

*NEW BRAND – SAME
GREAT EVENT!!!*



***\$200.00 FEE!
LOWERED
FOR OUR
RESTAURANTS
IN 2021!***

The City of Cumming along with JRM Management will be presenting The Taste at Cumming Fairgrounds on **Saturday; April 3rd**, from 11 am – 5 pm. We are still the same great event; however, we have moved forward with rebranding to **The Taste at Cumming Fairgrounds**. There will be more than 25 restaurants including Marlow's Tavern, Los Rios, Taco Mac, Red Robin & more! Enjoy children's activities, and a variety of music, performers, sponsors and a Taste Competition.

The Taste will take place under and around the covered arena. The cost for a restaurant booth will be a flat fee of \$200. This includes a 10 x 10 tent, one table, two chairs, and a banner above with your booth with your name on it. Samples may be sold from \$1.00 – \$4.00 with you keeping **100% of sales**.

2019 Taste Winners

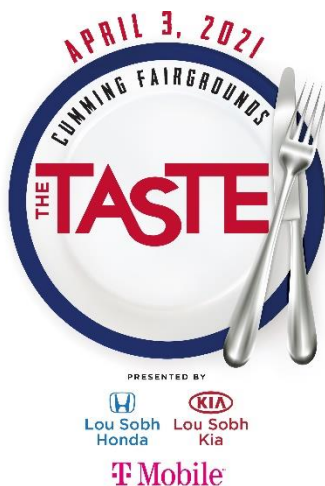
- Best Appetizer - Tam's Tupelo
- Best Entree - Marlow's Tavern
- Best Dessert - Marie's Italian Deli
- Best Food Presentation - Red Robin
- Best Decorated Tent - Highlands Church

We hope you will be able to join us for the only Taste event in Cumming again in 2020. We will be building on the popularity and success of the free community Easter Egg Hunt at this event as the City of Cumming has decided this event will always be held on the Saturday before Easter. The first egg hunt will be at 11:30am, second hunt will be at 1:30 pm, and the last hunt will be at 3:30pm. These hunts have added additional excitement and increased attendance to The Taste and we are excited to continue this tradition.

There will be an enormous Kids Zone with interactive inflatables and much more.

We will promote this event through radio, newspaper, social media, and over 15,000 rack cards in the local schools and the community at large. We will produce posters and social media advertisements for participating restaurants to display prior to event. It will be a true grass roots event with great food and great entertainment! Because of previous success the anticipated attendance, weather permitting, is expected to be between 15,000 – 20,000 people.

Please take the time to fill-out the enclosed application and mail it in with your fee. If you would like more information about The Taste 2021, please contact Jonathan Jenkins (Restaurant Coordinator) jonathanjenkins@jrmmanagement.com at 770-423-1330. We hope to see you on April 3rd!



FOOD VENDOR CONTRACT

Cumming Fairgrounds

SATURDAY, April 3, 2021 ~ 11 AM – 5 PM

JRM Management, 770-423-1330 ~ todmiller@jrmmanagement.com

P.O. BOX 777, Kennesaw, Georgia 30156 ~ (fax) 770-293-0047

Michael Bennett, Event Coordinator 770-781-3486 ~ mbennett@cityofcumming.net

Bill Watson, Sponsorship 770-423-1330 ~ billwatson@jrmmanagement.com

Jonathan Jenkins, Restaurant Coordinator 770-423-1330 ~ jonathanjenkins@jrmmanagement.com

Website- www.jrmmanagement.com or www.cummingfair.net

Facebook @ <https://www.facebook.com/The-Taste-at-Cumming-Fairgrounds-109266013938060>

We invite you to participate in *The Taste*. ***Please read the following policies, complete the information sheet and sign the agreement.*** By signing you agree to the following regulations:

- 1) A **\$200.00 NON-REFUNDABLE FEE (FEE LOWERED FOR 2021 TO HELP RESTAURANTEERS)** is required to reserve a space (check payable to **JRM Management**). You do have the option of paying with a major credit card by calling 770-423-1330. This fee includes one **10' x 10' open-sided canopy tent and Banner, (2) 6' tables and (2) chairs**. Bring own tablecloths, signage and decorations for tent. The event will begin at 11:00 a.m. and will continue until 5:00 p.m.
- 2) **The Taste PRICING**. Food samples can only be sold in 1 - 4 DOLLAR increments and may **not** be given away.
- 3) *The Taste* will be held **RAIN OR SHINE**.
- 4) Bring your own **RESTAURANT SIGNS AND MENU BOARDS** for tents (no electrical signs). We will provide a banner with restaurant name to go above tent.
- 5) There will be Five **CONTESTS** for The Taste 1) Best Entrée; 2) Best Dessert; 3) Best Food Presentation; 4) Best Decorated Tent. 5) Best Appetizer. Food samples with name of restaurant should be at the Judges' Tent by 12:00PM. Note that food samples for the contests do not have to be what you are selling to the public. Bring own food, utensils, paper products, etc. It has been requested that all contest entries be presented on disposable dishware. If other than disposables are used, please be at the Judges Tent to pick up your dish after 2:45 pm. We are not responsible for dishes left at the Judges Tent. Winners will be contacted and asked to be at the Main Stage at 3:15pm to receive award at approximately 3:30pm.

6) **SET-UP BEGINS at 7:00 a.m. and we would like everyone to be READY BY 10:00 a.m.** This is one hour before the 11:00 a.m. start time because the public begins arriving at 11:00 a.m. When unloading vehicle, pull up close to booth to let another car pass. Quickly unload, move vehicle then return to set-up your booth (PLEASE DO NOT: unload, set up, then move vehicle). All vehicles must be out of the fairgrounds by 10:30 a.m.

7) **SPACE ASSIGNMENTS** will be completed approximately two weeks prior to the event. Space assignments are made on a first-come, first-served basis and type of food samples served. If you have a special request for your booth, please list it on this form.

8) **SOFT DRINKS. Please do not bring soft drinks to be sold or given away.**

BOTTLE WATER – There will be a bottle water sponsor. You are allowed to sell water but it must only be the sponsor's water.

9) **END TIME of the event is 5:00 pm** Please have your booth broken down by 10:00 p.m. Do not begin breaking down prior to 5:00 pm

10) **CLEAN-UP.** ALL trash, papers or boxes must be placed in a dumpster. Please reference an event map for location of dumpsters. Do not dump grease or hot coals anywhere in Fairgrounds. A Grease trap will be provided on site.

11) **TABLE & CHAIRS.** The City of Cumming has rented **table and chairs for your booth.** They must be left when you leave. If they are missing or damaged, they will be billed to your business.

12) **ELECTRICITY.** To ensure that you will have **electricity on event day, we must know by Friday, March 26, 2021.** It is your responsibility to bring **100 ft. extension cords for EACH outlet requested as the** electrical outlets are not directly behind your tent. Electrician will be on premises from 9am to 7 pm on day of event.

13) **LIABILITY WAIVER AND RELEASE.** I, assume all responsibility for, and risks and hazards of, participation in the rental activity planned by my group. In considerations of the City of Cumming, and JRM Management providing permission to use the space requested, I, and all members of my rental group, do hereby release the City of Cumming, and JRM Management, including all officials, officers, employees, sponsors, organizers, supervisors, volunteers, participants, and all other agents, of any and all claims, demands, rights, and causes of action of whatever kind and nature, arising from and by reason of, and all known and unknown, foreseen and unforeseen, bodily and personal injuries, damage to property, and the consequences thereof, resulting from participation in the rental activity planned in the City of Cumming.

~You Keep All Your Profits~

The Taste ~ April 3, 2021
2021 FOOD CONTRACT & INFORMATION

Restaurant Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ Zip: _____ Business Phone: _____ Cell Phone: _____

Note: Email is our primary means of communication. PLEASE PRINT CLEARLY.

*****E-mail # 1:** _____ *****E-mail # 2:** _____

Each 10' x 10' space rental fee is ***\$200.00 (non-refundable)***. This fee includes one 10' x 10' open-sided canopy tent and banner, (2) 6' tables and (2) chairs. You do have the option of paying with a major credit card by calling 770-423-1330.

How many booth spaces with tents do you want to reserve? _____

Contact Name and Number on Event Day: _____

(If you do not know this information yet, please list someone that can be easily reached)

What food do you plan on serving at the event and what price will you charging? Must be in increments from \$1 to \$4, no more. We may include some of this on our website or marketing materials.

How will the food be handled? (Check all that apply)

- | | |
|----------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Pre-packaged | <input type="checkbox"/> Individually Wrapped |
| <input type="checkbox"/> Cooking on site | <input type="checkbox"/> Cooked in advance & warmed on site |
| <input type="checkbox"/> No cooking required | <input type="checkbox"/> Bulk Transported, portions served on site |
| <input type="checkbox"/> Other: _____ | |

How many 120-V (15 AMP) electrical outlets will you require? _____ (Two are included with your booth)
(To ensure that you will have electricity on event day, we must know by 3/26/2021.)

Will you bring a generator? Yes No (It is requested that generators be muffled for sound.)

Will you have an open flame on site? Yes No

Do you carry Liability Insurance? Yes No

Does your insurance cover this type of event? Yes No

Will you be participating in this year's contests? Yes No If yes, please check which one(s):

1. Best Entrée _____ 2. Best Dessert _____
3. Best Food Presentation _____ 4. Best Decorated Tent _____ 5. Best Appetizer _____

Other requirements/requests _____

By signing this contract/information sheet, I have read, understand and agree to comply with the rules as attached to this contract and information sheet.

Signed: _____

Date: _____