

SAVOR THE SUMMIT

Restaurant Participation Agreement

Saturday, June 23rd, 2012

Name of Restaurant: _____

Street Address: _____

Mailing Address: _____

Contact Person: _____

Contact Email: _____

Contact Phone: _____

Restaurant Email: _____

Restaurant Phone: _____

Participation Fees:	<u>Prior to 3/1/12</u>	<u>3/1/12 or After</u>
PCARA Member - Street Footprint (20' x 50')	\$300	\$400
PCARA Member - Street Footprint (20' x 100')	\$400	\$500
Non-Member - Street Footprint (20' x 50')	\$500	\$600
Non-Member - Street Footprint (20' x 100')	\$600	\$700

Restaurant Footprints – Must be submitted for approval by both the PCARA and City Officials no later than June 11, 2012. Please note due to fire lane requirements and street dining decks, we cannot guarantee that footprints will be directly in front of participating restaurant.

Please make checks payable to Park City Area Restaurant Association. Submit completed Participation Agreement and payment to:

PCARA
P.O. Box 3162
Park City, UT 84060

Participation and space allocation is subject to first-come/first-serve basis.

Please confirm your participation ASAP, as space can be limited.

If you have any questions, please contact Ginger Ries at ginger.ries@me.com or 435.640.1168

Savor the Summit 2012 Event Overview & Guidelines

To maintain a consistent “*Look & Feel*” of the Event, by participating Savor the Summit you are agreeing to adhere to the following guidelines:

- Dinner Service to begin at 6:00pm and conclude prior to 9:00pm.
- Restaurant set-up to begin at 2:00pm; tear down between 9:00-10:00pm; *please considerate to your neighbors and do not start tearing down until neighboring dining guests have finished dining.*
- Main Street to re-open to vehicle traffic by 11:00pm.
- The Grande Table is (theoretically) ***one long continuous table*** set in the ***middle*** of Main Street.
 - *Restaurant may only set **one row** of tables, scattered table setting will not be allowed.*
 - All restaurant tables **must** be set linearly, parallel to direction of Main Street. Round tables not allowed.
 - Tables to be set contiguously without large gaps between, except where necessary due to business gaps
 - Due to fire lane requirements and summer street dining decks, we cannot guarantee footprint will be directly in front of participating restaurant.
- Savor the Summit encourages creativity in design and distinction of individual restaurant space utilizing florals, trees, tabletop centerpieces and décor surrounding the table. *However please note:*
 - Line of sight to be maintained throughout street. Umbrella coverings for shade, *where needed* must pre-approved by event organizer. ***Canopies, tents, barricades, dividers, etc are not allowed.*** For further clarification, please contact event manager Ginger Ries at 435.640.1168.
 - **Restaurant must submit a detailed street footprint to PCARA for approval no later than Monday, June 11, 2012.**
- The Main Stage (located on Heber Avenue in front of the Kimball Art Center) will start live music at 4:00pm to kick-off the evening. The Spirit Garden will open at same time. Event is officially open at 4:00pm.
- Restaurant will determine their menu, pricing, reservation and confirmation method, and revenue collection.
- Dinner service to begin promptly at 6:00pm, only one seating allowed. Plan for 6:00-8:00pm service (*best practice*).
- To be listed on www.savorthesummit.com Participating Restaurant Page, restaurant must submit company logo in jpg format, a brief description, contact info, pricing and menu.
- Event marketing to begin May 1, 2012. Submissions made before this time will receive most marketing exposure.
- Liquor Orders *may need* to be submitted through event coordinators and passed on to UDABC, according to UDABC regulations for events. Payment and pick up of order will be done normally at UDABC Park City Club Store.
- Live music will be programmed throughout the street where applicable. This is to *enhance the overall experience* of the street event. It is not intended to favor any one-restaurant location over another. Music will not be equally heard throughout the street due to sound limitations and space distances. Restaurants may provide or hire musical acts for their area ***only with prior approval from event organizers.***
- Participation Fees cover the costs of event marketing, licensing, coordination, and promotion. Each participating restaurant is encouraged to market the Event through their standard marketing practices and at their own expense. Savor the Summit and PCARA logo are registered trademarks and are the sole and exclusive property of PCARA. Restaurant as authorized to use the Trademark solely in connection with the promotion of the Event. All uses of the Trademarks, including use in promotional materials, website presentation or printed matter which will display the Savor the Summit artwork or PCARA logos **must receive approval in writing** in advance of publication from event organizers.

ACCEPTANCE OF GUIDELINES

Please initial under each bullet point indicating that you understand and agree to the following rules and regulations:

- Final confirmation of total number of seats within street footprint must be submitted to event organizers no later than June 11, 2012. Initial _____

- Savor the Summit is Rain or Shine. Each participating restaurant will need to develop a rain contingency plan and communicate this to their customers with reservations. If restaurant collects payment to secure reservations, indoor seating must be available in case of rain or a stated refund policy must be in place. Initial _____

- Participation fees are non-refundable. Initial _____

- Event set-up will begin at 2:00pm on Saturday, June 23rd. Each restaurant will need to be completely set-up for service by 6:00pm, if not sooner. Tear down between 9:00-10:00pm; *please considerate to your neighbors and do not start tearing down until neighboring dining guests have finished dining.* Initial _____

- Restaurant is responsible for their tables & chairs, tablecloths, service ware, glassware, tray jacks, table décor, etc. Table and chair rental is optional and available through Diamond Rental. Delivery will be dropped at your street location the day of the event and picked up at the conclusion. Initial _____
If you are interested in ordering equipment, please contact:
Randy Rutherford
Diamond Rental
(801) 262-2080
randyr@diamonddental.com

- Restaurant agrees to protect, indemnify and hold both the Park City Area Restaurant Association and Mountain Town Music harmless from any and all expenses, damages, claims, suits, actions, judgments and costs whatsoever, including attorneys' fees, arising out of or in any way connected their participation in the Savor the Summit event. Initial _____

- Restaurant gives permission to the PCARA to use any photos taken during the Event that may include any view of their participation in Event and understands that such may be used in future PCARA promotions or marketing whether electronic, print, digital or electronic publishing via the Internet. Initial _____

- **INSURANCE:** Restaurant must provide, *no later than June 1, 2012*, a General Liability policy with limits of \$1 million per occurrence, listing the Park City Area Restaurant Association as additionally insured. Initial _____

By signing below, Restaurant hereby understands and agrees to the terms, rules and regulations as outlined in this agreement.

Signature of Restaurant

Ginger Ries / Event Manager

Company

Park City Area Restaurant Association
Company

Date

Date