



DOWNTOWN DENVER
PARTNERSHIP, INC.

A COMMUNITY CELEBRATION PRODUCED
BY DOWNTOWN DENVER EVENTS, INC.

RESTAURANT AND FOOD VENDOR POLICIES & GUIDELINES

A TASTE OF COLORADO 2017

RESTAURANT AND FOOD VENDOR POLICIES & GUIDELINES

The Restaurant and Food Vendor Policies & Guidelines have been designed to facilitate participation in the 34th annual Festival of Mountain and Plain ... A Taste of Colorado ("A Taste of Colorado" or the "Festival"). Please review carefully and share pertinent information with managers and employees present on the Festival site. Each Restaurant or Food Vendor (the "Vendor") and their onsite staff are responsible for understanding the information contained herein.

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GENERAL INFORMATION

FESTIVAL LOCATION, DATES, AND HOURS

The 34th annual Festival of Mountain and Plain ... A Taste of Colorado 2017 ("A Taste of Colorado" or the "Festival") will be held in Civic Center Park in Downtown Denver over Labor Day weekend in 2017. This is a FREE admission outdoor event open to the public.

Hours of Operation: All Restaurant and Food Vendors MUST operate a booth during all Festival hours:

Friday, September 1, 2017	11:30am – 10:00pm
Saturday, September 2, 2017	10:30am – 10:00pm
Sunday, September 3, 2017	10:30am – 10:00pm
Monday, September 4, 2017	10:30am – 8:00pm

Cost of Participation for Restaurant and Food Vendors: The Festival will collect a Booth Fee (flat rate) and a commission (15% of gross sales after sales tax is deducted) from each Restaurant and Food Vendor.

Discounts: There are two discounts available for a total credit of \$250.00 to be deducted from the Space Fee at Ticket Redemption.

Festival Tickets: Restaurant and Food Vendors may only accept official 2017 Festival tickets as payment during the Festival. The Festival tickets will be redeemed by the Festival to the Vendor at a rate of \$0.50 per ticket.

The Festival sells Festival tickets directly to the public and reimburses the Vendor for the Festival tickets following the Festival at Ticket Redemption. VENDORS MAY NOT ACCEPT ANY OTHER FORM OF PAYMENT INCLUDING CASH OR CREDIT CARD TRANSACTIONS.

Load In: Setup (or "Load In") occurs on Thursday, August 31, 2017. The Festival Management will distribute a Load In Schedule with each Vendor's exact Load In time and location.

Tear Down: Teardown is on Monday, September 4, 2017 immediately following the close of the Festival. All Restaurant and Food Vendors must clear their booths by 11:00pm that night.

APPLICATION PROCESS

SELECTION CRITERIA FOR RESTAURANT AND FOOD VENDOR APPLICANTS

The Festival seeks participants capable of creating unique, exciting, high-quality food in a high volume out-door venue. An ideal candidate is an independent Colorado restaurant operating out of a permanent location (rather than a temporary or mobile location) with a Festival menu composed of interesting food that is reflective of the Restaurant's brand. To determine which applicants to accept, the Festival Management will consider:

- Quality of food product, presentation and perceived value
- The extent to which suggested menu items complement and enhance the overall Festival menu
- Uniqueness of the proposed Festival Menu
- Location of the restaurant's permanent store (priority given to Colorado restaurants)
- The restaurant's ability to produce a high quality product in a high volume, outdoor environment

National fast food companies (including corporate-owned, franchisee, or locally-owned) will not be accepted to participate as a Restaurant or Food Vendor, but may participate as a Corporate Sponsor. Please contact the Festival office if you are interested in learning more about Corporate Sponsorships.

Vendors who seek to offer unique food items not regularly featured on their menus will be considered on a case-by-case basis.

Non-Restaurant Vendors and/or out of state Restaurant and Food Vendors will be considered on a case-by-case basis.

Food Preparation on Festival Site

The City and County of Denver prohibits the extensive preparation of food at temporary retail food establishments due to the increased risk present in outdoor settings. As indicated in The Retail Food Establishment Regulations, "all slicing, dicing, chopping, peeling, shredding, washing of produce, processing, pre-portioning, mixing, or other extensive preparation of food on-site is prohibited." Based on this restriction, all advance preparation must be conducted in a licensed commissary kitchen. The only preparation that is allowed at temporary events is preparation for which there is no reasonable alternative. For example, the slicing of ribs after they are grilled is permitted at temporary events. Please note that use of Vertical Broilers and Pastor Rotisseries are not permitted at special events. Failure to comply with this requirement may result in confiscation of food, fines, court summons, or suspension of operations.

If you have questions about what constitutes extensive preparation, please contact the Festival Management or the Denver Department of Environmental Health and Public Health Inspections via email at phicommments@denvergov.org or via telephone at (720) 865-5365.

FESTIVAL MENUS

Festival menu items should be priced in accordance with the restaurant's lunchtime pricing. Menu item pricing and portion size are carefully reviewed by Festival Management to ensure appropriate pricing.

There are three Festival price/portion categories (ALL PRICES MUST INCLUDE SALES TAX):

- **"Taste"** – Priced at \$0.50 to \$2.00 (1 to 4 tickets). **ALL VENDORS MUST OFFER AT LEAST ONE "TASTE" PORTION ON THEIR MENU.** A Taste portion is a one, two, or three bite sample of one of the Vendor's signature menu options. The public wants a true sample portion!
- **"Entrée"** – Priced at \$2.00 to \$7.50 (4 to 15 tickets). **ALL VENDORS MUST OFFER AN "ENTRÉE" PORTION FOR EACH ITEM LISTED ON THEIR MENU.**
- **"Meal"** – Priced at \$6.00 and up (12 tickets and up). This portion offers Vendors the opportunity to sell larger items and combination platters. "Meal" sized portions are not required, but Vendors are encouraged to develop these larger portions due to their success during peak times. When there are long lines, festivalgoers make fewer transactions and tend to purchase larger portions, which makes "Meal" portions the most efficient sale for Vendors.

Menus, portion sizes, and prices are subject to the pre-approval of Festival Management. Restaurant and Food Vendors may not alter menus, portion sizes, or prices during the Festival, without the prior approval of the Restaurant Coordinator.

Restaurant and Food Vendors are not permitted to sell beverages on Festival grounds. The Festival Management may consider requests from Vendors who wish to sell milk, coffee, or blended non-alcoholic drinks.

Final Acceptance and Menu Approval

The Festival Management has sole discretion over the selection of food items and Restaurants and Food Vendors that participate in the Festival.

APPLICATION PROCEDURE FOR RESTAURANT AND FOOD VENDORS

The online application process consists of four steps:

Step 1: Food and Restaurant Vendor Application - Business Profile

Each applicant must complete the Business Profile on the Festival website and provide the business' basic contact information, in addition to some basic information about cuisine type and business size.

Step 2: Food and Restaurant Vendor Application - Proposed Festival Menu (General)

Each applicant must complete the Proposed Festival Menu Form in which the applicant will outline the menu items proposed to be served onsite, and the corresponding proposed pricing. The Proposed Festival Menu Form is subject to approval by Festival Management.

Step 3: Food and Restaurant Vendor Application - Restaurant Lunch or Event Menu Upload

Each applicant must upload a copy of the current Lunch Menu offered in the restaurant. Non-restaurant applicants may upload a menu from a previous event. This gives Festival Management an understanding of the applicant's culinary profile. A PDF of the menu is recommended for upload.

Step 4: Festival Deposit Submission

A deposit of \$750.00 is due as part of the application process. The deposit can be paid directly online via PayPal (credit card or linked bank account), or by mailing a check, money order, or cashier's check to the Festival Office. Do not mail cash. If a Vendor wants to pay cash, please coordinate with Festival Management.

Payments made after July 1, 2017, may only be in the form of cashier's check, money order, cash or credit card. If the applicant is accepted to participate in the Festival, the deposit will be deducted from the Space Fee at Ticket Redemption.

If mailing a deposit, please send to:

A Taste of Colorado
Attn: Restaurant Coordinator
1515 Arapahoe Street, Tower 2, Suite 400
Denver, CO 80202

Please Note: Completed online information is date stamped and payments are deposited upon receipt. The deposit of the Festival deposit does not represent acceptance as a Vendor. Festival Management will send notification of participation status on or before May 19, 2017, to those Restaurant and Food Vendors who completed the four-step application process before May 5, 2017. Applications received after May 5, 2017, will be reviewed and notice of participation will be given on an individual basis.

Space Fee Discounts - Discount #1

A \$150.00 Discount ("Discount #1") will be credited to Restaurant and Food Vendors that complete and submit the four-step Restaurant and Food Vendor Application on or before May 5, 2017, and are accepted to participate in the Festival. The discount will be applied at Ticket Redemption. No exception will be made to the terms of Discount #1.

NOTIFICATION OF PARTICIPATION

All Restaurant and Food Vendors who submit their applications by May 5, 2017, will be notified of their participation status on or before May 19, 2017. Applicants will be classified as:

- "Accepted" – Applicants accepted to participate in the Festival as a Restaurant and Food Vendor will receive access to the next round of paperwork.
- "Waitlisted" – Festival Management may require additional time to determine if an applicant is a suitable candidate for a Restaurant and Food Vendor position. If an applicant is placed on the waitlist and chooses to withdraw from consideration, the \$750.00 deposit will be submitted for refund. Please allow three weeks for the Festival to process the refund.
- "Not Accepted" – Those applicants that are not accepted to participate in this year's Festival, in the initial application phase, will receive a refund of the deposit within three weeks of notification of non-acceptance.

Last Day for Cancellation with Refund

Accepted Restaurant and Food Vendors who withdraw from participating in the Festival on or before May 26, 2017 will receive the \$750.00 deposit back, minus a \$75.00 processing fee. After May 26, 2017, the deposit may be refunded at the sole discretion of Festival Management, minus a \$150.00 processing fee. Please allow three weeks for the Festival Management to process the refund.

PARTICIPATING RESTAURANT AND FOOD VENDORS

FESTIVAL TICKETS

Tickets are sold by the Festival to the general public and used throughout the Festival to purchase food, beverages, and access to rides. **Tickets are sold to the public at a rate of 15 tickets for \$10.00.** Restaurant and Food Vendors **MAY NOT** accept cash, checks, money orders, credit cards, counterfeit tickets or prior years' Festival tickets as payment for their product at any time. The Festival Management will monitor Restaurant and Food Vendors continuously to confirm compliance with the Festival's ticket policy.

Ticket Redemption

Ticket Redemption is the period of time following the Festival designated for Restaurant and Food Vendors to submit their collected Festival tickets to the Festival Management and receive corresponding payment. All fees, commissions and discounts are calculated and paid at Ticket Redemption (except the \$750.00 deposit that is paid with the Vendor's application).

Ticket Redemption is held the Wednesday and Thursday following the Festival. Festival Management will send a Ticket Redemption Schedule allocating 20 minute intervals assigned to each Restaurant and Food Vendor. Ticket Redemption is held at the Festival's Office located at 1600 Broadway, Unit 610, Denver, CO, 80202. It is essential that each Vendor is on time and Festival Tickets are bundled appropriately. (Directions on ticket bundling can be found below).

The time assigned for Ticket Redemption is not negotiable. The Ticket Redemption timeline is a very tight schedule and it is important to be on time. If there is a serious issue with the assigned Ticket Redemption time, please contact the Restaurant Coordinator. There is NO guarantee the Festival Coordinator will be able to change any of the assigned times and this may severely delay a Vendor's ticket redemption.

FESTIVAL FEES

Restaurant and Food Vendors pay a flat-rate Space Fee and a 15% commission (after sales tax is deducted) on gross sales at the Festival. Each Restaurant and Food Vendor must submit a \$750.00 deposit during the application process. (A credit in the amount of the \$750.00 deposit is subtracted from the Space Fee at Ticket Redemption.) Any additional fees incurred by the Restaurant and Food Vendor are paid to the Festival at Ticket Redemption.

The Space Fee

The Space Fee is determined prior to the Festival according to the total booth space and the specific location.

The Space fee entitles the Vendor to a specific booth at the Festival with the indicated amount of tented and/or un-tented space in which to store, prepare and sell food intended to be consumed by Festival attendees on the Festival grounds.

All transactions with Festival attendees MUST occur under the tented serving area. Any and all food preparation employing heat or a flame MAY ONLY be carried out in the un-tented cooking space.

LOCATION DESCRIPTION	TOTAL SPACE	TENTED SERVING SPACE	UN-TENTED COOKING SPACE	SPACE FEE
Bannock (Colfax to 14 th Ave.)	20'x20'	10'x20'	10'x20'	\$2,500.00
Bannock (Colfax to 14 th Ave.)	20'x10'	10'x10'	10'x10'	\$2,100.00
Bannock (Colfax to 14 th Ave.)	20'x10'	20'x10'	N/A	\$2,850.00
Bannock (Colfax to 14 th Ave.)	10'x10'	10'x10'	N/A	\$1,900.00
Broadway (Colfax to 13 th Ave.)	20'x20'	10'x20'	10'x20'	\$2,500.00
Broadway (Colfax to 13 th Ave.)	20'x10'	10'x10'	10'x10'	\$2,100.00
Broadway (Colfax to 13 th Ave.)	20'x10'	20'x10'	N/A	\$2,850.00
Broadway (Colfax to 13 th Ave.)	10'x10'	10'x10'	N/A	\$2,000.00
Broadway (16 th St. to Colfax)	20'x10'	20'x10'	N/A	\$2,200.00
Broadway (16 th St. to Colfax)	20'x10'	10'x10'	10'x10'	\$2,000.00
Colfax (15 th St. to Bannock)	20'x20'	10'x20'	10'x20'	\$2,050.00
Colfax (15 th St. to Bannock)	20'x18' (L)	10'x10'	10'x18'(L-shape)	\$2,050.00
Colfax (15 th St. to Bannock)	20'x10'	10'x10'	10'x10'	\$1,950.00
Colfax (15 th St. to Bannock)	30'x10'	30'x10'	N/A	\$2,250.00
Colfax (15 th St. to Bannock)	10'x10'	10'x10'	N/A	\$1,700.00
14 th Ave. (Broadway to Bannock)	10'x10'	10'x10'	N/A	\$2,000.00

**All measurements above read frontage by depth. For example, 20'x10' is 20 feet of frontage by 10 feet deep.*

Restaurant and Food Vendors may not, in any manner, extend beyond the booth/grilling boundaries established and authorized by the Festival. Outside grilling areas may not extend beyond the approved size and the Festival fences. This will be strictly enforced to minimize damage to the Festival site and prevent excessive debris from being stored outside of booths.

The Space Fee also entitles the Vendor to:

- Tent canopy for serving area
- Topped and skirted serving tables (provide a serving surface in the front of the booth)
- One 6ft. work table (provide a food preparation surface within the booth)
- General tent lighting
- 20amps of 110volt electrical outlet (additional electrical needs may be met at the Vendor's expense)
- One 2ft by 8ft overhead sign listing the restaurant name, menu items and prices

Space Fee Discounts

There are two potential discounts that Restaurant and Food Vendors may receive which would provide up to a credit of \$250.00 to be deducted from the Space Fee at Ticket Redemption.

- Discount #1 is a credit of \$150.00 to be deducted from the Space Fee if the Restaurant and Food Vendor completes and submits the four-step Restaurant and Food Vendor Application on or before May 5, 2017 and is accepted to participate in the Festival (see above for details).
- Discount #2 is a credit of \$100.00 to be deducted from the Space Fee if the Restaurant and Food Vendor submits all complete Festival Paperwork by the corresponding due dates, as is outlined below.

Additional Space Fee

A limited amount of additional space is available for an additional charge (\$2.00 per square foot) at the discretion of Festival Management. Festival Management will make the determination as to whether additional space is available and necessary for an individual Restaurant and Food Vendor before determining whether the Vendor is accepted to participate in the Festival. Vendors may request additional space in the "Additional Information" box located on the Restaurant and Food Vendor Application - Business Profile. The fee for additional space is collected at Ticket Redemption.

Commission of 15% of Gross Sales (after Applicable Sales Tax)

The Festival Management will collect a 15% commission on the gross sales (after the applicable sales tax is deducted) of each Restaurant and Food Vendor. The commission is collected at Ticket Redemption following the Festival.

The Festival will redeem \$0.50 for each ticket. The number of tickets collected by each Restaurant and Food Vendor determines the Vendor's gross sales. The Festival will calculate, deduct and pay the applicable sales tax on gross sales. After the sales tax is deducted, the commission is determined and deducted from gross sales. The Space Fee (minus the deposit) and other onsite expenses (fire permit, signage, etc.) are also deducted from gross sales.

The gross sales (minus commission and fees) will be issued to the Vendor via check at Ticket Redemption. Settlement at Ticket Redemption constitutes a final accounting of all costs, charges, and payments.

Deposit

Every Restaurant and Food Vendor must submit a \$750.00 deposit as a part of the four-part Restaurant and Food Vendor Application. If accepted to participate in the Festival, the balance of the Space Fee (minus the deposit) is collected at Ticket Redemption after the Festival.

All deposits made after July 1, 2017, will only be accepted in the form of credit card, cashier's check, money order, or cash. No exceptions will be made.

RESTAURANT AND FOOD VENDOR PAPERWORK

Accepted Restaurant and Food Vendors must submit all Festival paperwork by the indicated due date. The Festival paperwork is comprised of forms that provide the information necessary to prepare the Festival site and furnish Festival Management with the documents necessary to allow Vendors on the Festival site.

Space Fee Discount: Discount #2

The Festival will grant a \$100.00 Discount ("Discount #2") which will be credited to Restaurant and Food Vendors space fee if they complete and submit all Festival paperwork by the indicated due date. Discount #2 will be applied at Ticket Redemption. No exceptions will be made to the terms of Discount #2.

June 2, 2017: Paperwork Deadline - Part One

Festival Management seeks a diverse overall menu for the Festival and evaluates every proposed menu item's size and pricing. The Part One of Festival paperwork is intended to develop the exact menu items and pricing that the Restaurant and Food Vendor will offer at the Festival. More detailed instructions on developing a successful Festival menu are listed above in the "Festival Menus" section.

The following Festival paperwork must be completed and submitted to Festival Management by the date indicated:

The Accepted Food Vendor Menu Form

The Accepted Food Vendor Menu Form must be completed via the Restaurant & Food Vendor webpage or emailed to **food@atasteofcolorado.com**.

The Accepted Food Vendor Menu Form and the proposed menu items are subject to the review and approval by Festival Management. Vendors who submit the Accepted Food Vendor Menu Form by June 2, 2017, will be notified of menu approval on or before June 16, 2017.

Festival Management may request changes to menu items, serving sizes, or pricing to promote a greater value for Festivalgoers or to enhance a diverse overall Festival menu. Festival Management will work with Restaurant and Food Vendor to develop a mutually beneficial menu.

June 14, 2017: Paperwork Deadline - Part Two

The Part Two Festival paperwork is intended to answer onsite logistical questions to ensure each Restaurant and Food Vendor has the tools necessary to promote success during the Festival.

The following forms must be completed and submitted to Festival Management by June 14, 2017:

- Agreement for Food Vendors
- Copy of Sales Tax License
- Original Certificate of Insurance with **CORRECT** Additional Insureds
- Signage Form
- Refrigerated Trailer Form

The items listed may be completed via the Restaurant & Food Vendor webpage or emailed to food@atasteofcolorado.com.

Certificates of Insurance

Information regarding the requirements for the certificates of insurance is available on the Festival website. Please note the list of additional insureds. It is very important that the list of additional insureds is added to each certificate of insurance and that all names are spelled correctly.

Also, please ensure that the dates of each individual insurance policy are listed on the certificate of insurance and cover the dates of the Festival. Should a policy have a renewal date after July 14, 2017 please submit a current certificate of insurance by July 14, 2017 and supplement that submission with the updated certificate of insurance when the policy has been renewed. The Restaurant Coordinator will coordinate the acceptance of insurance documents.

Fire Permit

Every Restaurant or Food Vendor using propane, wood, or charcoal to cook with onsite must obtain a Fire Permit from the Denver Fire Department. **The Festival will obtain the Fire Permit on the Vendor's behalf if requested via the Fire Permit Form.** Restaurant and Food Vendors are responsible for the cost of the Fire Permit. This fee will be deducted at Ticket Redemption. All Restaurant or Food Vendors with annual fire permits must provide a copy to the Restaurant Coordinator as indicated in the Fire Permit Form.

July 28, 2017: Paperwork Deadline - Part Three

Every Restaurant and Food Vendor must obtain a Temporary Retail Food Establishment License. This must be obtained and submitted to Festival Management on or before the date indicated:

- Copy of Affidavit of Commissary
- Copy of Temporary Retail Food License
- Stand Layout Form
- Fire Permit Form (if cooking with propane, wood, or charcoal)
- W-9 Form
- Ash, Grease, Liquid Waste Form

All Restaurant and Food Vendors participating in the Festival must obtain a Temporary Retail Food Establishment License issued by the City and County of Denver. **We highly recommend that Vendors wait and obtain the Temporary Retail Food Establishment License AFTER notification of acceptance to the Festival.**

Temporary Retail Food License

To obtain the Temporary Retail Food Establishment License the Vendors must submit the following documents to the Denver Department of Environmental Health for approval:

- (1) an Affidavit of Commissary, and
- (2) a Temporary Restaurant Acknowledgement Letter

These documents may be found at the Denver Department of Environmental Health and Public Inspections or at their website at www.DenverGov.org/phi.

These documents may be submitted to the Denver Department of Environmental Health and Public Inspections via email (at phicomments@denvergov.org), fax (at 720.865.5532), or mail (200 W. 14th Avenue, Suite 200, Denver, CO, 80204) for approval.

Restaurant and Food Vendors must submit the approved Affidavit of Commissary and Temporary Restaurant Acknowledgement Letter to the Department of Excise & Licenses (located at the 2nd floor at the Wellington Webb Building at 201 W. Colfax Avenue, Denver, Colorado) to obtain a Temporary Retail Food Establishment License. A copy of the License must be submitted to the Restaurant Coordinator by the indicated date. All Restaurant and Food Vendors must have the original License on the Festival site.

Inspectors from the Denver Department of Environmental Health and Public Health Inspections will be onsite at the Festival will inspect ALL Restaurant and Food Vendors. All Restaurant and Food Vendors must follow all rules and guidelines established by the Denver Department of Environmental Health and Public Health Inspections for Temporary Retail Food Establishments as well as the Festival's internal Policies and Guidelines. It is up to each Restaurant or Food Vendor to be in compliance with all rules and regulations, and the Festival is not responsible for fines or shutdowns handed down by the Denver Department of Environmental Health and Public Health Inspections.

Should a Vendor have a question regarding how to obtain a Temporary Retail Food Establishment License or the guidelines established by the Denver Department of Environmental Health please call 311, or outside of Denver call 720-913-1311, or visit them at www.denvergov.org/phi.

FESTIVAL SITE INFORMATION

LOAD-IN PACKET AND ONSITE INFORMATION

The week of August 14, 2017, Load In Packets will be mailed to each Restaurant or Food Vendor containing all necessary onsite information.

This packet will include:

- Assigned booth number and location
- Setup ("Load In") schedule
- Parking passes for delivery and storage vehicles
- Street closure information
- Festival Site Map with important locations noted
- "Best of A Taste of Colorado" award information
- Copies of the Festival's Policies and Guidelines and other relevant paperwork
- The 2017 Ticket Redemption schedule

Please review this packet in detail and contact Festival Management with any questions before arriving on the Festival site.

EQUIPMENT

All Restaurant or Food Vendors must supply all food service equipment required to operate a booth at the Festival. Each Vendor must complete the **Stand Layout Form** by the date indicated above to inform the Festival Management of what equipment and electric power is needed for each Vendor's onsite operations.

Electricity

Each Restaurant and Food Vendor's booth is automatically supplied with 20amps of 110volt electricity. The Festival will provide basic lighting for the tent. Each Vendor will describe their electric needs (via the Stand Layout Form due for submission June 14, 2017). If the Vendor has additional electric needs, they must communicate those needs to the Restaurant Coordinator on or before August 1, 2017.

A Restaurant and Food Vendor may request additional electricity for a nominal fee if it is ordered in advance directly from Sturgeon Electric, the Festival's electric provider. Festival Management will confirm the Vendor's electric needs can be met and inform the Vendor of the additional cost. The form to order additional electric is

available by request from the Festival Management. **Vendors MAY NOT use their own generators at the Festival.** The Restaurant Coordinator will assist in determining what equipment a Vendor may use at the Festival site.

Running Water

Running (“potable”) water will be available at several locations on the Festival site. The location of potable water will be highlighted on the Festival Site Map in the Load In Packet.

Propane

Restaurant and Food Vendors are responsible for their own propane needs. This includes obtaining propane, connecting propane to equipment, storing the product safely on Festival site, and removing any and all unused propane or used propane containers. Any Vendor using propane onsite is required to have a Fire Permit.

Restaurant and Food Vendors may only change propane tanks on the Festival grounds when the Festival is closed to the public (before 10:00 am and after 10:30 pm).

The Denver Fire Department is onsite at the Festival to ensure all propane storage and connections meet all safety standards. However, it is the Restaurant and Food Vendor’s sole responsibility to meet all on site safety standards. **Sterno products are NEVER allowed as a heating or warming source at the Festival.**

Fire Extinguishers

All Restaurant and Food Vendors must have at least one (1) fully charged 2A-10BC rated carbon dioxide fire extinguisher (or current type of fire extinguisher required by the fire department) in their stand 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 and Food Vendors are responsible for providing their own storage (refrigerated and non-refrigerated). Any Vendor that needs cold holding temperatures for food products on Festival grounds must have a functioning refrigerator in their booth. Coolers with ice are NOT an acceptable substitute.

Vendors may rent space in the Festival’s refrigerated trailers for over-night and/or larger scale refrigerated storage or may utilize their own refrigerated storage. However, regardless of access to refrigerated storage outside of the booth, each Vendor MUST provide for refrigeration WITHIN the booth.

Refrigerated Trailers

The Festival provides access to two Refrigerated Trailers on the Festival site for access to overnight refrigerated storage. The minimum rental space is eight (8) square feet and is available at a preliminary cost of \$20.00 per square foot (the Festival will notify all Vendors of the final price of the space in the trailers closer to the Festival dates).

There is a Refrigerated Trailer Space Request form available on the Festival website due June 14, 2017. Fees for rental space in the refrigerated trailers are paid at Ticket Redemption.

Eating Utensils, Paper Goods

Restaurant and Food Vendors must provide all utensils and paper goods required for the consumption of their product.

Styrofoam products are NOT allowed on Festival grounds.

Ice

Ice is available on the Festival site for purchase. All purchases must be via credit card. Any Vendor who requires a large amount of ice must communicate their needs to the Restaurant Coordinator. The Festival Management may be able to arrange an individual account and storage unit with the ice provider. Examples of menu items that this applies to are shaved iced, iced coffee products, etc.

SANITATION ON FESTIVAL SITE

Restaurant and Food Vendors are responsible for maintaining an acceptable standard of sanitation in their booths.

Trash Disposal

The Festival Management will provide trash pick-up during and after the Festival for Restaurant and Food Vendors who appropriately bag and store their trash. Restaurant and Food Vendors must bag any and all trash on the Festival site and store it off the ground and BEHIND each booth in a sanitary manner. While the Festival is open to the public the Festival Management will conduct periodic trash pick-up from behind the Restaurant and Food Vendor booths. After the Festival is closed to the public, there will be additional trash pick-up from the FRONT of the Restaurant and Food Vendor booth. It is the responsibility of each Restaurant and Food Vendor to keep the booth area and the Festival grounds clean and free of garbage.

Recycling

There is detailed information describing the Festival's recycling program on the Festival's website. The Festival is dedicated to reducing waste production and recycling. Vendors must dispose of waste in

accordance with the Festival standards.

NO STYROFOAM PRODUCTS ALLOWED!

Cardboard Boxes: The Festival has arranged for boxes to be picked up from in front of each Vendor's booth after the close of the Festival each day. All boxes must be broken down and stored off the ground in a clean, dry fashion.

Aluminum, Glass, Plastic: The Festival has arranged for all recyclable material to be picked up from behind each Vendor's booth after the close of the Festival each day. If there is a question of what can or cannot be recycled, please ask the Restaurant Coordinator or Restaurant Assistant.

Grease Disposal

Restaurant and Food Vendors using or producing grease on the Festival site MUST dispose of the waste appropriately. Vendors may use their own grease barrel or pre-arrange with Festival Management to use the grease barrels provided by the Festival (for an additional fee to be paid at Ticket Redemption). If Vendors use their own grease barrel, it must be removed from the Festival site by the Vendor during teardown. **A Vendor who needs access to these waste barrels must alert the Festival Management to their needs prior to the Festival via the Grease, Ash and Waste Water Disposal Form which is due July 28, 2017.**

The location of grease disposal barrels will be highlighted on the Festival Site Map in the Load In Packet.

Ash Disposal

Restaurant and Food Vendors using or producing ash on the Festival site MUST dispose of the waste appropriately. The Festival will provide ash barrels for appropriate waste disposal on the Festival grounds for an additional fee to be paid Ticket Redemption. **A Vendor who needs access to these waste barrels must alert the Festival Management to their needs prior to the Festival via the Grease, Ash and Waste Water Disposal Form which is due July 28, 2017.**

The location of ash barrels will be highlighted on the Festival Site Map in the Load In Packet.

Water Waste

The City and County of Denver preserve and protect the City's natural waterways and regulate the disposal of waste water during the Festival. No Vendor may cause, permit, or contribute to the discharge of any polluted water, waste or materials into the City's storm sewers or into water courses that traverse the City. Any Vendor violating this policy will be issued a Notice of Violation and/or a verbal warning, a written warning, or a General Summons to appear in court and may be subject to a fine or closure of booth during the event.

The Festival provides official waste water barrels throughout the Festival grounds which Vendors may use for appropriate disposal of waste water. Waste water and/or ice may NEVER be thrown on the ground at any time. Any questions pertain to Wastewater Management can be directed to Festival Management or to a Water Quality Investigator at (303) 446-3400.

Additionally, each Restaurant and Food Vendor must place carpet scraps/remnants underneath any area in their booth where oil, grease, waste water, or condiments may spill on the ground.

A Vendor who needs access to these waste barrels must alert the Festival Management to their needs prior to the Festival via the Grease, Ash and Waste Water Disposal Form which is due July 28, 2017.

Waste water barrels will be clearly identified, spaced at regular intervals around the Festival Site.

Hand-Washing Stations

Restaurant and Food Vendors are required to have a properly equipped hand-washing station in each booth. Hand-washing stations must use water 100°F - 120°F per City of Denver Department of Environmental Health and Public Inspections rules and regulations. Inspectors will be checking the temperature of your hand-washing water onsite, and those Vendors with hand-washing water below 100°F will be temporarily shut down and ticketed and fined for noncompliance. Vendors are permitted to have commercial, portable hand washing sinks if it can hold water at the appropriate temperature. Vendors may alternatively use a 5-gallon (minimum) container with a free-flowing dispensing valve as long as it can hold the water at the required temperature. The hand-washing station must be equipped with soap, single-use towels, and a catch bucket beneath to collect soiled water. The station must face the inside of the booth.

Final Booth Cleanup (Tear Down)

Final cleanup, including removal of all equipment and complete stand teardown must be completed by 11:00pm, Monday, September 4, 2017 – the last night of the Festival. If a Restaurant or Food Vendor fails to complete timely and thorough booth cleanup, the Festival may charge the Restaurant or Food Vendor any and all cleaning costs incurred and an additional \$500.00 fee.

ONSITE SIGNAGE

Restaurant and Food Vendors must be identified at the Festival by the name used at the principal location of their restaurant business. The Space Fee includes the creation of a 2ft high x 8ft long sign for each Restaurant or Food Vendor. Each sign will display the name and/or logo of the Restaurant or Food Vendor and each menu item with corresponding ticket prices. **All Restaurant and Food Vendors must complete the Menu Signage Form by the dates indicated above.**

All signs remain the property of the Festival. The Festival Management will hang the signs during Load In and will remove the signs at Tear Down. Under no circumstances are Restaurant or Food Vendors permitted to remove a sign from the Festival grounds. The removal of a sign from the Festival site will result in the assessment of additional fees at Ticket Redemption.

Changes to Signs Onsite

A Restaurant and Food Vendor may NEVER make changes to their Festival sign. If a Vendor wishes to make a change to the ticket price of an item, he/she must contact the Restaurant Coordinator for approval. If approved, the Restaurant Coordinator will arrange for the Festival's onsite sign crew to make the change to the sign.

A Restaurant or Food Vendor may NEVER use markers, tape, or other method to alter the information on a Festival sign. Any damage caused to the sign by such an action will result in the assessment and deduction of fees at Ticket Redemption.

It is the obligation of each Restaurant and Food Vendor to have sufficient supplies to ensure all menu items are available for sale for the whole of the Festival. However, the Festival may provide "SOLD OUT" stickers in limited situations. If a Food and Restaurant Vendor sells out of a product during the Festival, he/she must contact the Restaurant Coordinator immediately. Festival Management may arrange for a "SOLD OUT" sticker to cover the menu item listed on the sign.

Booth Signage and Decoration Parameters

The Festival Management supports and encourages additional signage and colorful decorations WITHIN the booths. Food and Restaurant Vendors should utilize the following guidelines in decorating a booth:

- Any additional signs need to be pre-approved for design, size, content and method of installation by the Restaurant Coordinator. All signs must be submitted, or resubmitted, for approval each year, even if they have been approved in the past.
- No sign or decoration may be attached to an official Festival sign.
- The official Festival sign must be the highest decoration or sign in/on each booth. DO NOT install, attach or display anything above the highest point of the official festival sign.
- No sign or decoration may protrude beyond the footprint of the booth.
- NO corporate advertising is permitted or may be displayed in or around the booth without the Festival's prior approval. This includes third-party companies and sponsors. *(Greater signage and onsite advertising are benefits at corporate sponsorship level that starts at \$7,500.00. Please contact Festival Management if interested in participating at a sponsorship level.)*
- A Taste of Colorado is a family-friendly Festival and all signage and décor must be family-friendly.
- The Festival Management will monitor signage and booth décor throughout the Festival. Please feel free to contact Festival Management in advance with any questions regarding appropriate booth decorations and signage.

VEHICLES AND PARKING PASSES

Vehicles may only access designated areas of the Festival with an official 2017 Festival Storage Pass or Delivery Pass. Each official pass will contain the name of the Vendor and a contact person and phone number and must be displayed in such a way that this information is easily read from the outside of the automobile.

Each Restaurant or Food Vendor will receive the following passes in the Load In packet:

Storage Pass

Each Restaurant or Food Vendor will receive **one (1) Storage Pass** which provides a designated, specific area for a storage vehicle to park on the Festival site. This pass is primarily intended to provide Vendors storage near the Festival site. These storage vehicles do not have access to the Festival site for any reason during the following hours:

The Storage Pass will only grant access to the location designated on the pass and may not be used to access other storage locations onsite. The back of the Storage Pass will contain information and times of availability. Please contact the Restaurant Coordinator with any questions in advance of the Festival.

The Storage Pass allows vehicles to move between the storages are and public streets during the Festival but does not provide access to the Festival grounds accessible to the public.

Delivery Pass

Each Restaurant or Food Vendor will receive three (3) Delivery Passes which provide temporary access to the Festival site to be used to deliver supplies to a Restaurant and Food Vendor 's booth. These passes do not provide a permanent place to park an automobile for an extended period of time.

Delivery Passes may be used to access the Vendor's storage location onsite, the Refrigerated Trailers, or the Festival booth during the hours permitted. Restaurant and Food Vendors have direct access to the Festival site one (1) hour before the Festival opens each day and approximately one half (0.5) hour after the Festival closes each night.

All vehicle activity onsite is subject to the direction of the Festival's security team and all drivers MUST respect all requests made by the security team. Festival Management will not over-ride the Festival's security team or make special exceptions for any Restaurant or Food Vendor. **Any Restaurant or Food Vendor who operates an automobile on the Festival site that is disruptive in any way may be subject to booth shut down and/or will not be asked to return to the Festival in future years.**

Vehicles that are on Festival grounds to make deliveries or pickups must NEVER be left unattended for any reason!

No delivery vehicles are permitted on the Festival grounds for any reason during the following hours:

Friday, September 1, 2017	10:30am – 10:30pm
Saturday, September 2, 2017	9:30am – 10:30pm
Sunday, September 3, 2017	9:30am – 10:30pm
Monday, September 4, 2017	9:30am – 8:30pm

The Festival security team may adjust these hours as necessary due to pedestrian traffic.

Cautious Driving

Due to the time and space limitations, there may be vehicle congestion during the hours Delivery Passes and Storage Vehicle Passes permit automobile access to the Festival site. All drivers must be cautious of other vehicles in the surrounding area and avoid blocking other vehicles at any time. Please be mindful of other Vendors in the area. Any person driving on Festival grounds MAY NOT exceed five miles per hour.

TICKET HANDLING

Each Restaurant or Food Vendor is responsible for collecting and safeguarding their own Festival Tickets during and after the Festival until Ticket Redemption. **The Festival will only redeem whole, undamaged, dry 2017 Festival tickets.**

Restaurant and Food Vendors must train their Festival staff to handle Festival tickets appropriately. Utilize a dry, clean container to store Festival Tickets during the Festival and after the Festival.

Here are some suggested tips for collecting and safeguarding Festival Tickets:

- TREAT YOUR TICKETS LIKE CASH!
- NEVER RIP TICKETS! All Festival tickets redeemed must be whole tickets.
- Start with a clean, empty ticket collection container each day lined with a clean, clear plastic garbage bag.
- Ensure the container for collecting Festival Tickets is large and protects against wetness (suggestion - a plastic bucket with a top).

- Avoid containers that are too small to avoid swapping containers multiple times a day, especially during the busy times. This avoids accidentally lost tickets.
- ALWAYS keep Festival ticket containers locked in a safe location. Remember, Festival Tickets are functionally cash and if a container is stolen the Festival Management has no way to track those tickets.
- NEVER leave Festival Tickets in the booth overnight.
- Only use a clear plastic bag to hold tickets to avoid the bag being misidentified as trash and thrown out.

Festival Ticket Bundling

Festival tickets must be bundled in groups of 200 tickets for submission at Ticket Redemption. Each 200 ticket bundle is redeemable for \$100.00.

At Ticket Redemption, one bundle will be counted in the presence of the Restaurant and Food Vendor. Once Festival Management and the Vendor agree on a bundle of 200 Festival tickets, that bundle will be weighed and the scale will be calibrated to the Vendor's bundles. Following the calibration, each bundle will be weighed. If a bundle weighs more or less than 200 Festival tickets, the Vendor may recount the bundle to ensure that it truly is a "heavy" or "light" bundle, as time permits.

Festival tickets should never be bundled using envelopes or plastic bags.

EACH BUNDLE MUST BE IDENTICALLY PACKAGED. For e.g., if rubber bands are used to hold a bundle, all of the rubber bands must be from the same package. Otherwise, the bundles will weigh different amounts on the calibrated scale and Festival Management may not be able to determine the number of tickets in the time allotted. If a Vendor's Festival tickets are not bundled appropriately and an accurate count of Festival tickets cannot be accomplished in the time allotted, Festival Management may ask the Vendor to leave and re-bundle the tickets. This will severely delay ticket redemption from the Festival.

TICKETS WILL BE REDEEMED AT A RATE OF \$0.50 PER TICKET

Only 2017 official and valid Festival Tickets will be redeemed.

Counterfeit, partial or torn tickets are not redeemable. Expired tickets have no value.

MEDIA, PROMOTION, AND ADVERTISING

One of the main goals for the Festival's Management is to promote participating restaurants and drive business to their 'brick and mortar' locations over the course of the rest of the year. The first step in accomplishing this is to provide high quality food that make the festivalgoers take notice.

Here are some additional ways to help capture the public's attention:

Booth Decorations

The Festival encourages Restaurant and Food Vendors to promote their brand with colorful decorations. The criteria regarding permitted booth decorations are outlined above in the section Booth Signage and Decoration Parameters.

Promotional Items

The Festival permits and encourages Vendors to hand out menus, flyers, coupons, and similar promotional items from the booth to the public. **Restaurant and Food Vendors are NOT allowed to give away stickers, balloons, or merchandise.** All Promotional Items must be pre-approved by the Festival Management and may only be handed out from within the booth, if approved. **“Roaming” and “sampling” is not permitted for Restaurant and Food Vendors.**

Use of Festival Name and Logo

Once accepted to participate in the Festival, Restaurant and Food Vendors have permission to use the name of the Festival and logo for the purposes of promotion and advertising. When using the Festival name, please make sure to use “A Taste of Colorado” and not “Taste of Colorado”. For a copy of the logo, please contact the Restaurant Coordinator. Any use of the logo must be approved by Festival Management.

Food Deliveries

Prior to the Festival, the Festival Management may organize the opportunity and schedule for specific Restaurant and Food Vendors to deliver samples of their food products to media outlets that are covering the Festival. The media members may utilize the Vendor’s name in discussion of the products available at the Festival and may provide the Vendor with free advertising.

Social Media

Restaurant and Food Vendors are encouraged to inform their customers of their participation in the Festival via social media before and during the Festival. The best posts are interactive and provide people a reason to stop by your booth.

The Festival has a concentrated marketing campaign employing traditional and social media leading up to and during the Festival. Festival Management encourages Vendors to interact with social media accounts to increase viewership. If Vendors have ideas for posts or techniques to develop an interactive campaign with the Festival, contact the Restaurant Coordinator.

Follow the Festival online through Social Media:

- Website: www.atasteofcolorado.com
- Facebook: www.facebook.com/atasteofcolorado
- Twitter: www.twitter.com/atasteofco
- Instagram: www.instagram.com/atasteofco

Advertising

The Festival’s 2017 marketing plan will exceed \$500,000 in value and will be shaped in a similar manner to the Festival’s 2016 program.

In 2016, the Festival ran advertisements in our sponsoring newspaper The Denver Post as well as the Asian Avenue, Boulder Daily Camera, Boulder Weekly, Denver Catholic Register, Denver Daily News, Denver Urban Spectrum, Downtown Denver News, La Voz de Colorado, Life on Capitol Hill/Neighborhood News, Out Front Colorado, and Westword. The Festival received numerous editorials, features, and photos in the daily and weekly newspapers.

The Festival advertising ran two and half weeks prior to the Festival on 9NEWS, the official television sponsor. 9NEWS also ran a supplemental campaign on their partner station My20. In addition, local television stations including Channels 2 (CW), 4 (CBS), 7(ABC), 31(FOX), and Univision covered the Festival from setup to teardown.

Area radio stations were involved in various promotions including presentation of various entertainment, secondary stages, and special attractions. The promotional dollars from the participating radio stations exceeds \$500,000 worth of live and recorded spots and live remotes from the Festival. Radio stations included: 103.5 The Fox, 97.3 KBCO, 98.5 KYGO, KOOL 105, MIX 100, Jammin’ 101.5, 630 KHOW Denver’s Talk Station, Sports Radio 104.3 The Fan, 101.9 WAY-FM, and KUVU.

ACTIVITIES NOT PERMITTED

Conducting a raffle or drawing, hawking of goods, placing advertising outside of booth space, accepting tips, or collecting or soliciting money or pledges for any cause are NOT permitted.

The Festival 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 Festival.

No corporate advertising is permitted (other than a restaurant's name) to be displayed in or around any Restaurant and Food Vendor's booth, without the Festival's prior approval. This includes third-party companies and sponsors. Greater signage and onsite advertising are benefits at corporate sponsorship level that starts at \$7,500.00. Please contact the Festival Management if you are interested in participating at a sponsorship level.

The use and volume levels of amplified sound systems are solely at the discretion of the Festival Management. At no time shall the volume of an amplified sound system be heard beyond the Restaurant or Food Vendor's assigned booth. Restaurant and Food Vendors may not bring or condone the use of illegal drugs or alcohol by its staff in the Festival's vending space or anywhere on the Festival grounds.

The Vendor's display, conduct of the Vendor personnel, as well as the security of those items brought to the assigned space, or any other space, is entirely the vendor's responsibility. The Restaurant or Food Vendor must acknowledge that the role of the Festival is solely to provide exhibit space and to attract customers to the Festival.

CONTACT INFORMATION

FESTIVAL MANAGEMENT

During the Festival, an office trailer will be onsite and open between the hours of 8:00am and 11:00pm. The Restaurant Coordinator may be reached through the Festival office if a Vendor has any questions or problems. In addition, Restaurant and Food Vendors may reach the Restaurant Coordinator and the Restaurant Assistant via cell phone. The Restaurant Coordinator and the Restaurant Assistant will monitor the Restaurant and Food Vendors needs throughout the Festival.

Final Approval

Selected applicants are responsible for abiding by all rules and regulations, including those stated in all future mailings and communications. The Festival Management has final and sole approval over all aspects of the Vendor's operations and the Festival.

QUESTIONS

If a Vendor has questions about anything described in this literature or any of the forms enclosed in the application process or paperwork, please contact Sarah Megna at (303) 295-6330 or via email at SarahM@EventsbyEMG.com.

During the two months prior to the Festival and during the Festival itself, the Restaurant Coordinator will handle all questions or issues that may arise with regard to Restaurant or Food Vendors. The Restaurant Coordinator may be reached at (303) 295-6330 or via email at food@atasteofcolorado.com.

A Taste of Colorado 2017

Phone: (303) 295-6330 - Fax: (303) 295-6221

Email: food@atasteofcolorado.com

Office Address:

A Taste of Colorado

1515 Arapahoe Street, Tower 2, Suite 400

Denver, CO 80202

IMPORTANT DEADLINES

DISCOUNT DEADLINES:

May 5, 2017 – SPACE FEE DISCOUNT #1

To earn the Discount #1 (\$150.00), the four-step application process must be completed and the following items must be uploaded to the Festival Website or submitted to Festival Management by May 5, 2017:

- Business Profile
- Proposed Festival Menu (General)
- Restaurant Lunch or Event Menu
- Festival Deposit submitted to Festival Management (\$750.00)

June 2 & 14, and July 28, 2017 – SPACE FEE DISCOUNT #2

To earn Discount #2 (\$100.00) the following submissions must be made by the dates indicated:

June 2, 2017 – Part One

- The Accepted Food Vendor Menu Form

June 14, 2017 – Part Two

- Agreement for Food Vendors
- Sales Tax License (copy)
- Original Certificate of Insurance **WITH** Correct Additional Insureds Listed
- Refrigerated Trailer Form
- Signage Form

July 28, 2017 – Part Three

- Temporary Retail Food License (copy)
- Affidavit of Commissary (copy)
- Stand Layout Form
- W-9 Form
- Ash, Grease, Liquid Waste Form
- Fire Permit Form

ADDITIONAL DEADLINES:

May 19, 2017 – NOTIFICATION OF PARTICIPATION

Vendors who submit their application by May 5, 2017, will be notified of their participation status by May 19, 2017.

May 26, 2017 – LAST DAY FOR CANCELLATION WITH REFUND

Vendors who withdraw from participating in the Festival must do so before May 26, 2017, to receive a refund of the Festival Deposit.

June 16, 2017 – NOTIFICATION OF MENU APPROVAL

Vendors who submit their Accepted Food Vendor Menu Form by June 2, 2017, will be notified if their festival menu is approved by June 16, 2017.

August 1, 2017 – FIRST TIME RESTAURANT & FOOD VENDOR MEETING

All new Food Vendors must attend an informational meeting on August 1, 2017.

Week of August 14, 2017 – LOAD-IN PACKETS

Load-In packets will be mailed to all Restaurant and Food Vendors containing all relevant on site information.

September 1-4, 2017 – A TASTE OF COLORADO

Hours of Festival:

Friday, September 1, 2017	11:30am – 10:00pm	Sunday, September 3, 2017	10:30am – 10:00pm
Saturday, September 2, 2017	10:30am – 10:00pm	Monday, September 4, 2017	10:30am – 8:00pm

September 6-7, 2017 – TICKET REDEMPTION

A schedule will be provided closer to the Festival. Payout checks will be issued and any earned Discounts will be applied at this time.