



Proposal for West Allis to become one of four featured communities for the Traveling “Food Truck Takeover” taking place Wednesday nights May 24 - Oct 11, 2017. Goal is to attract 3000-4000 people every Wednesday.

The Food Truck Takeover will visit four (4) different communities each month from May 24, 2017 through October 11, 2017 -- Hosting sixteen (16) events total.

MilwaukeeFood.com Inc, will provide the following to West Allis for a consulting fee of \$5,000:

MilwaukeeFood.com, Inc. will host five “Food Truck Takeover” events at one agreed upon location in West Allis, WI. The events will take place on Wednesday nights from 4p-9pm. For example if we have five communities participating each month (Locations A,.B,C,D), the schedule will look like this; A; May 31, B; June 7, C; June 14 and D; June 21. Each community hosted event will repeat every five to five weeks if a holiday coincides or large competing event.

MilwaukeeFood.com will be in charge of the following:

- Finalize and coordinate all dates (16 Wednesdays) as agreed upon by each participating community
- Signing up/coordinating participation of food truck vendors; Goal is to host 10-15 trucks at each event. This number may vary based on demand.

- Securing liability insurance for all event dates
- Choosing a licensed vendor to sell beverages; soda, juice, water, and beer at event
- Marketing/advertising: MilwaukeeFood.com will be responsible for covering the cost and production of all marketing and advertising materials; Posters, flyers, social media ads, print ads, billboards, online ads, radio, tv, direct mail, e-mail, and more.
- Vendors will be responsible (not West Allis) for providing their own electricity (through generator) and water at event.
- Planning Live entertainment at each event; Music, children's games, and more

West Allis will provide the following to MilwaukeeFood.com, Inc

- \$7,500 consulting fee to MilwaukeeFood.com, Inc to produce and host five food truck events before October 15, 2017.
- MilwaukeeFood.com, Inc. has the right to choose the beverage vendor for all five food truck events.
- West Allis will provide all the necessary permits to host said events on West Allis property

By signing below both parties agree to all the terms and conditions outlined above:

_____	_____
West Allis Contact (Print Name)	Date
_____	_____
West Allis Contact (Signature)	Date
_____	_____
MilwaukeeFood.com Contact (Print Name)	Date
_____	_____
MilwaukeeFood.com Contact (Signature)	Date

MILWAUKEEFOOD.COM ANNUAL EVENT CONCEPTS:

**Milwaukee's 9th annual FOX6 Days of Dining Week
returns October, 2017**

FOX 6 and MilwaukeeFood.com have teamed up again to dish up Milwaukee's only city-wide Restaurant Week in October, 2017

*For six days thousands of diners will be treated to specially priced, three-course lunch and dinner menus (appetizer, entree and dessert) at restaurants from all corners of the Milwaukee area. No passes or coupons required. Just six days to dine and dine. **Fox6DaysofDining.com - Attendance 2015: 16,000+***





Milwaukee's 12th annual Chili Bowl returns Sunday, January 27, 2018 to Potawatomi Hotel & Casino

More than 40 area restaurants will compete for Milwaukee's best, sampling more than 60 varieties of chili, but only one will leave with the Golden Ladle award.

*Reserve your tasting ticket and you'll be able to sample traditional and spicy chili, along with specialty chili; chicken, lamb, brisket, sweet potato, bratwurst, plus a large selection of vegetarian chili. **MkeChiliBowl.com - Attendance 2017: 4,800+ Guests***



Milwaukee's 10th annual BIG Taste & Big Bang Viewing Party returns to Pier Wisconsin on Milwaukee's lakefront Sunday, July 23, 2017

Milwaukee's top chefs will once again be dishing out their most popular culinary creations for you to indulge in.

Guests will enjoy all-inclusive food from Milwaukee's hottest restaurants ... all while enjoying a front row seat and spectacular views of Festa Italiana's grand finale fireworks from Pier Wisconsin's lakefront terrace.

MilwaukeeBigTaste.com - Attendance 2016: Sold-out 600 guests



Rock The Roost Buffalo Wing Festival, Late Summer 2017

*The event will feature local restaurants dishing out samples of their own signature wings, craft beer and cocktail tasting tents, and plenty of live entertainment. **Hosted in 2011,2012,2013. Average attendance 1,800 guests***



Milwaukee's Largest Fish Fry, Fall 2017

*Featuring more than 15 restaurants selling 3 oz samples (cod, Halibut, perch, bluegill, walleye, catfish, and more. Sponsors provided complimentary rye bread, butter, Coleslaw, ice cream and French fries. **Hosted at Wisconsin State Fair Park in 2001,2008,2010. Attendance for two-day ever in 2011: 15,000+***