



2018 Auto Select Taste on Broadway

2018 EVENT INFORMATION

Date: Thursday, Aug 30

Time: 5:00 p.m. – 10 p.m.

Setup Time: 2:00 p.m. – 4:30 p.m.

KEY DATES

Friday, July 20: Agreement Due

July 16 – 27: Promotional Materials Distributed

Friday, July 27: Final restaurant menu changes due

Monday, August 6: 9 a.m. and 6 p.m. – Restaurant Manager Meeting

- Event layout and setup information discussed

Friday, September 14: Checks mailed to participants for token reimbursement.

ELIGIBILITY

1. Must be a restaurant, food cart or caterer in the Greater Green Bay Area.
2. Products must be reflective of day to day standards (i.e. always available at restaurant).

A vendor may be deemed ineligible if:

1. Does not meet requirements listed above.
2. Restaurant is serving the same style of cuisines as several other event vendors.
3. Business is not in good standing from previous On Broadway, Inc. events.

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

GENERAL INFORMATION

- Booth Cost
 - o Fee: \$100 deposit - includes: 10'x 10' covered tent, tent lighting, restaurant banner, (2) eight-foot tables, (3) 20-amp power drops, (4) tent weights, menu board, plates/bowls, napkins and utensils.
 - Deposit will be returned with token reimbursements provided the restaurant attends the restaurant manager meeting, Taste on Broadway event and follows all rules.
 - o 50% of tokens collected by your restaurant will go to On Broadway, Inc. to support the economic development and vitality in downtown Green Bay.
- Menu Items
 - o Limit of three menu items.
 - o Menu items must be priced at 5 tokens or less.
 - o Serving size must be two ounces or less (i.e. 1/4 cup, 2-3 bites or golf ball size).
 - o Vendors are prohibited from selling beverages unless given direct permission from On Broadway, Inc.
- Staffing
 - o Restaurants are responsible for staffing their own booths. On Broadway, Inc. suggests asking family and friends to work in the booths to lower or eliminate labor costs. Reminder: Restaurants must serve food until 10:00 p.m. Have a resupply plan in place to bring in more food as needed.
- Rain Plan
 - o If weather outlooks predict significant rain or storms on Thursday during the event, Taste will be moved to the following week – Thursday, September 6. On Broadway, Inc. staff will contact participants on



Wednesday, August 29 if the event is moved to the rain date. If there is rain forecasted again on Thursday, September 6 the event will be moved to an indoor location.

MARKETING & PROMOTION

- ✓ Your restaurant name on flyers, social media, event website, 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, creating a large return on your investment.
- ✓ 500 check stuffers to hand out with your customers' receipts to promote the event.

ADDITIONAL INFORMATION

- Tokens
 - Attendees exchange pre-purchased tokens for food items. It is the restaurant's responsibility to turn in their tokens before 11 p.m. on the day of the event. On Broadway, Inc. will reimburse 60% of tokens counted (1 token = \$1) by Friday, September 14. The other 40% covers the costs to host the event and raises funds for On Broadway's economic development and vitality efforts.
 - All tokens will be collected in a bin provided by On Broadway, Inc.
 - Immediately after the event, your bin must be taken to the Restaurant Check In/Check Out area.
 - A representative of 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 On Broadway staff between September 11-14.
- Set up
 - Restaurants can set up any time after 2:00 p.m. on the day of the event. 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 On Broadway know to arrange. Please check in with event staff upon arrival.
- Break down/ Clean up
 - The public expects that food will be served until 10:00 p.m. Therefore, break down cannot begin until after 10:00 p.m. and must be completed by 12:00 a.m. No vehicular movement is permitted within the event boundaries until after 10:30 p.m. The street remains closed to through-traffic until 12:00 a.m.
 - Restaurants must bring tokens to Event Staff by 11:00 p.m. the day of the event. Leftover supplies that were provided by On Broadway 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 any time. On Broadway will provide a "grey water" dump station.



**Restaurant Contract
Due Friday, July 20, 2018**

Date of Contract: ____ / ____ / ____
Name of Event: Taste on Broadway
Date of Event: Thursday, August 30, 2018

The purpose of this contract is to state the responsibilities of the participants. All restaurants must agree to the terms above to participate. On Broadway, Inc. (OBI) understands that restaurants will provide food items in exchange for event tokens. The restaurant tokens will be split, 50% to the restaurant and 50% to OBI (if \$100 booth deposit is not paid, it will be deducted from your token split). To assure that the terms of the agreement listed above have been read and are fully understood, the Owner or Manager of a participating business must sign the contract and return to On Broadway, Inc. **by Friday, July 20, 2018.**

I, _____ (Restaurant Owner/Manager) of _____ (Restaurant Name) have read and fully understand and agree to the terms required herein to participate in the Taste on Broadway event scheduled for Thursday, August 30, 2018 from 5:00 – 10:00 p.m.

Upon signing, I agree to abide by all rules and regulations. I will also include a \$100.00 check made payable to On Broadway, Inc. If \$100 booth fee is not paid, it will be deducted from your token split.

Phone: _____ Email: _____
Website: _____ Business Facebook Page: _____
Address: _____ City: _____ State: _____ Zip: _____

APPLICATION PROCESS

- Applications must be received by 4:00 p.m. on Friday, July 20, 2018.
- Vendor must submit with the application: \$100 booth deposit, menu items and token values, Mobile Food Permit from Brown County Health Department (920-448-6400).
- Committee will review all restaurants and applicants will be notified of selection status by July 20, 2018.

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 and cost no more than \$5.00. Remember, these are “taste”-sized portions. OBI will compile a list of all proposed menu items from restaurants and publish this list on the event website. Restaurant can make changes to their menu prior to Friday, July 27 before the final version is set. Photos of menu items are beneficial for pre-event promotion and can be emailed to chelsea@onbroadway.org

Item #1: _____ Price: \$ _____

Description: _____

Item #2: _____ Price: \$ _____



Description: _____

Item #3: _____ Price: \$ _____

Description: _____

SUPPLIES

OBI will supply the following items. Please check which items you will need, it is the restaurants 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

Please list appliances that need electricity – only 110v appliances permitted.

Item # 1: _____ Amps: _____

Item # 2: _____ Amps: _____

Item # 3: _____ Amps: _____

MARKETING OPPORTUNITY:

As part of our marketing for Taste on Broadway, On Broadway books live appearances on radio and television shows.

Would you be interested in participating? _____ Yes _____ No