



Restaurant & Food Vendor Department **Prospective Applicant Handbook**

Welcome to The Festival of Mountain and Plain ... A Taste of Colorado 2018!

We look forward to partnering with many new and returning Restaurant and Food Vendors in this year's festival! We appreciate your assistance in building a respectful, inclusive festival environment that is welcoming to all vendors and festivalgoers. We have prepared this handbook to provide an overview of the festival's policies and guidelines. Additional instructions will be provided upon your invitation to participate in the festival.

Please carefully review this handbook prior to submitting an application to participate. Returning vendors, please make note of the changes in the festival in 2018!

A Brief History of the Festival

The Festival of Mountain and Plain ... A Taste of Colorado (the "Festival") has been a Labor Day tradition in downtown Denver since 1984. The Festival is a free-admission event on September 1, 2, & 3, 2018 in Civic Center Park. Over the decades, the Festival has hosted nationally renowned music acts and some of Colorado's greatest restaurants and chefs!

New to the Festival in 2018

There are exciting changes to the Festival this year! Our returning vendors will notice that we have moved from four to three days of operations. We are hopeful this will reduce the burden to Restaurant and Food Vendors' overhead costs. A corresponding Booth Fee reduction has been built in for the 2018 Festival. We appreciate our vendors' consistent partnership and look forward to another successful year!

General Information

Festival Dates & Hours:

September 1, 2018	Saturday	11:00am – 10:00pm
September 2, 2018	Sunday	11:00am – 10:00pm
September 3, 2018	Monday	11:00am – 8:00pm

We are NOT operating the Festival on Friday August 31, 2018!

Restaurants Vendors may be assigned a Friday Load In Time.

Restaurant & Food Vendor Application Deadline: June 3, 2018

Every application for a booth (regardless of the specific space) requires the submission of a Festival Deposit (\$800.00) to be paid on or before June 3, 2018. No application to participate as a booth will be considered complete without the receipt of the Festival Deposit.

The Food Truck Space Fee is \$1,000.00 and is due on or before June 3, 2018. No application to participate as a Food Truck will be considered complete without the receipt of the Food Truck Space Fee.

The Restaurant & Food Vendor Application is available online at www.atasteofcolorado.com.

Booth Fees/Discounts:

Booth Fee	Range from \$1,700.00 - \$2,250.00
Commission	15% on Gross Sales
Festival Deposit	\$800.00
Ticket Redemption Rate	\$0.50 / Festival Ticket
Early App. Discount	\$150.00 (credited payment of deposit)
Basic Electric	Included in Booth Fee
Signage	Included in Booth Fee
Required Tent	Included in Booth Fee

Food Truck Fees

Food Truck Space Fee	\$1,000.00
Commission	15% on Gross Sales
Ticket Redemption Rate	\$0.50 / Festival Ticket
Early App. Discount	\$150.00 (credited payment of Food Truck Space Fee)
Basic Electric	Included in Space Fee
Signage	Included in Space Fee
Required Tent	Included in Space Fee

Department Manager: Sarah Megna (Sarah@ATasteofColorado.com)

Department Coordinator: Jasmyn Merritt (Food@ATasteofColorado.com)

Restaurant and Food Vendor Partnership Overview

The Restaurant and Food Vendor Application may be found at www.atasteofcolorado.com.

The Application for a booth space requires the submission of a \$800.00 Festival Deposit. The Application to participate as a licensed food truck requires the submission of the \$1,000.00 Food Truck Space Fee (total due with application). Any application received without the corresponding payment will not be considered for acceptance.

All Applications are due by June 3, 2018. Any Restaurant or Food Vendor application or corresponding payment received after this date will be considered for acceptance on a case by case basis.

Early Application Discount

The Festival will grant \$150.00 Discount (“Early Application Discount”) credited to Restaurant and Food Vendors who submit a completed application and required Festival Deposit or Food Truck Space Fee on or before **May 6, 2018**. The discount will be applied immediately to the Festival Deposit or Food Truck Space Fee.

Restaurant and Food Vendor Acceptance Criteria

The Restaurant and Food Vendors are accepted to participate in the Festival at the sole discretion of Festival management. Festival Management reserves the right to terminate any vendor’s participation at any time before or during the Festival, for any purpose.

Festival Management will consider the following criteria when determining whether to accept an applicant:

- Classification as local, independent Colorado Restaurant
- Quality of final product
- Presentation of product and process
- Extent proposed items complement and enhance overall Festival menu
- Uniqueness of product
- Each individual menu item and vendor’s overall menu
- Feasibility of efficient production in a festival environment
- Vendors past performance in the Festival

Tips for determining a proposed Festival menu:

- What is your business specialty? Feature brand defining items in all three portions.
- Food product's appearance and aroma entice greater sales!
- Is preparation possible/efficient in festival environment?
- Do you have the proper equipment to safely produce and hold food at temperature in a festival environment? You will need a commissary kitchen, in booth refrigeration (commercial grade), etc.
- Can menu items be easily consumed by festivalgoers while standing or walking?

Festival Food Preparation Regulations

Every vendor must abide by the requirements of the Denver Department of Environmental Health, outlined in the Temporary Retail Food Establishment Guide.

Generally, the city and county of Denver require festival food vendors to:

1. Obtain a Temporary Retail Food License
2. Follow the Festival Food Preparation Guidelines (the "One Cut Rule")
3. Utilize appropriate equipment to promote safe food service (see checklist)
4. Set up booth to protect food from environmental elements

The Temporary Retail Food Establishment Guide may be found at www.denvergov.org or www.atasteofcolorado.com. If you have any questions please contact Sarah Megna at Sarah@ATasteofColorado.com.

The "One Cut Rule"

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 and special event settings. As indicated in The Retail Food Establishment Regulations, the "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 at the 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 gyro and pastor rotisseries is 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 department.

Menu Structure

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

Restaurant and Food Vendors may apply to sell between one and eight menu items. The Festival Management may work with an applicant vendor to add or delete proposed menu items to enhance the vendor's likelihood of acceptance and ability to operate efficiently at the Festival.

Restaurant and Food Vendors must offer products in one of three portions:

"Taste" – Priced at \$0.50 to \$2.00.

A Taste portion is a one or two bite sample portion.

"Entree" – Priced at \$2.00 to \$7.50.

"Meal" – Priced at \$6.00 and up.

Festival Management encourages these larger portions because they are more successful during peak periods. When there are long lines, festivalgoers tend to purchase larger portions.

Restaurant and Food Vendors must be prepared with enough product so as not to sell out of any menu items at any time. A Restaurant or Food Vendor who runs out of menu items during the Festival may not be invited to participate in the Festival in future years.

Booth Signage

The Festival provides a standard sign to display each Restaurant and Food Vendor's menu, logo and pricing. The Festival Sign remains the property of the Festival and the Restaurant and Food Vendors may not remove the signs from the Festival grounds or damage the sign in any way.

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.

Promotional Items

The Festival Management supports efforts to transition festivalgoers into future restaurant customers. To that end, vendors are encouraged to hand out menus, flyers, coupons, and similar

promotional items from the booth to the public. All promotional items must be approved by the Festival Management and may only be handed out from within the booth.

Restaurant and Food Vendors are NOT permitted to give away stickers, balloons, or merchandise. "Roaming" and "sampling" are NOT permitted.

Festival Paperwork

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

June 17, 2018: Paperwork Deadline #1

- Agreement for Food Vendors
- Menu Form
- Refrigerated Trailer Space Request Form
- Signage Form
- Ash, Grease, Liquid Waste Form
- Electric Form
- Storage Vehicle Request Form

July 29, 2018: Paperwork Deadline #2

- Copy of Temporary Retail Food Establishment License
- Copy of Sales Tax License
- Stand Lay Out Form
- Fire Permit Form
- W-9
- Original Certificate of Insurance with **CORRECT** Additional Insureds

The items listed must be completed via the Restaurant and Food Vendor Portal. The Portal will be emailed to the Vendor upon acceptance to participate in the Festival.

Any Restaurant or Food Vendor that does not submit all required documents by the indicated date may be subject to dismissal from the Festival and forfeiture of the Festival Deposit or Food Truck Space Fee. Any late submission of paperwork will be considered by Festival Management when determining whether to invite the vendor to participate with the Festival in future years.

Festival Fees:

Restaurant and Food Vendors pay a flat-rate Space Fee and a 15% Commission (after sales tax is deducted) on the total festival sales.

Festival Tickets are redeemed by the Festival at a rate of \$0.50 per ticket.

The Festival Management is aware of the many upfront costs facing Restaurant and Food Vendors (e.g. food costs, equipment costs, etc.). For the convenience of the vendor, the Festival deducts the Space Fee for booths from the vendor's profits after the Festival. Vendor's that wish to pay the Space Fee prior to the Festival will be accommodated as well.

The Space Fee

The Space Fee is determined prior to the Festival according to the specific location of the booth or food truck.

The Booth Fee entitles the vendor to:

- Store, prepare and sell food at the Festival from a specific booth location
- Tent canopy for serving area (differs on booth by booth basis)
- Topped, skirted serving tables (used to create a serving surface in front of the booth)
- One 6ft. work table (for use at vendor's discretion)
- General tent lighting
- 20amps of 110volt electrical outlet
- One 2' by 8' sign listing the restaurant name, menu items and prices for use at the Festival

The Food Truck Space Fee entitles the vendor to:

- Operate a licensed food truck on the Festival grounds to sell approved products
- One 2' by 8' sign listing the restaurant name, menu items and prices for use at the Festival

Commission Payment Procedure

The Festival collects a 15% commission on the festival sales (AFTER the applicable sales tax is deducted from the total festival sales).

At Ticket Redemption, the Festival Management and each vendor mutually agree on the number of tickets collected by the vendor. Festival Tickets will be redeemed at \$0.50 per ticket. The vendors total festival sales are the mutually agreed upon number of tickets multiplied by the redemption rate of \$0.50 per ticket.

The Festival will calculate, deduct and pay the applicable sales tax for each vendor. Sales Tax is deducted from the festival sales prior to any commission or booth fee deductions. The Vendor's Festival sales minus the sales tax are the Gross Sales.

The Commission is applied to and deducted from Gross Sales. The Space Fee is deducted from the Gross Sales. The Festival Deposit is credited back to the vendor's Gross Sales.

Booth Set Up and Required Site Equipment

Booths Rules and Set Up Instruction

According to the city and county of Denver:

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

Restaurant and Food Vendors may not, in any manner, extend beyond the booth/grilling boundaries established and authorized by the Festival. This will be strictly enforced.

All Restaurant and Food Vendors must supply all food service equipment required to operate a booth at the Festival. The Festival does NOT provide refrigeration, cooking equipment, serving materials, handwashing stations or dishwashing facilities.

Sterno products are NEVER permitted as a heating or warming source at the Festival.

The Denver Department of Environmental Health requires all festival food vendors to have the following operating in their booth at all times:

- Handwashing Station
- Sanitation buckets and test strips
- Cooking and Temperature Holding Equipment appropriate for safe sales of Potentially Hazardous Products
- Additional safety equipment check-list items

The Temporary Retail Food Establishment Guide with additional details as to the required equipment may be found at www.denvergov.org or www.atasteofcolorado.com.

Refrigeration

Restaurant and Food Vendors are responsible for providing refrigeration in their booth for any Potentially Hazardous Food (see Temporary Retail Establishment Guide). Coolers with ice are NOT an acceptable substitute.

The Festival hosts two refrigerated trailers on site with space available (for additional fee) to Restaurant and Food Vendors. This space may be utilized for bulk on site food storage, but is NOT a substitute for in booth refrigeration.

Generators:

Vendors MAY NOT use their own generators at the Festival. A 20amp and 110volt outlet is included in the Space Fee and is in each booth. Additional electric is available upon advanced request (fee assessed depending on need).

Propane

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

The Denver Fire Department is onsite at the Festival to ensure propane storage and connections meet safety standards. The Denver Fire Department may require a vendor to change their booth set up to reflect a safer use or storage of propane.

A more detailed explanation of the Denver Fire Department's propane usage regulations will be distributed upon vendor's acceptance to participate in 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.

Festival Procedures

Festival Tickets

Festival Tickets are sold by the Festival to the general public for cash and may be used throughout the Festival to purchase food and beverages. 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 at any time. The Festival Management will monitor Restaurant and Food Vendors continuously to confirm compliance with the Festival’s ticket policy.

Each Restaurant and 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 2018 Festival tickets. The Festival is not responsible for any lost, stolen, or damaged tickets that are in the vendors possession.

Further instructions and tips for handling Festival Tickets will be provided to accepted Restaurant and Food Vendors.

Load In Packets

Load In Packets will be mailed to each Restaurant and Food Vendor on the week of August 1, 2018 containing any and all materials needed on site (e.g. parking permits, load in times and maps, etc.).

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 permitted on Festival grounds.

Running Water

Running (“potable”) water is available at several locations on the Festival site, but not necessarily within the immediate vicinity of each booth. If a Vendor anticipates needing large amounts of

potable water, they should arrive equipped with the appropriate containers and appropriate method for transporting those containers to and from potable water locations.

If Food Trucks need to refill water tanks, they should come equipped with appropriate containers to transport water from portable water locations and a hose. Food Trucks must also have a method for filling water tanks while operating the food truck.

Tear Down

Restaurant and Food Vendors may not stop sales or “close” their booth before the Festival is officially closed to the public on Monday, September 3, 2018.

Restaurant and Food Vendors must break down their booths and remove all trash and equipment by 11:00pm, Monday, September 3, 2018. 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.

Vehicle Site Access

No vehicle may operate on Festival grounds while the Festival is open to the public, even in vehicle storage areas that have restricted public access. No vehicle may exceed five miles per hour at any time while on Festival grounds.

Only vehicles with an official 2018 Festival Vehicle Pass will be permitted on the Festival grounds. THERE WILL BE NO EXCEPTIONS TO THIS RULE.

Every vehicle that is parked onsite for any amount of time must display the 2018 Festival Vehicle Pass with the cell phone number of the driver readable from outside the car. Any car found to be parked on the site without a Festival Vehicle Pass or with a pass that is not readable due to an obstructed display, will be immediately towed from the Festival site. The cost of the towing will be attributed to the owner of the vehicle. The Festival will not incur the cost of any towed vehicle.

Festival Name and Logo

Accepted Restaurant and Food Vendors may use the name of the Festival and logo for the purposes of promotion and advertising with the prior permission of Festival management.

Social Media

Restaurant and Food Vendors are encouraged to inform their customers of their participation via social media. Festival management will work with vendors to develop a social media campaign upon a vendor's request.

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

Prohibited Activities

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. Restaurant and Food Vendors may not bring or condone the use of legal or 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.

Further Inquiries:

If any vendor has additional questions about participation in the Festival, please contact Sarah Megna via email at Sarah@ATasteofColorado.com or Jasmyn Merritt at Food@ATasteofColorado.com.