



Okeechobee MAIN STREET
Art & Wine Walk
ON PARK STREET
June 22, 2019

BUSINESS PARTICIPATION APPLICATION

The Okeechobee Main Street Arts & Culture Committee proudly presents the inaugural Art & Wine Walk on Park Street. The event takes place on Saturday, June 22, 2019 from 4:00 pm - 7:30 pm.

This casual summer experience will take guests through various participating businesses located in downtown Okeechobee on Park Street. Each business will have a featured artist showcasing their art work or music. Businesses will offer guests wine & beverage tasting, appetizers and promotional offers.

Here is how it works. Pre-purchase tickets will be available on-line and also at the Main Street office and other business locations, as well as at the event. Ticket holders will then pick up their passport during the event at the Okeechobee Main Street hub. Once properly ID'd, given the passport and fitted with an arm band, ticket holders will go and embark on the art tour, enjoying wine and other beverage samplings, appetizers, art and the opportunity to visit local businesses. Completed passports turned back into the Okeechobee Main Street hub are eligible to win gift certificates donated by the businesses and artists.

Business Application process required: Please fill out the official business application form if you're planning to participate at Okeechobee Main Street's Art & Wine Walk on Park Street.

Deadline to participate is May 24, 2019 (The sooner you turn in your application, the sooner your business will be announced as a part of the event) Maximum 14 business serving wine will be able to participate.) Partnering with a local restaurant/caterer encouraged. There is no event fee to participate, only cost of tasting servings, appetizers and promotional offers

REQUIREMENTS: Businesses participating in Art & Wine Walk on Park Street are expected to serve/offer at least one wine selection. You are welcome to serve other beverages, including non-alcoholic offerings, but we strongly encourage you to offer wine as part of the Walk, since this will be expected by ticket holders. Businesses should also serve a simple appetizer sample and give out discount coupons for a future visit. Businesses will also donate a prize for the raffle drawing at the end of the event.



Business Application
Art & Wine Walk on Park Street
Saturday, June 22, 2019
Application Deadline: May 24, 2019

Business Name: _____
Contact Name: _____
Address: _____
City, State, Zip: _____
Phone (s): _____
E-mail: _____ Website: (optional) _____

- I have email pictures of my logo to lynda@okeechobeemainstreet.org or art@okeechobeemainstreet.org
I need an artist paired with me.
I request an artist of my choice. I understand the artist is require to fill out an artist's application.
Name of artist: _____
I understand that my business must provide a raffle prize (minimum value \$10) for the Art & Wine Walk on Park Street in which we participate. _____ (Initial)
I understand that my business must provide wine/beverage and appetizers for the Art & Wine Walk on Park Street in which we participate. _____ (Initial)
*Type of wine I plan to serve: _____
*Non-Alcohol beverage I plan to serve: _____
*Appetizer I plan to serve: _____
*Leave blank if not sure of what you plan to serve at time of application - however this information will be needed by June 10, 2019 in order to coordinate everything being served. We would like to give our guests a variety of taste.
A local restaurant/caterer will partner with me. Restaurant/caterer name: _____
Restaurants/Caterer must understand and abide by all rules of this event. OKMS will provide them the guidelines & rules and a participation agreement will need to be signed.
I need an OKMS volunteer to assist in serving and/or supervising the entrance/exit door.

PARTICIPATION AGREEMENT We (the business listed above, it's owners, managers and employees) agree to participate in this event Saturday, June 22, 2019. Wine served will be for tasting (1-1.25 ounce serving per customer). We will accommodate Art & Wine Walk on Park Street guests in our establishment from 4 p.m. to 7:30 p.m. on the day of the event. We agree to ensure that any staff pouring wine has the proper training, understands the rules and is an adult (age 21 and older). We agree to verify that each Art & Wine Walk on Park Street guest in our business has a map and wrist-band before serving wine. We agree that all consumption of wine be confined within the business and will not allow any guest to leave with any beverage in-hand. We agree to post information on taxi services and offer to help patrons arrange for safe transportation if it is requested or if a guest appears intoxicated. We agree to provide a raffle prize (minimum value \$10) for this event. We understand that if we do not comply with this agreement, it may lead to forfeiture in participation of future OKMS events. We agree to indemnify and hold harmless Okeechobee Main Street, Inc., event sponsors, their officers, directors, employees and agents from and against any losses, liability, claims demands, expenses, fees, fines, penalties, suits, proceedings, damages, actions and causes of action of any kind and nature arising out of or in anyway connected with the Art & Wine Walk on Park Street. I further release Okeechobee Main Street, event sponsors, their officers, directors, employees and agents from any liability for loss, damage or theft of my property by damage or destruction from causes including, but not limited to, fire, theft, vandalism, weather or the negligence of others.

I agree to the participation agreement above. Yes

Signed: (owner/manager) _____ Date: _____

Okeechobee Main Street Section Only: ENTRY # _____ Accepted Yes
Date received: _____ By: _____ Approved By: _____
Assigned Artist: _____



GUIDELINES & RULES OF PARTICIPATION

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SUGGESTED WAYS TO PROMOTE YOUR BUSINESS AT THE ART & WINE WALK ON PARK STREET.

This event is a fun downtown event for our community to have a summer night out and get together with family and friends but more importantly this is a great opportunity to promote your business.

- ▶ Promote your participation of this event through your social media or on your website, along with poster provided by Okeechobee Main Street (OKMS)
- ▶ Meet & greet with Art & Wine Walk patrons.
- ▶ Hand-out business information during the event.
- ▶ Give out discount coupons that may be used for future visits to your business.

PARTICIPATION | Participating businesses agree and commit to participate in the Art & Wine Walk on Park Street. OKMS will begin to promote your business once you turn in your application. Withdrawing after we have promoted your business may result in forfeiture from any future Okeechobee Main Street, Inc., events. Failure to open on the night of the event will result in forfeiture from any future Okeechobee Main Street, Inc., events. The integrity of Art & Wine Walk on Park Street, Okeechobee Main Street, Inc., and your business is important.

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

SERVER TRAINING | All businesses participating in Art & Wine Walk on Park Street 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/and or pour the same sampling amount into the OKMS commemorate wine glasses.

All wine servings must be consumed inside the business. Sampling cups must be discarded before leaving the business. If using a commemorative glass, 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 Art & Wine Walk on Park Street. Any guest without a wristband SHOULD NOT be served wine that is being offered during the Art & Wine Walk on Park Street, 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. Art & Wine Walk on Park Street 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 Art & Wine Walk on Park Street is a casual stroll through Downtown Okeechobee offering guests samples of wine while enjoying local art within locally-owned businesses. 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 choices, it is recommended that only one sample of one wine is given per person and that no additional pours per person are given.

For ticket holders who have purchased the OKMS commemorative wine glass, business will use 1-1.25 oz cup to pour wine into the glass. No free-pouring/guessing allowed.

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.

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

APPETIZERS | Businesses participating in Art & Wine Walk on Park Street are expected to serve/offer appetizers. Examples of low- cost offerings include:

- Meat and cheese assortment tray (with or without crackers)
- Cheese tray assortment with crackers
- Variety of tea sandwiches
- Chips and a variety of dips/salsas (hot or cold)
- Fruit and vegetable trays with dips



GUIDELINES & RULES OF PARTICIPATION

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Businesses participating in Art & Wine Walk ARE REQUIRED to provide a raffle prize (minimum value \$10) for the event. Participants will be contacted the week of the event to arrange a prize pick up time. Examples of prizes include:

- Gift cards

(A dollar amount or free offering, not a BOGO coupon)

- Lotions, soaps, makeup and candles
- Fashion accessories • Home décor items • Jewelry

Art & Wine Walk on Park Street representatives will call each business prior to the event to answer any questions and to set up a time to pick up the raffle prize.

ARTISTS | OKMS places artists in participating businesses at least two weeks prior to the Art & Wine Walk on Park Street. Artists are required to contact their business at least one week prior to the event to determine set-up arrangement, as well as set-up and tear-down times.

Artists are completely responsible for all aspects of set-up and tear-down of their work. Businesses MUST provide artists with ample space, to fit at least one large table (6 to 8 foot) and two chairs. Artists are instructed not to hang artwork on walls without first consulting a business manager.

Businesses may choose their own artists, but these arrangements must be made with OKMS, as the artist will need to fill out an artist's application. The business is responsible for contacting OKMS at least two weeks prior to the event with the name and contact information of the artist. If a business would like to display an artist's work after the Art & Wine Walk on Park Street event, the business is encouraged to make those arrangements with the artist(s) directly.

SALE OF ARTWORK | Many artists sell their artwork during Art & Wine Walk on Park Street. The business is not responsible for any aspects of selling the work unless the business has specifically arranged this directly with the artist.

DISPUTES | Although rare, if you experience an unpleasant experience with your artist or performer, please notify OKMS immediately. It is important that Art & Wine Walk on Park Street be a fun and rewarding event for all involved, to which OKMS is committed.

MAP & SIDEWALK SIGNAGE | Each business will be represented on all passport maps given to the guests. Also, a sign will be located outside your business to also guide the guests to your location.

LIABILITY | Okeechobee Main Street, event sponsors, their officers, directors, employees, and agents shall be indemnified and held harmless from and against any losses, liability, claims, demands, expenses, fees, fines, penalties, suits, proceedings, damages, actions, and/or causes of action of any kind and nature arising or in any way connected with the Art & Wine Walk on Park Street event.

BUSINESSES ARE REQUIRED TO:

- Prepare their staff for the event
- Ensure staff pouring wine has proper server training
- Serve at least one selection of wine for the event
- Serve light appetizers for the event
- Provide a raffle prize for the event
- Have wine, appetizer and prize selections ready prior to the event.
- Have the prize ready for pick-up prior to the event.
- Provide space for artist(s) & communicate with artist(s) prior to the event to discuss space & time arrangement.

ART & WINE WALK ON PARK STREET ORGANIZERS WILL:

- Promote participating businesses by printing passport maps with their name/logo.
- Promote participating businesses by printing posters for each business to hang in their business
- Purchase and use wristbands to identify of-age guests of the Art & Wine Walk on Park Street.
- Purchase and provide 1-1.25 oz. wine-sample cups to each participating business.
- Provide taxi information and/or safe transportation options
- Promote the event across Okeechobee and surrounding areas using tools including, but not limited to Websites, community calendars, e newsletters, e blasts, boosting social media pages, radio, newspaper, posters, event banners, event maps and more.

RIGHT OF REFUSAL | Event managers reserve the right to refuse participation to any artist, performer, business or guest for any reason.