

MILK STREET JAM & BBQ



Competitor Packet

September 3 -4, 2010

1700 N MLK Drive

Milwaukee, Wisconsin

Competitor Application Due: Friday August 20, 2010

\$25 discount if application received by May 31, 2010



Contact:: Marjorie Rucker, Historic King Drive BID, 2212 N MLK, Milwaukee, WI 53212
414-265-5809, 866-237-3165 fax, bbq@kingdrivebid.com
mlkbbq.com

MLK STREET JAM & BBQ

On September 4, 2010, Dr. Martin Luther King Jr. Drive will be filled with the sweet smell of BBQ, and the sweet and distinctive roar of thousands of Harley Davidson motorcycles. This annual event brings nearly 20,000 attendees to the district. The 2010 event will expand on this success and feature a car and bike show, family fun area, BBQ competition and a music stage featuring regional artists. 2009 artists included: In Black n' White, The Terry Sims Band and The Tempters.

Since 2005, King Drive has had an explosion of investment, including 25 net new businesses, over \$105 million dollars in development, 1,300 additional jobs, and over 300 housing starts in the surrounding neighborhood. Most notably, King Drive is now the home of Manpower, Inc.'s international headquarters and the Milwaukee Youth Arts Center, which houses the Milwaukee Youth Symphony Orchestra and First Stage Children's Theater.

This year's attendance is expected to be over 25,000 and will include a mix of guests from the surrounding Brewer's Hill, Halyard Park and Harambee Neighborhoods, Harley- Davidson enthusiasts from across the nation, families from across the Midwest, and even international guests. This event coincides with the Milwaukee Rally and the BBQ portion of the event is sanctioned by the Kansas City BBQ Society. Competitors, vendors and judges from across the country have already registered to participate in this years' event.

This event has already received financial, staffing and promotional support from the King Drive Business Improvement District, but we need your competitive entries to make this event a success.

Current Sponsors:



Sanctioned By:



Bike & Car show will feature high-end custom detailed bikes and cars, with awards for the people's choice winners



Music Stage will feature non-stop entertainment featuring classic rock, reggae and R&B



National and Local Competitors will participate in the KCBS Sanctioned Brew City's Best BBQ Competition & People's Choice Awards



Family Fun Area will feature "take your picture on a Harley," Harley Temporary Tattoos, Balloons, Face Painting and a Coloring Area

Our Neighborhood



Business is Booming

Since 2005, the Historic King Drive Business Improvement District has added 25 net new businesses, 1,300 jobs and over \$105,000,000 in development—bringing the total development in the last 15 years to well over \$200,000,000. Several major headquarters have located into the area, including Time Warner Cable, and Manpower, Inc.'s global headquarters in 2007 (pictured at left). For a complete list of businesses, visit www.kingdrivebid.com.



Main Street Atmosphere

King Drive is a designated Milwaukee Main Street and is part of the National Trust for Historic Preservation's Main Street Network. Several historic businesses continue to thrive on the street including National Ace Hardware (pictured right), Fein Bros. Restaurant Equipment, Northern Chocolate (pictured left), and Crown Hardware. These businesses have been complimented by new businesses such as the Centre for Exceptional Dentistry, Patton Flower Shop and Libiamo Restaurant and Tavern.



Wonderful Neighbors

Our business community is surrounded by two neighborhoods with the some of the highest home ownership rates in the city: Halyard Park (pictured left – 90% homeownership); Brewer's Hill (pictured right – nearly 80% homeownership).



Growing Neighborhood

In the last five years, more than 300 new and significantly rehabbed housing units have been added to the King Drive Neighborhood, including an extension of Halyard Park (pictured at left); Dreamland Condos (pictured upper right); and the Park East Enterprise Lofts (pictured lower right).



Prize Money

Grand Champion



\$1,500

Reserve Grand
Champion

\$1,000

Categories

	1 st	2 nd	3 rd	4 th	5 th
Chicken	\$400	\$300	\$200	\$100	\$50
Pork Ribs	\$400	\$300	\$200	\$100	\$50
Pork	\$400	\$300	\$200	\$100	\$50
Beef Brisket	\$400	\$300	\$200	\$100	\$50

See Competitor Application for More Details. Grand Champion Must Compete in all four meat categories but does not need to compete in Brew City's Crowd Pleaser or People's Choice Competition. Competitors competing in KCBS Competition get a Free Entry into People's Choice. KCBS entry not required for People's Choice Competition.

Application Deadline: August 20, 2010

Music Stage - Past Performers



The Eddie Butts Band-2008

The Eddie Butts Band has delighted audiences at festivals and on the concert and night club circuits for many years. The Eddie Butts Band is also one of the longest-running, most successful bands in Wisconsin and the Midwest. Eddie is also known as one of the city's premier vocalists. When you combine his smoky baritone with the sweet tones of the band's two female vocalists, the fantastic musicianship and a delicious blend of jazz, pop and R&B, well, it's easy to see why the Eddie Butts Band is considered a Milwaukee & Wisconsin favorite year after year. Enjoy an evening of entertainment, dancing and fun with Milwaukee's MUST SEE BAND, THE EDDIE BUTTS BAND! Find out more at www.eddiebuttsband.com.



The Tempters-2009

- Deemed a Temptations tribute band, The Tempters amazed us with their style, talent, and harmony. With their good looks, amazing formations, and spectacular harmony, The Tempters dazzled King Drive at the 2009 MLK Street Jam & BBQ. Formed in 1995 by a quintet of local professionals, The Tempters left the audience thinking they were in 1966 at the height of the Motown era.



The Terry Sims Band-2009

Formed in 2002, The Terry Sims Band has forged a sound as a local phenomenon on their own terms. Playing modern, infectious grooves fringed with latin, funk, jazz, R&B, and rock, the members of the band are inspired by this hybrid which they have deemed as "The Milwaukee Sound." The Terry Sims Band has traveled and opened some great venues in the Midwest, including an opening for Earth, Wind, & Fire at Summerfest in 2008, and rocked the crowd at the MLK Street Jam & BBQ in 2009. For more information, visit www.terrysimsband.com.



In Black N' White-2009

For decades, In Black 'n White has entertained through the Midwest. They pulled the 2009 MLK Street Jam & BBQ participants in with their rhythm and groove and brought the crowd to their feet. Deemed an eclectic mix of reggae rock 'n soul, In Black 'n White's strength is taking their music seriously and making it look like a breeze. For more information about In Black 'n White, visit www.inblacknwhite.com.

BBOQ Competition



Part of the KCBS Network

THE KANSAS CITY BARBEQUE SOCIETY (KCBS), a nonprofit organization dedicated to promoting and enjoying barbeque, is the world's largest organization of barbeque and grilling enthusiasts with over 10,000 members worldwide. KCBS sanctions over 300 barbeque contests coast-to-coast throughout America. From volunteering to actual event production, KCBS members also offer assistance to civic and charitable organizations who organize events. Brew City's Best BBQ Competition has been officially sanctioned by KCBS and KCBS representatives will be on-site to run the competition.



The Competition

50 Competitors are expected to compete for over \$7,000 of cash and prizes. Competition categories will include Pork, Pork Ribs, Beef Brisket and Chicken. Many competitors use the competition to showcase their talents and personality. This year's event will also include a Crowd Pleaser on Friday and People's Choice Competition on Saturday.



The Food

In addition to the competitors, several BBQ vendors from across the city, and country, will be selling premier BBQ to visitors. Many vendors also offer special sauces, spices and other BBQ-related paraphernalia.

(Photos used by permission of KCBS)

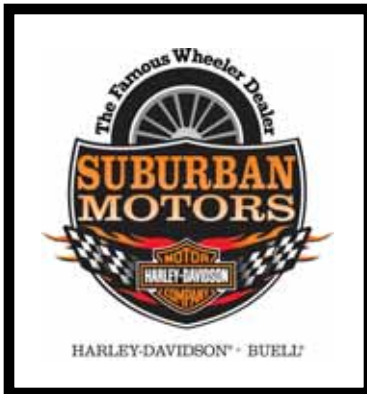


Family Fun Area



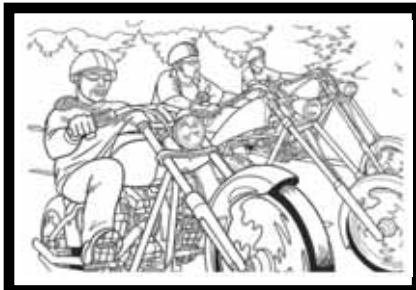
Take Your Picture on a Harley

Kids 16 and younger and kids at heart will have the opportunity to sit on a real Harley-Davidson with an "open road" background. Kids will get an instant picture of themselves riding the Harley as a keepsake, free of charge. The background will include logos of both the BBQ and Family Fun Area sponsors.



Tattoos and Balloons

Kids 12 and under will be able to get an official Harley Davidson temporary tattoo, free of charge. Several stations will be set up to accommodate up to 5 kids at a time.



Coloring Galore!

Kids 12 and under will enjoy dozens of Harley-Davidson Images to creatively color. Each coloring sheet will include the Family Fun Area's logo.

Don't Forget!

Sponsorships for the following are also available:

Title Sponsor
Main Stage
Car & Bike Show
BBQ (KCBS)
Gold Sponsor
Silver Sponsor
Bronze Sponsor

Site Diagrams and Other Info Available

If you are interested in more information, including detailed site diagrams and other set up info, please do contact us at:

Marjorie Rucker
Historic King Drive BID
bbq@kingdrivebid.com
414-265-5809
www.mlkbq.com



Brew City's

BEST BBQ competition

September 3-4, 2010
1700 N MLK Dr., Milwaukee, WI
Over \$7,000 in Cash & Prizes

2010 BCB BBQ BBQ Event Schedule

Friday, September 3, 2010

- 7:00 AM - 6:00 PM
Contestant Registration
Judge's Tent, North East Corner of 4th St. & Reservoir
- 9:00 AM - 6:00 PM
Meat Inspection
Judge's Tent, North East Corner of 4th St. & Reservoir
- 6:00 PM
Mandatory Cook's Meeting
Judge's Tent, North East Corner of 4th St. & Reservoir
- 11:00 PM
Quiet Time
Please turn off all music and keep other noise to a minimum

Saturday, September 4, 2010

- 10:00 AM
Judge's Sign In
Judge's Tent, North East Corner of 4th St. & Reservoir
- 10:30 AM
Mandatory Judge's Meeting
Judge's Tent, North East Corner of 4th St. & Reservoir
- 11:55 AM - 12:05 PM
Chicken Turn-In
Judge's Tent, North East Corner of 4th St. & Reservoir
- 12:25 PM - 12:35 PM
Rib Turn-In
Judge's Tent, North East Corner of 4th St. & Reservoir
- 12:55 PM - 1:05 PM
Pork Turn-In
Judge's Tent, North East Corner of 4th St. & Reservoir
- 1:25 PM - 1:35 PM
Brisket Turn-In
Judge's Tent, North East Corner of 4th St. & Reservoir
- 3:00 PM
Awards
Main Stage, Intersection of MLK Drive & Walnut

Competitors will have access to assigned area at 7am on Friday Morning.
Once a Competitor is in their assigned area they will not have vehicular access out until 3:00 pm Saturday
Separate Vehicular Parking with exit access during competition is available upon request.
Tear Down may be started at 2 pm (Sat.) and must be completed by 8 pm (Sat.).

Brew City's

BEST BBO competition

September 3-4, 2010
1700 N MLK Dr., Milwaukee, WI
Over \$7,000 in Cash & Prizes

2010 BCB BBQ KCBS Competitor Application

Team Name* _____

Contact Person Name* _____

Corporate Affiliation (if any): _____

Address* _____

City, State, Zip* _____

Daytime Phone _____

Cell Phone* _____

Email* _____

Fax (if any) _____

* required field. If no cell phone available, daytime phone is acceptable. If no email, fax is acceptable.
** Contest Entry Fee includes 20' by 20' space and access to water. Electricity on site for additional \$100.
Applications received by 5-31-10 will receive a \$25 discount

- KCBS Contest entry (\$200)** (check to "Historic King Drive BID" enclosed)
- People's Choice Competition (Included in KCBS Entry Fee)
- Upgrade to 20' by 40' space (additional \$50)
- Electric access on site (additional \$100)
- I have read and understand contest rules. _____ Signature (Required)

APPLICATION & FEE DEADLINE: August 20, 2010
Applications accepted by email, fax or mail.
Info@kingdrivebid.com, 866-237-3165 (fax)
2212 N MLK, Milwaukee, WI 53212
Questions?

Call 414-265-5809 or visit www.mkb主bbq.com

Brew City's

BEST BBO

competition

Fri. - Sat. Sept. 3-4, 2010
Historic King Drive
Milwaukee, Wisconsin

RULES & REGULATIONS

For Information contact
Marjorie Rucker at 1-414-265-5809
bbq@kingdrivebid.com
www.mlkbq.com
Sanctioned by the Kansas City Barbeque Society
Revision Date: 2/5/10

The Third Annual Brew City's Best BBQ Competition ("BCB BBQ") will be held on Friday to Saturday, September 3 to 4, 2010. The event will be free to the public, and all contestants are encouraged to have samples of their barbecue at the event.

PROFESSIONAL CONTEST Categories and Prizes

* CHICKEN * RIBS * PORK * BEEF BRISKET

A TOTAL OF \$7,000 IN PRIZE MONEY & PRIZES in the Professional Division

1st, 2nd, 3rd, 4th, 5th Prizes of \$400, \$300, \$200, \$100, \$50

Reserve Grand Champion - \$1,000

Grand Champion – \$1,500

(To be eligible for Grand Champion, you must compete in all four meat categories)

MAKE YOUR PLANS NOW TO ATTEND....SPACE IS LIMITED!

CUTOFF DATE FOR APPLICATIONS IS August 20, 2010

JUDGING CRITERIA

Judging will be by the blind method. Each team will be given coded containers Friday evening during the Cook's meeting. It will be the responsibility of each team to see that their entries are delivered to the judging area at the appointed time.

**THE FINAL SCHEDULE OF JUDGING TIMES FOR EACH
CATEGORY WILL BE ANNOUNCED AT THE MANDATORY COOKS'
MEETING AT 6:00 PM ON FRIDAY, September 3, 2010.**

Again, it is the team's responsibility to deliver your entry. We have staggered the times and given you a 30-minute time frame in order for you to present your item at the peak of flavor. Late items will not be judged.

PRIZE MONEY

	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>
Chicken	\$400	\$300	\$200	\$100	\$50
Pork Ribs	\$400	\$300	\$200	\$100	\$50
Pork	\$400	\$300	\$200	\$100	\$50
Beef Brisket	\$400	\$300	\$200	\$100	\$50

Reserve Grand Champion - \$1,000

Grand Champion – \$1,500

The committee reserves the right to make additional rules as the situation warrants. All decisions of the committee and judges are final.

Violations of rules and regulations of the contest may result in disqualification and expulsion from the grounds and/or disqualification for future participation.

BCB BBQ will follow Kansas City Barbeque Society Judging procedures. These procedures are as outlined below:

Judging will be done by equal (recommended 6-person) teams.

Each sample will be judged by all members of a judging team.

Each judge will rate the sample for appearance, tenderness/textures, and taste and score from 9 (best) to 1 (worst) points for each. The taste score will be doubled. The lowest score will be dropped but will be used to break ties.

Results will be tallied. If there is a tie, it will be broken as follows: the low score that was thrown out (as mentioned above); if still tied, the judging slips will be compared for the highest cumulative scores in taste, then tenderness/texture, then appearance.

Total points per entry will determine the champion within each classification.

Cumulative points for all food classifications (Chicken, BBQ Ribs, BBQ Pork and Beef Brisket) will determine the Grand Champion and Reserve Grand Champion.

Every effort will be made to keep judges from seeing who is turning in the sample.

FINAL INSTRUCTIONS FOR SUBMITTING SAMPLES FOR JUDGING AND TIME SCHEDULES WILL BE GIVEN AT THE MANDATORY COOKS MEETING.

You must enter all four food categories to be eligible for the Grand Championship.

DEFINITION OF FOOD CATEGORIES

Chicken - Any Portion of chicken that is grilled or barbecued.

Pork Ribs - The portion of the hog that contains the ribs.

Pork - Pork shoulder or Boston butt. It must be cooked to the point that it can be sliced, chopped, shredded, or pulled.

Beef Brisket - The breast or lower chest of a beef animal.

Upon arrival, check in at the Registration Tent for your space assignment and hospitality package. You may set up any time after 7:00 a.m. on Friday, September 3, 2010. You may begin tear down any time after 2:00 pm on Saturday, September 4, 2010. You will not be able to exit the event with your vehicle until after the award ceremony at 3:00 pm on Saturday, September 4, 2010. Your area must be cleared by 8:00 pm on Saturday, September 4, 2010.

COOKS MEETINGS

6:00 p.m., Friday, September 3, 2010

(It is *mandatory* that you attend this meeting to pick up food containers.)

MEAT INSPECTION

Meat will be inspected upon arrival, starting at 7:00 am on Friday, September 3, 2010. Uncooked meat must be kept below 40 degrees. A cooler with ice is okay. Cooked food must be kept above 140 degrees. You will be checked periodically to see if you are in compliance.

TEAM NAME

Each team must submit an official team name that cannot be changed later. In case of duplicate names, the earliest postmarked shall prevail. A cooking team shall consist of a chief cook and as many assistants as desired as long as they will fit inside your cooking area. The committee expects that good taste will be used-not only in your cooking, but in your area as well. We want each team to have a good time, and we want a good family atmosphere for those who attend.

THE CHIEF COOK IS RESPONSIBLE FOR THE CONDUCT OF HIS TEAM AND GUESTS.

SUPPLIES

Each contestant shall supply all of his own meat, cooking ingredients, individual cooking devices, utensils, preparation tables, etc. The only thing provided for you is a regulation cooking area, electricity is provided by the contest host (upon request and with an additional \$100 fee) and water (on site, but not to every booth). All contestants ***MUST*** adhere to all electrical, fire and other codes set forth by the committee and the City of Milwaukee.

ENTRY FORM

Entry fees are required with submission of entry form. Due to limited space, the size of each cooking area will be 20' X 20'. Contestants must stay within the boundaries of their allocated area. (For example, do not erect a 20' X 20" tent if the tent ropes would not be within your area.) Fire Marshall will have strict control.

VENDORS

All Contestants selling BBQ or any other item at Brew City's Best BBQ Competition must fill out a separate vendor form and pay a separate vendor fee.

OTHER RULES AND REGULATIONS

In addition to the rules and regulations listed above, the Kansas City Barbeque Society's Rules and Regulations (attached) will apply.