



Okeechobee MAIN STREET
Oktoberfest *City Walk*
CRAFT BEER & MUSIC ON PARK

October 12, 2019

BUSINESS PARTICIPATION APPLICATION

The Okeechobee Main Street Arts & Culture Committee proudly presents the inaugural Oktoberfest City Walk. The event takes place on Saturday, October 12, 2019 from 3pm - 7pm.

This casual afternoon fall experience will take guests through various participating businesses located in downtown Okeechobee on Park Street. Each business will have a featured artist showcasing their music. Businesses will offer guests craft beer & beverage tasting, appetizers and promotional offers. **There will be a prize to the business with best Oktoberfest theme.**

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 Oktoberfest City Walk, enjoying craft beer and other beverage tastings, appetizers, music 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 Oktoberfest City Walk

Deadline to participate is Sept. 23, 2019 (The sooner you turn in your application, the sooner your business will be announced as a part of the event) Partnering with a local restaurant/caterer encouraged. There is no event fee to participate, only cost of craft beer, beverages, appetizers and promotional offers

REQUIREMENTS: Businesses participating in Oktoberfest City Walk are expected to serve/offer at least one craft beer selection. **Okeechobee Main Street will purchase the craft beer for the businesses and bill businesses for reimbursement. This will assure a variety of craft beers. Estimated cost is \$100-\$125 for the beer but final cost will be determined by final ticket sales. OKMS will work hard to keep the craft beer cost low. You are welcome to serve other beverages, including non-alcoholic offerings, but we strongly encourage that you offer craft beer as part of the Oktoberfest City Walk, since this will be expected by ticket holders.

Businesses should also serve a simple appetizer (think about Oktoberfest theme) 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.

*** If business has a connection with a brewery and would like to purchase the craft beer directly, that will be acceptable - however, OKMS must be notified of the type of beer that will be served. All beer served must be a craft beer as this will make the experience unique for the ticket holders.*



Business Application
Oktoberfest City Walk
Saturday, October 12, 2019
Application Deadline: September 23, 2019

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

- I have email pictures of my logo to art@okeechobeemainstreet.org
- I need a musician paired with me.
- I request a musician of my choice. I understand the musician is required to fill out a musician's application.
Name of artist/musician: _____
- I understand that my business must provide a raffle prize (minimum value \$10) for the Oktoberfest City Walk in which we participate. _____ (Initial)
- I understand that OKMS will purchase the craft beer for my business and bill my business for reimbursement \$100-\$150 for the beer and I understand that final cost will be determined by final ticket sales
- I understand that will also provide appetizers for the Oktoberfest City Walk in which we participate.
*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 Oct. 1, 2018 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, October 12, 2019. Craft Beer served will be for tasting 4 ounce serving per customer). We will accommodate Oktoberfest City Walk guests in our establishment from 3 p.m. to 7 p.m. on the day of the event. We agree to ensure that any staff pouring the craft beer has the proper training, understands the rules and is an adult (age 21 and older). We agree to verify that each Oktoberfest City Walk guest in our business has a passport and wrist-band before serving the beer. 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 Oktoberfest City Walk. 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 <input type="checkbox"/> Yes
Date received: _____ By: _____	Approved By: _____
Assigned Artist: _____	



GUIDELINES & RULES OF PARTICIPATION

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SUGGESTED WAYS TO PROMOTE YOUR BUSINESS AT THE Oktoberfest City Walk

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 Oktoberfest City 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 Oktoberfest City Walk. 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 Oktoberfest City Walk, Okeechobee Main Street, Inc., and your business is important.

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

SERVER TRAINING | All businesses participating in Oktoberfest City Walk MUST ensure that staff pouring craft beer on the day of the event are over the age of 21 and will serve the beer in the provided beer sampling cups/and or pour the same sampling amount into the OKMS commemorative beer glasses.

All beer 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 Oktoberfest City Walk. Any guest without a wristband SHOULD NOT be served beer that is being offered during the Oktoberfest City Walk, 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. Oktoberfest City Walk 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 Oktoberfest City Walk is a casual stroll through Downtown Okeechobee offering guests samples of craft beer and food while enjoying music within locally-owned businesses. Sample cups will be provided and are just 4 ounces in size. Only one sample is allowed per person. If your business is offering two or more beer choices, it is recommended that only one sample of one beer is given per person and that no additional pours per person are given.

For ticket holders who have purchased the OKMS commemorative beer glass, business will use 4 oz cup to pour craft beer into the glass. No free-pouring/guessing allowed.

GUIDE FOR CRAFT BEER PURCHASE AND SERVINGS

In order for this craft beer themed event to be successful, there must be a variety of genuine craft beer. OKMS will organize and purchase the craft beer and business will then reimburse OKMS. The cost per businesses is estimated to be \$100 - \$150. OKMS do everything possible to keep the cost down. Final price will be determined by ticket sales.

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

APPETIZERS | Businesses participating in Oktoberfest City Walk are expected to serve/offer appetizers. Think about Oktoberfest when planning.

PARTNER WITH OTHER BUSINESSES

Other businesses, restaurants or caterers, not located in the downtown area, may want to partner with you. It could aid you in the cost of participation.

MAKE THIS AN OKTOBERFEST EXPERIENCE!

OKMS will be giving out a prize to the business with the best Oktoberfest theme.



GUIDELINES & RULES OF PARTICIPATION

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Businesses participating in Oktoberfest City 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

Oktoberfest City Walk 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.

Musicians | OKMS places performers in participating businesses at least two weeks prior to the Oktoberfest City Walk. Performers are required to contact their business at least one week prior to the event to determine set-up arrangements, as well as set-up and tear-down times.

Performers are completely responsible for all aspects of set-up and tear-down of their work. Businesses MUST provide artists with ample space for the musician to perform. Businesses may choose their own musicians, but these arrangements must be made with OKMS as the performer will need to fill out a musician'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 musician.

DISPUTES | Although rare, if you experience an unpleasant experience with your artist or performer, please notify OKMS immediately. It is important that Oktoberfest City Walk 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 Oktoberfest City Walk event.

BUSINESSES ARE REQUIRED TO:

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

OKTOBERFEST CITY WALK 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 Oktoberfest City Walk.
- Purchase and provide craft beer 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 musicians, performer, business or guest for any reason.