

Summer Solstice Festival

Santa Barbara, California

Saturday-Sunday June 23 & 24 2012

Permitted Food Truck Vendor Information

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

Hours : Saturday - 12 pm to 8 pm, Sunday - 12 pm – 6:00 pm. Food Trucks must be present both days! Food Trucks must be set up by 11 am both Saturday & Sunday. Detailed instructions for Food Truck 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 \$350.00 minimum Non-Refundable Deposit per booth space no later than March 11, 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 \$350 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 \$350 deposit would then be credited toward the \$2400.00 Owed vendor resulting in \$2750.00 being returned to Vendor at the conclusion of the Festival.) If vendor gross sales are less than \$2500.00 then the \$350 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: Food Vendor shall only accept 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. Any Vendors who accept cash will be asked to leave the event with no refund.

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 truck 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 truck 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: All Food Trucks applying to participate as a Food Vendor must be already be permitted and on file with the Santa Barbara County Environmental Health. 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.

Truck Specifics: Food Vendor Truck dimensions will be needed but will not be limited, as long as we have the space available. All truck spaces will be provided on Santa Barbara Street between Sola & Micheltorenta streets. All other participating Food Vendors will be located in the Food Court, near the Stage, in the Beer Garden or in the Children's Festival area. All Food Trucks must be completely self contained (no water or electricity needed from the event). You must use your own structure and/or display panels, signage, tables and staffing. We suggest you have a minimum of three (3) food service lines between the hours of 1pm and 4 pm on Saturday, June 23 to accommodate peak crowds.
Make recycling a priority with your truck.

How to Apply: Submit 1 photo of your truck set up along with your **SSC Application** (*2 pages*) and Truck Space fee of \$350. Include the **Santa Barbara One Day Vendors License Application** (if applicable) for \$30 must be included with your submission if you do not have a business license for the City of Santa Barbara. 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 23 & 24

Food Truck 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 truck dimensions and type of food concession operation you would like to bring to the festival

ELECTRICAL & WATER REQUIREMENTS: All Food Trucks are required to be self contained (no water or electricity needed from the event).

***** The City of Santa Barbara One Day Vendors License Application must be included with your application, if required *****

\$350 Deposit for Each Space Space Dimension Requested _____ @ \$350.00 = \$ _____

\$ 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, if required
(*\$10 per day @ 3 days = \$30*)
- () A copy of Food Vendor Liability Insurance naming Summer Solstice Celebration as additionally insured
- () Application Fees - \$350 Truck Deposit, \$30 Santa BBarbara 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