu before the final version is set. Photos of menu items can be emailed to [chelsea@onbroadway.org](mailto:chelsea@onbroadway.org) to be featured on social media.

Item #1 \_\_\_\_\_ Price \$ \_\_\_\_\_

Description: \_\_\_\_\_

Item #2 \_\_\_\_\_ Price \$ \_\_\_\_\_

Description: \_\_\_\_\_

Item #3 \_\_\_\_\_ Price \$ \_\_\_\_\_

Description: \_\_\_\_\_

**Themed Village:** Please select the themed village that best describes your restaurant.

Italian Mexican Tailgate Freshly Caught/Seafood American Fusion Asian Finishing Touch (desserts)

**Supplies:** OBI will supply the following items. Please check which items you will need, it is the restaurant's responsibility to return excess items at the end of the night. Please do not take these items with you.

\_\_\_\_\_ FORKS \_\_\_\_\_ SPOONS \_\_\_\_\_ NAPKINS \_\_\_\_\_ 6" PLATES \_\_\_\_\_ BOWLS

**Electricity:** Will You Need Electricity? \_\_\_\_ Yes \_\_\_\_ No

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Please list appliances that need electricity. (Only 110 voltage appliances)

Item #1 \_\_\_\_\_ Amps \_\_\_\_\_

Item #2 \_\_\_\_\_ Amps \_\_\_\_\_

Item #3 \_\_\_\_\_ Amps \_\_\_\_\_

**Marketing Opportunity:** As part of our marketing for Taste, OBI books live appearances on radio and television shows. Would you be interested in participating?

\_\_\_ Yes \_\_\_ No

\_\_\_\_\_  
Restaurant Signature

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date