

NEW SMYRNA BEACH SHRIMP & SEAFOOD



FESTIVAL

Thursday, August 15th - 5 to 9pm

Flagler Avenue



Taste Great Seafood from
Volusia's Best Restaurants

Live Entertainment & More!

"Best on the Beach"
Contest

Sponsored by the Merchants of Flagler Avenue and...

FLAGLER TAVERN **OM BAR CHILL LOUNGE** **Clancy's CANTINA** **TONI & JOE'S** **Peanut's RESTAURANT & SPORTS BAR**
ATLANTIS BISTRO **BARRACUDA'S bar + grille** **The Breakers** **CAFE HEAVENLY** **Cafe Verde** **Gnarly SUPP BAR** **MANZANO DELI** **TAYTON O'BRIANS** **That's Amore**
Trader's (SPORTS PUB) **SIGN-O-SAURUS** **ROADSIDE TAVERN BAR & GRILL** **RCR** **Image TODAY GRAPHICS** **new Smyrna** **NEW SMYRNA Chevrolet**
NSB WATERFRONT LOOP **RUE, ZIFFRA & CALDWELL** **VYE 103.3FM** **SOUTHERN EVENT GROUP** **FMG** **99.5 FM WLOV** **NEWS 1150 WNDB DAYTONA ISLAND**

The Flagler Avenue Hospitality Group Presents

The 6th Annual New Smyrna Beach

Shrimp & Seafood Festival

Thursday, August 15, 2013 – 5 to 9pm

Dear Owner, Kitchen Manager, Head Chef, or Cook,

How would you like to be able to sample some of your best products to a captive audience, advertise your business with promotions and coupons, talk one-on-one to potential new customers, and get free press if your dish is considered “Best on the Beach?” The Sixth Annual New Smyrna Beach Shrimp & Seafood Festival will make all of this possible. The event will include all the best restaurants in New Smyrna and its surrounding areas, plus local artists, musicians and other “Seafood” related activities.

Judging will be done by a panel of seafood experts/celebrity judges/local "foodies" and the winners will be named on Southern Stone Radio Stations. Above all the judges will be looking for freshness, flavor and originality. Those entering should anticipate having a good time, serving your best and most creative dishes to hoards of hungry seafood lovers and promoting your business at little cost to you.

1. There is a \$50 participation fee for each 10x10 space on the street. Double or triple spaces are available for a \$50 per each additional 10x10 space.
2. Each entrant will be allowed to sell up to three (3) samples to the public. Dishes must fall into one of these categories: **SHRIMP, SHELLFISH, FISH, or SPECIALTY SEAFOOD**. Portions should be sized to sell each sample in a range between \$3 and \$5 each. ***No entrant may sell or provide for free, beverages of any kind.*** Beverage tents will be provided by the Hospitality Group.
3. Each entrant will be provided with a designated 10x10 space on Flagler Avenue for the event and will be allowed to enter up to three dishes in our “Best on the Beach” contest.
4. Each entrant must bring his own heating device! **NO ELECTRICITY will be available.**
5. Entrants are responsible for supplying a weighted 10x10 pop-up tent or covering, **ADEQUATE GARBAGE RECEPTACLES** and removal after the event, all utensils related to serving their dishes, ladles, spoons, tongs, paper plates, napkins or anything else you need to serve your dishes.
6. **NO TABLES will be provided.**
7. Other optional items you may bring: tables, stands, portable cook tops, warmer, sternos, vinyl or latex gloves, clean towels, lawn chairs, restaurant signage, business cards, coupons, menus, flyers or anything else you wish that **PROMOTES YOUR ESTABLISHMENT!** That’s the reason we’re here!

Awards will be given out in the following categories:

- **Best Shrimp on the Beach**
- **Best Shellfish on the Beach**
- **Best Fish on the Beach**
- **Best Specialty Seafood on the Beach**

The categories for judging are limited to the main seafood ingredient in the dish. Each dish may be entered in one category ONLY. Combination dishes such as “Shrimp & Scallop Scampi” would be entered into the Best Specialty Seafood on the Beach category. All seafood dishes that are not primarily shrimp, fish or shellfish, for example: calamari would be entered into the Best Specialty Seafood on the Beach category.

WWW.PARTYONFLAGLER.COM

The Flagler Avenue Hospitality Group Presents
The 6th Annual New Smyrna Beach
Shrimp & Seafood Festival

BEST ON THE BEACH CONTEST

Date: Thursday, August 15, 2013, 5 PM to 9 PM

Place: Flagler Avenue, New Smyrna Beach, FL

Please fill out this form and mail it to **Shrimp & Seafood Festival, c/o Peanut's, 421 Flagler Avenue, New Smyrna Beach, FL, 32169** or give to _____

Entry fee is \$50 for each 10 x 10 space on Flagler Avenue. Each Restaurant may bring up to three (3) different dishes/entry's. The dishes must sell for between \$3 and \$5 each.
Checks should be made out to **Merchants of Flagler Avenue Hospitality Group**.

ALL ENTRYS MUST BE IN BY August 12, 2013.

Restaurant/Business: _____

Valid Public Food Service License Number (Mandatory): _____

Address: _____

Phone: _____

Contact Person: _____

E-Mail Address: _____

Booth Size: **10x10 (\$50)** **10x20 (\$100)** **10x30 (\$150)**

Name of Dish/Entry	Selling Price	Judging Category (Select ONE ONLY)
1) _____	_____	<input type="checkbox"/> Shrimp <input type="checkbox"/> Fish <input type="checkbox"/> Shellfish <input type="checkbox"/> Specialty Seafood
2) _____	_____	<input type="checkbox"/> Shrimp <input type="checkbox"/> Fish <input type="checkbox"/> Shellfish <input type="checkbox"/> Specialty Seafood
3) _____	_____	<input type="checkbox"/> Shrimp <input type="checkbox"/> Fish <input type="checkbox"/> Shellfish <input type="checkbox"/> Specialty Seafood

Set up: 3:00 PM to 4:30 PM - All entrants must be set up by 4:30 PM

Judging will start at 5:30 PM

For more information or questions about the event,

Contact Shelly Pestine at 386-795-1060 or Beverly Hesson at 386-295-7567

www.partyonflagler.com

Check made out to Merchants of Flagler Avenue Hospitality Group must be included with Entry Form
This event will go on **RAIN OR SHINE!!** No Rain Date and No Refunds.

Additional Information:

1) INDEMNIFICATION: By signing this application, Vendor agrees to indemnify fully and save and hold harmless the City of New Smyrna Beach, Merchants of Flagler, Inc., their officers, employees and agents, against any and all damage claims, liabilities and causes of action of every kind and nature (including but not limited to fire, accident, occurrence, theft or condition in or upon the ground/site), to the extent they are not caused by the conduct of the Merchants of Flagler, Inc. or the City of New Smyrna Beach, their agents or employees. Nothing contained in this Agreement shall be constituted as a waiver of the City's sovereign immunity granted pursuant to Section 768.28, Fla. Stat".

2) "I have read and agree to abide by all the rules governing the New Smyrna Beach Shrimp and Seafood Festival. I do hereby release and hold harmless the City of New Smyrna Beach, and the Merchants of Flagler from any and all manner of actions, suits, damages, or claims whatsoever arising from any loss or damage to my property, or anyone's property in my possession or supervision. I shall comply with all applicable Federal, State and local laws, rules and regulations. I understand that I am wholly responsible for collecting and submitting Florida Sales Tax (6.5% Volusia County) during this event."

Signature: _____

Name (Please Print): _____

Title _____

Date: _____



Temporary event checklist

Water, Plumbing and Wastes

- Water from an approved source
- Adequate water supply provided
- Access to a three compartment sink if not installed in unit for washing and sanitizing of utensils and equipment
- Food grade portable water hose installed
- Sewage/waste water disposed into sewage system
- Bucket/catch basin provided at hand wash facility
- Covered garbage receptacle provided

Hand Washing

- Hand wash facility provided (e.g., Igloo cooler with on/off valve)
- Soap and Disposable towels provided; chemical towelettes (when approved)

Physical Facilities

- Overhead protection if food prepared or portioned on premise (nonflammable, if cooking)
- Soap and Disposable towels provided; chemical towelettes (when approved)

Food Safety

- Food stored at least 6" off floor/ground
- Hot food maintained 140° F or hotter
- Cold food maintained 41° F or colder
- Thermometers in refrigeration units
- Probe type thermometer available for operator use; scaled for intended use
- Food must be protected against flying insects and other vermin (see physical structure for 4 – 30 day events)

Fir Safety

- Portable fire extinguisher with minimum rating of 2A:10BC
- If producing grease laden vapors, 40:BC or K class portable extinguisher
- Portable extinguishers properly tagged within last 12 months by licensed technician

General

- Adequate and conveniently located restroom facilities provided for employees and customers
- Provide adequate supply of spare utensils if three compartment sink is remotely located at a commissary or public food service establishment
- Single service items protected
- Sanitizer and test kit provided wiping cloths utilized
- Copy of public food service license provided (1 -3 day events)
- Copy of department of Agriculture and Consumer Services license provided (1 – 3 day events)

All items under lined and italicized are very important