

Summer Solstice Festival

Santa Barbara, California

Friday-Saturday-Sunday June 22, 23, 24, 2012

Food Vendor Information

Event Producer: The Summer Solstice Celebration presents the 38th Annual Parade & Festival. This is the largest arts event in Santa Barbara.

Hours : Open to the public Friday - 4 pm to 9 pm, Saturday - 12 pm to 8 pm, Sunday - 12 pm – 6:00 pm. Vendors must occupy the booth all 3 days! Food booths must be set up by 3 pm on Friday and at 11 am both Saturday & Sunday and all vehicles must be off the premises. Detailed instructions for space set up are included in the confirmation packet mailed to vendors after acceptance into the event.

Location: The Festival is held at Alameda Park, which is at the end of Saturday's parade route between Santa Barbara St. & Anacapa St. and Sola St. & Micheltorena St.

Parade: The theme of this year's parade is "Fantasy". The parade starts at high noon on Saturday, June 23th & concludes at the festival site in Alameda Park. Creative handmade floats, costumes and masks begin their journey from Cota Street up State Street to Micheltorena St. Approximately 100,000 people attend the parade and over 40,000+ attend the festival.

Eligibility: The Summer Solstice Festival is open to artists, crafters, importers, commercial and food vendors. Our goal is to present an event with variety of cuisines offered in the food vendor category. Summer Solstice reserves the right as to how many vendors may sell any one food item. If you are interested in having exclusivity in selling a particular food item you may Submit a Request for Food Exclusivity Application and pay the requested fee (*download separate application for details*).

Space Fees: Pay a \$500.00 minimum Non-Refundable Deposit per booth space no later than March 19, 2012. At the conclusion of the festival, all of the coupons collected by vendor will be taken to an SSC designated agent, and counted (weighed) by said agent in the presence of the vendor. The count of said agent is final and binding. SSC shall retain twenty percent (20%) of Vendor's gross sales, against which Vendor's \$500 deposit shall be applied. (For example, if Vendor collects 3000 in coupons equating to \$3,000 worth of food products sold at the Festival, SSC would keep as its commission 20% or \$600 and the vendor would receive \$2400.00. Vendor's full \$500 deposit would then be credited toward the \$2400.00 Owed vendor resulting in \$2900.00 being returned to Vendor at the conclusion of the Festival.) If vendor gross sales are less than \$2500.00 then the \$500 minimum deposit would kept by SSC and the vendor would receive 100% of redeemed Coupon revenue. Vendor shall receive its disbursement of funds owed no later than 9 pm on Sunday, June 24, 2012 by SSC check.

Festival Coupons: Vendor shall only accept 2012 SSC Festival Coupons sold to the public by an SSC-designated coupon seller in exchange for Food & Beverage products. Coupons will be sold and have a gross monetary value of \$1.00 each. Vendors shall price their food products at a rounded dollar value (i.e., \$5.00 rather than \$4.95); **UNDER NO CIRCUMSTANCES SHALL CASH BE ACCEPTED IN EXCHANGE FOR PRODUCTS**. All prices of the Products shall include sales tax and shall be stated in terms of number of coupons. Coupon sales booths shall remain open during the hours of operation of the festival. Vendor is responsible for collecting and safeguarding the coupons received during the festival until such time as the coupons are tendered to the SSC accountants. The Festival shall not be responsible for lost or stolen coupons not in their possession.

Cleaning Deposit: Each Food Vendor will be required to provide a separate cleaning deposit of \$100, (sent as a separate personal check) along with your booth space payment. This check will be held and attached to your application until after the event. Your check will not be processed and will be shredded following an acceptable clean site inspection by the City of Santa Barbara. This process usually takes a few weeks following the event to receive the report back from the city. If there is a problem with the way you left your booth space, you will be notified that your check will be retained and deposited to cover our costs to handle and correct the situation.

Liability Insurance: Obtain Food Liability Insurance for the event naming Summer Solstice Celebration as additionally insured. A Copy of the additionally insured endorsement must be received no later than 3 weeks prior to the event.

Health Department Permit: Vendor must provide SSC with a completed Santa Barbara County Environmental Health Permit application along with the required health permit fee of \$180. SSC will handle submitting the applications and payment to the Santa Barbara Health Department for you. Permits will be given out on the day of the event following the health inspection of your booth. All requirements of the health department must be met before being issued a permit to begin selling to patrons. It is the responsibility of the food vendor to read and familiarize themselves with the Health Department Guidelines (*available on the SSC website*).

Vendors License: All food vendors who currently do not do business in the city of Santa Barbara must complete the Santa Barbara One Day Vendors License Application and mail to us along with all your other application materials. The Fee is \$10 per day of selling at the event (\$10 per day @ 3 Days = \$30). This permit gives you the right to sell your food products in the City of Santa Barbara. Those that already do business in the city of Santa Barbara will need to provide a copy of their sellers permit.

Booth Specifics: Food vendor booth dimensions will not be limited as long as we have the space available. All spaces will be provided in the grassy park. Maximum booth and/or display height is 7 feet. Most but not all food vendors will be in the Food Court line. Others may be placed near the Stage, in the Beer Garden or in the Children's Festival area. Specific locations will be assigned on a first-come first-served basis. These locations are open only to food vendors that are completely self contained (no water or electricity needed). You must use your own tent structure and/or display panels, screening, signage, tables, chairs and staffing. We suggest you have a minimum of four (4) food service lines between the hours of 1pm and 4 pm on Saturday, June 23 to accommodate peak crowds. Booths cannot be staked into the lawn or signage hanging from the trees. **Please make recycling a priority with booth trash.**

How to Apply: Submit 1 photo of your booth set up along with your **SSC Application** (*2 pages*) and booth fee. **A Santa Barbara Health Permit Application** (*5 pages*) with \$180 permit fee and the **Santa Barbara One Day Vendors License Application** (if applicable) for \$30 must be included with your submission. Send an 8 1/2"x11" size, self addressed, stamped envelope with \$1.26 return postage for mailing your Food Vendors Packet to you. Acceptance or non- acceptance into the festival will be mailed at least 3 weeks prior to the festival if application is submitted by deadline date of May 11, 2012.

Please complete attached application:

Summer Solstice Celebration
www.solsticeparade.com/festival
Email: solsticefestival@msn.com
(310) 798-2407 tel / fax

SUMMER SOLSTICE FESTIVAL

Friday-Saturday-Sunday, June 22, 23 & 24

Food Vendor Application

Please PRINT Clearly

Business Name: _____

Food Vendor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: (____) _____ Email: _____

MENU ITEMS: Please indicate the menu items, approximate net weight or size and price for the item you are requesting to sell in coupon value. (i.e.; *BBQ sandwich, 22oz, 4 coupons*) Coupons will be sold to the public at \$1.00 each. After the festival retains its 20% commission, redeemed coupons have a net value to concessionaire of 75 cents each. Concessionaire has responsibility for reporting and paying sales tax on gross value.

Proposed Menu Items:	Net Weight or size	Coupon Price (\$1.00 each)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

Equipment: Describe the dimensions and type of food concession operation you would like to bring to the festival (i.e. trailer - 8'x15', tent -10'x20', pushcart - 4'x8', etc.) Festival does not provide any equipment or booths.

ELECTRICAL & WATER REQUIREMENTS: Indicate your requirements. (No additional charge)

___ 20 amp., 110 volt circuit, GFI protected receptacle

___ 50 amp, single phase, 208 volt service. (User must provide panel and branch distribution.)

___ Access to fresh water connection (concessionaire to supply their own hoses and Y connectors)

***** The City of Santa Barbara One Day Vendors License Application must be included with your application, Please make the check out to Summer Solstice. We submit it for you*****

\$500 Deposit for Each Space Space Dimension Requested _____ @ \$500.00 = \$ _____

\$180 Santa Barbara Temporary Food Facility Health Permit Fee @ \$180.00 = \$ _____

\$ 30 City of S.B. One Days Vendors License (\$10 per day @ 3 Days) @ \$ 30.00 = \$ _____

Please make the \$30 Check out to SUMMER SOLSTICE CELEBRATION. We submit it for you.

\$ 50 Non-Refundable Late Fee if received after May 11, 2012 @ \$ 50.00 = \$ _____

SUBTOTAL: \$ _____

Paying with Credit Card ADD 4%: x 4% \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

Please Charge my Credit Card: () Visa () Mastercard C.C. # _____ EXP: _____

I agree to pay the additional 4% processing fee when using my credit card to pay for event space.

(month/year)

COMPLETE APPLICATION ON NEXT PAGE!

Remember to include the following items along with this completed application:

- () One (1) photo showing booth display and set up (*a photo copy is acceptable but will not be returned*)
- () A completed Summer Solstice Festival Food Vendors Application (*2 pages*)
- () A completed City of Santa Barbara Application for One Day Vendors License (*\$10 per day @ 3 days = \$30*)
- () A completed Santa Barbara Health Department Temporary Food Facility Application (*5 pages*)
- () A copy of Food Vendor Liability Insurance naming Summer Solstice Celebration as additionally insured
- () Application Fees - \$500 Booth Deposit, \$180 Health Permit fee, \$30 SB Vendor License fee (*if applicable*)
& \$50 late fee if all application materials are not received by May 11, 2012
- () Cleaning Deposit of \$100 mail as a separate check
- () A self-addressed stamped envelope large enough and with adequate postage to any return photos
- () A self-addressed 8 1/2"x11" envelope with \$1.26 return postage for Booth Package

Pay by Check or Credit Card, Make Payable To:

Summer Solstice Celebration

I have read this application completely. I understand, I agree to pay and hereby submit this application. I understand that the Summer Solstice Celebration has the right not to accept my application and if so, I will be notified in writing and the space deposit/business license fee will be refunded. The late fee will be retained (if applicable). If accepted, I will participate at my own risk and not hold Summer Solstice Celebration or any of its agents or representatives liable for loss or damage. If I do not comply with the event regulations, I understand that I may be removed from the event without recourse.

Signature _____ Date _____

Mail All Needed Applications To:

**Summer Solstice Celebration
C/O Maureen Hermanns, Festival Director
P.O. Box 21141
Santa Barbara, CA 93121**

Summer Solstice Celebration
www.solsticeparade.com/festival
Email: solsticefestival@msn.com
(310) 798-2407 tel / fax