

Saint Andrew Catholic School's

Taste of the Town

www.tasteofthetownmb.com

Tuesday, October 16th 2007

**Myrtle Beach
Convention Center**

2007 RESTAURANT Application

Application Deadline: August 15th 2007

All applications must be complete at the time of submission with the following:

- Application
- Booth Payment
- Judging Application (Due Oct 10th 2007)

Business Name:

Booth Name (for festival program):

Contact Person:

Restaurant Address:

Mailing Address:

City:

City:

State:

Zip Code:

State:

Zip Code:

Day Phone:

Evening Phone:

Cell Phone:

Fax:

Email address:

Website:

MENU INFORMATION:

The Taste of the Town Restaurant Committee reserves the right to restrict certain entrees or beverages due to duplication or contractual exclusivity in the case of sponsorships. Please type or print the information below clearly. Don't forget that creativity counts!

Cuisine Type:

(Examples: Italian, French, Mediterranean, Low Country, Mexican, American, Tex-Mex, Barbeque, Brazilian, Creole, Cajun, Thai, Chinese, Asian, Japanese, Greek, Seafood, Indian, German, African, Australian, West Coast, Southern, Calabash, Polynesian, Middle Eastern, Vegetarian, Wild Game, Dessert, etc.)

NOTE: Absolutely no entrée can exceed 4 Tickets. 1 Ticket = \$1. Please include your ticket price on all items.

Menu Item #1	Ticket Price (Required):
Menu Item #2	Ticket Price (Required):
Menu Item #3	Ticket Price (Required):

BEVERAGES:

The use of coffee, water, and soft drinks are restricted by right and exclusivity to our sponsors. Better Brands is the official sponsor of beer. No competitive products may be served on site.

Non-alcoholic novelty beverages created by individual restaurants are acceptable. Please list beverages you plan to serve:

Type of Drink & Description:	Size:	Ticket Price (Required):

BOOTH FEE: See below and check the box with your choice:

- 10' x 10' = \$150.00
 20' x 10' = \$225.00
 30' x 10' = \$300.00
 40' x 10' Booth = \$380.00

* In addition to your booth fee, 1/2 of net sales will be collected by Taste of the Town.

BOOTH PAYMENT: Please make all checks payable to Saint Andrews PTO.

Total Amount Due:	Check #:	Office Use Only:	
		Received By:	Date Received:

Note: There are NO REFUNDS on Booth Fees.

BOOTH PACKAGE: The following lists what is included with your booth fee.

- Booth:** Your booth is a sectioned space with 3 curtained walls. No public access is allowed through the curtained walls.
- Table:** One table is included with your space. Other tables may be available at an additional cost.
- Electricity:** One electrical hook-up will be provided. If you require more than one hook-up, you will be responsible for any additional costs.
- Storage:** Use of common storage refrigerated space on site (freezer space not provided.)
- Sanitation:** Use of sanitation station with compartment sinks for ware washing and potable water.
- Parking:** Limited parking behind convention center. Please note what you will need and provide that information to the TOT restaurant committee prior to the event.
- Advertising:** All participants will receive a mention in the official program and press kits. All restaurants will receive exposure on www.tasteofthetownmb.com with linking opportunities back to your website. Winners of Best Entrée, Best Dessert, People's Choice, Kid's Choice, and Best Booth Design are announced at the Taste of the Town and in post-event news releases.
- Note:** All additional needs or services above and beyond what is listed above are to be arranged and paid for by the participating restaurant through the official convention decorator, electrician, etc.

APPLICATION AGREEMENT AND CHECKLIST: Please read the following, check the box after completion, and sign below.

- Complete the application (pages 1 & 2) and sign below. Retain Rules and Regulations (page 3 & 4) for your records.
- Enclose total payment for booth fee.
- I understand that Taste of the Town reserves the right to restrict certain food items or beverages brands due to contract exclusivity with sponsors.
- I understand that Taste of the Town reserves the right to withdraw participation at any time if the deadlines and obligations of participation stated in the application and rules and regulations are not upheld by the participating restaurant.

In signing this agreement, Applicant has read and understands the Rules and Regulations (page 3 and 4) and agrees to abide by them throughout the 2007 Taste of the Town.

Applicant Signature: _____ **Date:** _____

Print Name: _____ **Title:** _____

DEADLINE FOR COMPLETED APPLICATION IS AUGUST 15TH 2007

Mail completed application, rules and regulations, and payment:

TASTE OF THE TOWN RESTAURANT COMMITTEE Attn: John Robitaille

567 Bridgeport Drive / Myrtle Beach, SC 29577

Cell Phone: (843) 503-7024 / www.tasteofthetownmb.com / email: restaurants@tasteofthetown.com

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Convention Center**

2007 RESTAURANT Application Rules and Regulations

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CONTRACTUAL OBLIGATION BY APPLICANT:

1. Participating restaurants agree to indemnify and hold harmless Saint Andrew Catholic School and P.T.O., its officers, directors, members, representatives, employees, and other agents from any penalties, fines, costs, expenses or damages. Furthermore, participating restaurants agree to hold harmless the Myrtle Beach Convention Center, its officers, directors, representatives, employees, and agents from any penalties, fines, costs, expenses, or damages.
2. Signature on page 2 of the application verifies agreement to all rules stated on the application and pages 3 & 4 of rules and regulations.
3. Participating restaurants agree to comply with the Horry County Dept. of Public Health and the City of Myrtle Beach Fire Department's rules and regulations.
4. Participating restaurants agree to comply with the Myrtle Beach Convention Center's Rules and Regulations.
5. Participating restaurants agree to comply with The Taste of the Town's operational deadlines.

FEES AND DEADLINES:

1. All booth fees are due at the time that the application is submitted. All applications must be submitted by August 15th 2007 to be considered for this year's event.
2. Restaurants that must cancel their participation are subject to a \$50 cancellation fee if the request is made to the TOT committee before August 15th 2007. After that NO refunds of booth fees will be made to the requesting restaurant.
3. All restaurants are required to turn in all collected food tickets immediately after the event for counting. An estimate of the total based on weight will be given that evening and an official count will be given after the hand count is made. One half of the proceeds raised will be retained by Taste of the Town while the participating restaurant will keep the other half.

BOOTH SET-UP & TAKE DOWN:

1. A designated time will be established for booth set-up and delivery of product. Set-up **MUST** be complete and vehicles removed from the building by 3:00 PM on the day of the event. Late arrivals must walk in their supplies.
2. All restaurants must check in upon arrival at the TOT committee booth on the day of set up.
3. All exhibit booths shall be installed in a manner that does not obstruct the vision of required exit signs nor obstruct access to required emergency exits.
4. All exhibit booths **MUST** remain open throughout the evening. If your restaurant runs out of food before the event is over, you must immediately notify a member of the TOT committee at that time. **ABSOLUTELY** no take down may begin before 10 PM.
5. All remaining inventories of food products must be removed from premises immediately following the event. Take Down begins after 10 PM and vehicles will be allowed in the building once it has been declared safe by the Myrtle Beach Convention Center and the TOT committee.

FOOD PREPARATION:

1. All heavy food preparation should be done at original restaurant location. Absolutely **NO** heavy cooking can be done at the Myrtle Beach Convention Center. Only final preparation and presentation can be made on site.
2. Limited access to the kitchen area at the Myrtle Beach Convention Center is provided. All participating restaurants must abide by the rules of the kitchen:
 - a. Executive Chef to be in appropriate uniform.
 - b. No more than three (3) representatives from each restaurant should be in the kitchen area at any given time.
 - c. All restaurants must provide their own items (sheet pans, hotel pans, chafing dishes, small wares, serving utensils, etc.) to produce menu.

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Rules and Regulations (Con't.)**

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FOOD PREPARATION (Con't.):

- d. Limited use of the kitchen equipment may be available from the Myrtle Beach Convention Center. Each restaurant must present menu items and equipment needs to the Executive Chef at the Convention Center for scheduling and equipment use monitoring. Individual restaurants are responsible for any and all costs involved in equipment rental.
3. Cooking and/or warming devices shall be permitted as follows:
 - a. Cooking and/or warming devices that produce grease laden vapors shall be electric. (An approved testing laboratory such as U.L. and/or F.M. shall list all cooking devices).
 - b. Cooking and warming devices shall be isolated from the public. The device shall be placed back a minimum of four (4) feet from the front of the booth (measurement shall be from the aisle), or provided with a fixed "Non-Combustible shield (i.e. 1/4 inch thick plexiglass or stainless steel) 18 inches high, across the front and on both sides of the demonstration area.
 - c. A maximum of two (2) cooking and/or warming devices shall be permitted per booth. At least 2 feet of distance shall be maintained between cooking devices at all times.
 - d. Individual cooking and/or warming devices shall not exceed 288 square inches of cooking surface area (12"x 24").
 - e. A 40:BC extinguisher (10lb BC) and a metal lid (for each cooking device) shall be provided within any booth utilizing cooking and/or warming devices.
4. To minimize food dangers, participating restaurants must strictly adhere to all proper food handling directives (food below 40° Fahrenheit or above 145° Fahrenheit, sanitizing hands, equipment and utensils to avoid cross contamination, etc.).

HEALTH, FIRE & SAFETY:

1. Participating restaurants are responsible for the safety and welfare of the patrons around their booth space. Trash and spills should be cleaned up immediately or reported to a member of the TOT committee as soon as possible.
2. Individual restaurants shall ensure that their booth is properly constructed. Drapes, signs, banners, acoustical materials, cotton, paper, hay, straw, moss, split bamboo, plastic, cloth, and similar materials shall be flame retardant or fabricated of inherent fireproof materials. Note: When deemed appropriate by the fire department, written documentation of flame retardant treatment shall be provided or a "match test" may be conducted to verify treatment.
3. Smoking is prohibited within the Convention Center. Smoking is also prohibited in the cooking areas of the loading dock area. Posted smoking areas will be established outside the building. All restaurant employees MUST abide by this rule.

RESTRICTIONS:

1. Any promotional give-aways, signs, posters, banners or stickers from any print or broadcast media other than an official Taste of the Town sponsor is prohibited.
2. No alcoholic beverages, loud music, televisions or 'hawking' are allowed within the vicinity of your booth.
3. Participating restaurants are not allowed to advertise outside their booth space using 'rovers', flyers or sandwich boards.
4. Taste of the Town reserves the right to restrict any activities that interfere with public access and/or festival programming.
5. Non-compliance of this agreement will put your event participation in jeopardy.
6. Only menu items listed on the application may be sold at Taste of the Town. Changes/additions are only allowed with pre-approval by the TOT committee.