



Okeechobee MAIN STREET
Taste of Okeechobee

Dear Restaurant Owner/Manager,

Okeechobee Main Street is proud to announce our 6th Annual 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.

Judging will be done by utilizing professional chefs to judge the main categories, however there will be an overall people's choice award.

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 can leisurely walk downtown, enjoying the food, 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 a great way for restaurants and 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 only Okeechobee restaurants and businesses to participate in this annual event. It will not only provide you a venue to show off your food specialty but it will also give you the opportunity to win the "Best Taste of Okeechobee" award.

All proceeds of the ticket sales for the tasting will go to Okeechobee Main Street, Inc., a 501c3 organization.

Attached in a brief overview of the event. We thank you for your time and consideration.

OKEECHOBEE MAIN STREET, INC.

55 South Parrott Avenue
Okeechobee, FL 34973
www.OkeechobeeMainStreet.org

For more information please contact
Lynda Powers, Executive Director at 863-357-6246
OR
Bridgette Waldau, Arts & Culture Alliance Director
Email: art@okeechobeemainstreet.org

Presented at the Top of the Lake Art Fest





Taste of Okeechobee Overview

2020 Taste of Okeechobee will take place on SW Park Street during the evening of February 8, 2020 in conjunction with the 2020 Top of the Lake Art Fest. Taste of Okeechobee hours: 4 pm - 7:30 pm.

Only restaurants in Okeechobee will be invited to participate. There will be NO vendor fee to participate. The only cost to you is your food samples and your space set up, along with any promotional items you want to give out.

Restaurants not located on Park Street will be partnered with one of the many retail businesses along Park Street. This will also give non-restaurant businesses an opportunity to take the advantage of this promotional event.

Each restaurant will set up inside or in front of the partnering store and will serve a small portion (approx 2-3 oz) of their specialty for each tasting. All restaurants will be required to have all current state and federal licensing.

Restaurants will be encouraged to give out information about their restaurant and will be allowed to offer coupons and/or specials to those tasting. This will give your restaurant more exposure and entice tasters to come to your restaurant.

Presale tickets for passports will be available and also sold during the event. Each passport will offer tastings for all participating restaurants. Tickets will be sold at Okeechobee Main Street office, online and at some locations along Park Street. Restaurants participating will also have the opportunity to sell tickets at their location.

All ticket holders will receive passports at the event. The passport will be used to gain access to all the restaurant tastings and includes an entry form for a variety of door prizes.

Professional chefs will judge the main categories which will include the "2020 Best Taste of Okeechobee".

All taster's passports will include a place to vote for the "2020 People's Choice Taste of Okeechobee".

All restaurants and participating businesses will be mentioned in promotional materials and on the website and social media for this event. We will promote your restaurant from the time you commit, up to and during the event. Promotion will continue after the event with the announcement of winners and will stay posted on our website up to next year's event.

This is an Okeechobee Main Street event. All proceeds will go to Okeechobee Main Street, a 501c3 organization. Rules and information will be provided with official sign-up.

Deadline for sign-up is January 27, 2020 - to allow enough time for promotion and ticket sales.



Okeechobee Main Street, Inc. Taste of Okeechobee Rules and Information

Taste of Okeechobee: Unlike a traditional tasting events, restaurants that are not located on SW Park Street (In front of parks 1 - 6) will be partnered with a complimentary downtown retail business.

Participating vendors must be a restaurant located in Okeechobee County and must have all current state and federal licensing requirements for your business. Each restaurant will set-up inside or in front of the partnering store.

There is NO vendor fee to participate, only a door prize will be required with registration. You must provide food samples, serving & preparation items and your display set up. Okeechobee Main Street will provide a sign for your space.

Taste Requirements: Okeechobee Main Street suggest that your area be clean and well designed to make your restaurant stand out. A prize will be awarded for best decorated booth presentation. You will need to provide your own table, chairs, serving equipment & tasting utensils, trash container and clean-up items. Outside set-up must not block the entire side-walk. City of Okeechobee requires that the sidewalk has a clear path for pedestrians.

Set up time: Use your judgment on when you need to set up. **You MUST be set up & ready to serve by 4 pm.** If you are partnering with a business, it is strongly suggested that you contact the business to work out the best schedule.

You will need to prepare each taste with a limited 2-3 ounce serving. Please make sure to provide enough tastings until close of the event. Event times at 4 pm- 7:30 pm. We will give you advance notice of how much you should prepare. This will be based on the pre-ticket sales to the event. Each restaurant needs to be monitoring their own tastings to ensure visitors experience the very best. This is your opportunity to let visitors sample your restaurant. It is suggested that your serve item(s) listed on the application form that is regularly available on your restaurant menu.

Restaurants are prohibited from selling beverages. Coffee /Specialty drinks are ONLY permitted for beverage focused vendors. NO ALCOHOL PERMITTED AT RESTAURANT BOOTHS SET UP ON THE SIDEWALK.

Each restaurants will be required to initial passport ticket when they are presented for the taste. It is strongly suggested that you have one person only checking the ticket and signing the ticket when used. This person should not be handling the food. If needed, we will get a volunteer to do this for you. Restaurant agrees to sign the card for each taste and will not exchange or reuse any passport. Restaurant agrees that they will not exchange cash for tastings.

All passports will be returned to Okeechobee Main Street at end of the tasting. Passports will include form that will be used for the drawings and voting.

We will be doing door prizes. Besides the one you will present to us for the OKMS drawings, you are welcomed do your own raffle/give-away at your booth and contacting the winners at your own convenience.

Taste Beneficiary: Okeechobee Main Street, Inc., a 501c3 dedicated to promoting Okeechobee through community events, will be the beneficiary of the Taste of Okeechobee. By participating in this event, you show your support to Main Street, which will make this event a success.

Promotion: Each participating restaurant will be promoted and listed on OKMS web-page, Facebook, Twitter, print ads, posters, radio and other promotional outlets throughout Okeechobee and surrounding areas leading up to the event. If you have a website or facebook, we will link your site on our web-page. Promotion will continue after the event with the announcement of winners and will stay posted on our website up to next year's event.

Although we do not anticipate any changes, you will be notified of any adjustments or additions to the above rules within an adequate period of time.



Okeechobee MAIN STREET
Taste of Okeechobee

Restaurant Official Entry Form

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

Name of Restaurant: _____

Contact Person: _____

Phone Number: _____ Cell Number _____

Email: _____

Website: _____

Restaurant Address: _____

- I will need to be partnered with a business on Park Street.
(We will consult and work with you during the partnering process.)

Description of taste you plan to present: _____

- I understand that my business must provide a raffle prize (minimum value \$10)
- I will email my business logo to art@okeechobeemainstreet.org
- I have received and fully understand the rules & regulations for this event.

Signature: _____

Print Name of Authorized 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.