



PO Box 513
Excelsior Springs, MO 64024

November 29, 2016

Dear Winery:

The Downtown Excelsior Partnership is planning the 11th Annual Excelsior Springs Wine Festival in Excelsior Springs, Missouri on Saturday, June 17, 2017. We would like to extend an invitation to you to be a part of this event.

We made changes in 2016, and we are working to make additional improvements for 2017. In 2014, we moved the event venue to East Valley Park on Lover's Lane 0.4 miles east of the Elms Hotel and Spa on Highway 10. This year, the event will run from 2:00 pm – 8:00 pm. With the move, wineries will be afforded a tremendous amount of shade, and you will now be able to park your vehicle in very close proximity to your tented area. We will also have a Hospitality tent to assist you with all of your needs.

With this event, it is our intention to bring exposure to the various wineries while promoting our beautiful parks and historic downtown Excelsior Springs. Please bring brochures/business cards to distribute throughout the event. We can't think of a better way to promote our parks than to plan the Wine Festival in one of them. The Downtown Excelsior Partnership is a non-profit 501(c)3 organization supporting the effort to revitalize and bring alive our downtown.

We are looking forward to the opportunity to build relationships with you while working to promote your winery. Please register prior to May 15, so that your winery will be included in all of our marketing. The price to participate this year is \$75 if registering prior to May 1, and \$100 if registering after that date. You can complete your registration and view the truly beautiful park setting for this year's event at <http://www.visitexcelsior.com/winefestival.html> or you can mail your registration to DEP, PO Box 513, Excelsior Springs, MO 64024.

If you have any questions, please do not hesitate to contact me at cab2711@outlook.com (816)719-5665 or our Executive Director at exec@visitexcelsior.com or 816-719-9912.

Sincerely,

Carol Baxter DEP Promotions Chairman
PO Box 513
Excelsior Springs, MO 64024



WINERY APPLICATION

June 17, 2017

Location: East Valley Park, Lover's Lane
Excelsior Springs, MO 64024

Application Fee: \$75 prior to 5/1/17. \$100 after 5/1/17

Winery: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

How many wines will you be offering for free samples? _____

Names of all booth attendees: _____

- ❖ Booth size is 15x15. You will need to bring tables, chairs, table coverings, skirtings, etc. ❖
- The winery is responsible for tents/awnings. This is a rain or shine event so a tent is highly recommended. ❖
- Ice will be provided. ❖
- The park is tree-lined and should provide plenty of shade. ❖
- Power will be provided free of charge, but you are responsible for bringing an extension cord. ❖
- Samples will be provided free of charge for wine sampling ticket holders at the festival. ❖
- Sale of wine by the glass, bottle and case is allowed. Please bring enough wine to ensure you have enough for the entire festival. We had right at 1,000 attend last year's event. ❖
- Tasting glassware will be provided to participants by the festival organizers. ❖
- All wineries will be responsible for obtaining the appropriate licenses from the State for wine sampling and sales. ❖
- There will be various food vendors offering food and non-alcoholic beverages for sale.

All wineries are expected to be set up 30 minutes prior to the 2:00 opening. If you have any questions, please contact Carol Baxter at 816-719-5665 or cab2711@outlook.com or Lyndsey Baxter at 816-719-9912 or exec@visitesprings.com.



STATEMENT OF RESPONSIBLE HOSPITALITY

The Excelsior Springs Wine Festival is the biggest fundraiser organized by the Downtown Excelsior Partnership (DEP) each year. Premier wineries, food vendors, musicians, artists and crafters are brought together in a beautiful setting to allow event attendees to sample quality Missouri wines and food, enjoy the offerings from various artists and spend the day in a relaxing atmosphere.

In order to ensure that we provide a quality experience for all attendees, we would like to reinforce some guidelines around Responsible Hospitality. The three main guidelines you and your servers/volunteers need to be cognizant of are:

1. Prevent illegal alcohol service to minors. The registration desk will ID attendees if they look under 30 before they receive a wine tasting wristband. Please use your judgment and if in doubt, ID. Remember, it is illegal to serve alcohol to minors. Also watch for folks that bring up multiple glasses picking up samples for other folks.
2. Reduce the likelihood of drinkers becoming intoxicated. Limit your pours and the size of your pours. There will be an abundance of samples available to attendees so train your team to be judicious with your pours. The organizing committee is committed to making food and water readily available. Know the signs of intoxication and train your booth team to recognize the same. Feel free to engage one of the organizers if someone should not be served.
3. Prevent those who are impaired from harming themselves or others. The DEP will have roving team members that you can engage if you believe someone is impaired. We do not want these folks to cause harm to anyone around them. You also do not have to handle these attendees yourself – DEP will have attendants that you can call upon.

If you have any questions or need assistance, please let us know