



Food Vendor Applicant Handbook

Welcome to A Taste of Colorado 2020!

We look forward to partnering with many new and returning Restaurant and Food Vendors in this year's festival! We appreciate your assistance in building a respectful, inclusive festival environment that is welcoming to all vendors and festivalgoers. We have prepared this handbook to provide an overview of the festival's policies and guidelines. Please note that there are changes from previous years, so be sure to carefully review this handbook prior to submitting an application to participate. Additional instructions will be provided upon your invitation to participate in the festival.

A Brief History of the Festival

The Festival of Mountain and Plain ... A Taste of Colorado has been a Labor Day tradition in downtown Denver since 1984. The festival is a free-admission event held in Civic Center Park on September 5, 6 & 7, 2020. Over the decades, the festival has hosted nationally renowned music acts and some of Colorado's greatest restaurants and chefs!

Festival Dates & Hours

Saturday	September 5, 2020	11:00 am – 10:00 pm
Sunday	September 6, 2020	11:00 am - 10:00 pm
Monday	September 7, 2020	11:00 am - 8:30 pm

Booth Vendor and Food Truck Acceptance Criteria

Festival Management will consider the following criteria when determining whether to accept an applicant:

- Classification as local, independent Colorado restaurant, food truck or food vendor
- Quality of final product
- Presentation of product and process
- Extent proposed items complement and enhance overall festival menu
- Uniqueness of product
- Each individual menu item and vendor's overall menu
- Feasibility of efficient production in a festival environment
- Vendors past performance in the festival

Menu Structure

Booth vendors and food trucks may apply to sell between one and eight menu items. Festival Management may work with an applicant to add or delete proposed menu items to enhance the vendor's likelihood of acceptance and ability to operate efficiently at the festival.

Booth vendors and food trucks must offer products in one of three portions:

- **"Taste"** – Priced at \$0.50 to \$2.00.
 - A Taste portion is a one or two bite sample portion.
- **"Entree"** – Priced at \$2.00 to \$7.50.
- **"Meal"** –Priced at \$6.00 and up.
 - Festival management encourages these larger portions because they are more successful during peak periods. When there are long lines, customers tend to purchase larger portions.

Booth vendors and food trucks must be prepared with enough product so as not to sell out of any menu items at any time. A vendor who runs out of menu items during the festival may not be invited to participate in the festival in future years.

Beverages

Booth vendors and food trucks are NOT permitted to sell beverages on festival grounds. Festival Management may consider requests from vendors to sell milk, coffee, or blended non-alcoholic drinks.

Menu Structure

Tips for determining a proposed Festival menu:

- What is your business specialty? Feature brand defining items in different portion sizes.
- Food product's appearance and aroma entice greater sales!
- Is preparation possible/efficient in festival environment?
- Do you have the proper equipment to safely produce and hold food at temperature in a festival environment? You will need a commissary kitchen, in-booth refrigeration (commercial grade), etc.
- Can menu items be easily consumed by festivalgoers while standing or walking?

Promotional Items

Festival Management supports efforts to transition festivalgoers into future restaurant customers. To that end, vendors are encouraged to hand out menus, flyers, coupons, and similar promotional items from the booth to the public. All promotional items must be approved by the festival Management and may only be handed out from within the booth.

Booth vendors and food trucks are NOT permitted to give away stickers, balloons, or merchandise. "Roaming" and "sampling" are NOT permitted.

Denver Licenses and Permits Needed

Any festival food vendor operating from a booth/tent will need a **Temporary Retail Food License**.

<https://www.denvergov.org/content/denvergov/en/denver-business-licensing-center/business-licenses/restaurant-temporary.html>

Any festival food vendor operating from a food truck, trailer or cart will need a **Retail Food Mobile License**. An in-person inspection of the vehicle being used is required.

<https://www.denvergov.org/content/denvergov/en/denver-business-licensing-center/business-licenses/retail-food-mobile-license.html>

Food trucks currently licensed in Denver who wish to operate their truck at the festival only need their existing license which is current for the dates of the festival. No additional permit is needed. However, food truck vendors wanting to sell from a booth/tent will need to obtain a **Temporary Retail Food License**.

<https://www.denvergov.org/content/denvergov/en/denver-business-licensing-center/business-licenses/restaurant-temporary.html>

Food trucks licensed outside of Denver are not valid in Denver. A **Temporary Retail Food Mobile License** is needed. An in-person inspection of the vehicle being used is required.

<https://www.denvergov.org/content/denvergov/en/denver-business-licensing-center/business-licenses/retail-food-mobile-license.html>

Restaurants in Denver with a brick and mortar location will already have a Retail Food License, but this is not valid outside of the restaurant. To sell at a festival and operate a booth, a **Temporary Retail Food License** is needed.

<https://www.denvergov.org/content/denvergov/en/denver-business-licensing-center/business-licenses/restaurant-temporary.html>

Food Trucks

Food trucks are eligible to participate in the festival at the sole discretion of festival management. Festival management reserves the right to terminate any vendor's participation at any time before or during the festival, for any purpose.

Food Truck Application, Deposit, Permit & Form Deadlines

All applications must be received by Friday May 22, 2020 at 5:00 pm MDT. Applications received after the deadline will not be eligible to participate in the festival. Accepted applicants will receive an email confirming their acceptance, which will include a link to pay the festival deposit. Spaces will not be guaranteed until the applicant has paid the appropriate festival deposit. ***Any applicant who has not submitted their deposit and all required permits and forms by 5:00 pm MDT on Friday, May 29, 2020 will not be eligible to participate in the festival.***

Food Truck Locations

Food trucks will be located on Colfax Ave, west of Broadway and east of 15th St. There are also a limited number of spaces available on the upper level of the Greek Theater near the Kid Zone. Food trucks will only be placed here if requested by the vendor and as space allows.

After load-in, food trucks may not be moved until the completion of the festival.

Food Truck Space Fees

- Food trucks up to 20 ft long - \$1,100
- Food trucks over 20 ft long - \$1,400

Food trucks are allowed use of their truck and the space it occupies. No tables, tents or any other items may be used outside of the truck space.

Food Truck Electricity / Disclosure of Electrical Equipment

Food trucks are provided with a single 20A 110V outlet, included with their space fee. Additional electrical may be requested for an additional charge, as assessed by Sturgeon Electric.

Overloading of electrical circuits is a safety hazard and can cause power outages, which adversely affect other festival participants and customers. ***All vendors are required to furnish a list of all electrical appliances and equipment that will be used during the festival, and are responsible for notifying the Festival of any changes. Failure to comply may result in the termination of the vendor's participation.*** If A Taste of Colorado and Sturgeon Electric determine that additional electric is needed based on equipment being used by the vendor, the vendor will be advised of the additional requirements and appropriate fee, which will be required in order to participate in the Festival.

Food Truck Water Supply

Potable running water is available at several locations on the festival site, but not necessarily within the immediate vicinity of the food truck. If food trucks need to refill water tanks, they should come equipped with appropriate containers to transport water from potable water locations and a hose. Food trucks must also have a method for filling water tanks while operating the food truck.

Booth Vendors

Booth vendors are eligible to participate in the festival at the sole discretion of festival management. Festival management reserves the right to terminate any vendor's participation at any time before or during the festival, for any purpose.

Booth Vendor Application, Deposit & Permit/Form Deadlines

All applications must be received by Friday May 22, 2020 at 5:00 pm MDT. Applications received after the deadline will not be eligible to participate in the festival.

Accepted applicants will receive an email confirming their acceptance, which will include a link to pay the festival deposit. Spaces will not be guaranteed until the applicant has paid the appropriate festival deposit. ***Any applicant who has not submitted their deposit and all required permits and forms by 5:00 pm MDT on Friday, May 29, 2020 will not be eligible to participate in the festival.***

Booth Locations

All Booth vendors will be located on Broadway, east of 14th Ave and west of Colfax Ave. All operations, equipment and supplies must be contained within the allotted space size. Food vendors may not, in any manner, extend beyond the boundaries established and authorized by the festival. This will be strictly enforced.

Booth Sizes and Space Fees

On the east side of Broadway, two space sizes are available.

- 20 ft x 20 ft - \$1,800
- 10 ft across (area for serving customers) x 20 ft deep - \$1,400

On the west side of Broadway, two space sizes are available.

- 10 ft x 10 ft - \$1,200
- 20 ft across (area for serving customers) x 10 ft deep – \$1,500

Booth Tents

Denver Health and Fire regulations require that:

- All booth transactions with customers must take place under a tented/covered area.
- All booth food preparation using heat or flame must take place in an untented/open area.

If requested on your application, a tent will be provided with your space at no additional charge. Available tent sizes 10' x 10' and 10' x 20'. A vendor may also bring their own tent(s), provided it fits within their allotted space.

Booth Vendors

Booth Tables

If requested on your application, two 8-foot tables will be provided with your space at no additional charge. If requested, the tables will be skirted. Additional tables may be requested on your application at \$20 per table. A vendor may also furnish their own tables.

Booth Signage

A Taste of Colorado will furnish a 2' x 8' sign with the vendor's name, logo, menu and pricing. The sign remains the property of the festival and booth vendors may not remove the signs from the festival grounds or damage the sign in any way. No other signs or signage may be used or displayed by the vendor. No exceptions.

Booth Electricity / Disclosure of Electrical Equipment

All booths include one 20A 110V electrical outlet. Sturgeon Electric is able to supply any additional electrical requirements for an additional fee, as assessed by Sturgeon Electric.

Overloading of electrical circuits is a safety hazard and can cause power outages, which adversely affect other festival participants and customers. ***All vendors are required to furnish a list of all electrical appliances and equipment that will be used during the festival, and are responsible for notifying the Festival of any changes. Failure to comply may result in the termination of the vendor's participation.*** If A Taste of Colorado and Sturgeon Electric determine that additional electric is needed based on equipment being used by the vendor, the vendor will be advised of the additional requirements and appropriate fee, which will be required in order to participate in the Festival.

Booth Generators Prohibited

Booth vendors may NOT use generators at the Festival.

Booth Lighting

Booth vendors will be provided with one area light. Additional lighting is available by request for an additional fee, as determined by Sturgeon Electric.

Booth Refrigeration

Booth Vendors are responsible for providing refrigeration in their booth for any potentially hazardous food (see Temporary Retail Establishment Guide). Coolers with ice are NOT an acceptable substitute.

The Festival has a refrigerated trailer on site with limited space available for rent for bulk on-site food storage, but is NOT a substitute for in-booth refrigeration. The fee for this is \$20/sq ft (minimum 8 sqft). This fee is non-refundable and must be paid at the same time as the festival deposit.

Booth Vendors

Booth Cooking / Warming / Serving Equipment

Food Vendors must supply all food service equipment required to operate a booth at the Festival. The Festival does NOT provide cooking/warming equipment or serving materials.

Chafing Fuel / Sterno products are NOT permitted as a heating or warming source.

Booth Propane

Booth vendors are responsible for their own propane needs. This includes obtaining and transporting propane, connecting equipment, storing the product safely on festival site, and removing any and all propane containers from the site.

Any vendor using propane onsite is required to have a Fire Permit. The Denver Fire Department is onsite at the festival to ensure propane storage and connections meet safety standards. The Denver Fire Department may require a vendor to change their booth set up to reflect a safer use or storage of propane. A more detailed explanation of the Denver Fire Department's propane usage regulations will be distributed upon vendor's acceptance to participate in the festival.

Booth Fire Extinguishers

All Booth vendors must have at least one (1) fully charged 2A-10BC rated carbon dioxide fire extinguisher (or current type of fire extinguisher required by the fire department) in their stand at all times. The fire extinguisher must be clearly visible and access to it must be unimpeded at all times.

In addition to the 2A-10BC extinguisher, a "K" rated fire extinguisher is required if using a fryer or other cooking equipment that involves or produces vegetable oils, animal oils or fats.

Booth Handwashing Stations / Dishwashing Facilities

The Festival does NOT provide handwashing stations or dishwashing facilities.

Booth Water Supply

Potable running water is available at several locations on the festival site, but not necessarily within the immediate vicinity of each booth. If a vendor anticipates needing large amounts of potable water, they should arrive equipped with the appropriate containers and appropriate method for transporting those containers to and from potable water locations.

Booth Eating Utensils, Paper Goods

Booth Vendors must provide all utensils and paper goods required for the consumption of their product. Styrofoam products are NOT permitted on Festival grounds.

Booth Vendors

Waste Water Barrels

Waste water barrels are provided at no charge and are located near every food vendor booth. Waste water is any and all liquid waste produced by a vendor at the festival EXCEPT for oil/grease waste. This includes melted ice or discharge from a handwashing station. There is no other appropriate method for discharging waste water. Waste water MUST be disposed of in waste water barrels on the festival grounds.

Waste water barrels must remain free of trash. A minimum fine of \$500.00 will be assessed to any vendor who uses the waste water barrels in an inappropriate manner (i.e., removing barrel from pallets on festival grounds, disposing of inappropriate materials in barrel, filling barrel more than 40 gallons, or causing excessive spills).

Oil/Grease Barrels

All oil, shortening and grease must be disposed of in an appropriate oil/grease barrel. There is a flat fee of \$25.00 per booth for usage of oil/grease barrels on festival grounds. This non-refundable fee must be paid along with the space fee deposit.

Oil/grease barrels are 55 gallon steel drums which will be clearly marked at the festival. Each oil/grease barrel may be filled with 40 gallons of waste. When a grease barrel is filled up to the 40 gallon capacity (or 3/4 full) the festival will replace it with an additional empty barrel for additional waste.

Oil/grease barrels must remain free of trash, liquids other than oil/grease, and any other foreign materials. A minimum fine of \$500.00 will be assessed to any vendor who uses the oil/grease Barrels in an inappropriate manner (i.e., removing barrel from pallets on festival grounds, disposing of inappropriate materials in barrels, filling barrel more than 40 gallons, or causing excessive grease spills).

Ash Barrels

All ashes must be disposed of in an appropriate ash barrel.

There is a flat fee of \$25.00 per booth for usage of ash barrels on festival grounds. This non-refundable fee must be paid along with the space fee deposit.

Ash barrels are 55 gallons drums that will be clearly marked at the festival. Ash barrels may only be filled up to 40 gallons (or 3/4 full). When an ash barrel is filled up to the 40 gallon capacity (or 3/4 full) the festival will replace it with an additional empty barrel for additional waste.

Ash barrels must remain free of trash and other foreign materials. A minimum of \$500.00 fine will be assessed to any vendor who uses the ash barrels in an inappropriate manner (i.e., removing barrel from pallets on Festival grounds, disposing of inappropriate materials in barrel, filling barrel more than 40 gallons, or causing excessive spills).

Booth Vendors

Booth Department of Environmental Health Requirements

Booth vendors are required to have the following operating in their booth at all times, as outlined in Denver Public Health & Environment's Temporary Retail Food Establishment Guide:

<https://www.denvergov.org/content/dam/denvergov/Portals/771/documents/PHI/Food/2019%20Temporary%20Retail%20Food%20Establishments%20Guide.pdf>

- Handwashing Station - must be set up by 9:30 am on opening day of the festival and before handling any product
- Sanitation buckets and test strips
- Cooking and Temperature Holding Equipment appropriate for safe sales of Potentially Hazardous Products
- Additional safety equipment check-list items

Booth Food Preparation Regulations

Every vendor must abide by the requirements of the Denver Department of Environmental Health, outlined in the Temporary Retail Food Establishment Guide.

Generally, the city and county of Denver require festival food vendors to:

1. Obtain a Temporary Retail Food License
2. Follow the Festival Food Preparation Guidelines (the "One Cut Rule")
3. Utilize appropriate equipment to promote safe food service (see checklist)
4. Set up booth to protect food from environmental elements

Booth "One Cut Rule"

The City and County of Denver prohibits the extensive preparation of food at temporary retail food establishments due to the increased risk present in outdoor and special event settings. As indicated in The Retail Food Establishment Regulations, the "all slicing, dicing, chopping, peeling, shredding, washing of produce, processing, pre-portioning, mixing, or other extensive preparation of food on-site is prohibited."

Based on this restriction, all advance preparation must be conducted at the commissary kitchen. The only preparation that is allowed at temporary events is preparation for which there is no reasonable alternative. For example, the slicing of ribs after they are grilled is permitted at temporary events.

Please note that use of gyro and pastor rotisseries is not permitted at special events. Failure to comply with this requirement may result in confiscation of food, fines, court summons, or suspension of operations. If you have questions about what constitutes extensive preparation, please contact the department.

Festival Food & Beverage Ticket Sales

Tickets are sold to the public at a rate of 15 tickets for \$10.00.

Festival Food & Beverage tickets are sold at festival ticket booths to the general public for cash and may be used throughout the festival. ATMs are located throughout the festival.

Restaurant and Food Vendors MAY NOT accept cash, checks, money orders, credit cards, counterfeit tickets or prior years' festival tickets as payment at any time. Festival Management will monitor booth vendors and food trucks continuously to confirm compliance with the festival's ticket policy.

Each booth vendor and food truck is responsible for collecting and safeguarding their own festival tickets during and after the festival until ticket redemption. The festival will only redeem whole, undamaged, dry 2020 festival tickets. The festival is not responsible for any lost, stolen, or damaged tickets that are in the vendors possession.

Further instructions and tips for handling festival tickets will be provided to accepted applicants.

Ticket Redemption

Festival tickets are redeemed by the festival at a rate of \$0.50 per ticket.

Tickets are redeemed by appointment only on Wednesday, September 9, 2020. Redemption will take place at Downtown Denver Partnership, 1515 Arapahoe St, Ste 100, Denver, CO 80202.

Early Ticket Count

If a vendor is unable to redeem tickets on the specified date, a request may be made for an early ticket count on the closing night of the festival. Please be aware of the following:

- A very limited number of spots are available and it may not be possible to handle all requests.
- An additional fee of \$100 will be assessed for an early ticket count.
- An early ticket count involves only the counting of tickets with a digital scale and signing a form agreeing to the number of tickets counted. No payouts will be done at this time.
- Early ticket counts will be processed on the day of ticket redemption, Wednesday, September 9, 2020. Any payments or invoices will be sent to the address on the vendor's IRS W-9 form provided to the festival.

Sales Tax

The Festival will calculate, deduct and pay the applicable sales tax for each booth vendor or food truck. Sales Tax is deducted from the festival sales prior to any commission or fee deductions. The vendor's festival sales minus the sales tax are the vendor's Gross Sales.

Ticket Redemption/Fees/Payments

Festival Commission

The Festival collects a 15% commission on festival sales (AFTER sales tax is deducted). The Commission is applied to and deducted from vendor's Gross Sales.

Space Fee

The Space Fee is determined according to the size and specific location of the booth or food truck.

The booth space fee entitles the vendor to:

- Store, prepare and sell food at the festival from a specific booth location
- Tent canopy for serving area (differs on booth by booth basis)
- Two 6ft. tables, skirted if requested
- General tent lighting
- One 20A 110V electrical outlet
- One 2' by 8' sign listing the restaurant name, logo, menu items and prices

The food truck space fee entitles the vendor to:

- Operate a licensed food truck on the Festival grounds to sell approved products
- One 20A 110V electrical outlet

Festival Deposit

All booth and food vendors must pay a festival space fee deposit of \$900. Additional fees (if applicable) for bulk refrigerated storage rental, ash barrels and oil/grease barrels must be paid along with the space fee deposit.

Festival Management is aware of the many upfront costs facing booth vendors and food trucks (e.g. food costs, equipment costs, etc.). For the convenience of the vendor, the festival deducts the space fee for booth from the vendor's profits after the Festival. Vendors that wish to pay the space fee prior to the festival will be accommodated as well.

Load In Packets & Information

Load-in and packet pick-up information, containing any and all materials needed on site (e.g. parking permits, load in times and maps, etc.), will be sent to each booth vendor and food truck upon acceptance to the festival.

Load Out / Tear Down

Booth vendors and food trucks may not stop sales or “close” their booth before the Festival is officially closed to the public on Monday, September 7, 2019.

Booth vendors and food trucks must break down their booths and remove all trash and equipment by 11:00pm MDT on Monday, September 7, 2020. If a booth vendor or food truck fails to complete timely and thorough cleanup, the Festival may charge the booth vendor any and all cleaning costs incurred, plus an additional \$500.00 fee

Vehicle Site Access

No vehicle may operate on Festival grounds while the Festival is open to the public, even in vehicle storage areas that have restricted public access. No vehicle may exceed five miles per hour at any time while on Festival grounds.

Only vehicles with an official 2020 Festival Vehicle Pass will be permitted on the Festival grounds. THERE WILL BE NO EXCEPTIONS TO THIS RULE. Every vehicle that is parked onsite for any amount of time must display the 2020 Festival Vehicle Pass with the cell phone number of the driver readable from outside the car.

Any car found to be parked on the site without a Festival Vehicle Pass or with a pass that is not readable due to an obstructed display will be immediately towed from the Festival site. The cost of the towing will be attributed to the owner of the vehicle. The Festival will not incur the cost of any towed vehicle.

Prohibited Activities

Conducting a raffle or drawing, hawking of goods, placing advertising outside of booth space, accepting tips, or collecting or soliciting money or pledges for any cause are NOT permitted.

The Festival will NOT allow the sale or display of any items that promote illegal activity, violence, profanity, discriminatory references, or any other items deemed not acceptable by the Festival. Booth vendors may not bring or condone the use of legal or illegal drugs or alcohol by its staff in the Festival’s vending space or anywhere on the Festival grounds.

The vendor’s display, conduct of the vendor personnel, as well as the security of those items brought to the assigned space, or any other space, is entirely the vendor’s responsibility. The booth vendor or food truck must acknowledge that the role of the Festival is solely to provide exhibit space and to attract customers to the Festival

Festival Name and Logo



Accepted booth vendors and food trucks may use the name of the festival and logo for the purposes of promotion and advertising with the prior permission of festival management.

Social Media

Restaurant and Food Vendors are encouraged to inform their customers of their participation via social media. Festival management will work with vendors to develop a social media campaign upon a vendor's request. Follow the Festival online through Social Media:

- Website: www.atasteofcolorado.com
- Facebook: www.facebook.com/atasteofcolorado
- Twitter: www.twitter.com/atasteofco
- Instagram: www.instagram.com/atasteofco
- Snapchat: ATasteofCO



Festival Paperwork

The following Festival paperwork must be completed and submitted to Festival Management no later than 5:00 pm MDT on Friday May 29, 2020. Any vendor not submitting paperwork by the deadline will not be eligible to participate in the festival and will forfeit any deposits and/or fees already paid. Any late submission of paperwork will be considered by Festival Management when determining whether to invite the vendor to participate with the Festival in future years.

- Agreement for Food Vendors
- Copy of Appropriate Denver Retail Food License
- W-9
- Original Certificate of Insurance with **CORRECT** Additional Insureds
- Copy of Sales Tax License
- Fire Permit Form (if applicable)

The items listed must be completed via Food Vendor Portal. The Portal will be emailed to the Vendor upon acceptance to participate in the festival.

Any additional questions? Please contact:

Chico Wirkus

Food and Beverage Manager

restaurants@atasteofcolorado.com

(720) 539-5435

<https://www.atasteofcolorado.com/food-and-beverage/>