

Taste of Muskegon Vendor Application

It's that time of year again! We're looking forward to the 17th annual Taste of Muskegon on June 9-10, 2023, in Hackley Park in downtown Muskegon. The event will again be held on Friday and Saturday.

This event is not possible without the help of quality food vendors! By participating as a vendor, you will be able to promote your menu to the tens of thousands of people who will attend this two-day event. In addition, your establishment will have the opportunity to compete for a coveted Taste of Muskegon award, which, should you win, makes a great year-round marketing tool. As part of the marketing for the event, your restaurant will be presented as one of the premier establishments in the Muskegon area. We will be accepting applications WITH deposit & menu until April 2, 2023. Don't be late! Many vendors apply each year and several were turned away due to limited availability. The committee evaluates each application and makes the final decision as to who will participate in the event. Vendors who are chosen by the Taste of Muskegon committee will be notified by April 20, 2023.

By participating as a vendor, you make this event possible and help the continued promotion and revitalization efforts of the City of Muskegon. To be sure you are included, please complete the following steps:

1. Read the Guidelines and Standards.
2. If you feel you can comply with these Guidelines and Standards, submit your application, deposit and menu by April 2, 2023.

Guidelines and Standards

Thank you for your interest in participating in the 2023 Taste of Muskegon. Our goal is to create a family-friendly event in a fun and safe environment at an excellent value. To accomplish this goal, vendor cooperation is a must. This document is designed to provide you with necessary information, and also sets forth some participation requirements as determined by the Taste of Muskegon committee, the Muskegon Fire Department, and the Muskegon County Health Department. Thank you for choosing us.

For application to be considered, the applicant cannot be a franchise, applicant's food must be available to purchase on a frequent and a regular basis in the Muskegon area. If it is a new business, it must be open and operating by April 2, 2023. If business is in City of Muskegon, they should be compliant with City Ordinances.

Qualification and Selection

The Taste Committee bases vendor selection on many factors including, but not limited to:

- The mix of selected vendors' menus providing guests a variety of cuisine styles to experience
- Applicant's menu in terms of quality and how it works with other selected vendors' menus
- History of the vendor with Taste of Muskegon

- Vendors with a brick and mortar restaurant may be given priority
- Muskegon County vendors may be given priority over vendors in the Muskegon area but not within the county limits

Booth/Promotion

For all booths/food trucks:

- Be visual! It helps your booth get noticed and helps your line move efficiently.
- All booths/tents must be freestanding as they will be placed on pavement. Appropriate weighting must be used on tent shelters (frame tied to bucket of sand, etc.) to ensure they stay upright even in high winds. Displays and tents are subject to City inspection.
- Only food trucks and trailers with your companies branding that are being used to serve or prepare food are allowed on site.
- All signs for your restaurant must be within 2 feet of your tent/truck.
- Vendors may not play music from their booth.
- Booths must have tar paper completely covering the street under their space.
- Sidewalks must be kept clear and may not be used by vendors for storage or food preparation.
- We expect you to help with the success of Taste of Muskegon, so please use any social media or media connections you have to promote the event and your participation in it.
- Vendors are responsible for cleaning their assigned space, including, but not limited to, trash/debris removal and cleaning up grease/liquids on the road surface. Failure to do so will result in forfeiture of deposit.
- Food truck vendors who participate in the Taste of Muskegon will be eligible for a reduced City of Muskegon yearly license fee of \$50 (a savings of \$250). Food truck vendors must also pay the Taste of Muskegon deposit.

Menu

When creating your menu for Taste of Muskegon, we encourage you to offer items that are unique to your environment and those that you are proud to display.

- Your menu may have no more than six (6) items: up to four (4) taste-size portions and up to two (2) full-size portion items
- Full-size portions must have a similar taste-size portion offered.
- To offer one (1) full-size portion, you must offer at least two (2) taste-size portions. To offer two (2) full-size portions, you must offer four (4) taste-size portions.
- A copy of your Taste menu must be submitted with your Application. This is very important for promotional materials. No applications will be accepted without menus.
- Vendors must declare which “taste” they would like to have judged.
- You must provide all plates, napkins, bowls, silverware and any condiments to be served with your food. NO Styrofoam or plastic straws please. Only plant-based or paper straws will be accepted. Use of recycled/recyclable products is highly recommended and encouraged.

- Each Taste ticket is valued at \$1. Menu item pricing must be in whole ticket amounts between 1 and 5. Taste-size portions should be samples of your food, small enough to make it possible for guests to be able to Taste many items. If you choose to offer full-size portions, the price may be any ticket amount.
- Suggested taste-size serving sizes:
 - o Sandwiches/hotdogs: 1/4 – 1/6 size
 - o Side items (pasta salad, potato salad): 5 oz. or less
- Menus and prices cannot be altered after May 1.
- We encourage at least one “Healthy Option” menu item as well as a “Kid Friendly” item as menu permits.
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Awards

You can select the awards for which you'd like to be considered. Only “Tastes” can be nominated for an award, no full-size menu items can be selected. You must select a different Taste to nominate for each award with the exception of Best Taste. You may duplicate your Best Taste nomination with another award. There will be 3-5 judges per category and will have a lanyard designating them as a judge. We will determine if there is a 1st and 2nd place or just 1st place based on the number of nominations in the category.

- Best Taste
 - o What is the best item on your menu? Judging will be based 75% on taste and 25% originality.
- Best New Bite
 - o Taste of Muskegon is a great place to innovate and test out a new dish. This item must be new to Taste of Muskegon and cannot have been on one of your previous menus. Judging will be 50% taste and 50% originality.
- Best Dessert
 - o There’s always room for dessert. Judging will be based 75% on taste and 25% originality.
- Best Fresh Bite
 - o With the growing population becoming more health conscious, we want to give you an award for making something vegan or vegetarian. Judging will be 50% taste and 50% healthiness.
- Best Booth
 - o Make your booth eye catching, clean, and have a fun staff! Judging will be based 50% on appearance, 25% staff attitude (enthusiasm, friendly, informative, etc), and 25% cleanliness.
- Budweiser Best Beer & Links
 - o Must include both beer & links. We’re dreaming of hot dogs, chorizo, andouille, brats...
- People’s Choice
 - o All vendors will automatically be included in this award. Ballots will only be accepted at the Volunteer Tent and cannot be turned into a vendor’s booth.
- Most Sustainable
 - o All vendors will automatically be included for this award.

Beverage Sales

Vendors may sell pop and water as long as they all sell at Taste standard prices: 2 tickets for pop and 1 ticket for water. Specialty drinks may be priced at vendor's discretion. Water and pop may also be sold by Taste of Muskegon at several stands in the park.

Miscellaneous

All menu items will be sold by a ticket system. The Taste of Muskegon will sell custom printed tickets to patrons to exchange for food items. It is your responsibility to accept only approved Taste tickets; unapproved tickets will be rejected upon redemption.

- Taste tickets redeemed by vendors will be tallied after the festival is over and split 80/20; 80% of tickets redeemed at the vendor's booth will go back to the vendor and 20% will go to the Taste of Muskegon. Checks will be sent to the vendors or will be available for pickup within three days after the event.
- Bagged ice will be on hand for purchase. During the festival, please contact a Taste of Muskegon representative or go to the information tent to obtain ice. The price of the ice will be deducted from the 80% split.
- Vendors may not sell product outside of their booth space.
- Deep fryers are strictly regulated. Please consult Brent Mullen (231-638-2810 or brent.mullen@gmail.com) if you wish to have one on-site.

Insurance

A copy of your certificate of Insurance with \$1,000,000 coverage, naming the City of Muskegon as additional insured, MUST be submitted prior to the pre-event meeting. This will be enforced.

Description of Operations/Locations/Vehicles

Additional Insured: City of Muskegon, all elected and appointed officials, all employees and volunteers, all boards, commissions, and/or authorities and board members, including employees and volunteers thereof.

Certificate Holder

City of Muskegon

933 Terrace Street

Muskegon, MI 49440

Fire Department

Fire code requires all vendors using any type of open flame to have an approved fire extinguisher at their booths. Vendors ignoring this requirement will be shut down until fire code is met.

Deposit and Electricity Requirements

A \$350 deposit MUST be submitted with your application by April 2, 2023. This deposit reserves your spot in the Taste of Muskegon. The deposit also covers your required participation over the two days, compliance with the Guidelines and Standards, compliance with any other rules set forth, and post-show clean-up of your street location. Deposits will be returned to vendors with their 80% split along with an explanation of deductions, if any. In addition to the deposit, a form detailing your EXACT ELECTRIC REQUIREMENTS must be submitted at that time. Vendors requiring electricity will be assessed a \$50 fee for the weekend.

Please submit your deposit to the Muskegon City Clerk's office. You may call and pay by card, mail a check, or come in person with cash, check or card. There is a 3% service fee when paying with credit card.

Muskegon City Clerk

Phone: 231-724-6705

Mail: City of Muskegon

City Clerk's Office

933 Terrace St

Muskegon, MI 49440

Your application will not be reviewed until the deposit has been made.

Sustainability Requirements

- No plastic straws – must be BPI certified or paper straws
- No Styrofoam
- No single use condiments (ketchup, salt & pepper packets, etc.)
- No pre-wrapped utensils unless compostable

When using the dumpster for garbage disposal, please only use dumpster labeled "LANDFILL ONLY". Set aluminum and broken-down cardboard behind on the sidewalk behind your setup. A volunteer will be around to pick up these items. Set aluminum on cardboard box to prevent grease buildup on pavement. Please share with your staff. If you have any questions or concerns, please feel free to call or email our sustainability coordinator Jamma (231-750-0694 or jamma@waning-moon.co).

Health Department

Food preparation of any sort on the festival site requires a temporary food permit for the event. It is your responsibility to obtain your permit for the event. Permit must be obtained from the Muskegon County Health Department and a copy submitted to the Taste of Muskegon by the time of the pre-event meeting; this only applies to vendors preparing food on-site. Failure to obtain needed permit will result in non-participation.

All vendors must provide their own hand washing stations. Vendors will not be allowed to serve food without a hand washing station.

There will be a MANDATORY meeting on Thursday, June 1, 2023 at 3 pm at City Hall. Each vendor MUST have a representative present at this meeting.

Agreement with Terms and Conditions

ALL VENDORS MUST OBSERVE THE FOLLOWING RULES:

1. Any tent or shelter units must be freestanding as these will be placed on pavement. Appropriate weighting must be used to hold shelter units down (frames tied to buckets of sand, etc.).
2. Setup and food preparation on site will begin at 9am FRIDAY, JUNE 9; the event begins at 4:30pm.
 - a. Vehicles must be off the street by 4pm OR YOU WILL BE FINED \$50.
3. Booths will be assigned to you at setup. No setup location is guaranteed until June 9 as there are a large number of factors when determining the festival layout.
4. Each vendor/exhibitor is responsible for its own display.
5. All vendors will be located within the liquor control area. No vendors shall be drinking alcoholic beverages while at their booths.
6. Items will be sold using a ticket system. At the end of the event, tickets will be tallied and split 80/20 (80% to vendor; 20% to organizers).
7. The health department will be running checks to ensure all proper permits were pulled and site is maintained during the event.
8. All participating vendors MUST attend a pre-event meeting to be held at 3pm on THURSDAY, JUNE 1 at City Hall. THIS IS MANDATORY!
9. A Certificate of Insurance with \$1,000,000 coverage, naming the City of Muskegon as additional insured, MUST be provided by the pre-event meeting. THIS WILL BE ENFORCED.