

Cultural Services Division 301 N. Pomona Ave. Fullerton, CA 92832

Phone: (714) 738-3338

Fax: (714) 738-3124

# FIRST NIGHT 2012 APPLICATION PACKET

The City of Fullerton will be celebrating the 21st annual "First Night Fullerton". This popular family-oriented, alcohol free event will take place on Saturday, December 31, 2011 from 7:00 p.m. to 12 midnight. The festival will once again happen in Downtown Fullerton on Harbor Blvd., Pomona Ave., and Wilshire Ave.

The event is free to the public and has an estimated attendance of over 15,000 every year. This year's festival will feature 4 musical stage performances, roaming entertainment, games, food vendors, activities and more. The festival ends at midnight as the sky lights up with an incredible aerial display of fireworks to ring in the New Year.

Businesses and organizations are invited to host food booths, carnival games, activities and novelty concessions (novelty concessions and activities must be related to the event). The number of booths is limited, so please respond as soon as possible. We find that the event is very profitable and we hope that you will participate at this wonderful community event.

If you would like to participate, please fill out the enclosed application materials. You may mail or deliver your application in person by Friday, October 21, 2011 at 5:00 p.m. to:

Special Events Office 301 N. Pomona Ave. Fullerton, CA 92832

This application packet is rather lengthy; however, it contains important instructions and guidelines for the event. Please read the packet in its entirety prior to applying for participation; and if you have any questions not covered in this packet, please call me at (714) 738-3338.

Sincerely,

Ashley Glass V Events Specialists

# FULLERTON'S 21st Annual First Night Fullerton Event

# Guidelines for Participation Please read these guidelines in their entirety

#### 1. Participation Fees and Security Deposit

- A. Participation fee of (\$225-\$350 determined by type of vendor) + \$100 security deposit includes a 10' x 10' space for a canopy (vendors must provide their own canopy); if you require more than a 10' x 10' space you must pay an additional (\$225-\$350) per 10'x 10' space.
- B. Vendor is responsible for providing all supplies and equipment necessary for booth operation, i.e. tables, chairs, canopy, appliances, etc.
- C. To receive their security deposit refund in full: vendors must completely clean the booth area and dispose of all debris in the appropriate receptacles (vendors must use the dumpsters for trash and not the individual trash cans set-up for patrons) prior to checking out with event staff. Vendors must follow all event and health code regulations those in violation will not receive their security deposit refund.
- D. Security deposits will be refunded by mail 6 to 8 weeks after the event.

#### 2. Electrical Fees and Limitations

- A. All electricity will be provided by a contractor through the City of Fullerton.
- B. Electricity will be provided at the rate of \$30.00 per outlet (one appliance per plug (there are 2 plugs total) will be <u>STRICTLY ENFORCED</u>).
- C. Vendors must pay per outlet, no multi-outlet strips are allowed.
- D. Only 110v (standard household plug) is available.
- E. No generators will be allowed.
- F. Vendors must use heavy duty double insulated 3-prong cords (for exterior/outdoor use).
- G. Plan for outlets to be as far as 50' away from your booth.
- H. If you will be renting equipment, verify the electrical requirements in advance.
- I. In some cases, if you already own incompatible equipment, our electrician can adapt your equipment to their power source. If your equipment is NOT 110v, please contact us at the office no later than November 30th to arrange special electrical service. Fees for special electrical Service will be \$50.00 per appliance plus the electrician's fees and must be paid prior to the event.

## 3. Hours of Operation

- A. Operation of all concession booths will begin promptly at 6:00 p.m. in order to do a booth inspection with the fire department.
- B. Vending activity must end at 12:15 a.m. Vendors will forfeit their security deposit if they do not end activity immediately. Vendors are responsible for maintaining control of their own lines and cutting it off in a timely manner at the end of the night.
- C. Vendors may be asked to turn off lights and/or appliances during the fireworks show by staff or audience members. Failure to cooperate will cause you to forfeit your deposit.

## 4. Booth Activity and Event Participation

- A. Please be considerate of your neighboring vendors!!!
- B. Please follow all instructions from event staff. Event staff's primary duty is to maintain the safety of the event area. They are there for your safety and for the safety of all the event patrons!

- C. The City does not set pricing limitations on any food items, HOWEVER, we ask vendors not to engage in "price wars", particularly in regards to beverages.
- D. All vendors sign an agreement with the City of Fullerton regarding the type of booth their organization will operate at First Night. Should a vendor wish to amend that application, it must be done by Wednesday, November 30, 2011.
- E. Please place a covering on the ground of your booth if anything you are selling could cause damage to the concrete (i.e. grease, foods that stain, etc.).
- F. All event food vendors are required to follow health guidelines put in place by the Orange County Health Department. Vendors not in compliance with the health code may be shut down during the event, will not receive their security deposit refund and may be reported to the Orange County Health Department.
- G. Any activity which is disruptive, interferes with, or creates a hazardous condition for the event, staff, participating vendors or patrons, may result in immediate termination of the booth activity and removal from the event.

#### 5. Arrival and Set-up

- A. A confirmation packet will be sent to all participating vendors prior to the event that will include a map and check-in information.
- B. Arrival and set-up time is 3:45 p.m.
- C. Vendors may not begin arriving at the event site any earlier than 3:45 p.m. (if you arrive early you will be asked to wait outside the event perimeters as other event set-up will be taking place and the streets will not yet be closed.)
- D. Vendors have only until 4:30 p.m. to enter the event area. The Police Department strictly enforces this. All vehicles must be unloaded and out of the event area by 5:00 p.m.
- E. Street closures will go into effect at 5:00 p.m. and vendors will not be permitted through the street closures for any reason once the Police Department has the barricades in place.

#### 6. Unloading and Parking

A. Unload all vehicles as soon as possible and then remove them from the festival site.

#### Do not set-up your booth until you have parked your vehicle.

Vendor parking instructions will be included in a follow-up packet. There will be vendor parking adjacent to the event area.

## 7. Tear Down and Clean-Up

- A. All selling MUST conclude at the end of the fireworks show (12:15 am).
- B. Please do not dump any charcoal, grease, or other waste on the ground or in the trash cans; doing so will forfeit your security deposit. Event dumpsters are provided to vendors for trash and other waste during the event.
- C. Your space must be completely cleaned and all vendors must check out with event staff to receive full security deposit back.
- D. Failure to clean booth area may also result in denial of participation in future city-sponsored events.
- E. Your vendor space must be cleaned and packed up by 1:30 am on January 1st. Vendors not vacated from their space by this time will forfeit their security deposit.

## 8. Re-Entry to the Event Area

A. Vendors may re-enter the event area only after the fireworks show is concluded, all pedestrians are clear of the street, and the Police have given approval. There will be NO vehicle movement in the event area until this time (approximately 12:45 a.m.)!

- B. Event staff will be standing by the food, game and novelty concession booths to let vendors know when clearance has been given from the Police Department for vehicle re-entry.
- C. Vendors must drive SLOWLY when re-entering the event area. Please be courteous to surrounding vendors and contractors when re-entering the area; be sure to park so that another vehicle can get around you if needed. Vendors may not drive their vehicle to their booth until their equipment is ready to load vendors may only bring their vehicles into the event area once they are finished dismantling their booth.
- D. Event staff will greatly appreciate the patience of all participants as the evening draws to a close. Please follow their directions to ensure everyone's safety.

#### 9. Fire Safety - Cooking Equipment

- A. No "homemade" or makeshift grills, stoves or BBQ devices are allowed.
- B. No flammable items may be stored next to open flame or heat.
- C. No lighter fluid is allowed.
- D. Vendors using any type of open flame, gas, BBQ or appliance must have a current (not expired) 2A10 BC fire extinguisher.
- E. Vendors using LPG (liquefied petroleum gas) must meet the following requirements:
  - Approved tanks will have a proper valve and guard for protecting the valve
  - Tanks will be secured to prevent tip-over
  - Only approved LPG hose fittings and piping shall be used to attach the tank to the appliance
  - An approved 2A10 BC portable extinguisher mounted within the cooking area
  - No items to be stored within 10 feet of the tank installation
- F. Cooking, heating, smoking and storage of combustible materials are not permitted under ANY canopy.
- G. Cooking and heating of food must take place in the "cooking and safety area" BEHIND or to the SIDE of the canopy.
- H. Open flame shall not be used in a place of open assemblage, except for cooking purposes.
- I. The Fire Department will be making inspections throughout the night.

#### 10. Safety Zones

- A. The Fire Marshall will be barricading off cooking areas between and behind food vendors. The only activity that will be allowed in this area is cooking. The only persons allowed in this area should be the cook.
- B. Please observe the areas designated as safety zones.
- C. If there will be a large amount of people working in the booth, be sure that they are aware of any dangerous equipment that will be in use.
- D. If any of the booth workers have children, keep them away from the barricaded areas completely.
- E. Vendors may not set up lawn chairs or break areas behind the booth, or in the barricaded safety zone.
- F. The Fire Marshall approves the event plot plan. Event staff will enforce the plot plan and the designated restricted safety areas as a condition of the festival permit.

Thank you for taking the time to read through the vendor application packet. If you are interested in being a vendor, remember to turn in your application by Friday, October 21, 2011. Please read through the other enclosed paperwork for more details.



# First Night Fullerton 2012

Please complete the attached application for Fullerton's First Night 2012, and return by Friday, October 21, 2011 at 5:00 pm.

The following will assist you in completing the application:

- 1. Pages 1 & 2: ALL VENDORS must complete all sections of the vendor application (include pictures, menus, and prices as listed in page 1).
- 2. Page 3: ALL VENDORS must sign and date the Indemnification Form.
- 3. <u>Page 4:</u> If you are a **non-profit organization**, you must provide proof of your non-profit status. The acceptable documents to **return with your application** are listed on page number 4. **Please send copies not originals.**
- 4. Page 5: (This page is for returning for-profit vendors serving/selling food only). Complete and sign the "Declaration of For-Profit Entity" letter. The letter acknowledges that you are a for-profit vendor who will be sponsored by the Fullerton Museum Center (FMCA) and your proceeds will go directly to the FMCA. This letter will make your company exempt from pulling a health permit. If you are a returning vendor who wishes to get a health permit instead of being sponsored by the FMCA, please contact Ashley prior to submitting your application.

If you are a new vendor to this event, you DO NOT need to fill out this form – instead you will need to pull a TFF permit from the Orange County Health Department (do not get a permit until you're approved to participate at the event).

- ☐ All returning for-profit food vendors must submit a copy of a valid California Drivers' License for the person who will be operating the booth at the event.
- ☐ If you are a for-profit food vendor, submit a copy of your current County of Orange, Health Care Agency permit or sticker number.
- 5. If you are a **non-profit food vendor** or a new for-profit food vendor, please contact Ashley in the events office prior to the application deadline for further paperwork that must be turned in to the health department.
- 6. Include a check or money order payable to the City of Fullerton.
- 7. Return all documents by Friday, October 21, 2011 at 5:00 p.m.

We are really excited about this year's event and we look forward to your participation. Please call me at 714-738-3338 if you have any questions regarding the application process.

Happy Holidays!!

Cultural Events Specialist

# First Night 2012 Fullerton Vendor Application

NAME (CONTACT)
COMPANY NAME/ORGANIZATION
ADDRESS
CITY, STATE AND ZIP CODE
TELEPHONE (DAY) ( (CELL) (
(FAX) ((E-MAIL)
Description of food/commercial items you plan to sell (items other than food must be related
to the event: activities, games, New Years novelties, etc.) Food vendors include menu, prices
and pictures of booth; all other vendors include pictures of <u>ALL</u> items you wish to sell:
and pictures of booth, an other vehicles include pictures of <u>Field</u> items you wish to com-
A D C C C C C C C C C C C C C C C C C C
1. Participation fee (see below for fees) includes a 10'x10' space. Vendor is responsible
for providing canopy, all supplies and equipment necessary for booth.
2. Each vendor must include a \$100.00 security deposit with their application. To receive
their security deposit refund in full, vendors must follow all policies & procedures.
3. Electricity will be provided at the rate of \$30.00 per outlet (one appliance per plug will be attrictly enforced). NO generators or multi-outlet atring will be allowed
be strictly enforced). NO generators or multi-outlet strips will be allowed.  Please indicate whether you will be using one or two 10' x 10' spaces. All equipment must fit
inside your 10' x 10' space (grills will need to be placed next to or behind your booth). If
vendors need more space they can rent two 10' x 10' spaces.
Please check a box below if you are a commercial food booth, food cart or novelties:
□ 1 – 10' X 10' space = \$275.00
□ 2 – 10' X 10' spaces = \$550.00
Please check a box below if you are a non-profit organization:
□ 1 – 10' X 10' space = \$225.00 (Non-profit booth)
☐ 2 – 10' X 10' spaces = \$450.00 (Non-profit booth)
Please check a box below if you have a commercial food trailer:
□ 1 – 10' x 15' Trailer = \$350.00
□ 2 – 10' X 15' Trailers = \$700.00
***APPLICATION CONTINUED ON REVERSE SIDE***

All vendors mark the s	pace below for the # of electric	al outlets you will need:
☐ Electricity: #	of outlets x \$30.00 = \$_	
All vendors must mark	the space below for the depos	it:
□ Deposit = \$1	00.00	
Total= Space \$	+ Electricity \$	+ Deposit \$ <u>100</u> =
	Total of \$	•
Please include: Your check or money order r Health Department permit or		llerton and a copy of your current
	ber, 21 at 5pm. Incompl	fees to the events office no ete applications will not be

# First Night Fullerton 2012 Indemnification Clause

agrees to defend, indemnify, and hold harmless the CITY OF
FULLERTON (CITY), its officers, agents, employees, and volunteers, from all loss, cost, and
expense arising out of any liability, or claim of liability, for personal injury, bodily injury to
persons, contractual liability, and damage to property sustained, or claimed to have been
sustained, arising out of the activities of, or those of any of its officers,
agents, or employees, whether such act is authorized by this agreement or not; and
shall pay for any and all damage to the property of the CITY, or
loss or theft of such property, done or caused by such persons. CITY assumes no
responsibility whatsoever for any property placed on the premises.
Further agrees to waive all rights of subrogation against the CITY. The provisions of this
agreement do not apply to any damage or loss caused solely by the negligence of the CITY
or any of its agents or employees. The applicant Vendor is an authorized agent of the group
submitting this application and is 21 years of age or older, and accepts responsibility for
information contained in this application. Vendor understands that failure to comply with
participation guidelines as specified may result in removal from the event.
participation guidelines as specified may result in removal nom the event.
**Vendors should fill in their name or company name in the blanks above**
SIGNATURE OF OWNER OR LEGAL REPRESENTATIVE OF ORGANIZATION DATE
SIGNATURE OF OWNER OR LEGAL REFREDERIATIVE OF ORGANIZATION
PLEASE PRINT NAME AND TITLE

# Some Documents Acceptable as Proof of Non-profit Status

Document	Source
<ol> <li>Articles of Incorporation as a non-profit</li> </ol>	Secretary of State
	or
IRS letter showing organization to be Tax Exempt	Internal Revenue Service
to be rest attempt	or
State Franchise Tax Board letter showing organization Tax Exempt	Franchise Tax Board
onowing organization rax Exempt	or
Certificate of Registration with     State Registry of Charitable Trusts	Sate Registry of Charitable Trusts
Otate Region y of Chantable Trusts	or
5. Statement of Accountability	A letter from non-profit agency stating how the funds are disbursed and amount of overhead expenses

# <u>ATTACHMENT I</u>

#### DECLARATION

OF FOR-PROFIT ENTITY

This declaration is to affirm	hat				ya ya na gananyay ngamanna na	rhanga unjapositi
is requesting exemption fro of the California Uniform Re	m State Law requirer tail Food Facilities La	ments for To	me of for-profit e emporary Food be giving or sel	d Facilities under	provisions of S	Section 113785(b)(1)
		+ Nj Occasional Ex		llertor		·
		1+0W1	n Full	lerton	water African and American State of the American	
		_	Ca 92	2832		- -
		ent <u>De</u> C	embe	r 31,2	011	
For the benefit of	<u>Fuller to</u>		Seum ing Nonprofit Ass	Center	A56n.	· ·
the above named for-profit	enuty <u>will receive no</u>	monetary	penent, oner	man mat resulu	ig nom recognic	nou for hauncebanud i
the event.	•		Phone (	· · · · · · · · · · · · · · · · · · ·		
Name			Phone (	)		
Name				)		·
Name						
NameAddress			Date of birth	Zip		
NameAddressCityCA Drivers Lic. #		Title	Date of birti	Zip		
NameAddressCityCA Drivers Lic. #Signed		Title	Date of birti	Zip		
NameAddressCityCA Drivers Lic. #Signed		Title	Date of birti	Zip	official seal*	

\*In lieu of Notary Public, you may attach a legible copy of your driver's license