



# Food Vendor Applicant Handbook

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# Welcome to A Taste of Colorado 2021!

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 policies and guidelines. Please note that there are changes from previous years, so be sure to carefully review this handbook prior to applying 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. Over the decades, the festival has hosted nationally renowned music acts and some of Colorado's greatest restaurants and chefs!

As we continue our work to build an economically resilient Center City, we have shifted the look of A Taste of Colorado in 2021. ***This year, the festival will take place on the 16<sup>th</sup> St Mall in Downtown Denver and will exclusively feature local food vendors.***

Our primary focus continues to be the health and safety of our community and downtown businesses.

## Festival Dates & Hours

Saturday	September 4, 2021	11:00 am – 10:00 pm
Sunday	September 5, 2021	11:00 am - 10:00 pm
Monday	September 6, 2021	11:00 am - 8:30 pm

**The festival is NOT operating Friday, September 3, 2021**

## Denver Central Business District Area Restaurants

Restaurants with an existing physical location in the Central Business District area of Downtown Denver have a unique opportunity for 2021 only—the option to be a featured participant, serving out of their existing location **with no cost to participate. There is no entry fee required and no commission of sales collected by the festival.** The festival requires that they feature a minimum of two highlighted “Taste of Colorado” items, with at least one item offered in a one- or two-bite sample portion, and at least one item in a larger portion. The restaurant and the featured items will be highlighted on A Taste of Colorado’s map, mobile app, and website. A promotional window sign will also be provided for the location. Applications are required to be submitted via the [website](#).

### Denver Licenses and Permits Needed

- **Restaurants with a physical Downtown Denver location operating from their location already have a Retail Food License and do not need any additional permits or licenses.**
- **Booth/tent** vendors need a **Denver Temporary Restaurant License**.  
<https://www.denvergov.org/Government/Departments/Business-Licensing/Business-Licenses/Restaurant-Temporary>
- **Restaurants in Denver with an existing physical location wanting to sell out of a remote booth/tent** have a Retail Food License which is not valid for use outside of the restaurant. Operating a remote booth/tent requires a **Temporary Restaurant License**.  
<https://www.denvergov.org/Government/Departments/Business-Licensing/Business-Licenses/Restaurant-Temporary>
- **Food truck/Food cart vendors** need a **Denver Retail Food Mobile License**.  
<https://www.denvergov.org/Government/Departments/Business-Licensing/Business-Licenses/Retail-Food-Mobile-License>
- **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.
- **Food trucks licensed outside of Denver are not valid in Denver.** A **Denver Retail Food Mobile License** is needed.  
<https://www.denvergov.org/Government/Departments/Business-Licensing/Business-Licenses/Retail-Food-Mobile-License>
- **Food truck vendors wanting to sell from a booth/tent** need to obtain a **Denver Temporary Restaurant License**.  
<https://www.denvergov.org/Government/Departments/Business-Licensing/Business-Licenses/Restaurant-Temporary>

## All Vendors-Menu Structure/Promotional Items

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.

We want to offer something for as many people as possible. Some festivalgoers will arrive at your space very hungry; some will not. Some may be pacing themselves or have had other food/beverages, but they may still want to try a menu item. Booth vendors/food trucks must offer at least one item in two portion sizes (one can be one size; another a different size):

- **Taste:** A Taste portion is a one- or two-bite sample.
- **Entree/Meal:** Larger portions are often popular during peak periods with long lines.

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.

### 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.

# 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, Space Fee, Permit, and Form Deadlines

***All applications must be received by Friday May 7, 2021 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 Space Fee. Spaces will not be guaranteed until the applicant has paid the appropriate festival Space Fee. ***Any applicant who has not submitted their Space Fee and all required permits and forms by 5:00 pm MDT on Friday, July 2, 2021 will not be eligible to participate in the festival.***

## Food Truck Locations

Food trucks will be located on Lawrence St between 15<sup>th</sup> and 17<sup>th</sup> St, on the Southeast side of the street, serving onto the sidewalk. Spaces will be assigned to Food trucks by festival Management. Requests for specific spaces are not available. Food trucks must remain operational during festival hours. Food trucks can leave at night to restock/refuel. Food trucks must be in place 90 minutes before the festival opens each day.

## Food Truck Space Fees

- Food trucks up to 20 ft long - \$500 for the festival
- Food trucks over 20 ft long - \$750 for the festival

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 Power/Electricity

Food trucks will not be provided with electricity and are responsible for their own power.

## 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

***The 2021 festival is being held on the 16<sup>th</sup> St Mall in 2021, and there are a very limited number of booth/tent spaces available.*** 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, Space Fee, Permit, and Form Deadlines

***All applications must be received by Friday May 7, 2021 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 Space Fee. Spaces will not be guaranteed until the applicant has paid the appropriate Space Fee. ***Any applicant who has not submitted their Space Fee and all required permits and forms by 5:00 pm MDT on Friday, July 2, 2021 will not be eligible to participate in the festival.***

### Booth Locations

Booth vendors will be located on 16<sup>th</sup> St, between Arapahoe and Lawrence. These are the areas where the Beer Garden/Ice rink have been located, as well as where Christkindl Market had been prior to 2020. Spaces will be assigned by festival Management. Requests for specific spaces/locations are not available. 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

Two space sizes are available:

- 10 ft x 10 ft - \$500 for the festival.
- 20 ft across x 10 ft deep – \$1,000 for the festival

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/flame must take place in an uncovered/open area.

### Booth Tents

***Booth vendors are responsible for providing their own tents.*** Tents must be secured with weights. Staking into the ground or digging of any kind is NOT allowed and will be subject to a \$150 fine and termination from the festival.

### Booth Tables/Signage/Equipment

Booth vendors are responsible for their own tables, signage, and any other equipment needed.

# Booth Vendors

## Booth Electricity / Disclosure of Electrical Equipment

Sturgeon Electric can supply any electrical requirements for Booth Vendors for an additional fee. Prices are determined 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 booth 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 to participate in the festival.

## Booth Generators Prohibited

Booth vendors may NOT use generators at the Festival.

## Booth Lighting

Booth vendors are responsible for their own lighting. Sturgeon Electric can provide lighting by request for an additional fee. Prices are determined by Sturgeon Electric.

## 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 Refrigeration

Booth Vendors are responsible for providing refrigeration in their booth for any potentially hazardous food (see Denver Temporary Retail Food Establishment Guide). Coolers with ice are NOT an acceptable substitute. **The Festival will NOT have refrigerated storage on site available for Food 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 Vendors

## 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 all propane containers from the site.

Any vendor using propane onsite is required to have a Denver 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 in their stand at all times at least one fully charged 2A-10BC rated carbon dioxide fire extinguisher (or current type of fire extinguisher required by Denver Fire Department). The fire extinguisher must be clearly visible and access to it must be always unimpeded.

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 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

### Wastewater Barrels

Wastewater barrels are provided by the festival at no charge and are located near every food vendor booth. Wastewater is 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 wastewater; it may never be discharged on the grass/dirt/ground/sidewalk/street/gutter. **Denver law requires that all wastewater MUST be disposed of in wastewater barrels.**

Wastewater barrels must remain free of trash. A minimum fine of \$500.00 will be assessed to any vendor who uses the wastewater 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), or improperly disposes of wastewater anywhere outside of an appropriate wastewater barrel.

### 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.

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/shortening/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), or improperly disposes of oil/grease/shortening anywhere outside of an appropriate oil/grease barrel.

### 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.

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), or improperly disposes of ash anywhere outside of an appropriate ash barrel.

# Booth Vendors

## Denver Department of Environmental Health Requirements

The Denver Department of Environmental Health requires that booth vendors always have the following operating in their booth:

- 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 in Guide)
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, “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 are 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.

# All Vendors-Food & Beverage Sales

## Collecting Payment for Items Sold

***For 2021 only***, Festival Food & Beverage vendors are responsible for collecting their own forms of payment with all proceeds going to the vendor. The festival is not responsible for any lost or stolen payments.

## Festival Commission

***For 2021 only, the Festival will not collect commission on festival sales.***

## Sales Tax

For the 2021 festival only, the vendor retains all proceeds from sales. However, exhibitors must charge and collect city and state sales tax (7.65%) on each sale. Each exhibitor is required to obtain the necessary City and County of Denver and State of Colorado sales tax identification number and license. All tax documents must be kept on site for the full duration of the festival. The Festival cooperates fully with the City and State tax authorities.

## Space Fee

The Space Fee is determined according to the size and specific location of the booth or food truck. All spaces shall be assigned by festival Management. Requests for specific spaces and areas are not available.

The booth space fee entitles the vendor to:

- Store, prepare, and sell food at the festival from a specific booth location

The food truck space fee entitles the vendor to:

- Operate a licensed food truck on the Festival grounds to sell approved products

## Festival Space Fee Due Date

***All accepted booth and food vendors must pay the appropriate festival space fee by 5:00 pm MDT on Friday, July 2, 2021. Additional fees (if applicable) for ash barrels and oil/grease barrels must be paid along with the space fee. Any vendors not paying all fees and submitting all required licenses and permits by the deadline will not be eligible to participate in the festival.***

## **All Vendors Load In/Out/Vehicle Access/Prohibited Activities**

### **Load In**

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

### **Load Out**

Booth vendors and food trucks may not stop sales or close their booth before the Festival is officially closed to the public each day until close of the festival Monday, September 6, 2021.

Booth vendors and food trucks must break down their booths and remove all trash and equipment by 11:00pm MDT on Monday, September 6, 2021. If a booth vendor or food truck fails to complete timely and thorough cleanup, the Festival may charge the booth vendor 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 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 2021 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 2021 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.

## Service Animals/Animal Companions

Only [Service Animals as defined by the Americans with Disabilities Act](#) are permitted in food vendor booths/tents. Anyone with a Service Animal may be asked:

1. Is this a Service Animal?
2. What service do they provide?

Emotional Support Animals and other animal companions are not permitted in food vendor booths/tents.

## Festival Acceptance Criteria

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

- Must be 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

## Festival Name/Logo/Social Media

### 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 the vendor's 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: [atasteofcolorado.com](http://atasteofcolorado.com)
- Facebook: [atasteofcolorado](https://www.facebook.com/atasteofcolorado)
- Twitter: [atasteofco](https://twitter.com/atasteofco)
- Instagram: [atasteofco](https://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 July 2, 2021. Any vendor not submitting paperwork by the deadline will not be eligible to participate in the festival and will forfeit any 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
- Menu Form
- Electrical request Form
- Copy of Appropriate Denver Retail Food License
- W-9
- Original Certificate of Insurance with **CORRECT** Additional Insureds
- Copy of Sales Tax License
- Booth Vendor Stand Layout Form
- Fire Permit Form (if applicable)
- Ash, Grease, Liquid Waste Form (if applicable)

Additional instructions on submitting the required paperwork will be sent upon acceptance to the festival.

Any additional questions? Please contact:

Chico Wirkus  
Food & Beverage Director  
restaurants@atasteofcolorado.com  
(720) 539-5435