



# TASTE ADDISON 2010

Friday, May 21, 2010 • 5:00 PM – Midnight  
Saturday, May 22, 2010 • Noon – Midnight  
Sunday, May 23, 2010 • Noon – 6:00 PM

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## RESTAURANT APPLICATION CHECK LIST

RESTAURANT NAME: \_\_\_\_\_

**APPLICATION DEADLINE: March 12, 2010**

### REQUIRED MATERIALS FOR LOCATION REQUEST

- Application Form
- Fee Worksheet
- Menu Form (*changes can be made until April 21*)
- Booth Location Request Form
- Completed Payment Form (*if using credit card*)
- Check/cashiers check/money order made out to the Town of Addison

### RECOMMENDED MATERIALS FOR LOCATION REQUEST

- Insurance Certificate (*Due April 21*)
- TASTE: THE COMPETITION* Participation Agreement
- TASTE SHOWCASE* Chef Application

**PLEASE INCLUDE THIS CHECK LIST  
WITH YOUR APPLICATION!**



# TASTE ADDISON 2010

Date Received _____	Booth # _____
For Office Use Only	

Friday, May 21, 2010 • 5:00 PM – Midnight  
 Saturday, May 22, 2010 • Noon – Midnight  
 Sunday, May 23, 2010 • Noon – 6:00 PM

## RESTAURANT APPLICATION

**APPLICATION DEADLINE: March 12, 2010**

**FINAL APPLICATION DEADLINE: April 21, 2010 (add \$100 late fee)**

(Please print clearly using block letters or type as this information will be used on signs and other marketing materials)

<b>Restaurant Name</b>	
<b>Restaurant Address</b> (Used on menu sign, website, additional event marketing)	
<b>Contact Name</b>	<b>Cell</b>
<b>Phone</b>	<b>FAX</b>
<b>Website</b>	<b>Email Address</b>
<b>Mailing Address</b>	

### FESTIVAL PROMOTIONAL MATERIALS:

\_\_\_\_\_ Please send me an electronic newsletter that I can forward to our customer database and friends. \_\_\_\_\_ Number of fliers (4" x 9")

\_\_\_\_\_ How many names are in your database?

**GIFT CERTIFICATES NEEDED:** Gift certificates for meals, promotional items, cooking classes, etc. will be used to gain marketing exposure for the festival and your restaurant in the following ways:

- Radio promotion - Gift certificates will be given away on-air with your restaurant receiving a mention.
- Surveys are conducted at the festival to obtain demographic information about the attendee as well as to build a database for future marketing efforts.
- Certificates are due no later than April 21, 2010. Indicate your participation below:

\_\_\_\_\_ YES \_\_\_\_\_ NO

**FOOD NEEDED FOR RADIO MORNING SHOW PUBLICITY:** In an effort to gain pre-event publicity, please let us know if you are interested in providing small quantities of food your restaurant will sell at Taste Addison, gift certificates or any other items that will get the morning show air personalities to talk about the festival and your restaurant. Also, please mark below if you have a chef that would like to appear on morning TV and/or radio shows. Please indicate your participation below.

**FOOD/GIFT CERTIFICATES:** \_\_\_\_\_ YES \_\_\_\_\_ NO **CHEF APPEARANCE:** \_\_\_\_\_ YES \_\_\_\_\_ NO

**AUTHORIZATION:** In connection with the Taste Addison event to be held Friday, May 21, 2010 – Sunday, May 23, 2010 at Addison Circle Park, Addison, Texas ("Taste Addison" or the "Event"), Vendor agrees that it shall abide by and that Vendor's participation in the Event is subject to all of the terms and conditions of the "Restaurant Booth - Rules, Regulations and General Information" attached hereto and made a part hereof for all purposes, and Vendor represents and warrants that Vendor has read and understands the same.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Title / Designation \_\_\_\_\_



# FEE WORKSHEET

Restaurant Name: \_\_\_\_\_

**BOOTH FEE:** Booths that sell alcohol will have a different booth fee than those that do not sell alcohol. **Only ONE booth location will be permitted per restaurant.** Either ONE 10 x 10 booth, or ONE 10 x 20 booth.\* All other booth requests will remain on a waiting list until notified and are limited to a 10 x 10 space. Spaces will be granted on a first-come first, come first, serve basis. \* Limited quantities of 10x20 booths are available.

- |   |       |  |         |
|---|-------|--|---------|
| _____ ONE (1) 10 x 10 Booth NOT selling alcohol | \$500 | _____ ONE (1) 10 x 20 Booth* NOT selling alcohol | \$1,000 |
| _____ ONE (1) 10 x 10 Booth SELLING alcohol     | \$750 | _____ ONE (1) 10 x 20 Booth* SELLING alcohol     | \$1,500 |
- \_\_\_\_\_ YES, Please place my restaurant on a waiting list for a second 10 x 10 booth location.

**BOOTH FEE SUBTOTAL:** \$ \_\_\_\_\_

**REFUNDABLE SECURITY DEPOSIT:** A limited number of restaurants will be allowed to cook on-site due to space availability. There is a \$300 security deposit for cooking booths per 10 x 10 space. Non-cooking booths need to submit a \$150 refundable deposit.

- |                                 |       |                             |       |
|---------------------------------|-------|-----------------------------|-------|
| _____ 10 x 10 Non-cooking booth | \$150 | _____ 10 x 10 Cooking booth | \$300 |
| _____ 10 x 20 Non-cooking booth | \$300 | _____ 10 x 20 Cooking booth | \$600 |

**REFUNDABLE SECURITY DEPOSIT SUBTOTAL:** \$ \_\_\_\_\_

**ADDITIONAL ELECTRICITY:** Each 10x10 booth shall be provided with four (4) 120-volt, 20 amp outlets at no additional charge. Additional outlets may be purchased at the following prices:

**ADDITIONAL 120 V OUTLETS**

\_\_\_\_\_ # of extra 120-V outlets x \$45 each (\$90 each on-site)

**220-V OUTLETS** - *Please note that a complimentary 220v outlet WILL NOT be included with your booth.*

\_\_\_\_\_ # of 220-V, 30 amp outlets x \$50 each (\$150 each on-site)

\_\_\_\_\_ # of 220-V, 60 amp outlets x \$125 each (\$200 each on-site)

\_\_\_\_\_ # of 220-V, 100 amp outlets x \$175 each (\$400 each on-site)

**Additional Electricity must be ordered no later than April 21. Additional electricity ordered on-site will cost more and availability is limited, so please plan in advance. Town of Addison staff and electricians will conduct an on-site electrical audit during the event.**

**ADDITIONAL ELECTRICITY SUBTOTAL** \$ \_\_\_\_\_

**LOGO WITH MENU LISTING IN EVENT BROCHURE** \$50 (Optional) \$ \_\_\_\_\_

Make your menu stand out in the event brochure by adding your logo.

**LATE FEE (if application postmarked after March 12, 2010)** \$100 \$ \_\_\_\_\_

**TOTAL AMOUNT OF CHECK SUBMITTED:** \$ \_\_\_\_\_



# BOOTH LOCATION REQUEST FORM

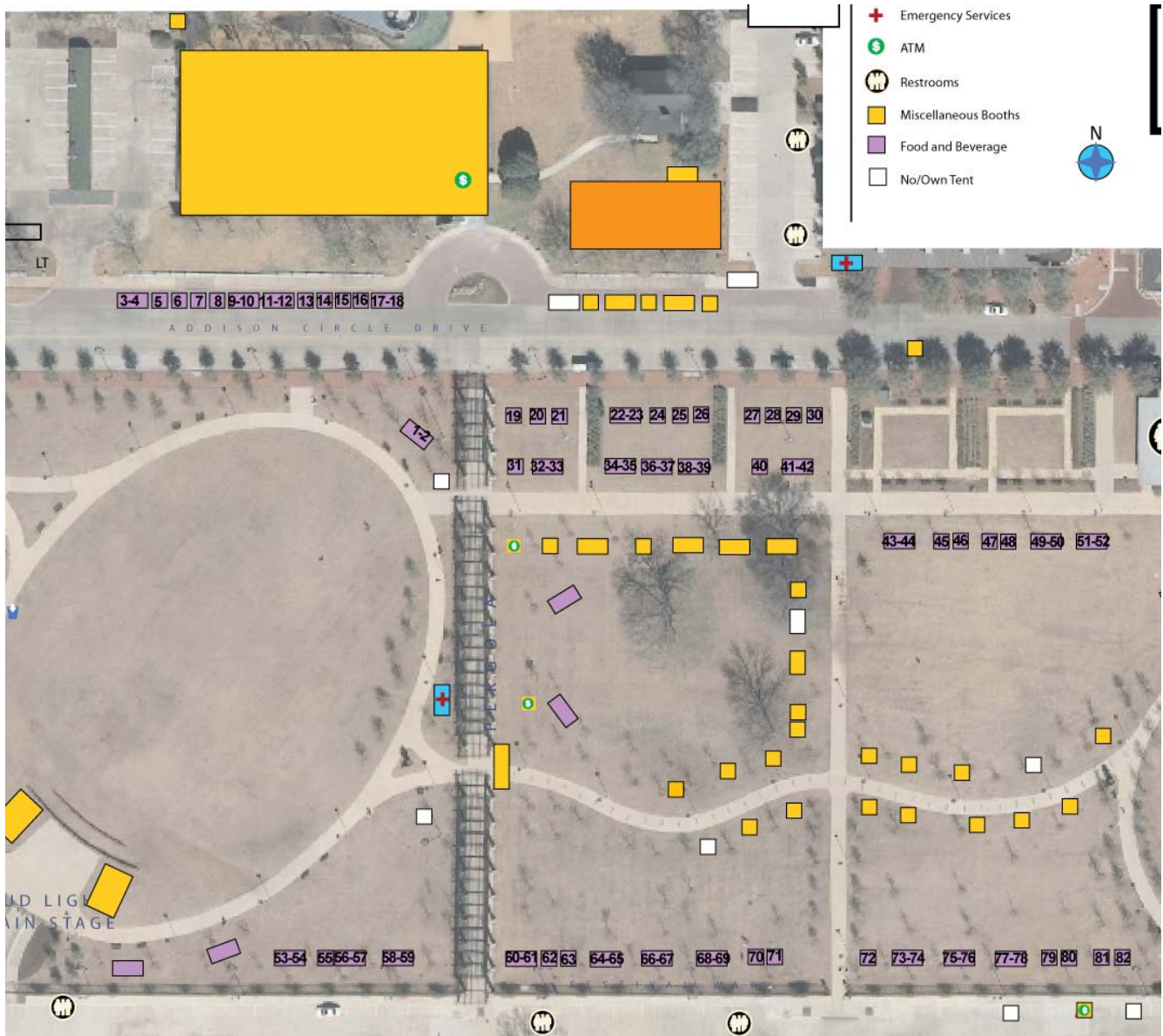
Restaurant Name: \_\_\_\_\_

A limited number of restaurants will be allowed to reserve 10 x 20 spaces due to space availability. Spaces will be granted on a first-come first, come first, serve basis. Once filled, those requesting a 10 x 20 space will be put on a waiting list and notified if a 10x20 booth becomes available.

You may request your restaurant's booth location by referring to the site map below, but please note that placement will be determined on a first-come-first-serve basis. Location requests are **NOT** guaranteed.

\_\_\_\_\_ 1<sup>st</sup> Choice

\_\_\_\_\_ 2<sup>nd</sup> Choice





# MENU FORM

**DEADLINE: MARCH 12, 2010**  
**NO CHANGES AFTER APRIL 21, 2010**

\_\_\_\_\_  
Restaurant Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Address to Appear on Menu Board

**CHANGES TO THE MENU SIGN AND PRICE SLASHING WILL RESULT IN FORFEITURE OF SECURITY DEPOSIT. CHANGES TO BEER PRICES WILL ALSO RESULT IN FORFEITURE OF THE RIGHT TO SELL ALCOHOLIC BEVERAGES AT ALL FUTURE EVENTS.**

Please submit this booth menu form by **March 12, 2010** so the Town of Addison Environmental Services Department, electrician and other contractors can begin processing the information. Any changes to the menu must be made in writing no later than **April 21, 2010** so the booth menu signs can be printed in the event program, menu board signs, and posted on-line.

FOOD ITEMS

Item 1: \_\_\_\_\_ Cost: \_\_\_\_\_

Item 2: \_\_\_\_\_ Cost: \_\_\_\_\_

Item 3: \_\_\_\_\_ Cost: \_\_\_\_\_

Item 4: \_\_\_\_\_ Cost: \_\_\_\_\_

**BEVERAGES (Alcoholic & Non-Alcoholic Beverages):** All non-alcoholic beverages (soft drinks, lemonade, water, tea) must be purchased from the Taste Addison official soft drink/water supplier (to be announced). We will send you contact information as soon as the official supplier has been selected. Anheuser Busch is returning as our domestic beer sponsor so please remember them and Bud Light when making your beer selections. Please contact Roger Hudson, Ben E Keith, at (214) 202-0872. Only sponsor beverages will be listed by name on menu boards. All others will be a generic listing

**It is important to support the event sponsors because of the financial and marketing support they provide. Their sponsorship support allows the event to feature headline entertainment and keep the operational and admission costs as low as possible.**

Addison will not set standard beer and wine prices; however, vendors shall not sell or provide any beer/wine in a container larger than 16 ounces. NO alcoholic beverage may be sold for less than \$2.00 per glass. Below are common prices from 2009 menus.

<b>2009 Common Beverage Prices</b>	Soda/Water - \$2.00	Domestic Beer - \$3.00	Bud Light - \$3.00	Wine (6 oz) - \$4.00
	Lemonade - \$2.00	Import Beer - \$4.00	Margarita - \$5.00/\$8.00	

BEVERAGE ITEMS:

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

Brand: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \_\_\_\_\_

**EQUIPMENT:** Vendor shall provide in writing to the Event Administrator for pre-event approval an equipment list including the amperage. If a vendor has plugged in equipment not pre-approved by the Event Administrator, the vendor shall immediately discontinue its use upon the request of the Event Administrator or the Administrator's designated representative.

Description 1: \_\_\_\_\_ Amps: \_\_\_\_\_

Description 2: \_\_\_\_\_ Amps: \_\_\_\_\_

Description 3: \_\_\_\_\_ Amps: \_\_\_\_\_

Description 4: \_\_\_\_\_ Amps: \_\_\_\_\_

Description 5: \_\_\_\_\_ Amps: \_\_\_\_\_

**Please use additional paper if necessary.**

Date Received
_____
For Office Use Only



**TASTE** *the* **COMPETITION**

**PARTICIPATION AGREEMENT**

Restaurant Name: \_\_\_\_\_

**TASTE: THE COMPETITION** is a new promotion created to drive traffic to your restaurant before and after Taste Addison **and** your restaurant booth during event hours. Participate by creating a special "Taste Addison" menu item to be served in your restaurant May 7<sup>th</sup> – June 4<sup>th</sup> and to be judged by a celebrity judge for the chance to win great prize packages.

**JUDGING CATEGORIES:**

- **Grand Prize:** Judging will take place at Taste Addison. Judge(s) will walk around festival and taste all of the special menu items. Judging will be based on: Sponsor Inclusion (i.e. Robert Mondavi Wine, Bud Light), Taste, Presentation and Creativity. The Grand Prize winner will be announced on Saturday, May 22<sup>nd</sup> from the Main Stage (time TBD).
- **Best Promotion:** Participants are also encouraged to create a promotion in their restaurant to promote the special menu item. The Special Events Department will evaluate each restaurant's promotion after June 4th based on a post-event survey. Judging will be based on: Creativity and Marketing Impressions. The Best Promotion winner will be announced on June 11<sup>th</sup>.
- **People's Choice:** The public also has the chance to vote for their favorite special menu item by voting for the People's Choice. The public can vote online prior to the event or during the event at the Information Booth. Votes will be collected May 7<sup>th</sup> – May 23<sup>rd</sup>. The People's Choice winner will be announced on May 26<sup>th</sup>.

**PRIZE PACKAGES:**

- **Grand Prize:** Free advertising space (details to be announced), \$250 booth discount in 2011, On-stage recognition during Taste Addison 2010
- **Best Promotion:** \$250 booth discount in 2011
- **People's Choice:** \$250 booth discount in 2011

**TERMS:** The Town of Addison will place details given by participating Addison restaurants on Taste Addison marketing materials including, but not limited to:

- Text placement on the Taste Addison flier
- Addison Perks email
- Text placement on Taste Addison website with link
- PR/Media opportunities as they are available

Participation details included in marketing materials will be in standard form and format provided (but subject to change) by the Town, with the participating Addison restaurant' name and date(s) of participation (when space is available).

**CONDITIONS**

- The participating Addison restaurant agrees to offer a special Taste Addison inspired menu item (not currently featured on their menu) at their Addison location from May 7<sup>th</sup> – June 4<sup>th</sup>.
- The participating Addison restaurant agrees to include the special Taste Addison menu item on their Taste Addison menu.
- The participating Addison restaurant agrees to furnish text explaining the special item no later than April 27, 2010.
- The Town of Addison does not claim ownership rights to the images supplied by the participating Addison restaurant and is hereby granted permission to use the image for promotional purposes only in conjunction with this program.
- The participating Addison restaurant agrees to allow additional marketing on their property by the Town of Addison in order to promote Taste Addison. Potentially including, but not limited to, marketing fliers, on-site personnel, restaurant appropriate signage, etc.
- Booth discounts valid for 2011 Taste Addison booth fees only, non-transferable and cannot be redeemed for cash.

**Yes, my restaurant would like to participate in this promotion.**

**No, my restaurant would not like to participate in this promotion.**

By signing below, the participating Addison restaurant identified below is agreeing to the terms and conditions of the program.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_



# TASTE ADDISON 2010

Friday, May 21, 2010 • 5:00 PM – Midnight  
Saturday, May 22, 2010 • Noon – Midnight  
Sunday, May 23, 2010 • Noon – 6:00 PM

## RESTAURANT BOOTH - RULES, REGULATIONS AND GENERAL INFORMATION

**BOOTH SPACE FEES:** The cost of restaurant booth space is determined by the size of the booth and on alcohol sales. Due to space limitations and to allow for as many restaurants as possible to participate, only ONE booth location will be permitted per restaurant. If space allows, restaurants may be placed on a waiting list for second 10 x 10 booth locations.

Postmarked on or before March 12, 2010

- (1) 10 x 10 Booth NOT selling alcohol \$500
- (1) 10 x 10 Booth SELLING alcohol \$750
- (1) 10 x 20 Booth NOT selling alcohol\* \$1,000
- (1) 10 x 20 Booth SELLING alcohol\*\$1,500

Postmarked between March 13 and April 23, 2010

- Add \$100 late fee.

**\*10 x 20 Booth Locations are limited and granted on a first, come first, serve basis.** Please make a separate check. Checks will be returned to those who aren't eligible and will be placed on a waiting list should space become available.

A check or money order payable to the **Town of Addison** must be submitted with the Application. Vendor will be charged an additional \$35.00 for returned checks with insufficient funds. The Town of Addison also accepts Discover, American Express, Visa or MasterCard credit card payments (see payment sheet). Checks or money orders will not be cashed until Vendor has been notified of acceptance. Please mail completed Application, submittals, and check/s to: Town of Addison, Attn: Taste Addison Restaurant Application, P.O. Box 9010, Addison, Texas 75001-9010. **Vendor may sell food items for cash and retain 100% of its sales with no percentage given back to Addison.**

**BOOTH LOCATION:** Please refer to the enclosed site map to choose your booth space. All space requests will be granted on a first-come, first-served basis. Space is limited so applications will be accepted on a first come, first served basis. On-site cooking space is also limited and will be assigned on a first come, first served basis. Vendor understands that submission of the Application does not guarantee acceptance into the event. The Event Administrator will assign Vendor booth space approximately 30 days prior to each event. Vendor space will not be confirmed until full payment is received. Vendor shall not sublet or assign this Contract to any other person, or any of the privileges conveyed herein, except with the prior written consent of the Addison Special Event Administrator. The Town of Addison reserves the right to cancel any Vendor booth prior to the event date with full or partial refund to Vendor. Any approved assignee shall be subject to all the provisions and requirements of this Contract. Booth placement will be assigned to best benefit the Event and all its participants. Vendor understands and acknowledges that the rights granted to it hereunder by Addison are not exclusive and that other restaurants, food service providers or organizations shall be granted similar rights to sell concessions, food, beverages or merchandise.

### IMPORTANT DATES

#### March 12

Application Deadline  
(*\$100 late fee for applications postmarked after March 12*)

**Including:** Application Form, Menu Form, Fee Worksheet, Location Request Form, Payment

#### April 21 – 2:00 PM

Pre-event Meeting  
Addison Conference Centre  
15650 Addison Rd  
Addison, TX 75001  
Final Menu Changes Due  
Insurance Certificate Due  
All Electrical Needs Due

#### April 23

Final Application Deadline  
No refunds or cancellations

#### May 20

Restaurant set-up begins  
8 am - 5 pm

#### May 21 - 23

*Taste Addison*  
Friday 5:00 pm – Midnight  
Saturday Noon – Midnight  
Sunday Noon – 6:00 pm

#### June 8

Tasty Buck Redemption Deadline  
**NO EXCEPTIONS**

**SECURITY DEPOSIT:** In addition to the booth space fee, a **fully refundable security deposit** is required with the Application for booth space. Each 10 x 10 restaurant booth that cooks on-site will pay a \$300.00 deposit while each 10 x 10 non-cooking booth will pay a \$150.00 deposit. Each 10 x 20 restaurant booth that cooks on-site will pay a \$600.00 deposit while each 10 x 20 non-cooking booth will pay a \$300.00 deposit. The security deposit, or portion thereof, will be refunded within sixty (60) days from the last day of the Event if booth space, materials provided for pursuant to this permit, all other materials are left in good working order and ALL the rules and regulations of this permit are followed.

Restaurant Vendor Applications will only be accepted from Addison restaurants and Addison food service providers who currently hold an Addison Food Service License unless special written permission is granted by the Town of Addison Special Event Administrator (hereinafter referred to as "Event Administrator.") Vendor understands and acknowledges that the rights granted to it hereunder by Addison are not exclusive and that other Addison restaurants or food service providers shall be granted a similar right to sell concessions, food, beverages or merchandise. Health-related and Public Safety programs and/or merchandise are not accepted unless written permission is obtained from the Event Administrator.

**ASSIGNMENTS/CANCELLATIONS:** All cancellations must be made in writing. No refunds for cancellations will be allowed after 5:00 pm **on April 23, 2010**. The Event Administrator or a designated representative will assign vendor booth space **by April 23, 2010**. Addison reserves the right to cancel any Vendor and the terms of this permit at any time for any reason, without penalty to Addison.

Vendor shall not sublet or assign, transfer, or otherwise convey this permit to any other person, or any of the privileges, rights, or duties conveyed herein, except with the prior written consent of the Event Administrator. Any attempt to sublet, assign, transfer, or otherwise convey this permit without the prior written consent of the Administrator shall be null and void, and Administrator shall have the right to immediately terminate this permit. Any approved assignee shall be subject to all the provisions and requirements of this permit.

**BOOTH SPACE AND SIGNS:** Vendor is prohibited from selling merchandise, distributing literature, performing an activity, etc. from an area other than their booth space. Vendor booth space includes:

- ⊙ 10' x 10' (or 10' x 20') covered tent with countertops
- ⊙ Three 8' unskirted tables; chairs will not be provided
- ⊙ Four (4) 120-volt, 20 amp electrical outlets
- ⊙ One (1) pre-printed menu sign
- ⊙ Two reserved parking passes
- ⊙ Ten free worker admission passes (additional passes can be purchased for \$2.50 each)
- ⊙ One 2:A 10B: C fire extinguisher for every other booth to share
- ⊙ Access to water

Vendor is permitted to decorate its booth space as it pleases; however, all materials draped from the exhibit space must meet Addison fire laws and not be of an offensive nature (as determined by the Event Administrator) or the Event Administrator may ask that they be removed. Alcoholic beverage signs and banners shall not be displayed in the booth space unless authorized by Event Administrator in writing. The Event Administrator also reserves the right to require modifications of any exhibit.

Vendor may provide additional lightweight signage with prior written approval of the Event Administrator. Addison will provide standard booth menu signage that must be displayed at Vendor's booth. Changes to the pre-printed menu signs shall not be permitted. Vendors who make unauthorized changes to pre-printed menu signs shall be asked to remove the sign(s) and shall be subject to forfeiture of their security deposit. Changes in beer prices will result in forfeiture of deposit and the right to sell alcoholic beverages and beer at all future events.

**ELECTRICAL:** Each 10 x 10 booth will receive four (4) 120-volt, 20-amp outlets at no additional charge. **Additional 120 outlets may be purchased in advance for an additional \$45 per outlet. Additional 30 amp 220 outlets may be purchased for \$50 each, 60 amp 220 outlets for \$125 each and 100 amp 220 outlets for \$175 each.** Written confirmation for additional quad boxes must be received no later than **April 21, 2010** or proper electrical service to Vendor's booth may not be available during the Event. By **April 21, 2010**, Vendor must also provide written confirmation of the equipment and its amperage that will be used at the Event. If Vendor is plugging in equipment that has not been pre-approved by the Event Administrator, Vendor shall immediately discontinue its use upon request by the Event Administrator or the Administrator's designated representative. The use of an extension cord is not recommended; however, if necessary, commercial-grade extension cords may be used.

**FOOD & BEVERAGE SALES:** Only inspected and licensed vendors specifically approved by the Addison Environmental Services Department shall provide food service to the public. Those Vendors who are not currently licensed by Addison must contact the Addison Environmental Health Official at 972-450-2821 to obtain a Temporary Food Service License and pay all appropriate fees. Approved Vendors will be permitted to sell food and beverage items with the proper permits. Non-food and beverage promotional items may be sold, but these items must not be that which may be considered offensive to the general public. Addison Environmental Services Department must approve of Vendor's menu prior to April 21, 2010. No kitchen facilities will be available at the Event site. Specifically, there will not be any provision for refrigeration, ovens, sinks, etc.

All beverages must be sold in non-glass containers. No cans or glass bottles may be sold. Vendors will be permitted to sell or charge a fee for beer, wine, non-alcoholic beverages, food and other items with the proper permits.

**NON-ALCOHOLIC BEVERAGES:** All non-alcoholic beverages (soft drinks, lemonade, water, tea) must be purchased from the Taste Addison official soft drink/water supplier (to be announced). We will send you contact information as soon as the official supplier has been selected. Product orders are due to the official suppliers before the event and a four case minimum is required for delivery to Vendor's booth.

**BEER AND WINE:** The official domestic beer sponsor for Taste Addison is Anheuser Busch. While we do not require that you sell Bud Light or other Anheuser Busch products exclusively, we do ask that you consider this sponsor as your domestic beer of choice. To discuss your order, please contact Roger Hudson, Ben E Keith, at (214) 202-0872. Import/specialty beer, wine, and wine-based margarita may be sold. Vendor must show proof of and display in their booth space a temporary permit to sell beer and wine obtained by the Texas Alcoholic Beverage Commission. Liquor as defined by the Texas Alcoholic Beverage Code is not permitted. **Contact the TABC office at [www.TABC.state.tx.us](http://www.TABC.state.tx.us) or (214) 678-4000. All applications along with a photo copy of your cashier's check or money order must be submitted to the Dallas TABC office no later than Wednesday, May 5, 2010 to have adequate time to process applications.** Vendor shall use 4970 Addison Circle Drive for the address and their assigned booth number for the temporary beer and wine permit. Vendor shall also show proof of the proper liquor liability endorsement on its insurance policy if beer and wine is sold from its booth at the Event.

Addison will not set standard beer and wine prices; however, vendors shall not sell or provide any beer/wine in a container larger than 16 ounces. The average 16 oz beer sold for \$3.00 last year and NO alcoholic beverage may be sold for less than \$2.00 per glass. Below are common prices from 2009 menus.

<b>2009 Common Beverage Prices</b>	Soda/Water - \$2.00	Domestic Beer - \$3.00	Bud Light - \$3.00	Wine (6 oz) - \$4.00
	Lemonade - \$2.00	Import Beer - \$4.00	Margarita - \$5.00	

**TASTY BUCKS FOR SPECIAL GUESTS:** Entertainers and other special guests will be given free meal coupons for redemption at all Taste Addison participating restaurant booths. Each meal coupon shall have a value of one dollar (\$1.00). Vendor may redeem these coupons for cash after the event by submitting them no later than **Tuesday, June 8, 2010**. Only original coupons will be valid for redemption. Please bundle the Tasty Bucks in the following manner and mail with the Tasty Buck Redemption Form to the event office at Town of Addison Special Events, Attn: Tasty Bucks, PO Box 9010, Addison, TX 75001. Please bundle all tickets according to the # of coupons. For example: One bundle will have only 5 coupons attached together, another will have only 4 coupons attached together, another will have only 3 coupons attached together, another will have only 2 coupons attached together, and the last bundle will have single coupons only. Please complete the Tasty Buck Redemption Form supplied in this package and send with the coupons. A check will be issued to Vendor within 30 business days after redemption.

**BOOTH DÉCOR CONTEST**

The food Vendor with the most creative and attractive booth décor will win a free 10 x 10 booth space (Value: \$500) for Taste Addison 2011. Note: Decorations must comply with the Special Events Fire Rules and Regulations

**EVENT HOURS AND SET-UP/TEAR DOWN SCHEDULE:**

Date	Event Hours	Set-Up	Tear-Down
Thursday, 5/20/10	N/A	8 a.m. - 5 p.m.	N/A
Friday, 5/21/10	5 p.m. – Midnight	8 a.m. – 4 p.m.	1 a.m.
Saturday, 5/22/10	Noon - Midnight	8 a.m. – 11a.m.	1 a.m.
Sunday, 5/23/10	Noon - 6 p.m.	8 a.m. – 11a.m.	7 p.m.

Vendor must exhibit all days of the Event unless other previous arrangements are made with the Event Administrator; however, the cost for booth space remains the same. Vendor concessions must remain open during all Event hours or the Vendor shall be subject to forfeiture of their deposit.

Vendors will be allowed access to their booth space via Addison Circle Drive or Festival Way during set-up and tear down times only. **Driving within Addison Circle Park is prohibited at all times.** Access to the festival grounds during Event hours will only be permitted from the designated areas. Vehicles may not be parked on the festival streets at any time. Vehicles left unattended in non-designated areas shall be towed.

Tear down may not begin within the designated area until 1 a.m. on Friday, 1 a.m. on Saturday and 7:00 p.m. on Sunday. Vehicles and equipment may not have access to the festival streets for tear down until the Town of Addison Police Department representative makes an announcement that the street is clear.

The hours of operation of the Event shall be those scheduled by Addison. Vendor shall have a reasonable amount of time to set up prior to its commencement and to tear down after its conclusion. Addison reserves the right to regulate the hours that the concession(s) remain open. Beer and wine sales shall end at 11:30 p.m. on Friday and Saturday and at 5:30 p.m. on Sunday.

Addison reserves and has the right, in its sole discretion and without liability of any kind to Addison, to postpone or cancel the Event for any reason whatsoever, including, without limitation, for any Act of God, considerations of public safety or public welfare, fire, casualty, strikes, lockouts, labor trouble, inability to procure materials or supplies, failure of power, governmental authority, inclement weather, war or terrorism or the potential or actual threat thereof, riots, strikes, or local, national or international emergencies, or for any reason whatsoever, and Vendor hereby releases and forever discharges Addison, its officers, employees and agents from any and all liability and claims for damages which result from such postponement or cancellation.

**SECURITY:** The Event site will be secured continuously throughout the duration of the Event. Merchandise may be left overnight at the Vendor's sole risk and responsibility. The Town of Addison will provide fencing to secure the Event site and 24-hour police security beginning **Thursday, May 20, 2010 at 5:00 p.m. and ending on Monday, May 24, 2010 at 8:00 a.m.**

Addison assumes no responsibility for any property placed on the premises of the Event by or on behalf of Vendor, and Vendor releases Addison, its officials, officers, employees and agents from and waives any and all claims, actions, or liabilities against Addison, its officials, officers, employees, and agents for any loss, injury or damage to person or property that are sustained by reason of the occupancy of the Event site under this permit. All watchmen or other protective service desired by Vendor must be arranged for by special written agreement with the Event Administrator.

**PARKING:** Each Vendor will be provided two (2) reserved passes for parking in a designated parking lot pending booth location. One pass will be for a storage vehicle that does not move during the Event. The second pass will be for a small vehicle to deliver product and/or staff to the festival grounds throughout the weekend. **Vehicles may NOT be parked behind Vendor's booth at any time.** Vendor shall not park any vehicle on or near the location of the Event in other than the designated parking areas. Vehicles parked in non-authorized areas shall be towed.

**INSURANCE:** Vendor must show proof of the following insurance coverage that it has purchased at its own expense to reserve booth space:

a) Commercial General Liability	\$1,000,000
b) General Aggregate	\$1,000,000
c) Product/Completed Operations Aggregate	\$1,000,000
d) Personal & Adv. Injury	\$1,000,000
e) Per Occurrence	\$1,000,000
f) Medical Coverage	\$5,000 per person
g) Fire Liability	\$50,000 per fire
h) Liquor Liability Endorsement	\$1,000,000 per claim/\$1,000,000 aggregate
i) Comprehensive Automobile Liability (owned, leased, non-owned and hired automobiles)	\$300,000

All such insurance shall: (i) be issued by a carrier which is rated "A-: VII" or better by A.M. Best's Key Rating Guide and licensed to do business in the State of Texas, (ii) name **Town of Addison, P.O. Box 9010, Addison, TX 75001 as an additional insured and contain a waiver of the subrogation endorsement in favor of Addison,** (iii) include coverage for the period of time from **May 20, 2010 to May 24, 2010,** and (iv) list actual business name and address. **Certified copies of all such policies shall be delivered to Addison upon the execution of this permit, but in any event no later than April 21, 2010;** provided, however, that Addison, in its sole discretion and in lieu of certified copies of such policies, may permit the delivery of certificates of insurance together with the declaration page of such policies, along with the endorsement naming the Town of Addison as an additional insured. Each such policy shall provide that it shall not be canceled without at least 30-days written notice thereof being given to Addison. Coverage for Products/Completed Operations must be maintained at least two (2) years after this permit is terminated in its entirety, including any renewal thereof or extensions thereto.

For insurance questions, please contact Nicole Newkham at 927-450-6281 or fax your certificate directly to her at 972-450-2834 or email to [nnewkham@addisontx.gov](mailto:nnewkham@addisontx.gov).

**SUSTAINABILITY EFFORTS & TIPS:**

The Town of Addison encourages vendors to increase sustainability efforts of the event.  
(Source: <http://www.addisongreen.info/for-business/special-event-vendor/>):

- Limit use of disposables (plastic ware, napkins, etc)
- Store napkins behind the counter: Give only one per customer
- Use "pump" condiment dispensers (refillable) instead of small packets
- Rethink food containers (i.e. is paper lining in addition to cardboard baskets necessary)
- Use reusable containers to transport food to the festival site
- Use washable cloth towels or sponges to clean up behind the counter

- Use recycled products made from the highest post-consumer waste percentage possible
- When disposable items are necessary, buy recycled and unbleached paper
- Use non-toxic cleaners and buy cleaners in bulk, or use concentrates
- Ask your suppliers to transport products without corrugated boxes, or in reusable boxes
- Avoid bringing more than you have to
- Come up with additional ways you can reduce waste and save money and implement them
- Encourage your employees to be creative in coming up with ideas to reduce waste

#### **HEALTH REGULATIONS:**

- Perishable food items (especially meat) must be purchased within 48 hours of cooking.
- Meat and other potentially hazardous foods must be kept in refrigerators or on direct contact with ice to maintain foods at or below 41 degrees Fahrenheit until cooking begins.
- Hot-held foods must maintain an internal product temperature of at least 140 degrees Fahrenheit for the duration of the Event.
- Any and all pre-prepping of food (meat cutting, produce slicing, dicing, etc.) must be done prior to arrival at the Event. Take every precaution to limit food handling on site to the cooking process only.
- Potable water is available at various locations throughout the event site. Liquid soap, bleach, hand towels, food-handling gloves and plastic buckets shall be provided by vendors at the cooking areas for hauling water, hand-washing and the washing, rinsing and sanitizing of utensils between uses.
- Supply a sanitation solution for the purpose of keeping wiping cloths clean and sanitary. Mix household bleach and cold water in a ratio of appx. one capful bleach to one gallon of water.
- All cooking vessels must be supplied with covers to discourage airborne contamination.
- Entire area shall be voided of all trash immediately following the Event.
- All those individuals involved in food preparation and service shall demonstrate good personal hygiene, especially adequate hand washing, at all times. Food servers shall wear plastic gloves.
- Vendor shall dispose of wastewater in the designated locations. No waste or wastewater is to be dumped into the storm sewer or be allowed to pool on or drain into the ground.
- Vendor shall properly dispose of grease in the designated containers provided on the festival grounds.

#### **REQUIREMENTS FOR OUTDOOR COOKING:**

- No open flame cooking or frying within ten (10) feet of a building, tent or grandstand.
- No propane or other fuel tanks within five (5) feet of a building, tents or grandstand.
- One fire extinguisher, minimum rating 2A: 10B: C, at each cooking or serving location.
- **One (1) 2 ½ gallon water fire extinguisher at each cooking location using charcoal or wood fuel.**
- Approved metal barrels with tight fitting lids that are clearly marked "ASHES ONLY" must be provided on site for the disposal of charcoal and wood ashes.
- All heavy equipment shall be positioned on ¾" or larger plywood sheets and cannot be placed directly on the grass.

#### **REQUIREMENTS FOR TENTS (1991 U.F.C. ARTICLE 32):**

- A permit is required for any tent covering an area in excess of 200 square feet.
- It shall be the responsibility of the permittee to enforce these requirements.
- Vehicles shall be allowed no closer than 20 feet to tent if necessary to operation. Vehicles not necessary to operation shall be allowed no closer than 50 feet to tent.
- An unobstructed passageway not less than 12 feet in width and free of guy ropes or other obstructions shall be maintained on all sides of tents.
- All tent sides and top shall be flame-retardant material or made flame-retardant by chemical treatment. An affirmation or affidavit shall be posted at premises attesting to flame-retardancy with copy to the Fire Prevention Division in advance of tent erection.
- Smoking shall not be permitted where highly combustible materials are kept or stored. Approved "NO SMOKING" signs shall be conspicuously posted.
- Fire extinguishers are required to be a minimum 2A: 10B: C rating. One shall be provided for the first 1000 square feet (or fraction thereof if the tent is smaller than 1000 sq. ft.) and one additional shall be provided for each additional 2000 square feet or fraction thereof.
- Exits shall be not less than 6 feet wide and shall be spaced at approximately equal intervals around the perimeter. Exits shall be located so no point within the tent is more than 100 feet from an exit. Exit openings from any tent shall remain open, or may be covered by curtain if:
  - a. curtain is free sliding on a metal support. Support shall be a minimum of 8 feet above floor level at the exit.
  - b. curtain shall be so arranged that when open no part of curtains shall obstruct the exit.
  - c. curtain shall be of a color, or colors, definitely contrasting with the color, or colors, of the tent.
- Required minimum clear width of exits, aisles, and passageways shall be maintained at all times.
- All weeds and flammable vegetation shall be removed from the premises adjacent to or within 35 feet of any tent. Hay, straw, trash, or other flammable material shall not be stored less than 35 feet from any tent, except upon special permission of the fire chief or designated representative. The grounds both inside and outside of tents shall be kept clear of combustible waste. Such waste shall be stored in approved containers or removed from the premises.

- If the tent is in a fenced area, gates shall be provided at each tent exit. These gates must be at least as wide as the tent exit and able to swing in the direction of exit travel (outward). Approved "EMERGENCY EXIT" signs shall be attached to gates, readable from the inside, unless the gate is kept open during operation. Gate swing area should be marked in some way and shall be kept clear of obstructions (parked cars, storage, etc.). Gates shall not be fastened enough during hours of operation so as to impede free egress in an emergency.
- Any unforeseen condition that presents a fire hazard, or would contribute to the rapid spread of fire, or would delay or interfere with the rapid exit of persons from the tent, or would delay or interfere with the extinguishment of a fire and which is not otherwise covered by these rules shall be immediately abated, eliminated or corrected as ordered by the Town's fire chief, fire marshal or their designated representative.
- All involved Vendors and participants should be notified, in advance of use, of these requirements. A copy of such notification should be forwarded to the Fire Prevention Division of the Town.
- Vendor is subject to inspection given by the Fire Prevention Division of the Town.

**LIABILITIES:** Vendor shall indemnify Addison, its officers, employees and agents against, and hold Addison, its officers, employees and agents harmless from, any and all claims, actions, causes of action, liability, lawsuits, judgments, damages, injuries, costs or expenses, including reasonable attorney's fees, for injury to person or property or death of any person resulting from or based upon, in whole or in part, any act performed or omission in the performance of this Contract by Vendor, its agents, officers and employees, including but not limited to serving food and beer/wine. This indemnity is intended to protect Addison, its agents, officers and employees, from the consequences of their own negligence. The provisions of this paragraph shall survive the termination of this Contract.

Vendor, its officers, agents and employees do hereby waive any and all claims for damage, injury or loss to any person or property, including the death of any person that may be caused, in whole or in part, by the act or failure to act of Addison, its officers, agents or employees. Vendor, its officers, agents and employees assume the risk of all conditions, whether dangerous or otherwise, in and about the premises of Addison, and waive any and all specific notice of the existence of any defective or dangerous condition in or about the said premises. The provisions of this paragraph shall survive the termination of this Contract.

Vendor hereby releases Addison from any actions for any loss or damage sustained by reason of any defect of any part of the water supply system, the sewage and drainage system, the gas system, electrical apparatus or wiring on the Event site or tent(s) or any other premises or band stand, and for any loss or damage resulting from fire, theft, water, tornado, rain, snow, strikes, civil commotion or riot, or otherwise caused by gross negligence of Addison.

**GENERAL RULES & REGULATIONS:** All Applications for a permit received from companies who do not currently hold an Addison Food Service License or who are not currently located within the Town of Addison city limits will be evaluated on a case-by-case basis by the Event Administrator. The Event Administrator must issue written permission to any such company before a permit is issued. Addison has and reserves the right to negotiate sponsorship or other agreements that allow other companies or persons the right to sell and or distribute food and beverage products at the Event.

During the course of the Event, Vendor shall maintain the areas inside their tent(s) in a clean and sanitary condition. Vendor agrees that its activities shall be conducted in a clean, orderly, and legitimate manner and in accordance with the ordinances, laws, rules, regulations, standards, and policies of Addison and any other governmental authority. No rubbish, glass, or bottles of any kind shall be thrown upon the grounds or in any buildings by Vendor or anyone working under or for Vendor. Vendors must provide their own trash receptacle. The contents of Vendor's trash receptacle may be placed in a trash dumpster at the Event. Vendor is responsible for ash, grease, oil, trash (including boxes) and general clean up of its booth space(s) and surrounding area.

Addison shall have the right, but not the duty, to supervise the manner of exercising the operation of the activity by Vendor. However, in doing so Addison is expressly not accepting responsibility for such operations and conduct. Vendor shall remain liable for all such operations and conduct.

All property of Vendor shall be removed from the Event site on or before **Monday, May 24, 2010 at 5:00 p.m.** (the "Time of Removal") or prior to the Time of Removal in the event of termination of this permit. If any part of the Vendor's tent(s) is not vacated at or before the Time of Removal or within a reasonable time following the termination hereof, then Addison is authorized to remove from the premises and store, without resorting to any legal proceeding and at the sole expense of Vendor, all property occupying a portion of the Vendor's tent(s) and shall not be liable for any damage to or loss of any property sustained during its removal and storage. Upon termination of this permit, Vendor shall deliver the Vendor tent(s) area to Addison in as good condition as at the beginning of the terms of this permit, except for ordinary wear and tear. The terms of this paragraph shall survive the termination of the permit.

Addison may designate certain of its agents, officers or employees as inspectors, and Vendor agrees that the inspectors have the right, at any time and as often as Addison may consider necessary, to inspect any property, services or activities of Vendor on the premises. Vendor shall give the inspectors free access to any space used by Vendor or under its control for the inspection and shall, upon request of an inspector, operate any machinery, mechanical devices, or electrical appliances owned, maintained, or in the possession of Vendor on the premises, or operate any process or activities carried on by Vendor. The

police and fire force or other authorized agents of Addison shall be given free access at any time to any space used by Vendor or under its control, for the purpose of maintaining order and safety or of enforcing any rule or regulation of Addison.

Vendor agrees to pay promptly all taxes and applicable fees to take out all permits and licenses, municipal, state or federal, required for the permitted usage. Vendor agrees to furnish Addison, upon request, duplicate receipts or other satisfactory evidence showing the prompt payment of all taxes and fees and showing that all required permits and licenses are in effect.

Vendor acknowledges that this permit is issued solely to allow Vendor to operate and conduct the activity described herein, and is subject to revocation or termination by Addison at any time and for any reason, including, without limitation, the failure by Vendor to comply with any of the terms of this permit. In the event of revocation or termination, Vendor shall immediately vacate the Event site and property, removing all equipment, materials, and supplies. In addition to any remedy set forth in this permit, Addison shall have other rights and remedies available at law, in equity, or otherwise, which rights and remedies shall be cumulative. Vendor acknowledges that this permit is not a lease but only a revocable permit to operate the activity described herein.

Addison shall have other rights and remedies available at law, in equity, or otherwise, which may be available to Addison, which rights and remedies shall be cumulative, and the use of any one right or remedy by either party shall not preclude or waive the right to use any or all other remedies. The failure by either party to exercise any right, power, or option given to it by this permit, or to insist upon strict compliance with the terms of this permit, shall not constitute a waiver of the terms and conditions of this permit with respect to any other or subsequent breach thereof, nor a waiver by such party of its rights at any time thereafter to require exact and strict compliance with all the terms hereof. Any rights and remedies either party may have with respect to the other arising out of this permit shall survive the cancellation, expiration or termination of this permit, except as otherwise expressly set forth herein.

Vendor agrees that its employees, representatives, agents, or contractors involved with Event shall not drink beer, wine or any other alcoholic beverages while in performance of their duties under this permit.

This permit contains the entire agreement of Vendor and Addison and may not be amended, modified or altered without the express written consent of Addison.

This permit is subject to any and all ordinances, laws, standards, policies, rules and regulations of Addison. In the event of any action under this permit, venue for all causes of action shall be instituted and maintained in Dallas County, Texas. The parties agree that the laws of the State of Texas shall govern and apply to the interpretation, validity and enforcement of this permit; and, with respect to any conflict of law provisions, the parties agree that such conflict of law provisions shall not affect the application of the law of Texas (without reference to its conflict of law provisions) to the governing, interpretation, validity and enforcement of this permit.

The officer or agent of the Vendor signing this permit acknowledges they are the properly authorized officials and have the necessary authority to execute this permit.



# TASTE ADDISON PAYMENT FORM

Town of Addison Special Events Department  
PO Box 9010  
Addison, TX 75001

Phone: 972-450-6251  
Fax: 972-450-2834

**RESTAURANT NAME** \_\_\_\_\_

**TOTAL AMOUNT DUE** \_\_\_\_\_

**FOR CHECK PAYMENT**

Please make check payable to **TOWN OF ADDISON**

Check Number \_\_\_\_\_

**FOR CREDIT CARD PAYMENT**

Please check the appropriate credit card of your choice and provide the necessary information. Sign the form and send or fax back to the Town.

American Express     Discover     MasterCard     Visa

Credit Card Number

Expiration date (month/year)

Contact Number (    ) \_\_\_\_\_

\_\_\_\_\_  
Printed Name

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

**Send your completed form to:**

Town of Addison  
Special Events Department  
ATTN: TASTE ADDISON RESTAURANT APPLICATION  
P.O. Box 9010, Addison, TX 75001-9010  
or fax to (972) 450-2834

For questions please call (972) 450-6251