



Proposal for 2018 Food Truck Tour to return to West Allis, WI and once again be one of four (4) featured communities for 2018 'Traveling Food Truck Tour' Wednesday nights May 23 - Oct 17, 2018.

Goal is to attract 3,000+ guests every Wednesday.

The Food Truck Tour will visit up to four (4) different communities each month from May 23, 2018 through October 17, 2018.

MilwaukeeFood.com Inc, will provide the following to West Allis for a consulting fee of \$7,500:

MilwaukeeFood.com, Inc. will host five (dates below) Food Truck Tour events at:

West Allis Farmers Market
6501 W. National Ave
West Allis, WI 53214

The West Allis Food Truck Tour will take place on Wednesday nights from 4p-9pm on the following dates:

- May 30
- June 20
- August 1
- September 5
- Oct 3

MilwaukeeFood.com will be in charge of the following:

- Finalize and coordinate all food truck tour dates as agreed upon by each participating community
- Signing up/coordinating participation of food truck vendors; Goal is to host 20 food trucks And carts at each event. This number may vary based on demand.
- Securing liability insurance for all event dates
- Choosing a licensed vendor to sell beer during all dates listed on this agreement.
- 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 and agrees to:

- Pay a \$7,500 consulting fee to MilwaukeeFood.com, Inc to produce and host five food truck events before October 17, 2018. Payment schedule: \$3,750 due within 14 days of signing. Remaining balance of \$3,750 to be paid 14 days after fifth event is completed.
- MilwaukeeFood.com, Inc. has the right to choose the licensed beer vendor that will serve beer during operating hours of all five dates located at; West Allis Farmers Market
6501 W. National Ave
West Allis, WI 53214
- West Allis will grant all the necessary permits to host and sell beer at said events on property listed. MilwaukeeFood.com Inc. will be responsible for paying for cost of an extension of license fee.
- Guest access to restrooms inside Farmers Market building

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

