

Food Vendor Opportunities



Culinary Row at Top of the Park
Ann Arbor Summer Festival
June 18 - July 11, 2010

Estimated Attendance: 60,000+



OVERVIEW

One of Ann Arbor's most beloved events, the Ann Arbor Summer Festival's Top of the Park is an exhilarating celebration of performing arts, outdoor entertainment, and community spirit. The three-and-a-half week event features live music, movies on an inflatable screen, family activities, and a variety of food options from the best local restaurants. Each year, Top of the Park attracts more than 45,000 people (1,500+ per night) from the local community and throughout Southeast Michigan.

The festival's Culinary Row features some of Ann Arbor's favorite eateries and caterers. These eight (8) select food artists highlight specialty menu items that provide Top of the Park patrons with a mouth-watering selection of delicious meal options. The festival ensures that our food vendors do not compete in offerings and pricing, as well as ensuring no other vending occurs within a one block radius of our event to maximize your sales.

In addition, our staff helps to encourage additional sales for our vendors in numerous ways. Review the attached information on activation and promotional opportunities to gather some ideas on how the festival can help market your businesses participation in this Ann Arbor community tradition.

DATES & HOURS OF OPERATION

The Ann Arbor Summer Festival runs June 18 through July 11, 2010. Hours of operation are Tuesday through Thursday 6:30 pm - 11:30 pm; Friday through Sunday 5:00 pm - 11:30 pm; closed Monday.

CONCESSION FEE

\$4,250 flat fee, includes booth rental, electrical power, non-potable water, security, trash and recycling. See additional terms and conditions in back of packet.

SIGNAGE & PROMOTION

- Company logo printed on signage for front of booth
- Company logo with link will be included under Food & Beverage section on the festival website.
- Downloadable PDF menu will be included on festival website to highlight vendor options and pricing, so festival-goers can view your selections and make your booth their dining destination.
- Company name will be listed in the annual Festival Guide, with 50,000 copies distributed onsite at the festival and in high-traffic areas throughout Washtenaw County.
- Company information will be listed in the festival's Hospitality Packet as a preferred vendor, which is shared with customers that are planning private parties and special events at Top of the Park.



CONTACT INFO

For more information or to inquire about booth availability, please contact Amy Nesbitt at (734) 994-5999 ext 201 or arnesbit@umich.edu.

PROGRAM DESCRIPTION

The Ann Arbor Summer Festival is an exhilarating celebration of performing arts, outdoor entertainment, and community spirit. Each year, the three-and-a-half-week cultural and social event offers dozens of performances, activities, exhibitions, screenings and more, with eclectic music, dance, theater, film, visual arts, and family fun.

AUDIENCE & DEMOGRAPHICS

Recognized as one of the leading performing arts festivals in the country, the Ann Arbor Summer Festival offers an energetic mix of regional, national, and international artists of all disciplines. The festival's spectrum of artistic expression attracts a diverse audience in terms of age, interest, ethnicity, socio-economic background, education, and gender. With over 100 events each season, the festival provides a multitude of ways to engage fans.

Attendance: Averages 60,000 festivalgoers each year

- 55% of festival patrons reside in Ann Arbor
- 45% of festival patrons live within a 45-mile radius, including Birmingham, Detroit, Brighton, Flint, Lansing, Jackson, and Toledo
- The average Mainstage ticket buyer is 35-59 years of age
- The average Top of the Park attendee is 25-50 years of age
- 59% of festival patrons are college educated
- 45% of festival patrons have an average household income of \$50,000-\$75,000
- 24% of festival patrons have children under the age of 18
- Individuals of diverse cultural backgrounds frequent both Mainstage and Top of the Park events



I. Policy

- **Purpose:** Top of the Park is operated for the purpose of providing food, beverage, and entertainment services for patrons of the Ann Arbor Summer Festival.
- **General Responsibility:** Vendor shall assume sole responsibility for overall management and operation of one food concession at the Top of the Park, except as otherwise provided herein.
- **Conformance and Licensing:** It is understood that Vendor shall conform with and abide by all laws, rules, and regulations pertaining to outdoor food services, including licensing requirements, as prescribed by the University of Michigan, the City of Ann Arbor, Washtenaw County and other authorities at or before payment of May 1st flat vending fee.

II. Management and Operation

- **Hours of Operation:** Top of the Park shall be open nightly starting June 18 and ending July 11, 2010. It is understood that Vendor must be open and ready to serve patrons from 6:30 p.m. until 11:30 p.m. nightly with Friday, Saturday and Sunday nights starting at 5 p.m.; vendors must be ready to serve at this time. AASF shall have final authority to remain open or to close operations in the case of inclement weather conditions or emergency determined by AASF.
- **Operations:** In exercising responsibility concerning management and operation of food services at Top of the Park, Vendor shall consult with AASF in writing on all matters pertaining to menus, pricing, equipment, power needs, layout, set-up and staffing. Final decisions relating to such matters shall be made upon mutual agreement of Vendor and AASF.
- **On-Site Manager:** AASF shall provide a Top of the Park Site and Production Managers at all times during the hours of operation for the purpose of supervising and answering questions pertaining to vending operations.
- **Vendor will provide:** all necessary staffing to ensure a minimal customer wait as determined by the TOP Manager.
- **Top of the Park Security:** AASF will provide uniformed guard 24 hours per day from June 14 through July 12, 2010. Ann Arbor Police Department and The University of Michigan Department of Public Safety personnel will be on site during hours of operations.
- Washtenaw County Health and Environmental Safety members and University of Michigan OSHA members will conduct periodic inspections of vendor operations of which vendors must be in compliance with these health and safety rules or be subject to fines and or shutting down operations by order of these officials. No refunds of vending fees are provided. **Vendors are responsible for obtaining their own food license with Washtenaw County and providing a copy of the application to AASF.**
- City of Ann Arbor Fire Safety and University of Michigan Fire Safety units will periodically inspect food vendor booths and all vendors must be in compliance with any rules or citations expressed by either organization.
- **Insurance and Liability:** It is understood that Vendor shall take all steps reasonable and necessary to safeguard the property, materials and equipment provided by AASF and that Vendor is responsible for acquiring sufficient insurance to protect booth contents. AASF is not responsible for any property of Vendor or any product and equipment damages caused by Acts of God. Vendor shall defend, indemnify and hold AASF harmless from any damages as a result of any claim for personal injury brought by a patron or third party, which is alleged to be as a result of service at the Vendor concession or any other act (or omission) of Vendor.

- **Sanitation:** AASF shall provide general sanitation services including daily garbage pickup and general upkeep of the Top of the Park and shall provide Vendor with at least one trashcan and recycle bin outside its booth. The management of Vendor will ensure that its employees respect all health and sanitary codes set out by the State and other agencies. Vendor is responsible to place its booth trash and recyclables in the appropriate dumpsters.
- **Presentation.** Vendor shall assume responsibility for maintaining a clean and attractive booth and for all signage necessary for the operation of its food services. **Signage/menu shall be subject to approval by the AASF and must be submitted to the AASF at least one month prior to the beginning of the Festival.** It is understood that all Vendor employees will be in clean attractive uniforms (or attire) in keeping with the overall appearance of the Festival. It is requested that Vendor use the same staff consistently so as to minimize the need for training and ensure knowledgeable staff.
- **Daily supplies, restock and deliveries.** Vendor is responsible to deliver any needed product in a way that **does not involve the blocking of the Washington Street site** including moving or blocking of barricades and parking in front of food booths. This includes parking vehicles in front of a booth while unloading product during the festival hours of operation (5pm – 11:30 pm) unless expressly permitted by the Festival Production Manager. **Vendors are encouraged to bring a hand truck or cart to deliver goods from any vehicle parked near the site to the booth itself.** Failure to respect this rule will be seen as a breach of contract. Vendors are responsible for their own parking options. The Fletcher Parking structure is the closest suggested option for vendors and their staff.

III. Financial

- **Concession Fees:** Vendor shall pay AASF a concession fee for sales privileges at Top of the Park. **This fee shall be paid in full to the AASF no later than May 1, 2010.** Payment later than this date may jeopardize Vendor's place at Top of the Park.
- **Access and services** described herein will be provided to Vendor on the basis of payment of the 2009 booth vendor flat fee of \$4,250.
- **Booth Set-Up and Tear Down. No additional fees.**
- **Utilities: 24 hr electricity and non-potable water consumed in the normal course of operations.** All other utilities must be arranged and paid for by Vendor. AASF must be notified of all utility arrangements (**map with power draw, amp age of equipment etc**) at least four weeks prior to the beginning of the Festival in order to maintain an orderly and safe concession area. **Top Site Manager will have the final control over excessive or unsafe use of power by any vendor.** Top Site Manager will be empowered to monitor usage and draw, shutting down any power to vendor who does not comply with safety standards and proper usage.
- **Trash and Recyclables:** AASF will remove and properly disposing of all booth refuse and recyclables. Vendor use of site garbage dumpsters is available.
- **Security Deposit:** No security deposit is required.

Festival Contact:

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