



## COLORFEST 2023

### Greetings Restaurateurs!

We're Back! We are once again planning our annual **ColorFest Weekend, September 15-17, 2023!** We have been receiving a ton of calls regarding the event. It is sure to be a fantastic weekend and a wonderful celebration of Pagosa this fall. Tickets are on sale mid-July and we expect them to sell fast! Activities include the Passport to Pagosa Wine & Food Festival on Friday the 15<sup>th</sup>, The Pagosa Springs Bands & Brews Festival Saturday the 16<sup>th</sup> and the Hot Air Balloon Festival on both the 16<sup>th</sup> and 17<sup>th</sup> in the mornings. Other events outside the Chamber's purview include a GGP event: Breakfast with Balloons on Saturday, September 16<sup>th</sup> and Aspen House's ColorRun/Walk also on Saturday morning, September 16<sup>th</sup>. We are very excited about this year's activities. We know this event may be a difficult fit for you; however, we're here to help you participate and minimize the impact on you with some suggestions.



Of course, one of the reasons that people buy these Passport tickets is because of *your* dedicated involvement and reputation as excellent restaurants. As you know, the Wine & Food Festival is an event that celebrates wines from around the world and delectable food from our local restaurants and caterers. The Wine & Food Festival will occur on Friday, September 15<sup>th</sup> from 6-9 PM.

*This year we have some added benefits for the restaurants that participate.* As in the past, winners in any of the categories will receive a trophy or plaque for you to display in your restaurant. This year will also be the Passport winner logo that you can display on your website or social media outlets. You can add what award category you won; i.e., Most Original, People's Choice or Food Category - and tout yourself even more! People look at awards and we want to thank you for your participation and help you market your establishment. We will also do much more pre and post social media marketing highlighting your establishments and letting people know who is participating or who won awards. We encourage you to repost these announcements if your business is mentioned.

The chamber is also working to help provide volunteers to help serve your food or assist at your booth. Please let us know on the inquiry sheet how many volunteers you feel you would need to help you at your booth.

This memo is to give you information about the Wine & Food Festival and ask that you join us in the event. We already have restaurants that have informed us they would like to participate again this year - great news! If you have never participated in the Passport to Pagosa Wine & Food Festival or need a refresher course, here are the details, including some reminders from San Juan Basin Health.

- ✓ Only restaurants, qualified caterers, food trucks or onsite production specialty stores will be allowed to participate. We do not allow nonprofit agencies and other fundraising entities to participate. This event is a time for us to show off our food establishments in Pagosa! No “chains” will be allowed, as we are highlighting restaurants unique to Pagosa.
- ✓ We will once again offer the “Golden Whisk Awards.” You will be able to enter a maximum of three categories. We will announce the categories closer to the event, but they will be similar to years past. “People’s Choice and Best Decorated Booth do not count as an entry; everyone is automatically entered into these two.
- ✓ We will use the same ticket system as in the past; this seems to be the easiest and most equitable system for all involved. You need to collect the tickets for your item and turn them into the Chamber in the envelope provided, and you will be reimbursed .50¢ for every ticket you turn in.
- ✓ Remember that you are serving “tastes” – not large portions. People get a couple of bites – they don’t need a 6 oz portion or half a sandwich!
- ✓ You can charge up to 4 tickets per item that you serve and you may serve multiple items at your station. You can also add an accoutrement item (such as slaw or salad). You will need to be specific as to what food item you are entering into “The Taste” contest. Each item should be individually charged and each item individually entered into “The Taste” contest.
- ✓ Attendees to the function are given food tickets included in their ticket price and they may purchase more at the door if they wish.
- ✓ You will be able to grill, just outside the large tent with your serving tables inside the tent. You need to be at least 10 feet outside the tent.
- ✓ You will **not** be able to flambé inside the tent. No open flames under the tent.
- ✓ We have some reminders this year from the San Juan Basin Health Department. Here are a few highlights:
  - There will be several hand washing stations provided by the Chamber.
  - Please make sure that you have single use paper towels available at your station.
  - Please make sure serving or prep staff wear gloves.
  - You will not need a bleach solution to dip your serving utensils in because the event is less than 4 hours; however, don’t forget extra utensils.
  - Chafing pans with sterno **are** allowed and encouraged to be used as electric is limited.
  - Crock pots and roasters can be used only for keeping food hot at appropriate temperatures. These pull A LOT of electricity, so please be aware.
  - No chopping nor preparation should be done on site, just final assembling of food.
  - Everything should be protected from contamination.
- 1. Consider serving a signature or popular item. The item(s) **must** be available at your establishment. Please provide taste-size portions of your items (samples, not servings!).
- ✓ Each station will be provided with 2-6’ tables. If you need more tables, you will need to bring them. There will also be disposable tablecloths provided. It is your responsibility to decorate your table either in the fall theme of the event, which this year is “Oh the Colors You Will See!” or you can bring your restaurant ambiance to the tent. There will be an award for the best decorated booth.
- ✓ We will provide plastic plates and napkins, so you will not incur that expense. You will need to provide your own plastic utensils if your food item requires cutlery or portion cups if you are doing soup or stew.
- ✓ We will again have our collectable wine glass this year.

✓ This year we plan to sell around 375 tickets including volunteer tickets.

We realize that to participate in this event is a tremendous amount of work, as you need to serve an outside source as well as run your regular business. However, this event has grown in such popularity drawing people to our community as part of the whole active weekend. This event has grown in popularity and people wait for these tickets to go on sale. They plan their vacations around this event and we have been inundated with requests even prior to the tickets going on sale. This is now a mainstay event in our community and it is all BECAUSE OF YOU – OUR RESTAURANTS!

We want you to have fun, shine, and show off your fare! This event sells out and WE CANNOT HOST PASSPORT WITHOUT YOUR PARTICIPATION!

**Please let me know your decision by Monday August 21st.**

At that time, we will need to know the following:

- Name of Business:
- Number of item(s) serving:
- Name of food item(s):
- # Of tickets charged for *each* food item:
- Electricity needed     Y/N
- Grilling                     Y/N
- # Of Volunteers needed to assist:

**When we have the list of restaurants in hand, we will send out the event criteria.** We hope that you have a sign or banner to display at your booth – it's all about name recognition!

Thank you for considering participating in this event this year. The popularity just continues to grow and combined with all the other activities; we expect this ColorFest weekend to be a roaring success for our community! Thank you, and we look forward to hearing from you!

Sincerely,

Bethany Cole  
Event and Communications Coordinator