



Thursday  
 May 3, 2018 5-10pm

**RESTAURANT APPLICATION & AGREEMENT**

Application Deadline: **March 5**

Notification of Acceptance: **March 12**

We invite your restaurant to participate in the *Taste of Alpharetta!* The event has become an annual tradition for festival-goers, families and foodies for 28 years.

Restaurants will highlight their evening's specialties by charging up to six tickets per sample. This allows you to market your restaurant to 40,000 people in one evening!

**CULINARY COMPETITIONS:**

Will your restaurant be participating?  Yes  No

If participating, a separate form and guidelines will be emailed to you 3 weeks prior to the event. *Restaurants competing will receive priority on requested booth location.*

Check **ALL** that apply:

- 1. Best Appetizer/Salad  Yes  No
- 2. Best Fine Dining Entrée  Yes  No
- 3. Best Fast Casual Entrée  Yes  No
- 4. Best Dessert  Yes  No

The panel of judges will choose **BEST PRESENTATION** from all entries presented. **PEOPLE'S CHOICE** ballot may be cast at the culinary stage the evening of the Taste of Alpharetta.

**LIST THE FOOD SAMPLES YOU WILL SERVE AT THE EVENT:**

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**DRINKS:** Please do **NOT** sell or give away soft drinks, tea, lemonade, sport drinks or bottled water as local high school booster clubs have exclusive rights to sell these as a fundraiser.

Today's Date: \_\_\_\_\_

RESTAURANT NAME: \_\_\_\_\_  
 (List name exactly as it should appear on all event promotions)

CUISINE STYLE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

RESTAURANT ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_

CELL: \_\_\_\_\_

EMAIL: \_\_\_\_\_

2<sup>nd</sup> EMAIL: \_\_\_\_\_

Please print legibly as email is our primary means of communication.

**BOOTH SPACE:**  
 (Please check only one)

- 10' x 10' Booth Space \$150 non-refundable fee  
 City provides (1) 10' x 10' open-sided tent, (3) 6' tables and (2) chairs
- 10' x 20' Booth Space \$300 non-refundable fee  
 City provides (2) 10' x 10' open-sided tent, (6) 6' tables and (4) chairs

**Special requests:** \_\_\_\_\_

**IMPORTANT DATES:**

Application Deadline . . . . . March 5  
 Notification of Acceptance . . . . . March 12  
 Marketing Deadline . . . . . April 9  
*(Includes your list of food samples served at event)*  
 Pre-Event Kick-off Meeting . . . . . April 12  
 Taste of Alpharetta . . . . . May 3  
 Return ticket box by . . . . . May 9

Restaurant Coordinator: Becca Raymond    Event Manager: Kim Zane  
 braymond@alpharetta.ga.us                    kzane@alpharetta.ga.us  
 678-297-6048 phone                              678-297-6078 phone  
 678-297-6381 fax

Please return (by email, fax or mail) 2 page application and payment to:  
 City of Alpharetta Special Events  
 2 Park Plaza • Alpharetta, GA 30009  
 braymond@alpharetta.ga.us



### ELECTRICITY

How many 120-volt electrical outlets will you require? \_\_\_\_\_

How many 240-volt outlets?  ONE  TWO

**Bring (2) 100-ft. extension cords and power strip for each outlet requested.**

Other electrical requirements \_\_\_\_\_

Does your restaurant carry **Liability Insurance**?  Yes  No

Does your insurance cover this type of event?  Yes  No

### PAYMENT INFORMATION

CHECK# \_\_\_\_\_ Circle: **VISA MC AMEX**

CHECK payable to: *City of Alpharetta*

Card#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

V-Code \_\_\_\_\_ (3 or 4 digits on signature line)

Cardholder Name (PRINT): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Cardholder Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_

**NOTE: If accepted, all fees are non-refundable and non-transferable**

## GENERAL INFORMATION & AGREEMENT

By reading this information below and signing this Restaurant Agreement, you are agreeing to abide by all rules and regulations set forth by the event organizers in the 2018 *Taste of Alpharetta* and made a part hereof by reference.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Print Name: \_\_\_\_\_

- 1) **RESTAURANTS** will be notified by email of acceptance by March 12. Criteria for acceptance may include the following: Application received & completed by deadline date; past compliance with Health Department and fire code regulations; event involvement (for example: entertainment features at booth, coupon giveaway, participation in culinary competition); attendance at mandatory restaurant meeting; Alpharetta mailing address or neighboring city, and hospitality at booth. The City of Alpharetta reserves the right to accept or decline an applicant.
- 2) **NON-REFUNDABLE \$150.00 FEE** is required to reserve a 10' x 10' booth space. This booth space includes (1) 10' x 10' open-sided tent, (3) 6' tables and (2) chairs. Bring tablecloths, signage and visual displays for booth.
- 3) **SET-UP BEGINS at 1:00 p.m. BE READY TO SERVE by 4:45 p.m.** When unloading vehicle, pull up close to booth to let another car pass. Quickly unload, move vehicle, and return to set-up restaurant booth. **ALL VEHICLES OFF FESTIVAL SITE BY 3:30 PM! EVENT ENDS at 10:00 p.m.** Please do not begin breaking down prior to this time.
- 4) **PRE-EVENT KICK-OFF** will be held on **Thursday, April 12, 2018 at 3 p.m.** at City Hall. Mark your calendars for this **REQUIRED** kick-off meeting. Location and further details in upcoming emails!
- 5) **FOOD SAMPLES and TICKET EXCHANGE.** Each food ticket value is .50 cents. Your food samples may be sold for a **MINIMUM of 1 TICKET (.50) and MAXIMUM of 6 TICKETS (\$3).** Food may not be given away or exchanged for cash. Please price your food sample/portions according to the examples below: **1 to 3 tickets** - ice cream, wings, salad, bread, pizza, pasta, fruit, hot dogs, hamburgers, coffee, chicken, pork, smoothies, tacos and nachos. **3 to 6 tickets** - crab, steak, ribs, brats, salmon, sushi, shrimp, lamb and scallops.
- 6) **CULINARY COMPETITIONS.** There will be five opportunities to showcase your chef's talents to our panel of Culinary Judges:
  - Best Appetizer/Salad
  - Best Dessert
  - Best Fine Dining Entree
  - Best Presentation
  - Best Fast Casual Entree
- 7) **TICKET COLLECTION BOX.** The day of the event, bring a box to collect your tickets. Turn your tickets into Special Events at City Hall by **Wednesday, May 9, 2018** with restaurant name and ticket count written on the box. Fifty percent will be reimbursed to your restaurant. A completed **W-9 Form** must be provided to receive the reimbursement. If ticket box is not received by May 26, 2017, you will not receive reimbursement by the City of Alpharetta.
- 8) **RAIN OR SHINE** the *Taste of Alpharetta* will be held.
- 9) **RESTAURANT SIGNS and MENU BOARDS** for your booth space are to be supplied by each restaurant (no electrical signs). The festival will have a large attendance, post signs high for visibility. Be creative and showcase your restaurant!
- 10) **FESTIVAL ATTENDANCE.** An average of 40,000 festival go-ers attend the *Taste of Alpharetta* each year. We encourage you to prepare approximately 2,000 - 3,000 sample-sized portions for the public.
- 11) **BOOTH ASSIGNMENTS** and load-in instructions will be completed and emailed prior to the event. Many factors are considered; such as, electrical requirements, type of cuisine served and application deadline. We will try our best to accommodate special requests.
- 12) **VEHICLE PASS.** Prior to the event, you will be mailed a vehicle pass to drive onto the festival site for unloading. Only two per restaurant, booth number will be on this pass and display on the dashboard. Vehicles without this pass will not be permitted onto event site. Restaurant staff does not need a pass, but should park and walk to booth.
- 13) **SOFT DRINKS / WATER. Please do NOT sell or give away soft drinks, sport drinks or water.** Milton High School and Alpharetta High School Band Booster Clubs have exclusive rights to sell these items as fundraisers.
- 14) **CLEAN-UP.** ALL trash, papers or boxes must be placed in a dumpster. Please reference an event map for dumpster location. **DO NOT** dump grease or hot coals on the ground. If trash is left at your booth, a fee of **\$100.00** will be deducted from your ticket sales.
- 15) **TENTS, TABLES & CHAIRS.** The City has rented (1) 10x10 tent, (3) tables and (2) chairs for your 10x10 booth. For (1) 10x20 booth - it is (6) tables and (4) chairs. If any of the items are missing or damaged, your restaurant will be billed.
- 16) **ELECTRICITY.** To ensure adequate electricity at your booth, we must receive your electrical request by **April 16, 2018.** This deadline is Georgia Power's requirement to confirm electrical needs. It is your responsibility to bring (2) 100-ft. extension cords and power strip for EACH outlet requested as they are not located directly behind your booth. An electrician will be on the festival site from 12 noon to 11 p.m.
- 17) **PUBLIC SAFETY.** City of Alpharetta's Police and Fire Department require that all sidewalks behind your restaurant booth spaces not be blocked. Please do not use the sidewalks for food prep or grilling. We have provided additional space between the booths for this use.
- 18) **LIABILITY WAIVER AND RELEASE.** I, assume all responsibility for, and risks and hazards of, participation in the rental activity planned by myself or my business. In considerations of the City of Alpharetta providing permission to use the space requested, I, and all members of my rental group, do hereby release the City of Alpharetta, including all officials, officers, employees, sponsors, organizers, supervisors, volunteers, participants, and all other agents, of any and all claims, demands, rights, and causes of action of whatever kind and nature, arising from and by reason of, and all known and unknown, foreseen and unforeseen, bodily and personal injuries, damage to property, and the consequences thereof, resulting from participation in the rental activity planned in the City of Alpharetta.

