



A Taste of Lewiston

Presented By
Lewiston Council on the Arts
with Corey McGowan Productions

Be a part of Lewiston's Premier Culinary Arts Festival



A Taste of Lewiston is set to make its grand return on Saturday, May 27th along Center Street in beautiful Lewiston, NY. You are invited to join in the festivities among Lewiston's many great businesses and eateries. Friendly faces and great music await you!

Showcase your services, products or cuisine at this year's A Taste of Lewiston. Please reference this informational packet for any questions or contact us by email at director@artcouncil.org

Event details

When	Saturday May, 27 th Noon - 8:00pm
Where	Center Street Lewiston, NY
Cost	\$250 per food vendor \$125 per non-food vendor \$75 per not for profit
Included	Health permit Event seating Access to potable water Featured in event marketing Advanced space selection
Due dates:	Application - April 15 Menus - April 15 Insurance - April 15 Late application - April 30

Sponsorships Available

A Taste of Lewiston
May 27, 2017
Noon - 8:00pm
Center Street

A Taste of Lewiston Vendor Application

Application Process

Applicants are accepted until the events are full. This is the vendor information package which outlines rules and guidelines for the event. You will be notified within 7-10 business days if you are not accepted into the event. We will not process your fees unless you have been accepted.

Activity and Participators

A Taste of Lewiston will feature many of Lewiston's finest businesses. A wide variety of cuisine will be offered from Lewiston eateries as well as exhibits from other local businesses and organizations. This event is a taste of everything that Lewiston has to offer.

Target audiences

- Lewiston
- Western New York
- Southern Ontario
- Northern Pennsylvania
- All ages



Event attractions & entertainment also

This all day event will also feature live music along with a beer and wine. There is fun for the whole family as well, with your event featuring marketplace vendors and children's activities. (this list may vary)



A community is only as strong as its businesses and without community there would be no business. Join forces and you will forever prosper.

-John D. Rockefeller

Benefits to Participating in Live Community

Advertising

Imagine receiving instant return on investment from a newspaper ad or radio spot. Hard to sometimes measure or justify that expense, I know. So try something new and use live events as your tool for advertising. Your sales pay for your event fee (think advertising cost) in addition to your extreme income potential from just a one day event. You get to advertise your business, while making money and supporting your community.

Rules & Guidelines for A Taste of Lewiston

It is important that you and your staff adhere to the below rules and guidelines of the event. These rules are in place to ensure that a safe, consistent and fair event is coordinated at all times.

Failure to follow the rules and guidelines of A Taste of Lewiston will result in your removal from the event or fine.

Ticket Sales (Food Vendors only)

Food tickets will be sold at the entrances to the festival in increments of one dollar. Vendors will take tickets as compensation during the festival and cash in their collected tickets following the event. Event organizers take 10% of food and alcohol sales. Absolutely no cash or credit card is allowed as payment. Fines of \$50 will be imposed upon collection of your food tickets.

Payment

We will not accept any applications without payment. Upon acceptance to festival payments will be processed. Preferred form of payment is by check or money order. A \$50 charge will be assessed for bounced checks- no exceptions. Make all checks payable to: Lewiston Council on the Arts

Communication During Event

If you need assistance or need to contact the event organizers for anything during the event, all ticket tents will have a mobile radio to assist with anything you may need or to contact a member of our staff directly.



What We Provide

Included in your application fee for each festival, unless otherwise stated, is a 10ft x 20ft space for your exhibit, on site security, patron seating, health permit, potable water and restrooms. You provide everything else for your set up. Event organizers may assist in acquiring any equipment if needed. Electricity is limited/not available at this venue. Please use propane equipment or power must be supplied by your own generator (silent generators only).

Menu Choices

Please fill out your top 3 menu choices on the application. We are only allowing 3 main menu choices & 2 side dish choices (Side dished not required). We will do our best to give selected vendors their first choice, but cannot guarantee they will receive it. We do not want to have numerous vendors selling the same item. Items must be priced MIN \$2 - \$6 MAX. You will be notified no less than 7-10 business days following receipt of your application if your food items have not been approved. Sample sizes only! If it can't fit in your hand - it is too big!

Rules & Guidelines Continued

Beverage Policy

All beverages are being sold exclusively by event organizers. No other vendors are allowed to sell beverages unless they are selling a specialty drink that has been approved by event organizers. Fines of \$50 will be imposed at ticket cash out for anyone caught selling unapproved beverages.

Liability

The event organizers and its staff and volunteers will not be held responsible for injury, loss, theft, damage, acts of God or vandalism of any individual's self, property or works. The festival grounds are not fenced in. Each vendor will be held responsible for any damage they, their staff, or their property causes to the event.

Insurance Requirements (Food vendors only)

All food & restaurant vendors participating in these events must have \$1,000,000 of liability insurance per event. \$1,000,000 liquor liability if serving alcohol. All vendors are required to obtain an insurance certificate prior to the event and must name the following (3) as additional insured's:

Corey McGowan Productions LLC
1879 Whitehaven Rd #400
Grand Island, NY

Lewiston Council on the Arts
PO Box 1
Lewiston, NY

Village of Lewiston
145 N. 4th Street
Lewiston, NY

Health Permits

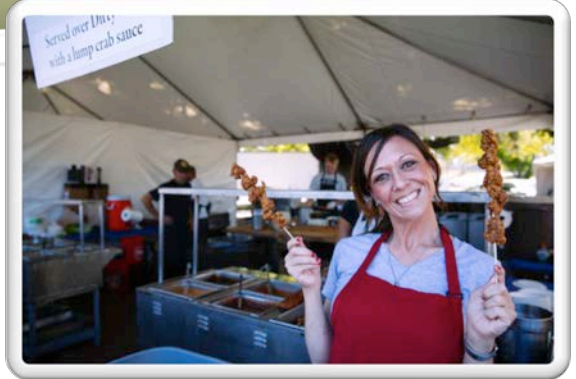
The event organizers will file and process all health permit applications. Each food vendor is required to have a temporary health permit to open for business at the event. Fee for this permit is included in your event fee. Menus must be submitted to event organizers in order for your health permit to be filed.

Trash and storage

All food vendors using deep fryers will need to provide ground cover inside their booth and cooking area for absorption. Vendors are responsible to collect & properly bag trash within your sales location. Your booth must also be orderly. No stacking of boxes or being messy. Booth appeal is everything.

Turning in your collected tickets

All tickets must be turned in at 9pm immediately following the event. Tickets will be counted/weighed at the Council on the Arts building at 475 Ridge Rd, one block from the event. Monetary value will be given to vendors based on the amount turned in.



More Benefits to Live Events

Test out new products or services

Gaining feedback is always hard for a new product, it takes time to split test and find the right folks to help refocus your product development activities. Participating in a community event allows you to take your product or service to a strong tightly focused group of individuals who will give you immediate feedback. If an event is one day, well in 6 to 8 hours you can gain an immense amount of knowledge about your potential new product or service.

Build your database and be seen

In today's world of social media, everyone has a list of contacts. Depending on your level of participation in local community events, you may have instant access to list of hundreds if not thousands of email or mailing addresses. Think of the power of not only gaining all the above benefits, but being able to receive immediate feedback and get your small business products or services marketing message out in a rather very short timeframe to a targeted community of individuals.



Display Space & Signage

Each display must be tented, and have an attractive display. All signage & displays/tables must be within your space. Menu boards and restaurant identification signs are suggested and are the responsibility of each individual vendor. Extra weight and tie downs are required for every booth to secure your tent. Sidewalks and walkways must be completely open and not obstructed. 10ft max from curbs into the street.

Setup & Breakdown

We provide convenient pull in and pull out ability for your setup and teardown. There will be a check-in at the event beer tent, centrally located with signage at the festival venue. This is where you will be directed to your pre assigned space. No layouts are given in advance of event. Check-in is 8:00 a.m. – 10:00 a.m. on the day of the event. Your entire booth must be set up by 11:00 a.m. one hour before the event begins. All vehicles must be off the festival grounds at this time. No vendor is permitted to tear down or move any fence or barrier before event close. No vehicles are permitted inside the event for the entire event duration. Once your setup has been loaded/unloaded, all vehicles must be removed from the event site immediately. All vehicles must be parked legally in a public parking or event authorized area. Adequate parking exists surrounding the event.

Awards

Awards will be awarded to all 1st, the 2nd and 3rd place winners in each category. Awards will be given out at 5:00pm Saturday during the festival. Judging is conducted by a group of celebrity judges with no ties to any participating vendor. Categories are: Best Appetizer, Best Entrée, People's Choice, Children's Choice, Best Pizza, Best Wings, Best Soup, chowder or chili, Best Dessert and Best Display.

Helpful Event Checklist and Deadlines

Important items for your food exhibit:

- 10x10 ft pop up tent (or similar size, notify Corey McGowan Productions if larger)
- Sign for tent with business name
- Sign for your menu
- Sanitizer & bucket
- Gloves & hats
- Plates, bowls, eating utensils
- Serving utensils
- Tables (at least two 6 foot tables for serving and working)
- Table skirting
- Cooking equipment (if needed)
- Chaffing dishes & sterno
- Container with top that has slit in it for tickets
- Silent generator (if needed)

Diagram of tent layout

