



2017 Cleveland Eats

The Culinary Village Overview

Saturday, September 16, 2017
12PM-10PM

Cleveland Eats
Culinary Council

Ben
Beberoth

Dante
Boccuzzi

Zack Bruell

Brandt Evans

Matt Fish

Heather
Haviland

Chris
Hodgson

Christopher
Kafcsak

Douglas Katz

Karen
Monath

Chris Poplin

Scott Ryan

Jonathon
Sawyer

Karen Small

April
Thompson

Eric Wells

Rocco
Whalen

Eric Williams

Zdenko
Zovkic

Event Content and Activities for Saturday:

- A local chef driven, street food and beverage festival featuring live music
- Small plates from a wide-variety of chefs & restaurants showcasing Cleveland's world-renowned culinary community
- Local Craft Beer Tents
- Continuous live music from the main stage
- Food Demonstration Stage showcasing the most celebrated chefs in Cleveland
- A Culinary Marketplace featuring culinary packaged goods for purchase
- A Kid's Zone
- VIP Tent
- Finale Fireworks over Downtown
- A cooperative of corporate and civic partners stimulating and supporting the long-term economic strength of the city, benefiting the Hospitality Management program at Tri-C.

Restaurant Partnership Summary

Culinary Village

Event Details

- Date: Saturday, September 16, 2017
- Time: 12PM-10PM
- Location: Mall B
- Estimated Attendance: 15,000 people
- Benefiting the Hospitality Management program at Cuyahoga Community College
- Booth Rental Cost \$500: **Sales made at your tent will be the restaurant's to keep.**

Menu Criteria

- Each restaurant will offer & serve (1) signature dish (small plate version).
- Cleveland Eats is a tasting event; therefore, food portions must not exceed 5oz. per plate (ex: 3oz pulled pork plus 2oz polenta).
- Menu item must be priced at \$5.
- A Menu Selection Form asking for your 1st choice item, an alternative item and descriptions will be sent out after we receive your Commitment Form. (If multiple restaurants want to do pulled pork as their menu selection, we may ask you to prepare your alternative menu item in order to create more variety.)
- Food offering must be consistent with the type of food served at your restaurant.
- Only pre-approved beverages can be sold. The festival organizers handle ALL soda, water and alcohol sales, vendors are NOT allowed to sell these items.

**Bakeries and/or Specialty Beverage Restaurants: please consult with festival organizers on food selection, portion size & price point if needed.

Selection Process

- After you submit the Participating Restaurant Commitment Form, you will be sent and asked to fill out a Menu Selection Form.
- Based on the number of applicants the Culinary Council will review all Restaurant Commitment Forms along with the Menu Selection Forms. The restaurants will be accepted based on customer reviews and experience, food variety and the importance of showcasing local food.
- Restaurants will be notified by e-mail of acceptance by 6/30/17.



The Booth Rental of \$500 will give you access to:

- One 10' x 10' tented space
- Two 8' tables & One 6' table
- Power – One 20 amp circuit
- Guest lighting for interior of tent
- Custom banner with restaurant logo and food item will hang on the booth.
- Back of house support (washing stations, trash removal, etc.)
- Access to a shared refrigerated truck (each restaurant will receive approximately 6' of refrigerated wall space).
- General pre-event marketing

Restaurant Expectations

- A minimum of 1,200 servings of your menu item should be prepared (final quantities to be communicated upon final vendor participation confirmation, no later than 30 days prior to event).
- Restaurant is responsible for disposables (plates, utensils, napkins).
- Restaurant is responsible for bringing and/or renting all equipment and health regulation supplies to operate their tent (hot boxes, pans, towels, gloves, sanitation needs, etc.).
- Submission of high resolution logo and restaurant's website: to be used on the Cleveland Eats website (EPS file preferred).
- Logo may also be used on select printed promotional material, advertising, etc.
- Restaurant will be responsible for staffing their own tent and being prepared to take cash sales.
- Booth set-up must be compliant with event, health, fire and safety regulations.
- Insurance liability coverage (specifics will be communicated once selected).
- Must have an OH sales tax ID and submit as required by law.
- Vendors must remain at their booths for the entirety of the event.
- Event is rain or shine: must commit to being there in all weather conditions.

Timeline

- After the May 31st commitment form deadline, we will finalize the number of participating restaurants.
- By June 15th all Menu Selection Forms will be due.
- By June 30th: The Culinary Council will review and choose the restaurants to be vendors for 2017 Cleveland Eats: based on customer reviews and experience, food variety and local emphasis. Accepted restaurants will be notified by e-mail.
- By July 1st: Start distributing all permitting information and event process to all accepted restaurants (we have a plan that will make this as efficient and seamless as possible for all parties).
- By July 15th: Payment of booth rental must be made to Tri-C.
- July - September: Event details and logistics distributed to restaurants.

Thank you! We look forward to receiving your application!

Please fill out the Restaurant Application Form Today
and send back to clevelandeats@tri-c.edu.

