



## FOOD VENDOR APPLICATION 2017

### Labor Day Weekend 2017

**Friday, September 1: 11am – 11pm**

**Saturday, September 2: 11am – 11pm**

**Sunday, September 3: 11am – 11pm**

**Monday September 4: 11am – 9:30pm**

Arts, Beats & Eats is a nationally-acclaimed cultural and family-themed four-day Festival celebrating its 20<sup>th</sup> year in 2017! The event, which is held in the vibrant downtown of Royal Oak, Michigan, brings together a wide range of activities that appeals to patrons from art enthusiasts and young families to groups of friends and music fans – over Labor Day weekend, you will see just about everyone at the Festival!

### **MAIN EVENT COMPONENTS**

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- **150 juried Fine Arts Exhibitors from across North America!**
  - Arts, Beats & Eats has been ranked among the nation's top 50 juried art fairs the last 20 years nationally by trade publications such as *Art Fair Sourcebook* and by *Sunshine Magazine*.
- **Ten Entertainment Stages!**
  - Festival stages feature over 150 national, regional, and local acts playing Rock, Rhythm & Blues, Alternative, Jazz, Country, Classical, Children's entertainment and many other musical styles.
- **50 Local and Regional Restaurants!**
  - Eateries from fine to fun celebrate the culture and diversity of Michigan's and the Midwest's food industry by selling their specialties that show off the talents of their kitchens and their chefs.

### **BENEFITS OF PARTICIPATION**

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- Earn revenue – sell your food items to more than 400,000 projected guests in one of the highest *per capita* spending markets in the country.
- Marketing – generate awareness of your restaurant and drive traffic into your restaurant long after the Festival is over. Marketing opportunities include: the option to distribute promotional materials from your booth (*i.e.*, coupons, giveaways, *etc.*), the chance to make live TV and radio appearances, and the opportunity to participate in media interviews.
- Giving back – The Festival supports local Metro Detroit charities!

## **FOOD VENDOR CRITERIA**

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The Festival is known for its high quality and diversity in all areas, especially the Eats! Food vendors must meet the following criteria:

- Each applicant must be a year-round, fully licensed and insured food sales operation whose primary function is the preparation and sale of food for consumption on its permanent premises or off-site in legally-recognized and commercially-zoned locations.
- Catering companies, licensed food trucks and other food operations with festival service experience will be considered if their suggested menu items are deemed to be desirable and will enhance the Festival's menu variety.
- Any applicant may be asked for a comprehensive sampling of menu offerings by the Festival Food Committee and also may be asked for references from festivals or clients that have used applicant for larger-scale events.
- An ABE representative will visit each new food vendor operation to judge for quality, service, and cleanliness.
- Special consideration will be given to Royal Oak-based restaurants and returning food vendors.
- Applicants must be flexible in their choices of menu items for the Festival. The Festival will allow only certain items to be duplicated. Applicants must submit their restaurant menus with their applications so that the Festival Food Committee can facilitate their menu selections.
- Proof of ownership is required. Please do not allow someone to use your name for the weekend. Remember: this is your reputation in front of 400,000 people!

## **PARTICIPATION OPTIONS**

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The Festival offers two options for restaurants in different locations in the Festival:

- Washington Street: Food Participant shares one-half of a 20' x 20' tent with another food vendor: half is tented and used for prep/sales and half is outside for cooking. Cost is \$2,600, plus 20% commission.
- 4<sup>th</sup>, 5<sup>th</sup>, and Center Streets: Food Participant occupies a 10' x 10' tent. Cost is \$1,850 plus 20% commission.

## **COMMISSION SYSTEM**

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Food and beverages are purchased with Arts, Beats & Eats food and beverage tickets. Details on this system are outlined below:

- Tickets are sold to the public at \$10 for 16 tickets.
- Tickets are then redeemed to food and beverage participants for \$0.50 per ticket before tax and commission.
- The slight up-charge on the tickets helps to cover the \$1.5 million needed annually to produce the Event.

## **MENU PRICING**

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The concept behind the Arts Beats & Eats food show is to offer patrons the opportunity to try several different samples of the amazing cuisines we have to offer, rather than one large meal from a single food participant.

- Participants are limited to offering a maximum of 4 food items.
- Participants may sell both a "Taste Size" and "Full Size" of each menu item. However, Festival requires 3 of the 4 food items be offered in "Taste Sizes" with each priced between 1-6 tickets. Only two of any "Full Size" items may be priced at 10 tickets or above, with the maximum price set at 14 tickets.
- When pricing your items, include sales tax and the 20% commission taken by the Event.
- Participants with approved menus of fewer than 4 items or food items that are, by their nature, difficult to serve in reduced portions, will be handled on a case-by-case basis to meet the "Taste" and "Full" sizing requirements.

## **ARTS, BEATS & EATS PROVIDES**

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- Tent – one-half of a 20' x 20' tent or a 10' x 10' tent provided and installed by the Festival.
- General overhead lighting for the tent (one bulb).
- Tables – three (3) eight-foot prep/serving tables.
- One (1) overhead sign listing all menu items, ticket prices, and the Vendor's name. Participant's company logo can be added for a nominal charge. (Signs remain property of Arts, Beats & Eats.)
- One (1) 20-amp/110-volt electrical circuit – additional power may be purchased through the generator contractor if necessary.
- One (1) event parking pass and two (2) Site Access passes.
- Food Vendor Orientation Meeting (REQUIRED FOR ALL PARTICIPANTS).
- General Services – on-site electrical contractor, propane supplier, refrigerated trailer and ice supplier. The Festival will act as liaison with the Health Division and Fire Department and will provide general consulting to help choose menu items, determine prices, lay out stands, plan staffing.
- Waste water removal.

## **RULES & REGULATIONS**

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- Participants may not sell beverages of any kind.
- Participants may not sell food for cash. All food will be purchased with Arts, Beats & Eats food and beverage tickets only. Violation of this rule will result in a \$1,000 fine and immediate closure for the duration of the Festival and forfeiture of all fees paid.
- Participants may not sell novelty items in their Arts, Beats & Eats' booths (*i.e.*, T-shirts, *etc.*).
- Participants must adhere to deadlines for submitting applications, paperwork, and fee payments. Failure to meet deadlines will result in the disqualification of a participant from the 2017 Arts, Beats & Eats.
- Participants and their employees must maintain the highest degree of cleanliness and professionalism in their booths and on the Arts, Beats & Eats grounds at all times.
- Participants are responsible for providing any and all necessary equipment for their operations. All equipment must meet Oakland County, Michigan, safety and health standards.
- Booth locations will be assigned by Festival Management to ensure a variety of menu choices at different locations within the Festival. Festival Management reserves the right to make menu item and price changes in order to create the best possible menu mix and value for our customers.
- Participants must be open all hours and days of the Festival.
- We ask that you make every effort to participate in these pre-event promotions prior to Arts, Beats & Eats when invited.

## **PRIORITY HEALTH – HEALTHY OPTIONS PROGRAM**

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All restaurants are invited to participate in the Priority Health – *Healthy Options Program* by identifying entrees/tastes that are:

- Gluten Free
- Sugar Free
- Low Fat
- Vegan



## 2017 FORD ARTS, BEATS & EATS FOOD VENDOR APPLICATION

Food Operation Name: \_\_\_\_\_

Type of Food/Cuisine: \_\_\_\_\_  
(i.e., Mexican, Chinese, etc.)

Primary Contact Name: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

Cell: (     ) \_\_\_\_\_ Email: \_\_\_\_\_

Secondary Contact Name: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

Cell: (     ) \_\_\_\_\_ Email: \_\_\_\_\_

Company/Restaurant Address: \_\_\_\_\_

City: \_\_\_\_\_ State & Zip: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

I certify that I have read the Application for Arts, Beats & Eats and the accompanying information in its entirety. I hereby agree that if my Application is accepted for participation, I will abide by all Rules, Regulations, and Requirements. I understand that failure to do so will result in disqualification from participation in Arts, Beats & Eats and forfeiture of all paid monies. Due to the nature of this event, it is further understood that the booth fees are non-refundable after Festival acceptance, even if my company drops out before the event begins.

Signature of Owner/Corporation Officer \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_

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Please indicate your desired menu below. Please see above section on menu pricing.

MENU ITEM	Taste	Full
Ex: Chicken Wings	6 tickets	12 tickets
1.		
2.		
3.		
4.		
Alternate:		

\*Applicants must provide an alternate menu item, even if not serving the maximum four items.

**Locations:** (check preferred location):

- Washington Avenue: \$2,600\* plus 20% commission
  - 4<sup>th</sup>, 5<sup>th</sup>, OR Center Street: \$1,850\* plus 20% commission (10'x10' tent space)
- \* fees for multi-chain restaurants may be higher*

**Discounts:** (Check applicable discount. Please note, **one discount** per participant.)

- Downtown Royal Oak Restaurant on Washington: \$1,900 plus 18.5% commission
- Downtown Royal Oak Restaurant on 4<sup>th</sup>, 5<sup>th</sup> or Center Streets: \$1,500 plus 18.5% commission
- Returning restaurant \$200 discount (discounted Royal Oak restaurants not eligible)

**MAKE SURE TO INCLUDE ALL OF THE FOLLOWING:**

- COMPLETED APPLICATION
- 50% OF THE BOOTH FEE
- (CHECK MADE OUT TO: ARTS, BEATS & EATS)
- \$25 APPLICATION FEE (FOR NEW APPLICANTS ONLY)
- PROOF OF OWNERSHIP
- PHOTOCOPY OF CURRENT HEALTH LICENSE
- PHOTOCOPY OF CURRENT TAX LICENSE
- CURRENT MENU

**APPLICATION DEADLINE: May 1<sup>st</sup>, 2017**

Mail application packet to:  
Arts, Beats & Eats  
301 West Fourth St, Suite #LL-150  
Royal Oak MI 48067  
Attn: Shannon Ferrante