



Zoobilee Restaurant Handbook

Thank you for your interest in Zoobilee! Feast with the Beasts. By participating, you will help generate funds which support the valuable work done by Roger Williams Park Zoo. The event itself, known as the “party of the year”, also produces terrific exposure for the Zoo and all Zoobilee participants.

Each year, Zoo staff and volunteers make it their goal to provide participants with a fun, well-organized event that truly highlights our food and beverage providers. This handbook will provide you with all the information you need to better understand the event, what is required to participate, and how to make it a successful experience for your company.

I have worked with the Zoo since 2003 and am very excited to be a part of the Zoobilee Committee. Zoobilee! Feast with the Beasts, which began in 1992, is a true Rhode Island summer tradition. This long-standing fundraiser continues because of the generosity of our food and beverage providers.

I hope you can join us to celebrate. Please feel free to contact me with any questions about Zoobilee or the information contained in this handbook. I look forward to working with you to create another fabulous event.

Sincerely,

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General Overview of the Event

Every year, since 1992, Roger Williams Park Zoo (RWPZoo) and the Rhode Island Zoological Society (RIZS) host Zoobilee! Feast with the Beasts – a premier event that marks the beginning of summer here in Rhode Island.

This is the largest, single night fundraiser for Roger Williams Park Zoo. Money raised from this wild and fun occasion will be used throughout the Zoo to finance necessary exhibit improvements, support our education and conservation programs, and save threatened and endangered species around the world and in our backyard.

Zoobilee is unique because it allows over 1,200 adult guests the opportunity to stroll the Zoo at night while enjoying bite size treats from over 40 of Rhode Island and Southern Massachusetts's best restaurants, eateries, caterers and beverage outlets. Animal encounters and roaming entertainers help create a party atmosphere. The evening culminates with entertainment by a great headlining band which never fails to get the crowd clapping and dancing – it is a fabulous evening!

This year's event is scheduled for Saturday, September 19, 2020 from 6:00 pm to 11:00. Food and Beverage participants are asked to serve from 3 to 4 hours based on their location in the Zoo.

Zoobilee Restaurant Participant Benefits**

Personal Interaction

- Dazzle 1,200+ guests with menu selections
- Promote establishment to 1,200+ guests with handouts, coupons, games and other promotional materials as determined by participants (be creative!)

Digital Media Reach

- Restaurant logo and link on the RWPZoo website (765,000 visitors during 2019)
- Referenced in the Zoobilee evite (distributed to 120,000+ households)
- Referenced in the RWPZoo eNewsletter (sent to 120,000+ households)
- Restaurant name in the digital program

RWPZoo Social Media Reach

Zoobilee promoted on:

- Facebook: 90,000+ followers
- Twitter: 2,964 followers
- Instagram: 12,900+ followers

Print, Television and Radio Advertising

- Restaurant name in a Rhode Island Monthly full page Thank You ad
- Zoobilee promoted in:
 - Press releases in major Rhode Island news mediums
 - Promotional television and radio spots
 - WPRI Rhode Show restaurant spot
 - Billboard on Route 95-S

Event Signage

- Restaurant name on prominent event signage
- Customized booth signage

Zoo Perks

- Restaurant event staff can enjoy Zoobilee upon serving conclusion
- Receive (4) RWPZoo General Admission tickets as a thank you gift

**** Please note, the availability of benefits is dependent upon the date of participant confirmation.**

Event Logistics

How to Participate

If you are interested in participating in Zoobilee, please contact Jennifer Foster, Zoobilee Restaurant Coordinator, directly at 401-258-2842 or jlfoster@cox.net,

Participation Fees

Roger Williams Park Zoo does not charge establishments to participate in the event. We understand and appreciate the commitment and cost of serving at the event and believe that is payment enough.

Arrival and Serving Time

All establishments are required to arrive at the Zoo early, any time between 2:00 pm and 4:30 pm to drop off equipment and/or begin set up. We stress that all restaurants and caterers must be setup and **ready to serve by 5:00p.m.** for the RI Department of Health inspection or we cannot start the event on time.

Based on the assigned location, we ask that Food and Beverage providers serve during the following hours: Lower Zoo: 6:00 pm to 9:00 pm; Upper Zoo: 6:00 pm to 10:00 pm. Assignments will be received closer to the event.

Arrival gate assignments will be forwarded two weeks before the event along with the gate number cards for display in vehicles.

The event cannot open to ticket holders until all restaurants have been inspected by the Department of Health. **Restaurants that are not ready to be inspected at 5:00 pm will not be able to participate in the event.**

Department of Health Regulations

All restaurants/caterers must maintain a valid Rhode Island Department of Health (DOH) Food Service License and comply with RI DOH licensing and requirements for Mobile Food Service Temporary Events.

The evening of Zoobilee, the RI DOH will arrive at the Zoo between 4:30 and 5:00 pm to inspect restaurants as they enter and set-up. All food and beverage stations must be inspected before the gates open.

Restaurants must read and comply with the RI DOH Office of Food Protection “Temporary Food Service Requirements”. We would like to call special attention to the following DOH requirements:

- All restaurants/caterers must maintain the proper RI DOH licenses which allow for Zoobilee participation (Food Service License, Mobile Food Service License Temporary Event).
- Hot foods will be served **135°F** or more, cold foods will be served **41°F** or less.
- All food prepared offsite must be prepared in a licensed facility.
- Each vendor must have a hand washing station consisting of a water dispenser, hand soap, paper towels and a catch basin.
- Restaurants must bring sufficient amounts of ice to cool down food products and keep products cold.
- Utensils, cutting boards, and food preparation surfaces must be sanitized, and vendors must bring a 3-bay sink setup.
- No bare hand contact is allowed with any ready-to-eat foods.
- Hair restraints must be worn when preparing and serving food.
- Food must be protected from environmental contamination.

Zoobilee evening, ALL food providers must be set up and ready for DOH inspection no later than 5:00 p.m. The event cannot open until all restaurants have been inspected.

Event Materials

RWPZoo will provide many of the materials to help make the evening a success. However, restaurants/caterers are asked to provide specific items. Please review the following lists for more details.

❖ **RWPZoo will provide:**

- (2) 8' banquet tables with black linen tablecloths
- 9' x10' hospitality tent
- Serve ware to include: 6-inch plates, 5 oz. bowls, forks, spoons and napkins
- Plastic gloves (for serving)
- Marketing (invitation, signs, press releases, social media, etc.)
- Electrical power and lighting
- Booth sign
- Booth trash receptacle
- Event wristband for up to 6 working staff
- (4) General Admission tickets to RWPZoo allowing each participant to see the impact of their contributions.

❖ **Restaurants/Caterers will provide:**

- Food item (bite-sized samples) sufficient for 1200 attendees
- Staffing (**21 years of age and over**) needed to serve Zoobilee attendees (limit of 6).
- Food prep/serving equipment
- A Certificate of Liability Insurance (in the amount of \$1,000,000)
- Required paperwork (including Zoo Application and RI Department of Health (DOH) packet)
- RI DOH Food Service License & Mobile Food Service License (Temporary Event)
- Equipment necessary to comply with RI DOH requirements
- Table/station decorations
- Fire extinguisher
- Extension cords
- Food ingredient lists
- Ice (to cool food and keep products cold)

Certificate of Liability Insurance

Restaurants/Caterers shall, at their own expense, provide a Certificate of Liability Insurance in the amount of at least \$1,000,000 for the specific date of Zoobilee. Certificate must name "Rhode Island Zoological Society and The City of Providence, 1000 Elmwood Ave, Providence, RI 02907". The Certificate of Liability Insurance must be submitted to RWPZoo four (4) weeks prior to Zoobilee.

Food Serving Selections

Deciding what to serve can often be one of the biggest challenges for participants. It is important to select an item that showcases talent and individuality, yet is easy to transport and serve. We ask that each restaurant submit their selection as early as possible to the Zoo before the event. While we try to limit similar menu offerings, vendors are not guaranteed exclusivity with their menu selection.

Participants may choose to use a gas grill at the event. Local rental companies are familiar with Zoobilee and will deliver equipment directly to the Zoo the day of the event. Please inform Jennifer Foster if you are having equipment delivered so it can be sent to the appropriate gate. All establishments using gas grills will be required to have the appropriate fire extinguisher at their tent.

Items should be sample-sized portions with ample quantity to feed 1,200 guests throughout the evening. We highly suggest serving bite-size samples to ensure you have enough product for the entirety of the event.

We do not allow establishments to serve alcohol at their tents. We have several established sponsors that offer wine or beer tastings each year. Serving alcohol also cuts into our bar sales which provide significant income for the Zoo.

Please be sensitive to the Zoo's mission "to contribute significantly to the conservation of the earth's dwindling natural resources" and do not offer food selections from threatened or endangered species. Contact RIZS for more information. Also, due to Department of Health (DOH) restrictions, if you plan on serving hamburgers or tuna, you need to speak to the Zoo directly so we can receive DOH approval prior to the event.

Food Ingredient Requirements

Due to potential food allergies of our Zoobilee guests, it is critical that our participating restaurants/caterers follow these instructions:

- Restaurants/caterers must have an ingredient list available to patrons the evening of the event.
- All restaurant/catering staff working Zoobilee must be aware of food ingredients used.
- Restaurants should take particular care in identifying the ingredients associated with popular food allergies.
- If serving raw seafood, please post the appropriate disclaimers.

Electricity

The Zoo will provide each tent with lighting and electricity for the event. We ask that you provide us with any electrical requirements 30 days prior to the event. This includes voltage and amperage requirements of the equipment you are bringing. By providing us with this information, we can assure that you will be placed in an area that has the electrical capacity you need. It is impossible to change your location the night of the event, so it is imperative that we have this information prior to establishing a location for your tent.

Staffing

Participating establishments are allowed up to **6 staff members** to serve at the event. We require that staff be **21 years or older**. Each staff member will be asked to register upon arrival and will be given a bracelet to wear so they can exit and re-enter the Zoo as necessary. Each vendor is responsible for the conduct of their personnel and volunteers.

Restaurants must communicate staff names to the Zoo any time prior to the event. Participants requiring extra staff can purchase up to 4 extra tickets to the event at the Zoo employee discount of \$50.00 per person. Please contact Jennifer Foster if you require additional ticketing for staff.

Use of Names, Logos and Images

Participants will allow RWPZoo to use their restaurant/caterer's name and/or logo for any advertising or marketing of Zoobilee in any medium at any time prior, during or after the Event.

During Zoobilee, food and beverage providers may be filmed/video recorded and/or photographed. Participants agree that all such footage is the property of the RWPZoo and participants will not receive any compensation for the use of any images. The Zoo reserves the right to use all photos in Event promotional materials.

Decoration and Promotional Materials

RWPZoo will provide each establishment with a tent, identifying signage, two (2) 8' tables and black linen table covers. Vendors are encouraged to be creative with their spaces, which may include decorations, logo napkins, menus, business cards, etc. Decorations must be in good taste and with the best interest of the Zoo. Zoo staff has the right to require the removal or modification of any display. Helium balloons and tiki-type torches are prohibited.

Due to space constraints, please consult the Zoo if you would like to bring larger displays so we can evaluate whether they can be accommodated. At the conclusion of Zoobilee, we ask participants do their best to leave their area as they found it, neat and clean.

Alcohol Beverage Policy

For your safety and the safety of our guests, we ask that you do not bring alcohol for personal consumption into the event. You and your staff are welcome to join the festivities when you are finished serving. Any staff member arriving or serving intoxicated will be asked to leave the premises.

Also, you may not serve alcohol at your tent unless you receive Zoo approval. If you have questions about our alcohol policy, please contact Jennifer Foster.

Refuse and Recycling

Our Zoobilee team works closely with the RWPZoo's Green Team to "enhance green practices such as recycling and waste reduction" at Zoobilee. When planning for the event, we encourage our participants to use reusable or recyclable items where possible. Also, during Zoobilee, please use the provided composting, recycling and landfill receptacles to dispose of your Zoobilee waste. Volunteers will be available to assist you with proper and responsible waste disposal. "Green" questions prior to Zoobilee, should be directed to Jennifer Foster.

Other Sponsorship Opportunities

Each year the Zoo holds an online silent auction and a wine & beer bazaar in conjunction with *Zoobilee*. If you would like a further opportunity to promote your business, we welcome the donation of a gift certificate (valued between \$25.00-\$100.00) to your restaurant or other larger items (i.e. catered meals, brewery tours, etc.). Donations are greatly appreciated and will be acknowledged in our marketing materials.

Event Cancellation / Acts of God

If RWPZoo should be prevented from holding Zoobilee by any cause beyond its control or if it cannot permit a participant to participate due to circumstances beyond its control, RWPZoo will have no further obligation to participants.

Additionally, RWPZoo shall have no liability for any damage to any person, matter or thing resulting from storm, wind, fire, strikes, lockouts or other acts of God.

Zoobilee Forms

Zoobilee forms can be found on Zoobilee page of the RWPZoo website (www.rwpzoo.org/zoobilee) under the “Interested in joining us as a food or beverage provider?” section.

Restaurant Application – This form provides us with contact information, proper name and address information for publishing, logistical information to help us prepare your serving location and general information to ensure DOH compliance. This is due four (4) weeks prior to the event.

Employee List – This is included in the Restaurant Application. If names are not available by application submission, a separate form will be distributed to collect staff names two weeks before the Event. Please fill in the names of the employees who will be working at the event. We will have this information at the gate when you check in. Names may be substituted by contacting Jennifer Foster prior to the event.

Department of Health (DOH) Office of Food Protection “Temporary Food Service Requirements” – Restaurants/Caterers must review and comply with all requirements in the DOH packet. All requested information must be forwarded to the Zoo at least 4 weeks prior to Zoobilee.