



Dear Business Owner,

Okeechobee Main Street is proud to announce our Taste of Okeechobee event on Saturday, February 8, 2020 in downtown Okeechobee in conjunction with our 2020 Top of the Lake Art Fest. This annual event has become very popular and hope you will plan to participate. The time of the Taste of Okeechobee event will be 4:00pm - 7:30pm.

The Taste of Okeechobee is an opportunity for local restaurants & businesses to advertise their products, while event goers stroll Park Street, sampling flavorful dishes. Besides being introduced to the variety of foods and restaurants in our community, people will leisurely walk downtown, enjoying the food, businesses, music and art.

Okeechobee Main Street is committed to strengthen our historical downtown area and we believe the heart of any community is their downtown. The philosophy of national main street is if the heart of your community beats strong then whole community lives and thrives.

The Taste of Okeechobee is also a great opportunity for businesses to participate in a community event and introduce new specials to the public, as well as show your support to Okeechobee Main Street. Whether you are a new business, or a established local favorite, the Taste of Okeechobee can help you get in front of your customers and remind them why you are special.

We are inviting businesses to participate again this year. We encourage you to stay open a couple of extra hours so that the tasters will get a good look at your business. With Valentine's Day following a few days after the event, this would be a good opportunity to showcase what you have to offer. We are also suggesting to offer a discount coupon or promotional incentive, which tasters will need to walk into your business to receive and come back at a later date to use. To be more inviting, many business last year offered beverages to the Taste participants. A list of all participating businesses will be given to each taster directing them where to go to the coupon, discount or gift. Not only will they see your business at the event but your promotion will be given a reason to return.

Attached in a brief outline of how you can do to participate. If you plan to be a part of this event, please out the form and return to us by January 27, 2020. Thanks so much for your participation. All proceeds of the ticket sales for the tasting go to Okeechobee Main Street, Inc., a 501c3 organization.

OKEECHOBEE MAIN STREET, INC.
55 South Parrott Avenue
Okeechobee, FL 34973
www.OkeechobeeMainStreet.org

Presented at the Top of the Lake Art Fest

For more information please contact
Executive Director at 863-357-6246





BUSINESS PARTICIPATION BEVERAGE SERVING INSTRUCTIONS

STAFF REQUIREMENTS | Businesses need to have adults over the age of 21 serving the wine/beer and an adult over the age of 21 to stand at the door.

SERVER TRAINING | All businesses participating in Taste of Okeechobee MUST ensure that staff pouring wine on the day of the event are over the age of 21 and will serve the wine in the provided wine sampling cups.

All wine/beer servings must be consumed inside the business. Sampling cups must be discarded before leaving the business. No one will be allowed to leave the business with any portion of their drinks (alcohol and non-alcoholic) in their glass. This should be strictly enforced and the person assigned to the door must be an adult and firm enough to control the leaving of guests.

OKMS will provide wristbands to identify of-age guests at the Taste of Okeechobee. Any guest without a wristband SHOULD NOT be served wine that is being offered during the Taste of Okeechobee even if they can present proper ID. OKMS will also issue a patron passport that must be presented and marked off to receive the tasting. Taste of Okeechobee organizers and their event sponsors, officers, directors, employees and agents do not condone underage drinking and will assist proper authorities if brought to our attention.

SAMPLE LIMITS | The Taste of Okeechobee is a casual stroll through Downtown Okeechobee offering guests samples of food, wine, beer and other beverages. Sample cups will be provided and are just 1-1.25 ounces in size. Only one sample is allowed per person. If your business is offering two or more wine and or beer choices, it is recommended that only one sample of one wine is given per person and that no additional pours per person are given.

GUIDE FOR WINE PURCHASE AND SERVINGS

This is an example only and cost for wine varies.

Wine Serving breakdown - approximate:

750 ML bottle is approx. 25oz. ...1.25 taste will yield approx. 20 serves

1.5 Liter bottle is approx. 50oz. ...1.25 taste will yield approx. 40 serves

Approximate suggested purchase guide:

For 200 guests - 750ML -10 bottles or 1.5 Liter - 5 bottles

For 300 guests -750ML - 15 bottles or 1.5 liter - 7.5 bottles

Wine cost per bottle varies. There will be no minimum price per bottle required, but we do strongly suggest \$5.99 (750ml) bottle and up. Buying wine by the case could reduce price.

We encourage to also include non-alcoholic serving for those who do not wish to drink wine or beer and under-age participants.

Non- Alcoholic Suggestions: Non-alcoholic wine, water with-lemon, flavored teas, etc.



Okeechobee MAIN STREET

Taste of Okeechobee

Business Participation Form

Yes, I will be participating in the Taste of Okeechobee on Saturday, February 8, 2020 from 4:00 pm - 7:30 pm

Name of Business: _____

Contact Person: _____

Phone Number: _____ Cell Number _____

Email: _____

Website: _____

Address: _____

I plan to be open during the Taste of Okeechobee.
Please email your logo to art@okeechobeemainstreet.org

I am willing to be partnered with a restaurant on Park Street.
(We will consult and work with you during the partnering process.)

Although restaurants are instructed to set up without the use of electricity, I would be willing to let the restaurant have access to my electricity through use of an extension cord.

I would like to participate in the Taste and offer wine/beer or beverage tasting for the Tasters.
Your business will be listed on the passport as a place to stop to get stamped, which is required to win door prizes.

Rules and Guidelines will apply for serving beer or wine/OKMS will provide tasting cups.

I would like to offer a discount coupon or promotional incentive for Tasters who come to the event.

By participating, your business will be listed, along with your promotion, on a form given to all tasters. Your business participation will also be posted on Okeechobee Main Street's Facebook page and web site. **As soon as you sign up, your business will be announced as a participating business and we will continue to market your business up to and during the event.**

Signature: _____

By signing this entry form I agree to the rules and terms set forth by Okeechobee Main Street, Inc., a 501c3 organization. All proceeds from the ticket sales will go to Okeechobee Main Street, Inc.

Okeechobee Main Street Section Only

Date received: _____ By: _____