

2010 Art & Wine Fusion - Participating Winery Application and Guidelines

Saturday, July 10 – Tasting hours: noon-7:30 pm

Winery Registration Fee \$60.00

(To participate in the event this Application and Fees MUST BE received by May 20th)

Wineries will be paired with a Local Business in downtown White Salmon

This form is computer-ready. Simply tab to move between input fields, then print and sign.

Winery Name:

Contact phone number:

Address:

Wines provided for tastings:

Responsible person/pourer:

Winery Representative:

Optional preferred Business pairing request:

- Submit confirmation that White Salmon Arts Council is included as an “Additional Insured” on your Event insurance.
- We will attempt to pair you with the business you request but this is not a guarantee. We will contact you a few days before the event to provide you with information about your business pairing and location.

Winery Guidelines

Last year the Art & Wine Fusion event was attended by over 1000 guests (~600 tasting) and we expect many more this year. Wine tastings have been integral to the event since its inception and we greatly appreciate your participation. The following explains how the wine tasting part of the event will work:

- WSAC is required to apply for WA State Special Occasion Liquor Licenses for each winery venue at the event up to 45 days prior to the event. Therefore, all Winery Applications MUST be returned by June 1.
- White Salmon Arts Council (WSAC) must handle all money exchanges for transactions under these WA State Special Occasion Liquor Licenses. The Arts Council will sell wine packages (glasses and tasting tickets) at event sales tables.
- Wineries will determine the number of tasting tickets pourers should collect for either a 1-oz ‘taste’ or a 5-oz ‘glass’ of any wine, depending on the cost the winery expects to recoup. Wineries will be paid 50¢ for every tasting ticket collected. *Example: A standard 750 milliliter (25.4 oz) bottle of wine equates to 25 1-oz tastes or five 5-oz glasses.*
 - For a winery to recover a \$10.00 wholesale cost for a bottle of wine they should collect one ticket for each 1-oz taste or five tickets for each 5-oz glass. The winery will then receive \$12.50 from WSAC (25 @ 50¢ = \$12.50).
 - For a winery to recover a \$20.00 wholesale cost for a bottle of wine they should collect two tickets for each 1-oz taste or ten tickets for each 5-oz glass. The winery will then receive \$24.00 from WSAC (48 @ 50¢ = \$24.00)
- For guests desiring to purchase full unopened bottles, pourers will give the guest a retail invoice that must be paid and validated at the central White Salmon Arts Council booth. The guest will then be given the purchased bottles by the pourer upon receipt of the validated invoice. Wineries will receive full payment after the event for the validated invoices turned in.
- **We strongly encourage pours of 1-oz for a taste and 5-oz for a glass because:**
 - The focus is on tasting, NOT intoxication. Pourers may be legally responsible for contributing to public intoxication.
 - A 1-oz taste should be adequate for the guest to sample the wine. If the guests like the wine, they can then buy a glass or a full unopened bottle.
 - Smaller pours cost less (fewer tickets) for the guests. Smaller cost and quantity encourages guests to try more wines.
 - Previously, some wineries have poured overly generous tastes, leading guests to complain about the smaller pours of others. We expect and require all wineries to be fair and courteous to each other’s presentations.
- By WA state law, wineries must submit a **preliminary** wholesale invoice detailing the price and number of bottles brought to the event. **Preliminary Invoices must be turned in to WSAC before the event begins.**
- After the event, wineries will submit all collected tasting tickets and a revised final invoice with a total for the validated bottle sales invoices and 50¢ for every tasting ticket collected. Wineries will be paid based on this final invoice **NOT the preliminary invoice** submitted before the event.
 - Note: in the past some wineries have donated their wine pour revenues to the Arts Council. This is encouraged as it helps our non-profit organization, but it is not required.

Other important information:

- Downtown Jewett Blvd. will be closed to through traffic from 10am to 10pm, with unloading/loading during the 10am-noon set-up and 8:00-10:00pm take-down periods! You must be fully set up and ready to go by noon. Please begin winding down tastings at 7:30pm so the street is relatively clear of guests for the start of breakdown at 8:00pm.
- Each winery will be notified several days in advance of their assigned location to set up and pour.
- Harvest Market will feature all wines served at this year's Art & Wine Fusion. Contact Kevin at (509) 493-9494 for details.
- Our sales volunteers will check ages and attach Tyvek wristbands to help guard against underage drinkers, but pourers still have a legal responsibility to verify the presence of the Tyvek wristbands and not pour for underage or inebriated guests. The WA Liquor Control Board will likely have officers monitoring the event to check for four primary offenses a pourer may be cited for:
 1. Public intoxication - It is the pourers' responsibility to NOT serve anyone who is overly intoxicated. We've never had a problem with this issue, but your vigilance is required. If you run into any problems there will be White Salmon police, shop personnel and/or event personnel in the general area you can contact for help.
 2. Underage drinkers - Our wristband system will help to identify legal drinkers, but it is still the pourer's responsibility to be vigilant and check IDs if they suspect someone is underage.
 3. Alcohol in "public" areas - WA State does not allow people to carry open alcohol containers in unrestricted public areas (sidewalks, streets), so any alcohol must be consumed on the premises where poured. We will have "No Open Containers of Alcohol Beyond This Point" signs posted at shop exits and the shops will attempt to monitor departing guests. Pourers are also responsible for advising guests that they must comply with this WA State law. Pourers cannot forcibly prevent guests from leaving the premises, but there must be a good faith effort to inform.
 4. Missing Special Occasion Liquor License - A Special Occasion Liquor License will be posted in each shop where wine tastings are occurring. Be prepared to point it out to LCB officers.
 5. Business and winery staff may NOT consume alcohol on the business premises where they are working.

I have read these guidelines and agree to comply with them,

Signature

Date

Please read, complete and sign this form, then send it along with your fees to:

White Salmon Art Council
PO Box 2221
White Salmon, WA 98672

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If you have further questions you may contact:

Kate Samson (Kate@WhiteSalmonGlass.com, 312-718-8571, 509-493-8400) or
Lloyd DeKay (ldekay@gorge.net, 509-637-2737).