



Juried Culinary Row and Select Food Vendors Event Prospectus for Boardwalk Art Show presented by SunTrust – June 14-17, 2012

The 57th annual Boardwalk Art Show (BWAS) presented by SunTrust (June 14-17, 2012) is the premier festival opportunity in the Hampton Roads market for promotion of local restaurants, caterers and select vendors to sell culinary goods to a highly selective audience.

The Virginia Museum of Contemporary Art (MOCA) offers two ways to participate:

- **Culinary Row will consist of local and regional restaurants and caterers only and will be located on the 24th Street Block. This will be a tent only area.**
- **Self-Enclosed Mobile Concessionaires (SEMCs) will be placed strategically throughout the show starting at 20th Street and ending on 32nd Street. Quantity to be determined.**

Event Marketing for Culinary Participants

Culinary Row participants tap into many exceptional event marketing opportunities designed to drive name recognition:

- Opportunities to impress with regional menu offerings before an audience expected to number 150,000 provides a unique, year-round promotional benefit, coupon distribution opportunities.
- Pre-event publicity advertising from festival media partners.
- Feature listing in the event program (50,000 copies delivered to select zip codes through Virginian-Pilot)
- Distribution of a promotional item about your location or business.

According to the festival 2009 survey conducted by Elite Sports Marketing, attending art patrons spend \$25 per person on dining at BWAS.

Culinary Partner Services

MOCA's objective is to make the experience of participating culinary artists rewarding, profitable and enjoyable at BWAS. Services and support provided include:

- Advance consultation and support regarding menu items, equipment, licenses and more
- Extensive personal collaboration to craft exciting and distinctive menus that meet the demands of the public
- One prominent ATM cash machines specifically placed on 24th Street for festival patron use
- Culinary booth facade and menu printing for exciting and consistent appearance
- Access to refrigerator trailer space provided by BWAS
- MOCA staff dedicated to delivering an exceptional culinary program
- Preassembly of booths before restaurants are scheduled to set up
- Two 20-amp circuits of electricity and water access
- Easy unloading access

Jurying

Submitted menu items for Culinary Row will be reviewed by a panel of culinary professionals serving as jurors. The jury will select a maximum of 20 culinary artists and select SEMC's for 2012. Decisions of the jury panel are final. Culinary Partner selection by MOCA is based on:

- Food quality • Menu desirability • Creativity • Presentation • Diversity & uniqueness • The challenge involved in presenting your menu in an outdoor environment • Previous event experience

Food Sales

Culinary partners on Culinary Row may sell prepared food products only. Prepackaged food products are not acceptable. SEMC's may offer five products to sell.

Beverage Sales

Culinary Row participants will be prohibited to sell beverages. If a beverage sponsorship is secured, SEMC's will be **required** to sell beverages by that sponsor exclusively. Only vendors given specific approval by Concession Chair may sell fruit smoothies, **fresh-squeezed** lemonade, or non-soda beverages.

Fees

Culinary fees for the 2012 event will be as follows:

CULINARY ROW (RESTAURANTS/CATERERS)

- \$1000.00 for each 10x10 culinary space*
- Propane may be provided from MOCA's propane provider for a fee TBD

SELF-ENCLOSED MOBILE CONCESSIONAIRES

- \$1575.00 for a 10x20 space, clean up included

***Culinary Row Participation Fees Include:** 10'x10' tent with sidewalls, two menu banners, one restaurant banner over tent, two 20-amp circuits with 2 quad receptacles (additions will be priced according to the service requested), refrigerator space, private restrooms on 24th St. stage, grease barrels, waste water barrels, clean up, logo on archway banner and feature listing in the official event program.

Payment

The following installment plan makes it easy for culinary partners and SEMC's to participate:

- 50% of the Participation Fee due no later than 4/22/12
- Balance of 50% of the Participation Fee payable by 5/13/12. All fees **MUST** be paid in full by this date.
- All payments for new partners **MUST** be cashier's check, money order or certified check
- Electronic processing is available with a 3% convenience fee for either wire transfers or credit card payments. The electronic payment would occur on 4/22/12 for the complete amount due.

NOTE: A \$150.00 LATE CHARGE WILL BE ADDED TO THE COST OF PARTICIPATION IF FULL PAYMENT AND ALL OTHER DOCUMENTS ARE NOT RECEIVED BY May 13, 2012.

Booth Space

Booth space will be maximum 20' wide by 11' deep with a front service area that is 10 feet wide for SEMC's and 10' wide by 11' deep with a front service area that is 10' wide for Culinary Row participants. No sales or service shall be made from the sides or rear of the allotted space or spaces. Space accommodation for special equipment needs will be considered on a one-by-one basis and may be subject to additional charges.

Hours

Thursday, June 14 10am-7pm

Friday, June 15 10am-7pm

Saturday, June 16 10am-7pm

Sunday, June 17 10am-6pm

- All culinary vendors are expected to be fully operational during the established operating hours
- BWAS has a 'soft' opening time because there are no gates. Many patrons can be expected to be on hand well before opening hours.

Virginia Green Program

Boardwalk Art Show participating culinary partners are required to serve on recyclable and/or compostable products.

Application Deadline: March 25, 2012



For office use:
 Space # _____
 Type/size of space _____
 Food Served _____

Boardwalk Art Show presented by SunTrust
 June 14-17, 2012
2012 Culinary Application

Application deadline: Friday, March 25, 2012

Business name: _____

Contact name: _____

Please check one:

I am applying to be a self-contained mobile concessionaire at the \$1500 fee.

I am a local restaurant or caterer applying for Culinary Row at the \$1000 fee.

Mailing address: _____

Home/business phone: _____ Cell: _____ E-mail _____

Have you participated in any outdoor events in Virginia in 2011? Yes No

Event/Location: _____ Date _____

Event/Location: _____ Date _____

Event/Location: _____ Date _____

Event/Location: _____ Date _____

Event/Location: _____ Date _____

PROPOSED MENU AND PRICE LIST

*****NO MORE THAN SIX FOOD ITEMS WILL BE ALLOWED*****

Menu Items Sold	Price
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. (Beverage requests)_____	_____

Checklist:

___ I have read the event prospectus for full event concession details. If I am accepted to participate, I will be contacted by Gina McVeigh after March 25th to fill out additional forms and paperwork required by the City of Virginia Beach.

___ I have enclosed a non-refundable \$30 jury fee made payable to Virginia Museum of Contemporary Art.

___ I have enclosed a photo of my self-contained mobile unit (not required for Culinary Row applicants).

Name (print) _____

Signature _____ Date: _____

**Return both pages by March 25 to: Gina McVeigh, Concessions Chair
Virginia MOCA
2200 Parks Avenue
Virginia Beach, VA 23451**

Questions? Call Gina at 757-425-0000 x15 or email gina@virginiaMOCA.org.