



29795 Ellensburg Ave, P.O. Box 489, Gold Beach, OR 97444  
Phone 541-247-0923 Fax 541-247-4394  
info@goldbeachchamber.com www.goldbeachchamber.com

*“Promoting the economic vitality and growth of the  
greater Gold Beach community”*

## **24th ANNUAL AMERICA'S WILD RIVERS COAST WINE, ART & MUSIC FESTIVAL**

**Saturday, May 14, 2011, 11am – 7 pm & Sunday, May 15, 2011, Noon – 5pm  
Event Center on the Beach, Gold Beach Oregon**

The Gold Beach Chamber of Commerce invites you to participate as a featured vendor at the 24<sup>th</sup> Annual America's Wild Rivers Coast Wine, Art & Music Festival which will be held Saturday, May 14<sup>th</sup> and Sunday, May 15<sup>th</sup>, 2011 at the Event Center on the Beach in beautiful Gold Beach, Oregon. We've attached an application and general layout for the two-day event.

We have made a few changes again this year, always working towards the improvement of this fantastic annual festival. The main change is the entrance into the festival; there will only be one entrance and that will be located in between the two buildings (Docia Sweet & Curry Showcase). This we expect will give each vendor in each of the buildings equal opportunity to the visitors attending the festival. The entrance will bring the folks just inside the fairgrounds gate and immediately to the courtyard where some vendors, entertainment and outside seating are available. From there the visitors will notice ample signage directing them to each of the buildings and vendors. With this established, as a first year change, we are making all winery booth fees a single cost of \$150 and all other vendor booths at \$100 (except noted below and application).

Other changes we made was a finite number of booths available for the typical 10'x10' pop-ups; only certain spaces are available for the pop-ups (consideration due to ceiling height and overall footprint on floor). Please note that these designated booth spaces does not mean you must have a pop-up in order to request that space but if you have and require your pop-up you must request only those designated booth spaces, indicated in green. Also please note that booth spaces are 10'x10' unless otherwise noted on the layout map provided. There are 2 booth spaces available at 10'x15' and costs \$150, indicated in orange. Finally, the spaces for wineries are indicated in purple and are only available to wineries.

A few administrative changes have also been made this year; these changes are listed in the application. Please take special attention.

We continue to find ways to make this event appealing to both visitors and vendors. We also take great attention to requests and suggestions made by vendors and visitors from past festivals and attempt to implement them in the best possible manner. With that said, we have changed the festival hours so that it be more cost effective for you as well as allowing you the opportunity to visit our local restaurants after a long day at the festival.

If you have any questions, please feel free to call me at 541-247-0923 or email at [director@goldbeachchamber.com](mailto:director@goldbeachchamber.com)

Kindest Regards,

Sandy Vieira  
Executive Director

# 24th Annual Americas Wild Rivers Coast Wine, Art & Music Festival

2011 Vendor Application May 14th & 15th, 2011

Complete application and return with full appropriate payment(s), OLCC forms  
(wineries only) & certificate of liability (wineries & food only) to:  
Gold Beach Chamber of Commerce PO Box 489, Gold Beach, OR 97444  
Phone: 541-247-0923 Fax: 541-247-4394 Email: info@goldbeachchamber.com

For Office Use Only

Booth # \_\_\_\_\_

Date Received \_\_\_\_\_

Accepted \_\_\_\_\_

Type \_\_\_\_\_

Vendor Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Description, please describe your business and products you will have for sale at this Festival. Tell us about your uniqueness, history, techniques and materials. This information will be used in upcoming press releases, brochures, the Festival Directory, and all other promotional material. **Include a brochure if you have one.**

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Booth selection from layout: 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_ 4th choice \_\_\_\_\_

**Spaces will only be reserved after application, forms (if applicable) and full payment has been received and approved by the Chamber. First Come, First Booked.**

Winery Vendors \$150 \_\_\_\_\_ All other Vendors \$100 \_\_\_\_\_ Booth 10'x15' \$150 \_\_\_\_\_

**(Non-profit or demo discount \$25 off, only 1 available/booth; discount request must be reviewed & approved by the Chamber)**

Will you require electricity? \_\_\_\_\_ Do you require lattice back drop? \_\_\_\_\_ Do you have a pop-up? \_\_\_\_\_

**You must indicate # for each question, if none write the number 0**

**Note: 2 chairs, 1 table, 1 linen & 2 wristbands (entry into festival) included in booth fee - additional @ charge**

Chairs (\$5) \_\_\_\_\_ Tables (\$10) \_\_\_\_\_ Linens (\$5) \_\_\_\_\_ Wristbands (\$10) \_\_\_\_\_

Please print the representative(s) attending the festival (names will be written on Wristbands):

1 \_\_\_\_\_ 2 \_\_\_\_\_

Would you like free promotional materials for this event? Posters: # \_\_\_\_\_ Postcards: # \_\_\_\_\_



Your signature below assures you have completed the application and have read and accepted all the points listed below.

Signed \_\_\_\_\_

Printed Name & Title \_\_\_\_\_

Date \_\_\_\_\_

- Please complete the application in its entirety, failure to do so will postpone your booth application request until your application is completed and payment received in full, including applicable forms (wineries & food only).
- Cancellation policy implemented: No refund if cancellation within 14 days of event
- Please carefully consider your booth set-up and items that may be requested by the Chamber (i.e. Electricity, tables, etc.) as no changes or requests may be made within 7 days of event.
- Lighting in each of the buildings are established with a specific ambience in mind. Some vendors may desire more illumination to their product, if you find this may be the situation for you please consider additional lighting that you must bring with you and be sure to indicate that you require electricity on your vendor application.
- Participation in the America's Wild Rivers Coast Wine, Art & Music Festival require the vendors recognize the days & hours the festival begins and ends (Saturday 11am-7pm & Sunday Noon-5pm) and agree to occupy their booth space and be available for business during all hours. No late set-up or early break-down is possible during the festivals hours.

### Vendor Checklist:

\_\_\_\_\_ Completed application including signature

\_\_\_\_\_ Check payable to: Gold Beach Chamber of Commerce (if paying by credit card complete below)

CC #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_

\_\_\_\_\_ Certificate of Liability (winery & food vendors only)

\_\_\_\_\_ *SEPERATE* Check for \$20 made payable to Gold Beach Chamber for OLCC fee (winery only)

\_\_\_\_\_ Completed OLCC special event winery application (winery only)

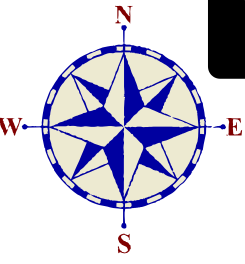
**Deadline for entries is April 7, 2011**

**Space is limited - Acceptance letters will be emailed, faxed or mailed by April 14, 2011.**



# Docia Sweet Hall

**LEGEND**  
Purple = Wineries only  
Green = Pop-Ups  
Orange = 10'x15' @ \$150

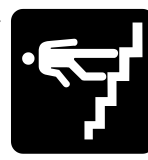
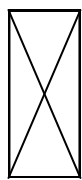


**STAIRS**

DS 27

DS 28

DS 29



**STAIRS**

DS 30  
(9.5'x10.5')

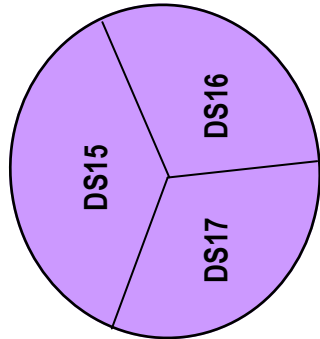
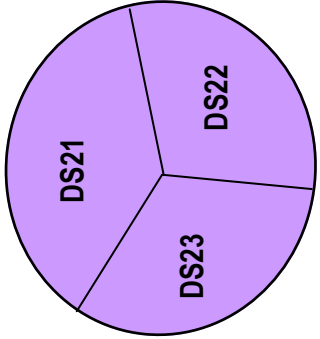
Rest Rooms

Emergency Exit

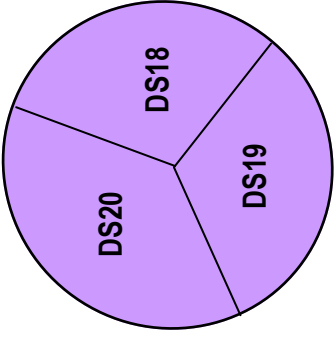
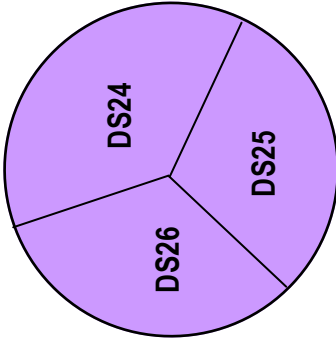
DS 1  
(10'x15')

DS 2

DS 3



Table



DS 9  
8'x10'

Entry from Courtyard

DS 6

DS 5

DS 4  
(11'x9')

Emergency Exit

**SEATING**

DS 14

DS 13

DS 12

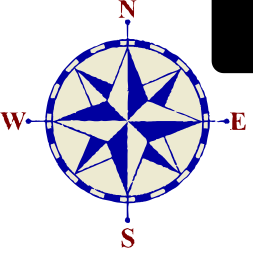
DS 11

~~DS 10~~  
Seating

Rest Rooms

DS 8

DS 7



**STAIRS**



**STAIRS**

Ocean View Room  
Pub

MZ 8  
(11'x9')

MZ 7  
(11'x9')

MZ 6



**AWRC Art Show**

Table

Table

Table

**Open Balcony  
Overlooking  
Festival**

MZ 5

MZ 4

MZ 3

**AWRC Art Show**

Table

Table

Table

MZ 1

MZ 2



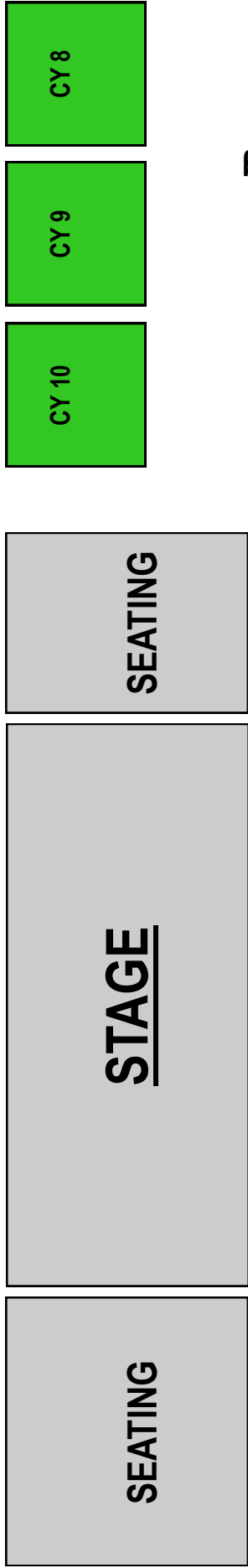
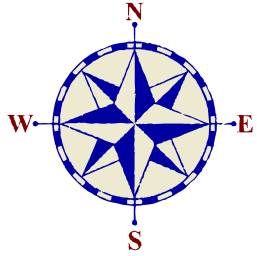
**LEGEND**

Purple = Wineries only

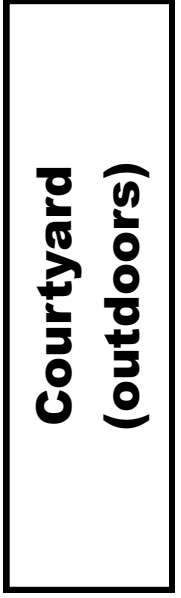
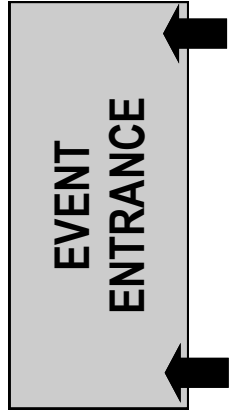
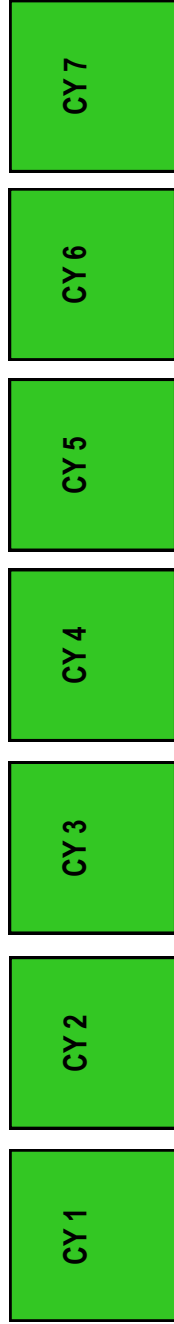
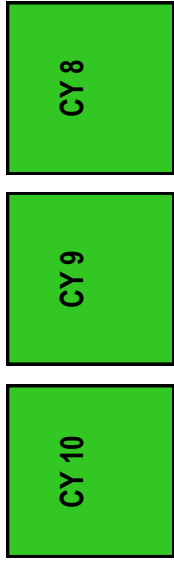
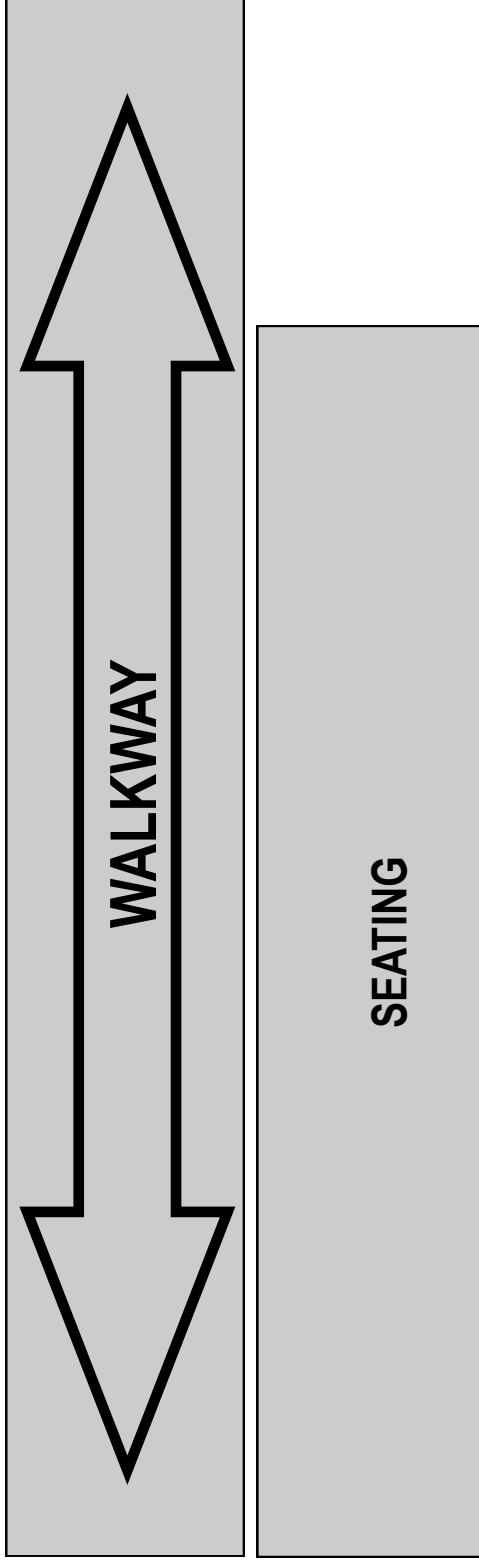
Green = Pop-Ups

Orange = 10'x15' @ \$150

**Docia Sweet Hall  
Mezzanine**

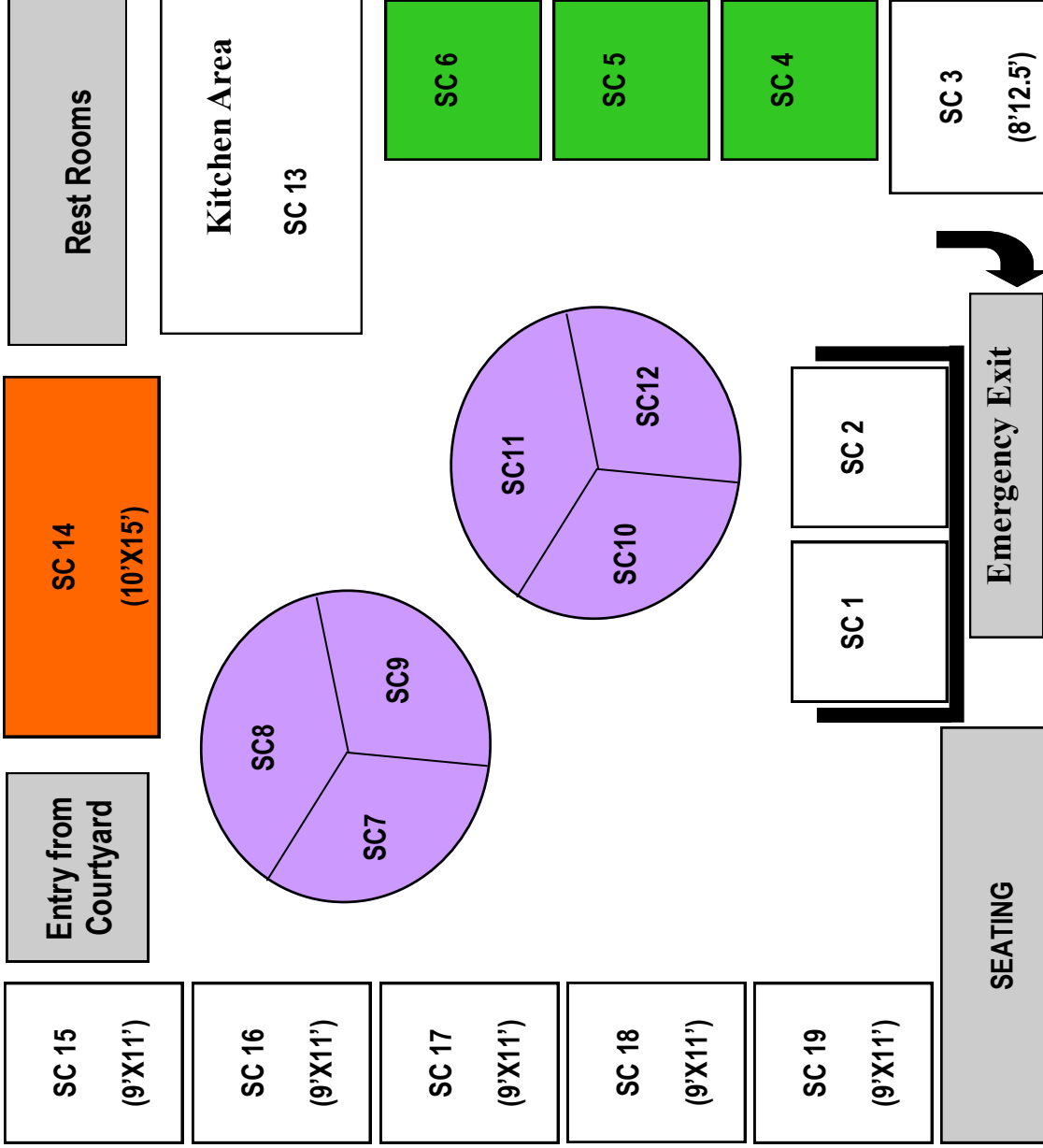
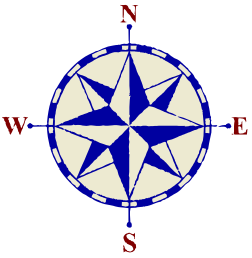


Curry Showcase Bldg



**LEGEND**

- Purple = Wineries only
- Green = Pop-Ups
- Orange = 10'x15' @ \$150



**LEGEND**

Purple = Wineries only

Green = Pop-Ups

Orange = 10'X15' @ \$150

**Curry Showcase Building**



# SPECIAL EVENT WINERY/SPECIAL EVENT GROWER APPLICATION

**● SPECIAL EVENT WINERY (SEW) APPLICATION**

This license allows an Oregon Winery Licensee to sell wine, cider, and malt beverages for drinking on the special event licensed premises or in sealed containers for taking off of the special event licensed premises.

**● SPECIAL EVENT GROWER (SEG) APPLICATION**

This license allows an Oregon Grower Sales Privilege Licensee to sell wine and cider for drinking on the special event licensed premises or in sealed containers for taking off of the special event licensed premises. All of the fruit or grapes used to make the wine or cider must have been grown in Oregon under the control of the licensee.

**Process Time:** OLCC needs your completed application to us in sufficient time to approve it. Sufficient time is typically 1 to 3 weeks before the first event date listed in #9 below (some events may need extra processing time).

**License Fee:** \$10 per license day or any part of a license day. Make payment by check or money order, payable to OLCC. A license day is from 7:00 am to 2:30 am on the succeeding calendar day

**License Days:** In #9 below, you can apply for a maximum of 5 license days per application form.

1. This application is for:  SPECIAL EVENT WINERY  SPECIAL EVENT GROWER
2. Licensee Name (please print): \_\_\_\_\_
3. Trade Name of Business: \_\_\_\_\_ 4. Fax: \_\_\_\_\_
5. Address of Annual Business: \_\_\_\_\_ 6. City/ZIP: \_\_\_\_\_
7. Contact Person: \_\_\_\_\_ 8. Contact Phone: \_\_\_\_\_
9. Date(s) of event: May 14 & 15, 2011 10. Start/End hours of alcohol service: \_\_\_\_\_ 11am \_\_\_\_\_ 7pm \_\_\_\_\_ to \_\_\_\_\_

**LICENSED AREA BOUNDARIES:** ORS 471.159 prohibits the OLCC from licensing an area that does not have defined boundaries. OLCC may require the licensed area to be enclosed and may require you to submit a drawing showing the licensed area and how the boundaries of the licensed area will be identified.

11. Address of Special Event Licensed Area: 29392 Ellensburg Ave. Gold Beach  
 \_\_\_\_\_ (Street) \_\_\_\_\_ (City)

12. Identify the licensed area (for example: entire premises; a room within the premises; an area in a park; etc.):  
Curry County Fairground Event Center on the Beach

13. List the primary activities within the licensed area (like: dinner; auction; beer festival; wine festival; food fair; art show; music; patron dancing; sports event; etc.). If entertainment will be offered in the areas where alcohol will be sold or consumed, please describe the entertainment, the times it will be offered, and list the targeted age of attendees:

This is a wine, art & music festival. Wine tastings, artisan crafts, food, live band music entertainment and art and flower show will all be available at this Saturday & Sunday festival.

14. Will minors and alcohol be allowed together in the same area?  Yes  No

15. What is the expected attendance per day in the licensed area (where alcohol will be sold or consumed)? 500

**PLAN TO MANAGE THE SPECIAL EVENT LICENSED AREA:** If your answer to #15 is 501 or more, in addition to your answers to questions 16, 17, and 18, you will need to complete the OLCC's *Plan to Manage Special Events form* (available on [www.oregon.gov/OLCC](http://www.oregon.gov/OLCC)), unless the OLCC exempts you from this requirement.

16. Describe your plan to prevent problems and violations.

Security (event volunteers) will be stationed throughout the event; prevent disturbances, fights & other unlawful activity.

17. Describe your plan to prevent minors from gaining access to alcoholic beverages and from gaining access to any portion of the licensed premises prohibited to minors.

All attendees will have their ID's checked and only those over 21 years old will wear a wrist band.

18. Describe your plan to manage alcohol consumption by adults.

No more than two glasses of alcoholic beverages will be served to one customer at a time.

**MANAGER AND SERVICE PERMITS:** You must name a manager or managers who will be at the special event.

19. List name(s) of on-site manager(s): \_\_\_\_\_ 20. Contact Phone: \_\_\_\_\_

21. Service permit number of manager(s): \_\_\_\_\_

**LIQUOR LIABILITY INSURANCE:** If the licensed area is open to the public and expected attendance is 301 or more per day in the licensed area, you must have at least \$300,000 of liquor liability insurance coverage as required by ORS 471.168.

22. Insurance Company: \_\_\_\_\_ 23. Policy #: \_\_\_\_\_ 24. Expiration Date:

**FOOD SERVICE:** You must provide at all times and in all areas where alcohol service is available at least two different substantial food items (see the attached sheet for an explanation of this requirement).

25. Name at least two different substantial food items that you will provide:

① Bistro & Pub style foods      ② various salads & vegetarian dishes

26. Licensee Name (please print): \_\_\_\_\_

27. LICENSEE SIGNATURE: \_\_\_\_\_ 28. Date:

**GOVERNMENT RECOMMENDATION:** Once you've completed this form to this point, you must obtain a recommendation from the local city or county named in #29 below **before** submitting this application to the OLCC.

29. Name the city if the event address is within a city's limits or name the county if the event address is outside the city's limits: Gold Beach

<p><b>CITY OR COUNTY USE ONLY</b></p> <p>The city/county named in #29 above recommends:</p> <p><input type="checkbox"/> Grant   <input type="checkbox"/> Acknowledge   <input type="checkbox"/> Deny (attach written explanation of deny recommendation)</p> <p>City/County Signature: _____ Date: _____</p>
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**FORM TO OLCC:** This license is valid only when signed by an OLCC representative. Submit this form to the OLCC office regulating the county in which your special event will happen.

<p><b>OLCC USE ONLY</b></p> <p>Fee Paid: _____ Date: _____ Receipt #: _____</p> <p>License is:   <input type="checkbox"/> Approved   <input type="checkbox"/> Denied</p> <p>Restrictions:</p> <p>OLCC Signature: _____ Date: _____</p>
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## FOOD REQUIREMENTS FOR A SPECIAL EVENT WINERY/SPECIAL EVENT GROWER LICENSE

### WHAT AMOUNT OF FOOD MUST I PROVIDE?

- **TWO:** You must provide at all times and in all areas where alcohol service is available at least two different substantial food items.

### WHAT IS A SUBSTANTIAL FOOD ITEM?

This is a food item that is typically served as a main course or entrée. Some examples are fish, steak, chicken, pasta, pizza, and sandwiches. Side dishes, appetizer items, dessert items, and snack items such as popcorn, peanuts, chips and crackers do not qualify as substantial food items.

### WHAT DOES DIFFERENT MEAN?

*Different* means substantial food items that the OLCC determines differ in their primary ingredients or method of preparation. For example, a turkey sandwich differs from a salami sandwich, a beef burger differs from a turkey burger, and fried chicken differs from baked chicken. Different sizes of the same item are not considered different.

### IS THERE AN EXCEPTION TO PROVIDING THE TWO DIFFERENT SUBSTANTIAL FOOD ITEMS?

The OLCC must determine that the clearly dominant emphasis is food service at all times in the area where alcohol service is available in order for you to provide only one substantial food item. The OLCC will work with you to make this determination prior to approving your application.

### WHAT DOES IT MEAN TO PROVIDE FOOD SERVICE AT ALL TIMES AND IN ALL AREAS WHERE ALCOHOL SERVICE IS AVAILABLE?

Patrons must be able to obtain food service inside the special event licensed area. You may use either of the following two methods to provide food service:

- Within all areas where alcohol service is available, have the minimum required food items available for patrons at all times; or
- Within all areas where alcohol service is available, have a menu of the minimum required food items (plus any other items you may choose to include) available for patrons at all times and be able to provide the food items in the area if a patron chooses to order food. The food items could be kept at a location other than the area where the alcohol is served; however, you must be able to provide the food items to the patron in the area where alcohol service is available.

### IS PROVIDING TASTINGS OF ALCOHOL CONSIDERED PROVIDING ALCOHOL SERVICE?

Yes, providing tastings of alcohol is considered providing alcohol service; therefore, the food requirements must be met.

### CAN I USE FOOD PROVIDED BY A CONTRACTOR OR CONTRACTORS TO MEET THE FOOD REQUIREMENT?

Yes, the food service may be provided by someone other than you; however, even if food service is provided by a contractor, you are fully responsible for compliance with the food requirements. You may sell or serve alcohol only when food service that meets the requirement is provided to patrons at all times and in all areas where alcohol service is available.

### WHO CAN THE CONTRACT FOR THE FOOD SERVICE BE WITH?

The contract can be between:

- You (the OLCC licensee) and the food service contractor; or
- The organizer of the event and the food service contractor.

### DOES THE FOOD SERVICE CONTRACT NEED TO BE IN WRITING?

No, the food service contract does not need to be in writing; however, you may sell or serve alcohol only when food service that meets the requirement is provided to patrons at all times and in all areas where alcohol service is available.