



August 12, 2013

City of Foley
Mayor & Council
P.O. Box 1750
Foley, AL 36536

Dear Mayor and Council,

The South Baldwin Chamber of Commerce requests permission to hold one day festival, Alabama Festival of Flavor, on Saturday, October 19th in Historic Downtown Foley.

In addition, we request the use of a special event retail license to serve alcoholic beverages during the Alabama Festival of Flavor Supper Club on October 19, 2013. The license will be for beer and wine only. Beer and wine are requested to be served on the grounds in a non-corralled designated area as indicated on the attached site map as the "Tastings".

Thank you for your consideration.

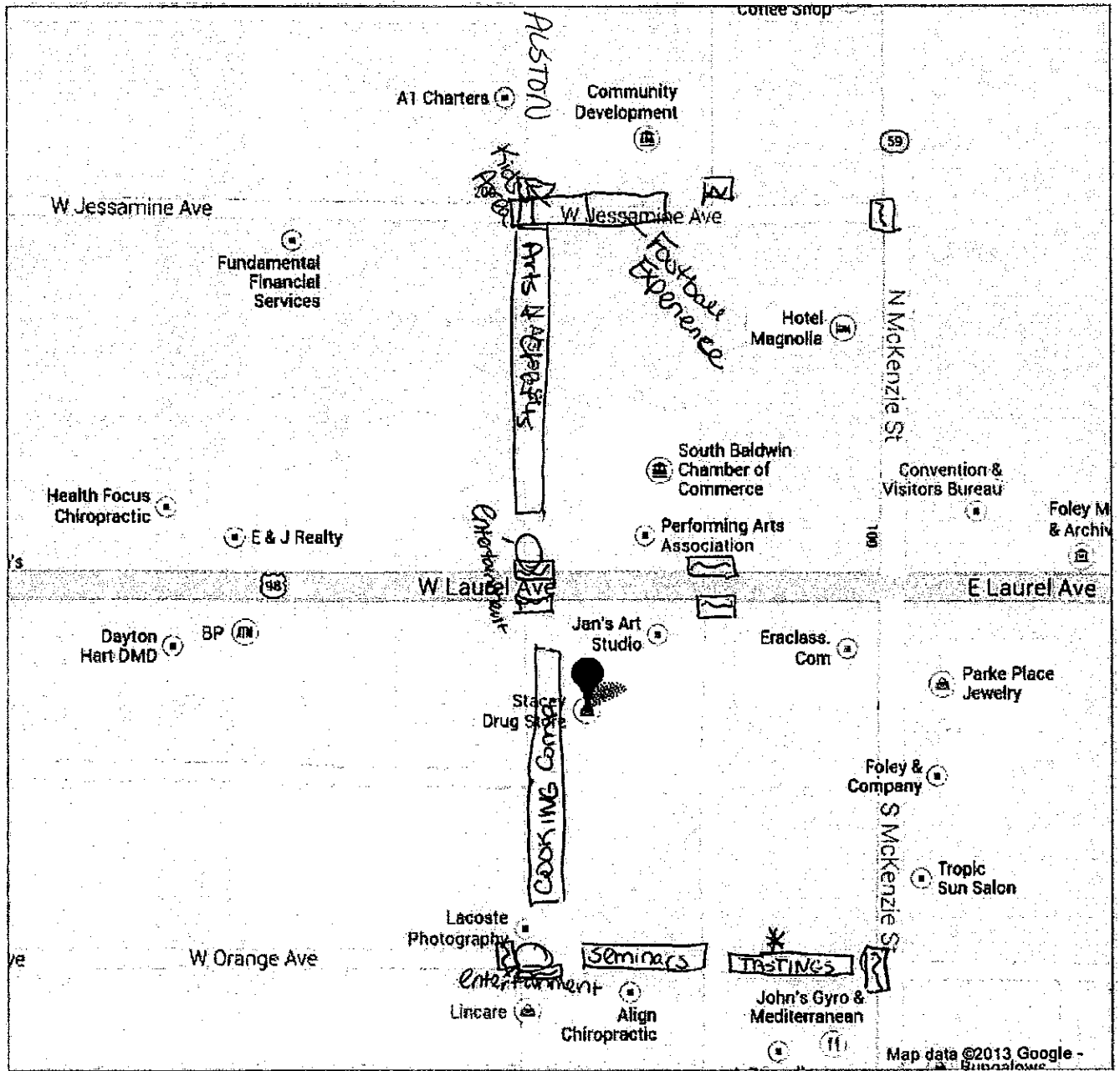
Sincerely,

A handwritten signature in black ink, appearing to read "Donna Watts". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Donna Watts
President/CEO

Google

To see all the details that are visible on the screen, use the "Print" link next to the map.



Alabama Festival
of Flavor Oct. 19th
[rectangle with wavy line] = barricades



Mission Statement

The Alabama Festival of Flavor promotes and celebrates local foods of Alabama to individuals and businesses throughout the state and Southeast. By providing a diverse range of interactive and educational epicurean experiences that include notable culinary personalities and institutions, the Festival will showcase the state's unique culture and rich history. By focusing regional attention on Alabama's cultural depth and breadth, the Festival offers businesses in diverse industries a rare promotional opportunity.

Recognized in 2012 as one of the "50 Can't Miss Food Festivals" by Alabama Tourism Department

Pre-Festival Event

- Supper Club
 - Date: Saturday, October 5, 7-10 p.m.
 - Location: Coastal Alabama Farmer's Market, located on CR 20 East of Wolf Bay Lodge, Foley
 - Evening begins with a cocktail reception featuring Alabama made beer & wine reception
 - Meet & greet with Alabama winemakers and brewers
 - Dinner is a 10 course small plate dinner featuring farm to table style dishes
 - Dinner will pair wines with unique dishes created using fresh Gulf seafood, Alabama produce, and products
 - Featuring Executive Chef Ron Stone from Wolf Bay Lodge and Faulkner State's award winning Gulf Coast Culinary Academy will prepare the culinary creations
 - Limited number of tickets will be sold (beginning August) at \$75 per person
 - Cocktail attire

Festival Schedule

- Festival Date: Saturday, October 19, 9am-6pm
- Location: Streets of Historic Downtown Foley – Orange Ave. from Hwy. 59 to Alston St., Alston St. between Orange Avenue and Jessamine.
- "Alabama Heirloom Recipes Cook-off"
 - Proposed location: Alston Street – between Orange Ave/Hwy 98
 - Teams are comprised of individuals or groups of up to 4 people,
 - Teams will create 4 different culinary offerings using their own family heirloom recipes – entrée, dessert, side dish and appetizer
 - Teams will provide their ingredients (except 1 surprise item), tents, tables and necessary cooking items
 - Festival will provide one Alabama indigenous ingredient to be incorporated into 1 of the 4 submission categories
 - Food preparation for each course will be timed, competition will run throughout day
 - Up to 4 locally famous Chef's will judge entries for presentation, taste, and originality
 - Festival goes judge dishes by sampling/voting for "People's Choice" in each category
 - Public votes will be cast using a ticket system
 - *PENDING ADDITION* -- Cupcake Cook-off
 - High schools, colleges and amateur cooking teams participate in timed competition to create the best fall display using cupcake
 - Visitors can sample and vote for their favorite confectionary delights
- "Discover Alabama" – "Edutainment" Series
 - Proposed locations: Orange Ave. beer/wine seminars, Alston St. between Orange Ave/Hwy 98 cooking seminars
 - Up to 10 free classes offered throughout festival for adults and children
 - Some topics/programs include "Vegetable Gardening in South Alabama", "How to Make Your own Rain Barrel", and more offered by Master Gardener Clubs, local co-ops, etc.
 - Cooking Classes offered on "How to cook Momma's Gumbo", "How to Pair International Wines with Alabama Recipes", "Vegetable Carving Techniques" and more taught by locally famous Chefs.

- **"ALA Beer & Wine Tastings"**

- Proposed location: Orange Avenue beside courtyard to Hollis's
- Sample local beers & wines produced in Alabama
- Meet the actual brewers and winemakers of Alabama made products as you learn about the beer and wine making process
- Love what you taste? Beer & wine products can be purchased onsite to enjoy at your home
- Alabama heirloom recipe small plates will be included to pair with beer & wine samples
- Nominal entry fee allows provides tickets to be redeemed for the Alabama beer & wine tastings
- Guests can purchase up to the "VIP Experience" and sample an additional array of wine and beer products paired with small plates created using Alabama products with an International flair
- Must be 21 to enter area

- **"Sounds of Alabama" Entertainment**

- Proposed location(s): to be determined
- Wide variety of musical entertainment featuring individuals and groups from Alabama
- Free interactive displays featuring Alabama cultural history

- **Football Tailgate Experience**

- Proposed location: Alston Street – between Hwy 98/Jessamine
- Sit back in our covered area on comfy couches as you enjoy your favorite Saturday college football game
- Free area with multiple televisions featuring well known college football games
- Offering small snacks and drinks for purchase

- **Free Children's Activities**

- Proposed location: Jessamine @ Alston Street
- Free activities including face painting, children's games, and more

- **"Unique Alabama" Artisans and Crafters**

- Proposed location: Alston Street, between Hwy 98/Jessamine
- For those who love to shop, visit our eclectic group of Arts & Crafts, Producers and Retailers
- Special feature section for "Alabama" artists, crafters and producers
- Seeking producers making homemade jams, jellies, honey, canned products, etc.

- **"Create Your Own Alabama Memories" Crafting Projects**

- Proposed location: inside Performing Arts Association's Alston Street Gallery
- Create your own ALFOF memories by painting a take home souvenir
- Guests select from a wine glass, canvas tote bag, or child's souvenir item to paint their artistic interpretations of the festival
- Per item fee to paint their creations