



## Restaurant/Café Participation Information

Taste of Downtown

Saturday, July 30 | 3:30-9 p.m.

Participation Deadline: Friday, May 13

In its seventh year, *Taste of Downtown* is a fun, summer event in downtown Lansing that features an afternoon of food sampling, wine tasting of more than 100 wines from around the world and live entertainment on an outdoor stage! *Taste of Downtown* takes place on the 100 S. Block of Washington Square and is coordinated by the Promotions Committee of Downtown Lansing Inc. (DLI). For the second year, to minimize road closures and for cross promotional purposes, DLI has partnered with the R.E. Olds Museum Car Capital Auto Show that will take place earlier in the day on July 30 from 9 a.m.-3 p.m. This means more people downtown!

Downtown restaurants/cafes and food related businesses are invited to participate in this event **FREE** of charge! Participating businesses are asked to serve **SAMPLE-SIZED** portions of their signature dish(es) and to value each SAMPLE between \$1 and \$3 (1-3 tickets).

Attendees will purchase FOOD TICKETS from DLI at the event valued at \$1 each, which can only be redeemed for food samples.

At the end of the event, DLI will collect the tickets redeemed. DLI will reimburse each participating businesses **\$.25 per ticket**, making this a low cost (or no cost) opportunity to connect with hundreds of downtown employees, residents and visitors!

### Why should you reserve space today for Taste of Downtown?

- DLI will provide a 10 x 10 foot vending space, one eight foot table, and linens to any restaurants/cafes or food related businesses located within the “A” district of the PSD. Hand washing stations will be provided and will be shared. An 8 x 10 inch table top sign will also be provided. Any other signage will need to be provided by you. (Over a \$200 value)
- To promote your business, reach potential new customers, and have a great marketing opportunity to distribute flyers, menus, coupons, etc. to attendees at the event from your designated location.
- FREE marketing for your business in association with *Taste of Downtown*, such as on the event website ([ww.tasteofdowntown.org](http://www.tasteofdowntown.org)), social media, and in other forms of advertising.
- To be involved in your downtown community and have the opportunity to showcase specialty food items of your choice to patrons who may not have had a chance to try them otherwise.

### Requirements:

- Participants **MUST** provide **food samples for 750-1,000** event guests, to ensure you do not run out in the early hours of the event. Attendance estimates may be revised up to 10 days prior to the event based on pre-sale ticket sales. (Please keep in mind not all attendees will sample everything.) The key is to keep samples simple, don't offer too many options (1-2 at the most) and **keep quantities small**. In order to help control and limit sampling, attendees will have food tickets. You will collect pre-purchased food tickets from attendees in exchange for a sample amount per item to be determined.
- You will need to be **set up and ready to go by 3 p.m.** on **July 30**. You are also required to staff your vending space accordingly for the entire event. **Any participating business that is not on site and set-up by 3 p.m. for the Health Department site visit may be unable to participate in the event.**
- Your food will need to be made in your business location and then brought to your event vending space. Electricity and water will not be provided.
- You will need to have Ingham County Health Department (ICHHD) approval to vend at the event. An ICHHD Extension Application is attached. Please return this with your sign up form. The Health Department can be reached at (517) 887-4513 if you have questions.
- **You will need to attend a mandatory meeting with the Health Department and DLI Staff prior to the event date. Any restaurant that does not attend this meeting or meet privately with the Health Department will not be able to participate on the day of the event.**

If you are interested in participating in *Taste of Downtown 2016*, please complete and return the attached Participation Form by **Friday, May 13**. If you have any questions please contact Danielle Lenz, Restaurant Coordinator, at [danielle@edgepartnerships.com](mailto:danielle@edgepartnerships.com).



### Participation Form

Taste of Downtown  
Saturday, July 30 | 3:30 - 9 p.m.  
Participation Deadline: Friday, May 13

Thank you in advance for participating and supporting your local community, without which this event would not be possible!

**Yes!** I would like to participate in Taste of Downtown on Saturday, July 30 from 3:30-8 p.m.

Contact Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Dish(es): \_\_\_\_\_ # tickets (1-3) \_\_\_\_\_

\_\_\_\_\_ # tickets (1-3) \_\_\_\_\_

\_\_\_\_\_ # tickets (1-3) \_\_\_\_\_

**Yes!** I would like to donate a gift certificate/card to be given away on the Plinko board. Plinko will take place multiple times during the event in between band sets.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Business Owner

**Please return the Participation Form to  
Danielle Lenz, Restaurant Coordinator, by FRIDAY, May 13**

**Email: [danielle@edgepartnerships.com](mailto:danielle@edgepartnerships.com)**

**DLI Fax: (517) 483-6057**

