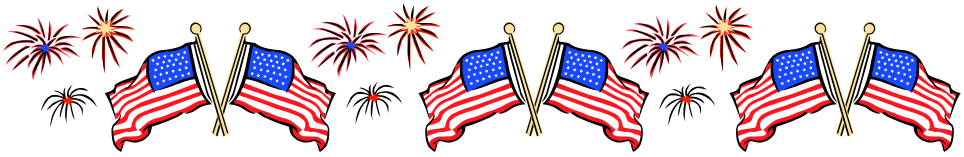
City of Fullerton
Cultural Services Division
301 N. Pomona Ave.
Fullerton, CA 92832
Phone: (714) 738-3338 Fax: (714) 738-3124



Dear Valued Participant:

The City of Fullerton will be celebrating the 26th annual "Fourth of July Community Fireworks Show and Festival" on Saturday, July 4, 2015 from 5:00 p.m. to 9:00 p.m. The festival will once again take place at the Fullerton High School Stadium at the corner of Lemon and Berkeley Avenues.

The event is free to the public and has an estimated attendance of 7,000 people every year. This year's festival will feature a crowd pleasing performance by a popular band, kid and family attractions and roaming entertainment. The festival ends at 9 p.m. as the sky lights up with an incredible aerial display choreographed to some of America's favorite patriotic melodies.

Non-profit organizations are invited to host food booths, carnival games and novelty concessions in order to raise funds for their organization. Participation as a vendor is restricted to non-profit organizations serving the Fullerton community. **The number of booths is limited**, so please respond as soon as possible. We find that the event is very profitable for the organizations and we hope that you will participate at this wonderful community event.

If your organization would like to participate, please fill out the enclosed application materials. You may mail or deliver them in person by **Friday, May 29, 2015 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.

We hope to see you at the festival!

FULLERTON'S FOURTH OF JULY FESTIVAL

Community Festival & Fireworks Show
Guidelines for Participation
Please Read These Guidelines in their Entirety

1. Participation Fees and Security Deposit

A. Participation fee includes the set up of a 10'x10' canopy (canopy provided by the City). If more space is needed, *extra fees are required*.

B. Vendor is responsible for providing all supplies and equipment necessary for booth operation, i.e. tables, chairs, lights, appliances, etc.

C. Only those canopies provided by the City will be allowed at the event.

D. To receive their Security Deposit refund in full, vendors must completely clean the booth area and dispose of all debris in the appropriate receptacles prior to checking out with event staff (please use the dumpster located at the West end of the track for trash disposal).

E. 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 the City of Fullerton

B. Electricity will be provided at the rate of **$30.00 per appliance** (one appliance per plug will be STRICTLY ENFORCED).

C. Vendors must pay per appliance, 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 Friday, June 19th 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. Lottery Priority and Concession Assignment

A. Priority is given to:

1. FULLERTON BASED NON-PROFIT ORGANIZATIONS WHO SERVE THE COMMUNITY.
2. Should booths be available after these groups have been placed, consideration will be given to: ORANGE COUNTY BASED NON-PROFIT ORGANIZATIONS WHO SERVE THE FULLERTON COMMUNITY.
3. NON-ORANGE COUNTY BASED NON-PROFIT ORGANIZATIONS will be considered as space permits.

B. If more than one applicant requests a specific food item or activity, applicants may be placed in a lottery by menu item or booth activity and in order of their priority. (1,2 or 3)

C. There will be one application allowed per organization, per category.

D. Once accepted, any changes to the booth activity or product list should be submitted to the Events Office at (714) 738-3338 for approval by Friday, June 19th.

4. Hours of Operation

A. Operation of all concession booths will begin promptly at 5:00 p.m. and continue until fireworks have concluded (approximately 9:15 pm).

B. Vending activity must end as soon as the fireworks show has ended. **Vendors will forfeit deposit if they do not end activity immediately.**

C. Vendors will be required to turn off lights and/or appliances during the fireworks show by staff or audience members; however vendors may choose to continue selling concession items while the lights are out during the fireworks

5. Booth Activity and Event Participation

A. Please be courteous 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 the Community Fireworks Show. Should a vendor wish to amend that application, it must be done by Friday, June 5th.

E. 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; deposit will also be forfeited.

6. Arrival and Set-up

A. Arrival and set-up is from 1:00 p.m. to 3:00 p.m.

B. Vendors may not begin arriving at the stadium any earlier than 1:00 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.)

C. Access to the FUHS Football Stadium is through the entrance located at the corner of Lemon and Berkeley Avenues.

D. Vendors have only until 3:00 p.m. to enter the FUHS Stadium. The Police Department strictly enforces this.

E. Vehicles *must be removed* from the track by 3:30 p.m. – no exceptions

F. Street closures will go into effect at the intersection of Lemon and Chapman and the intersection of Lemon and Berkley at 3:30 p.m. Vendors will not be permitted through the street closures for any reason once the Police Department has the barricades in place.

G. Unload all vehicles as soon as possible and then remove them from the festival site. Please place a covering on the ground of your booth if anything you are selling could cause damage to the stadium fields or if you are using grease.
Please unload everything and DO NOT set-up your site before removing your vehicle.

7. Traffic on the Track

A. Please note the traffic flow around the football field when entering the track.

B. Travel in a counter-clockwise direction at a **SLOW SPEED (careful NOT to stir up dust all over the event**.)

C. Staff will be on hand to direct vendors to their booth and enforce the flow of traffic.

8. Unloading and Parking

A. Vendor parking instructions will be included in a follow-up packet. There will be vendor parking adjacent to the stadium for vehicles you need access to for supplies. **Only those you need access to during the event will be allowed in the parking lot.** Parking passes will be distributed the day of the event.

B. If booth workers will be arriving after the start of the festival (after 5pm) – or for those workers who will need to come and go throughout the day, instruct them to park at one of the following lots:

- Plummer Parking structure at the corner of Chapman and Lemon
- Wilshire Parking structure on Wilshire between Harbor and Pomona
- Municipal Courthouse parking lots on Berkeley, east of Harbor
- Chapman Parking Structure on Chapman between Harbor and Pomona

9. Tear Down and Clean-Up

A. All selling MUST conclude at the end of the fireworks show.

B. Lights and power will be shut off in the stadium at 9:00 p.m.

C. You may start breaking down at this time, however, please do not disturb the fireworks display.

D. You will not be allowed to re-enter the stadium with your vehicle until crowd clearance is given from the Police Department (estimated 10:00 p.m.).

E. Please do not dump any charcoal, grease, or other waste on the track or at the field. Doing so will forfeit your Security Deposit. ***All trash/debris must be thrown in the large blue trash receptacle at the North-West end of the stadium track.***

F. Your space must be completely cleaned and vendor must check out with event staff to receive full Security Deposit back.

G. Failure to clean booth area may also result in denial of participation in future City-sponsored events.

H. Vendors will have only until 10:30 pm to tear down and clean-up their booth area. Those vendors who require extra time will forfeit their deposit.

I. Vendors must remove all of their equipment on July 4th. ***Vendors who fail to remove all of their items the night of the event will forfeit their deposit and be charged an additional $100.00 fee***.

10. Re-Entry to the Stadium

A. Vendors may re-enter the stadium with their vehicles only after ***the fireworks show is concluded, all pedestrians are clear of the street and stadium, and the Police have re-opened Lemon to vehicular traffic. There will be NO vehicle movement in the stadium or the vendor parking lot until this time (approximately 10pm)!***

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 to the stadium.

C. Traffic must travel in a counter clock-wise direction on the track at a very SLOW SPEED!

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.

E. When parking on the track to load your vehicle, please be aware that other vendor vehicles will need to get around you. Park along the inside of the track and be courteous to neighboring vendors.

11. Fire Safety - Cooking Equipment

A. The Fire Department will be making inspections throughout the day.
B. No "homemade" or makeshift grills, stoves or BBQ devices are allowed.
C. No flammable items may be stored next to open flame or heat.
D. No lighter fluid is allowed.
E. Vendors using any type of open flame, gas, BBQ or appliance must have a **valid** 2A10 BC fire extinguisher. Expired extinguishers WILL NOT be allowed by the Fire Inspector.
F. 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
G. Cooking, heating, smoking and storage of combustible materials are not permitted under ANY canopy.
H. Cooking and heating of food must take place in the "cooking and safety area" BEHIND or to the SIDE of the canopy.
I. Open flame shall not be used in a place of open assemblage, except for cooking purposes.

12. 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 person(s) allowed in this area should be the cook(s).
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.

13. Proof of Non-Profit Status

A. Please submit proof of the applicant organization's non-profit status.
B. The following is a list of documents acceptable as proof of non-profit status:
   - Articles of Incorporation as a non-profit organization
   - IRS letter showing organization to be Tax exempt
   - State Tax franchise Board letter showing organization to be Tax Exempt
   - Certificate of Registration with the State Registry of Charitable Trusts
   - Statement of Accountability

Applicants for Food Service:

Please read this!

By far the most inquiries we receive are from non-profit organizations selling food. In order to provide a profitable event to our local non-profit agencies we have made several changes over the years, mainly due to requests and input from Fullerton organizations. Although there is initial paperwork involved, it is fairly easy to get through.

IF YOU ARE ACCEPTED TO PARTICIPATE AS A FOOD VENDOR, YOU WILL BE REQUIRED TO SUBMIT ADDITIONAL PAPERWORK FOR THE HEALTH DEPARTMENT (BASED ON APPROVAL OF YOUR SUBMITTED APPLICATION).

Below I have listed the most frequent questions we are asked. Please do not hesitate to call me to discuss your application.

- How are booth fees established?
  Each year the City Council approves the booth fees. The fee for this event is the lowest of all our citywide events. The fees cover a portion of the cost of electricity, canopy rental, set-up, tear-down, facility rental fees, staffing, etc.

- Why limit the food offered?
  The goal of the event is to provide a fundraising opportunity for Fullerton non-profit organizations. Given this, we try to accommodate each vendor having exclusivity for one main menu type food per vendor. In the case of hot dogs/sausages or hamburgers – we may limit to 2 vendors.

- How does the LOTTERY work?
  We accept applications until Friday, May 29 2015 at 5:00 p.m. That evening, we will put all the Fullerton non-profits in a lottery system and draw for food items. We will notify each vendor via mail or e-mail with results and instructions.

- What if more than one organization wants the same food item?
  If food item requests are duplicated by more than one vendor, we will contact the vendors to discuss options.

If you have any other questions, please contact the Event Specialist at (714) 738-3338

I look forward to your participation at the event.

2015 Fullerton's Fourth of July Festival - Vendor Application

Non-Profit Organization: _____
Name (Contact person): _____
Street Address: _____
City:_____ State: _____ Zip:_____
Telephone: _____ Fax: _____ E-mail: _____

Application Instructions: Questions? Call (714) 738-3338

Please read the guidelines BEFORE calling with your questions!!!

1. Complete this page and sign.
2. Complete this application IN FULL.
   A. Select A, B, or C for category of participation at the festival
   B. Select D if you will require electricity – please include payment with application
   C. Provide booth description and electrical requirements in the box at the bottom of the page on the reverse side.
3. Enclose the following:
   A. Fees: Deposit , Booth Fee, Electrical Fees

Electrical Fees ($30 per): _____ + $200 Participation Fee + $50 deposit = _____ (total fee)
(* include total fee: check, cashiers check, or money order paid to *The City of Fullerton*)

   B. Menu and pictures of items to be sold
   C. Completed application
   D. Completed Indemnification form
   E. Proof of your Organization's Non-Profit Status
   F. If you are selling food – you will be required to submit additional Health Department paperwork upon approval of your application
4. Application Deadline: **Application must be received by 5:00 p.m. on Friday, May 29, 2015 to be considered for participation. Postmarks NOT accepted.**
5. Vendors will be notified of acceptance by Friday, June 5, 2015.
6. Mail or deliver completed application with the appropriate fees to:
   Special Events Office c/o Fullerton Museum Center
   301 N. Pomona Avenue, Fullerton, CA 92832.

Please Indicate Category of Participation on Reverse Side (circle one):

- Carnival Game
- Non-food Fund raising
- Food Booth

If selling food please indicates if you will be using any of the following (circle one):

- Electricity
- BBQ
- Open Flame
- Gas/Propane Stove

Agreement and Signature:

The applicant is an authorized agent of the organization (VENDOR) submitting this application and is 21 years of age or older, has read the application and "Fourth of July Community Festival & Fireworks Show Guidelines for Participation", and hereby accepts responsibility for said guidelines. VENDOR understands that behaviors which are disruptive or interferes with the operation of the event, staff, participating vendors or patrons, may result in immediate termination of their booth activity.

Signed: _____ Date: _____

Category of Participation

Each organization may submit one application for each of the categories listed below. Select A, B or C and provide any additional information requested for your selection. Select D if you will require electricity. Please note: priority is given to Fullerton based non-profit organizations. Food Items and booths will be selected randomly by lottery. Placement may be by electrical use requirements.
NOTE: All booths must submit a refundable **$50 Clean-up and Damage security deposit.**

CIRCLE ONE ONLY:

A. Carnival Game _____ **Participation Fee: $200**

Each organization must provide their own games and prizes. We recommend renting games from a carnival game company. We cannot provide endorsements of any specific vendor. Please describe your booth activity on a SEPARATE page and include pictures.

B. Non-Food Fund Raising _____ **Participation Fee: $200**

You may sell T-shirts, novelties or distribute information about your organization. Please describe your booth activity on a SEPARATE page.

C. Food Booth _____ **Participation Fee: $200**

Please choose from one of the two groupings: Main meal items OR Snack Items. All food vendors may sell beverages. Please provide a **complete menu** and prices on a SEPARATE page.

Main Meal Items: You may sell one main meal item only. In addition to the main meal item, you may also sell up to three side dishes and/or snack items. Indicate your First, Second and Third choices.

☐ Hamburgers	☐ Hot Dogs	☐ Sausages	☐ Ribs
☐ Chicken	☐ BBQ beef	☐ Mexican	☐ Mid-Eastern
☐ Chinese	☐ Pizza	☐ Pasta	☐ Other: _____

Snack Items: You may request a combination of up to three snack items. Please check the box of the items you wish to sell.

☐ Sno cones	☐ Ice Cream	☐ Lemonade	☐ Cotton Candy
☐ Popcorn	☐ Peanuts	☐ Pretzels	☐ Churros
☐ French Fries	☐ Baked Potato	☐ Nachos	☐ Chili
☐ Fresh Fruit	☐ Candy	☐ Baked Goods	☐ Other: _____

D. Electricity

See "Guidelines for Participation" sheet (page 2) for electrical limitations. At the bottom of the page, list all of the appliances you intend to use. Include amperage of each appliance. You are restricted to 4 appliances only! (220 is NOT available! Check your appliance before the event) 110v outlets are provided, similar to household outlets. You will NOT be able to use "multi outlet" adapters (i.e. power strips, multi head extension cords). Each electrical outlet needed is $30.00.

ELECTRICAL APPLIANCE DESCRIPTION

Appliance Amperage Needed

1. _____$30.00
2. _____$30.00
3. _____$30.00
4. _____$30.00

Total Electrical Fee= _____

(*see page 7, #3 for total fee breakdown- please include the electrical total listed above under "electrical appliance description"

Indemnification Clause
City of Fullerton
Community Festival and Fireworks Show
Saturday, July 4, 2015

Instructions:

Fill in the blanks with your organization's name
Provide signature, name and title of signer, and date where indicated.

_____ agrees to defend, indemnify, and hold harmless the City of Fullerton (CITY), Fullerton Unified High School District (FUHSD), North Orange County Community College District (NOCCD) 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 of Fullerton (CITY), Fullerton Unified High School District (FUHSD), North Orange County Community College District (NOCCD), or loss or theft of such property, done or caused by such persons. The City of Fullerton (CITY), Fullerton Unified High School District (FUHSD), North Orange County Community College District (NOCCD) assumes no responsibility whatsoever for any property placed on the premises. _____ further agrees to waive all rights of subrogation against the City of Fullerton (CITY), Fullerton Unified High School District (FUHSD), and North Orange County Community College District (NOCCD). The provisions of this agreement do not apply to any damage or loss caused solely by the negligence of the City of Fullerton (CITY), Fullerton Unified High School District (FUHSD), North Orange County Community College District (NOCCD), or any of its agents or employees.

_____
SIGNATURE OF OWNER OR LEGAL REPRESENTATIVE OF ORGANIZATION DATE

_____
PLEASE PRINT NAME AND TITLE

Return completed form with application, and fees to:

Special Events Office
c/o Fullerton Museum Center
301 N. Pomona Ave.
Fullerton, CA 92832

Office Use Only
Date Received: Time: Initials:

Application Submitted: _____
Indemnification Clause Submitted: _____
Pictures Submitted: _____
Menu/List Submitted: _____
Deposit Submitted: _____
Fees Submitted: _____
Electrical Submitted: _____
How many vendor spaces: _____
# of Canopies Needed: _____