



"..Saw all the marketing pay off at the restaurant. Great event, we will be back"
- Texas Roadhouse

"Landed a catering job.... Cannot WAIT to vend in 2018!!"
- Rio's Italian Ice



Dear Restaurant/Business Manager,

Want to reach and impress 12,000 people in 1 day? Here's how:

TASTE OF DOUGLASVILLE returns on Saturday, May 19th
11 am – 5 pm in downtown historic Douglasville.

This annual festival, organized by the Cultural Arts Council, brings together area restaurants, arts, crafts, merchandise vendors, performers and thousands of hungry and happy participants to downtown Douglasville. Last year we estimated 12,000 people participated in our event!

What is TASTE OF DOUGLASVILLE?

- A restaurant/ business showcase
- Exciting performances on two stages
- Community booths for products and services
- A children's entertainment area of art, exploration, and merriment.

Why participate in TASTE OF DOUGLASVILLE?

- To **compete** for the honor of being named "the Best in Douglasville," in several categories.
- To **promote** your business to a huge crowd in one day.
- To **celebrate** with the community, partying outdoors after a long and grey winter!
- To **support** the CAC programs that over 27,000 Douglas County citizens value and enjoy annually.

Restaurant/food business booths entry fee is \$125 plus 30% of sales.

Please complete the enclosed participation form by March 27, 2018 and return it with your check made payable to the Cultural Arts Council or pay online at our website. If you have any questions, please call the Cultural Arts Council at 770-949-2787.

We look forward to another record breaking year and to your being a part of the success of **2018 TASTE OF DOUGLASVILLE**. Space is limited, so please sign up today!

Sincerely,

Rita Wilson Harris
Co-Chair

Steve Jones
Co-Chair

Emily Lightner
Interim Executive Director

CULTURAL ARTS COUNCIL DOUGLASVILLE/DOUGLAS COUNTY
P. O. Box 2018
Douglasville, Georgia 30133
Phone 770-949-2787 Fax 770-949-5788
www.artsdouglas.org

Attached: Taste Restaurant Info.
Taste Restaurant Reply



Food business- Event Details

The Date

Saturday, May 19, 2018, from 11 am – 5 pm.

Menus

- Provide up to **4 food items** and **no more than 2 drink items**, specialty drinks **ONLY** (not sodas or water)
- Serve **SMALL** portions (it's a Taste!)
- Price each item in dollar increments no higher than \$4/per item.
- No alcoholic beverages are allowed.

Each food business will be asked to submit their proposed menu and alternate items as part of registration. We may choose menus in order to avoid menu duplication. **Information is needed no later than March 27th for online publicity purposes and so we can create menu flyers that CAC will distribute to attendees at the Ticket and Information Booths.**

Tickets

- Tickets will be sold in \$1.00 increments by CAC.
- Food vendors redeem tickets for menu items and cash should **NOT** be accepted.
- Food vendors provide labeled containers to collect the tickets.
- CAC staff will collect tickets throughout the day.

Entry Fee and Requirements

Food Trucks and Caterers are invited to take part in Taste of Douglasville!

- The entry fee for each restaurant, food truck or caterer is \$125 + 30% of sales.
- Participation forms are needed no later than March 27th, 2018
- Each restaurant/business must submit:
 - a copy of their liability insurance coverage, and
 - their latest Health Department Inspection.
- Restaurants assume responsibility for all materials brought to the event.
- Sales Tickets will be collated by CAC and a check for the 70% due the restaurants will be sent out or be available for pick up on June 6 at the Cultural Arts Council.
- **ALL** restaurants, caterers and food trucks **MUST** work out of a 10 x 10 tent booth space.

Roaming Fee

With or without a booth, for a \$25 fee per person, you can walk the whole festival and hand out menus, business cards, coupons, or restaurant give-aways to help attract people to your booth or business. A special button will designate "roamers." Any others passing out materials without the designation will be asked to leave.

Booths

- CAC provides each restaurant with one 6' table and two folding chairs, per booth space. Food businesses are responsible for providing:
 - ✓ Your own tent, no larger than 10'x10'per booth.
 - ✓ Professional quality sign with name and/or logo (can be on your tent).
 - ✓ Additional work tables for food preparation.
 - ✓ Cooking and refrigeration equipment.
- Food businesses may request certain booths and locations along with their registration form; however final layout decisions will be made by the CAC.
- **All food businesses** will need to work out of a 10x10 tent space. You may cook food off site and bring food to the event. There will be a designated parking lot for food vendors to park. Food trucks will be allowed to cook in their truck in the parking lot but are **NOT** allowed to serve out of the truck.
- Vendors will have the space in the storefront behind them for storage needs.
- The CAC will try to make one 110 volt power outlet available to each restaurant; if unable to do so, outlets will be available on a first come/first served basis.
- Booths may not be left unattended during the event.

NOTE: *Absolutely **no fat or oil** is to be used in the preparation of foods. Disposal of food waste down city drains or in the street is strictly prohibited. Restaurants violating city codes & ordinances could be subject to fines and will be barred from future TASTE festivals.*

Cutlery

Restaurants provide their own plates, napkins and cutlery.

Event Set-up

- Booth assignments will be emailed at least one week prior to the event.
- Set-up may begin on Saturday morning at 7:30am, and restaurants should be ready for early visitors at 10:30am.
- Food vendors will be able to drive onto the street to deliver food and equipment in the morning but all vehicles must be removed from Church St. by 10am.
- Food vendors may begin dismantling booths at 5pm and should be off the Plaza by 6:30pm.
- Trash pick-up will occur at that time, and any materials remaining will be disposed of.

Pre-Meeting

- A pre-event meeting will be held for food vendors on Thursday, May 10th at 4 pm at O'Neal Plaza stage, downtown to answer any last minute questions.
- Booth assignments will be given, along with your points of contact for the event.

Awards

CAC will give awards to food vendors for Best Entrée, Best Side Dish, Best Dessert, Best Presentation and Most Sold (Most Sold will be announced after Taste).

Suggestions for Your Success

- Make your menu large and readable (people look from across the street to decide whether to walk over).
- Make your tent colorful and add large signage with your logo so you are recognizable.
- Make your sizes **small** (it's a Taste!)
- Pass out specific coupons for your business for the event and you can track the marketing effectiveness of Taste back at your business.