

MILK STREET JAM & BBQ



2nd Annual Peoples' Choice Competitor Packet

September 4, 2010

1700 N MLK Drive

Milwaukee, Wisconsin

Competitor Application Due: Friday August 27, 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 continue this success and feature a car and bike show, family fun area, BBQ competition and a music stage featuring regional artists. 2010 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 20,000 and will include a mix of guests from the surrounding Brewer's Hill, Halyard Park and Harambee Neighborhoods, motorcycle enthusiasts from across the nation, families from across the Midwest, and even international guests. This event coincides with the Milwaukee Rally. 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 year's 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.



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

Current Sponsors:



SanctBy:



Our Neighborhood



Business is Booming

Since 2005, the Historic King Drive Business Improvement District has added 18 net new businesses, 1300 jobs and over \$100,000,000 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 the addition of 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, Spann Engineering 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 extension of Halyard Park (pictured at left); Dreamland Condos (pictured upper right); and the Park East Enterprise Lofts (pictured lower right).



Prize Money

Categories

Peoples' Choice

RIBS*

\$500 Cash Prize

* Meat will be supplied by the King Drive BID and is subject to change with proper notice given to all competitors. See the People's Choice Competitor Rules and Regulations (pgs. 11-14) for More Details. KCBS entry not required for People's Choice Competition.

Application Deadline: August 27, 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 8,000 members worldwide. KCBS sanctions almost 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

40 Competitors are expected to compete for over \$11,000 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 (see custom made car grill at left). Because each competitor wants to cook and present the perfect piece, many samples are given to visitors. This year's event will also include a People's Choice Chicken & Rib Competition.



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 paraphernalia.

(Photos used by permission of KCBS)

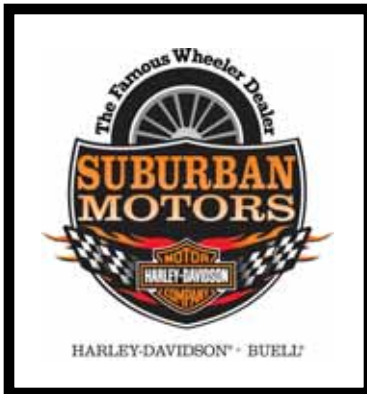


Family Fun Area



Take Your Picture on a Harley

Kids 16 and younger 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, Face painting 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 9 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:

Bike Show
Family Picnic Area
People's Choice Area
Gold Sponsor
Silver Sponsor
Bronze Sponsor

(See event map for locations)

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.mlkbbq.com



Brew City's

BEST BBO competition

September 4, 2010
1700 N MLK Dr., Milwaukee, WI
Over \$10,000 in Cash & Prizes

2010 Peoples' Choice BBQ Event Schedule

Saturday, September 4, 2010

7:00-9:00 AM Competitors Check In
Volunteer & Registration Tent, North East Corner of 4th St. & Reservoir

3:30 PM Competition Begins
N. Dr. Martin Luther King Drive between Reservoir and Brown Streets

5:00 PM Competition Ends
Buckets will be collected by BID staff

5:45 PM Awards
Main Stage, Intersection of MLK Drive & Walnut

Competitors will have access to assigned area at 7:00 am on Saturday morning.
Once Competitor is in assigned area, they will not have vehicular access out.
Tear Down may be started at 6 pm (Sat.) and must be completed by 8 pm (Sat.).

Brew City's

BEST BBO competition

September 4, 2010

1700 N MLK Dr., Milwaukee, WI

Over \$7,000 in Cash & Prizes for both BBQ Competitions

2010 Peoples' Choice 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.

People's Choice Contest entry (\$75)** (check to "Historic King Drive BID" enclosed)
Up-grade to _____
Signature (Required)

APPLICATION & FEE DEADLINE: August 27, 2010
Applications accepted by email, fax or mail.
Info@kingdrivebid.com, 866-237-3165 (fax)
2212 N MLK, Milwaukee, WI 53212
Questions or want to pay by credit card?
Call 414-265-5809 or visit www.mkbbq.com

Revision date: 7/2/10

Brew City's

BEST BBO competition

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

Peoples' Choice Competition Payment Form

Name on Card _____

Corporate Affiliation (if any): _____

Address _____

City, State, Zip _____

Credit Card Number _____

Expiration _____

Card Type (circle) _____

Phone # _____

Contest Entry (\$75)

Upgrade to 10' by 20' Space (\$50)

Upgrade to Electrical on site (\$100)

Total _____

I authorize the above amount to be charged to my account.

Signature (Required)

Applications accepted by email, fax or mail.
bbq@kingdrivebid.com, 866-237-3165 (fax)
If Paying by Check, Please Make Check Payable to Historic King Drive BID
2212 N MLK, Milwaukee, WI 53212
Questions? Call 414-265-5809 or visit www.mlkbq.com

Brew City's

BEST BBO competition

Saturday, Sept 4, 2010
Historic King Drive
Milwaukee, Wisconsin

PEOPLE'S CHOICE RULES & REGULATIONS

For Information contact
Marjorie Rucker at 1-414-265-5809
bbq@kingdrivebid.com
www.mlkbq.com

The First Annual Peoples' Choice Competition will be held on Saturday, September 4, 2010. The event will be pay for entry for the public, and all contestants must have at least 200 samples of their barbecue at the event.

**PEOPLES' CHOICE CONTEST
(non-sanctioned event)**

Categories and Prizes

RIBS

A TOTAL OF \$500 IN PRIZE MONEY

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

CUTOFF DATE FOR APPLICATIONS IS August 27, 2010

Receive a \$25 discount on your entry fee if your application is received by August 7, 2010

JUDGING CRITERIA

Judging will be done by people of the general public that purchase a wristband for \$10. Each contestant will be given necessary supplies Saturday morning (read rules and regulations for more details). It will be the responsibility of each contestant to see that their entries are ready by 3:30pm to be judged.

JUDGING WILL TAKE PLACE FROM 3:30PM-5:00PM ON SATURDAY, SEPTEMBER 4, 2010. THE WINNER WILL BE ANNOUNCED ON THE MUSIC STAGE AT 5:45PM.

It is the team's responsibility to make sure that your display is ready to go by 3:30pm. If your display is late, the competition will not extend past 5:00pm to receive votes.

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

The Peoples' Choice procedures are outlined below:

LOGISTICS

- Competition will take place on N. Dr. Martin Luther King Jr. Drive from Reservoir to Brown Streets.
- Each competitor will have a bucket at their station with a secure lid that only BID staff can open.

COMPETITORS

- Entry fee is \$75; No refunds will be issued after August 27, 2010 **NO EXCEPTIONS**.
- Competitors must check in at the Volunteer /Registration Tent located on W. Reservoir between King Drive and 4th Street between 7:00am-9:00am. Competitors can arrive as early as 7:00am. Any competitor that has not arrived and checked in by 9:00am will not be allowed to compete- **NO EXCEPTIONS**.
- **Upon arrival, check in at the Volunteer/Registration tent located on W. Reservoir between King Drive and 4th Street for your space assignment, meat, and hospitality package.** You may set up any time after 7:00 a.m. on Saturday, September 4, 2010. You may begin tear down any time after 6:00 pm on Saturday, September 4, 2010. You will not be able to exit the event with your vehicle until after the award ceremony at 5:45pm on Saturday. Your area must be cleared by 8 pm on Saturday, September 4.
- All competitors must supply the following: charcoal, grill, spices, rubs for meat, all utensils and cookware for preparation and storage, thermometer (chicken must be at 160 degrees to be considered done) table for display (no more than 6 ft.), trays for display, water, soap, one bucket, and paper towel.
- The BID will supply all of the following: meat, storage for unprepared meat, greywater, ash, and grease barrels, one 8 ft. table, signage for each competitor, buckets, tokens, wristbands, prize money (\$500), condiment cups for each sample.
- **No generators are permitted for use.**

JUDGING

- Judging will be done by members of the general public who purchase a wrist band for \$10. The maximum number of wrist bands sold will be 1,100. Available wristbands will be sold the day of the competition, between the hours of 11am-4:45pm. Wristbands will also be pre-sold a month in advance (starting August 4) and any remaining wristbands will be sold the day of the event from 11am-4:45pm. Wristbands will be pre-sold by Organization and Marketing Committee members, as well as BID staff.
- Each judge will be given 3 tokens **on the day** of the festival, **no exceptions**. The tent will be located at Reservoir/King by the Customer/Trash area. All pre-sold bracelet holders will have to come to the booth to retrieve their tokens and wristbands. All pre-sold bracelets holders will have a dedicated line.
- Each competitor will have a bucket at their station with a secure lid that only BID staff can open.
- Tokens can be retrieved from the Ticket Booth located near Reservoir and King Drive from 11am-4:45pm.
- Each judge should rate the samples for appearance, tenderness/textures, and taste.
- All buckets will be collected promptly at 5pm by BID staff and calculated for results. The winner will be announced at 5:45pm.

HOW THE WINNER WILL BE DETERMINED

All buckets will be collected promptly at 5pm by BID staff. Each bucket will be counted at an undisclosed location. If there is a tie, a coin will be flipped to determine the winner.

DEFINITION OF FOOD CATEGORIES

Ribs - Pork sparerib that is grilled and/or barbecued. Meat is subject to change and if so, competitor will be notified.

PEOPLES' CHOICE MEETING

Someone will visit your assigned space on Saturday, September 4, 2010.

(It is *mandatory* that you have this meeting to get final instructions, etc.)

MEAT DISTRIBUTION

Meat will be distributed upon arrival, starting at 7:00 am on Saturday, September 4, 2010. You will receive enough meat for 200 samples. 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 and CONDUCT

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 (it is strongly encouraged to have more than one person at your station, but it is not required). 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 or team shall supply their own charcoal, grill, spices, rubs for meat, all utensils and cookware for preparation and storage, thermometer (chicken must be at 160 degrees to be considered done) table for display (no more than 6 ft.), trays for display. This means that all cooking ingredients, individual cooking devices, utensils, preparation tables, etc. Electricity is provided by the contest host (upon request and with an additional fee). A temporary water set-up at each booth is a **must**. This means at every booth, the following should be visible: soap, water, at least one bucket and paper towel. All contestants **MUST** adhere to all electrical, fire and

other codes set forth by the committee.

ENTRY FORM

Entry fees are required with submission of entry form. Due to limited space, the size of each cooking area will be 10' X 10'. Contestants must stay within the boundaries of their allocated area. (For example, do not erect a 10' X 20" tent if the tent ropes would not be within your area.) The BID and Fire Marshall will have strict control.

VENDORS

All Contestants selling BBQ or any other item at the MLK Street Jam & BBQ must fill out a separate vendor form and pay a separate vendor fee.