



SDCCU Festival of Arts North Park 2019 | May 11th, 2019 | 11AM to 10PM

Vendor Booth Application

If you are interested in participating in the 2019 Festival of Arts as a **Corporate Sponsor, please call (619) 294-2501 or visit northparkmainstreet.com/events/festival-of-arts/**

Food Vendor \$400 - \$650

- Full Plate, Open Prep Food Vendor:** 10' x 10', 5 feet grill space + 20 amps of power - \$650
- Small Portion (desserts & snacks)/ *Refreshments:** 10' x 10' + 20 amps of power - \$500
- Food Truck:** up to 30 feet of space - \$450
- Pre-Packaged Food:** 10' x 10' space + 20 amps of power - \$400

**Refreshments must be non-alcoholic.*

Non-Food/Retail Vendor \$275 - 500

- University Avenue Booth:** 10' x 10' space - \$335
- Side Street Vendor Booth:** 10' x 10' space - \$200
- Lead-Generating/Corporate:** 10' x 10' space - \$500
- Non-Profit:** 10' x 10' space - \$275

Select your corresponding booth and then fill out the worksheet on the next page.

CONTACT INFORMATION

Business/ Organization Name: _____

Primary Contact Name: _____ Role: _____

Email: _____

Business Phone: _____ Day-Of Cell Phone Number: _____

Business Address: _____

CA State Franchise Tax Resale # _____

TFF Health Permit # _____ Exp. Date: / / _____

Social Media Names _____

(if applicable to your business; this info may be used to spotlight different vendors through the Festival's Facebook and Instagram pages)

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
 North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
 For questions, contact Ed Decker at (619) 261-5664, or email listed above.





Booth Pricing Worksheet

Food Vendors

Open Prep Food – Full Plate	\$650 x _____ = \$ _____
• 10' x 10' space, 20 amps, 5 ft. grill space	
Small Portions & Non-Alcoholic Refreshments	\$500 x _____ = \$ _____
• 10' x 10' space, 20 amps	
Food Truck – Self Contained	\$450 x _____ = \$ _____
• Up to 30 feet of space	
Pre-Packaged Food	\$400 x _____ = \$ _____
• 10' x 10' space, 20 amps	

Non Food/Retail Vendors

University Ave. Booth	\$335 x _____ = \$ _____
• 10' x 10' space	
Side Street Booth	\$200 x _____ = \$ _____
• 10' x 10' space	
Lead-Generating/Corporate	\$500 x _____ = \$ _____
• 10' x 10' space	
Non-Profit	\$275 x _____ = \$ _____
• 10' x 10' space	

Extras

Cleaning Deposit	\$150 x _____ = \$ _____
• <i>Mandatory for all food vendors. If paying for booth by check, this deposit must be on a separate check.</i>	
Corner Spot	\$50 x _____ = \$ _____
• <i>Limited spaces; available for non-food vendors only.</i>	
*Electricity: 5 amps	\$60 x _____ = \$ _____
*Electricity: 20 amps	\$100 x _____ = \$ _____
• <i>If you think you will require more than 20 amps, please contact Ed Decker at ed@mcfarlanepromotions.com or (619) 261-5664</i>	

Total Amount Due \$ _____

****North Park Main Street Businesses** please contact Ed Decker at (619) 261-5664 for event information.

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
 North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
 For questions, contact Ed Decker at (619) 261-5664, or email listed above.





Vendor Checklist

INCLUDE your email address to receive correspondence and information on future events	
Complete, sign, and enclose the vendor application WITH payment	
INCLUDE proof of non-profit status, if applicable	
INCLUDE a \$150.00 refundable cleaning deposit ALL FOOD VENDORS ONLY	
Payments accepted ON or before April 11, 2019: Cash, MO, Personal, Business, or Cashier's Check	
Payments accepted after April 11, 2019: Cash, Cashier's Check, Money Order or PayPal ONLY	

All vendors must have an approved application on file with North Park Main Street to share, sample, or sell products and/or information with the public within the event footprint. McFarlane Promotions, North Park Main Street, and the North Park Main Street Committee assume no responsibility for any loss, damage, injury, or claim arising out of the participant's acts or omissions in the North Park Festival of Arts. Further, the participant shall defend and indemnify McFarlane Promotions, Inc; North Park Main Street, and the North Park Main Street Committee for the negligence, fault, misconduct, and liabilities caused by the participant should said negligence, fault, and/or misconduct lead to the filing of a claim or legal action. The participant agrees to abide by the Information, Rules, and Regulations outlined by North Park Main Street in the Vendor Application for 2019. Violation of the Information, Rules, and Regulations may result in expulsion from the event and exclusion from future events.

Printed Name: _____

Signature: _____ Date: _____

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
 North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
 For questions, contact Ed Decker at (619) 261-5664, or email listed above.





TERMS AND CONDITIONS FOR ALL VENDORS

*****Please read carefully and sign at the end. *****

SDCCU North Park Festival of Arts | Saturday, May 11, 2019 | 11am – 10pm

- ◆ Vendors will be allowed in the staging area only from 6:30AM – 9AM.
- ◆ You may NOT begin assembling your booth until after your vehicle is removed from the staging area. Parking is not provided, but there is ample parking available on the streets surrounding the festival grounds. ***DO NOT PARK IN PRIVATE LOTS—YOUR VEHICLE MAY BE TOWED!***
- ◆ No vehicles are allowed in the staging area during event hours. ***NO VEHICLES IN THE EVENT FOOTPRINT AFTER 9AM.*** Vehicle access will not be permitted until after 10PM or after the San Diego Police Department or Fire Marshall have cleared the area of pedestrians.
- ◆ The Festival will run from 11AM – 10PM on Saturday, May 11, 2019. Vendors are required to be open from 11AM to 10PM on Saturday. CLOSING BEFORE THE END OF THE EVENT OR STAYING OPEN AFTER EVENT HOURS IS STRICTLY PROHIBITED AND IS GROUNDS FOR EXCLUSION FROM FUTURE PARTICIPATION IN THIS EVENT. Vendors who leave early will forfeit their deposit. ***ALL Vendors must have their space cleared and cleaned no later than 11:30PM.***
- ◆ North Park Main Street reserve the right to refuse vendors, regulate the number of same-type vendors and will determine those businesses and activities most suitable for the event. Vendors shall not set restrictions on North Park Main Street’s regulations.
- ◆ All vendors must submit their application with a detailed description of ALL merchandise and/or printed matter to be sold or distributed by them. The reproduction of any artwork, past or present, of North Park Main Street will not be permitted. The Vendor Coordinator may request additional information, pictures, or samples before the application is approved.
- ◆ NO Alcohol or Tobacco can be sold. NO illegal drugs or paraphernalia or depictions of same will be allowed. NO racist, sexist, pornographic, or otherwise offensive merchandise or literature will be allowed. Any items in violation must be removed.
- ◆ The North Park Main Street Committee asks that all Vendors use tables, sandwich boards, easels, etc. to display all goods for sale. No items should be displayed on the ground or outside the allotted booth space.

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:

North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101

For questions, contact Ed Decker at (619) 261-5664, or email listed above.





◆ Signage and booth decorations are encouraged so long as they are in good taste and do not interfere with neighboring vendors. North Park Main Street Committee reserves the right to remove any décor deemed inappropriate for the event.

◆ Only Vendors marketing music, tapes, or CD's, can use amplified devices (i.e. boom boxes) and must have prior consent from the North Park Main Street Committee. Amplified music should not interfere with neighboring vendors.

◆ Vendor acceptance and booth assignments are made on a first-come, first served basis, per when application AND payment are received. Postdated checks will not be accepted. Please address checks and make payable to: North Park Main Street, 656 5th Ave, Suite B, San Diego, CA 92101. **Personal or business checks will not be accepted after April 19, 2019.**

◆ An overpayment of fees is non-refundable. Corner booths require an additional fee of \$50.00, are limited, and are not guaranteed. **FOOD VENDORS** are exempt from corner booth fees.

◆ Vendor confirmation booth assignments will be EMAILED out beginning on or around Friday, April 26, 2019. NO PAPER CONFIRMATION WILL BE SENT, so make sure to have a valid email address on file.

◆ **ELECTRICITY:** Electricity will be available to non-food vendors on a first-come, first-serve basis for a fee of \$60 for 5 amps or \$100 for 20 amps. Please bring your own extension cord; you may bring additional lighting if you feel your booth needs extra power. Noisy generators are prohibited. If you bring a generator, it must be whisper-quiet. If more power is needed, please contact your vendor coordinator Ed Decker at ed@mcfarlanepromotions.com or (619) 261-5664. **Electricity cannot be requested the day of the event.**

◆ **REFUNDS:** In the event of a scheduling conflict, personal emergency, sickness, death, or other unforeseen circumstances, you may request a *partial* refund of your booth space. The deadline to receive a refund is (90) ninety days before May 11 for a 75% refund and (89) eighty-nine to (60) sixty days before May 11 for a 50% refund. **Full refunds are not offered for this event.** Cancellation requests received (59) fifty-nine days or less before May 11 will not be eligible for a refund. Refunds will not be available for registrants who choose not to attend an event. Cancellations will be accepted in writing only and must be received by the stated cancellation deadlines. All refund requests must be made by the attendee or credit card holder.

I hereby agree to comply with all terms and regulations set forth for this event.

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
For questions, contact Ed Decker at (619) 261-5664, or email listed above.





Signature: _____ Print Name: _____

Company Name: _____ Date: ____/____/____

INSURANCE REQUIREMENTS

You must provide proof of general liability insurance for \$1,000,000 naming McFarlane Promotions, Inc., North Park Main Street and the City of San Diego as additionally insured. Listed below are the names and contact information of the entities that need to be additionally insured, with the 30 day insurance cancellation noted on certificate, for \$1,000,000 for SDCCU North Park Festival of Arts listing the date May 11, 2019. *You must also include the endorsement policy and it must list the below organizations on it or reference the policy number on it.* Per the City of San Diego, are also required to have you have the 'Worker's Compensation Statutory Limits' box checked (regardless of your coverage amount). If you use a different insurance company for your workers compensation you are required to provide that coverage as well. **You will not be able to set up a booth without this insurance.**

Additional Insurance Naming:

North Park Main Street 3939 Iowa St., Ste. 2 San Diego, CA 92104 Phone: 619-294-2501 Fax: _____	McFarlane Promotions, Inc. Laurel McFarlane 656 Fifth Ave, Ste. B San Diego, CA 92101 Phone: 619-233-5008 Fax: 619-233-0898
---	--

ON A SEPARATE CERTIFICATE:

City of San Diego
 Daniel Quinn
 1200 Third Ave, Ste. 1000
 San Diego, CA 92101
 619.236.6581
 Fax: 619.236.6106

In the Description Section You Must State: The City of San Diego and its respective elected officials, officers, employees, agents and representatives are additional insured as required by contract with respect to North Park Festival of Arts 2019.

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
 North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
 For questions, contact Ed Decker at (619) 261-5664, or email listed above.





Your endorsement policy that comes with your certificate must name the City of San Diego on the endorsement, not just a blanket policy.

FOOD VENDOR-SPECIFIC REGULATIONS

- ◆ All food vendors must meet and follow all County of San Diego Health Department and Fire Department Guidelines. **You must obtain a County of San Diego Health Permit.** Those who do not obtain their permit more than 14 days prior to the event will pay a \$75.00 County late fee. Call (858) 505-6809 or email FHVtempevents@sdcounty.ca.gov for more info.
- ◆ All food items must be stored inside the allotted space, covered and off the ground.
- ◆ San Diego Health Department requires that you provide appropriate cleaning materials as well as a hand-washing setup. *Running water is not provided on the grounds of the event.*
- ◆ Containers of butane or fuel must be affixed to a post or other secure item.
- ◆ **ALL food vendors** are required to include a **\$150 refundable cleaning deposit** along with their booth fee. This includes any vendors giving away free samples.
- ◆ Deposits made by check will be destroyed, depending on the condition of the booth space, when inspected by the Vendor Coordinator after load-out is complete.
- ◆ If extra power or extra space for grill/storage is needed, it must be secured in advance with your vendor coordinator Ed Decker at (619) 261-5664 or ed@mcfarlanepromotions.com.
- ◆ **You must provide your own canopies, tents, tables, chairs, trash cans, lights and 100' extension cords, as needed.**
- ◆ The vendor must clean their allotted booth space immediately upon the conclusion of the event at 10PM. **It is the responsibility of the vendor to clean the allotted space including removal of all their own trash.**
- ◆ CA Seller's Permit and Health Permit (where applicable) must be available before inspection prior to set-up. **NO FOOD OR MERCHANDISE SALES WILL BE ALLOWED WITHOUT A VALID PERMIT.**

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
For questions, contact Ed Decker at (619) 261-5664, or email listed above.





◆ Food Vendors must provide a list of all foods to be sold, including whether foods are pre-packaged or prepared on-site.

STORM WATER POLICY

Only rain water is allowed in storm drains! Failure to comply with these rules will result in citations by city officials. At no time is trash, debris, grease, ice, or any type of liquid to enter a storm drain. These drains are connected to the ocean, which means that any trash or liquid that goes down the storm drain automatically becomes pollution. It does not matter if it is “just water.” If it is not rain water, it is not allowed in the storm drain.

San Diego Municipal code 43.0301 makes it illegal to pollute storm drains. Vendors must dispose of all pollutants such as ice, trash, dirt, unfinished beverages and any other type of trash according to the regulations made available to you at time of payment. Failure to comply with Storm Drain protection WILL result in forfeiture of deposit and/or citations by city officials.

Please sign if you have read and understand this page:

Signature: _____ Print Name: _____

Company Name: _____ Date: ____/____/____

USEFUL INFORMATION ON STORM WATER MANAGEMENT IN SAN DIEGO

Introduction to Pollution Prevention:

• *Many people think that when water flows into a storm drain it is treated, but the storm drain system and sewer system are not connected. Everything that enters storm drains flows untreated directly into our creeks, rivers, bays, beaches and ultimately the ocean. Storm water can contain harmful pollutants, including pesticides, pet waste, trash, and oil/grease. The Federal Clean Water Act prohibits disposal of waste and pollutants into creeks, rivers, bays, lakes and the ocean due to the harmful effects pollutants have on recreational waterways and wildlife. Some of San Diego’s most popular beaches have been temporarily closed because of storm water pollution. By preventing pollution from occurring in our neighborhoods and at our businesses, we can protect our environment and our families’ health and safety.*

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
 North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
 For questions, contact Ed Decker at (619) 261-5664, or email listed above.





- *Storm Drain Identification: The storm drain conveyance system includes curbs, gutters, alleys and drain inlets that are in the public right-of-way, which collect rainwater. The storm drain system is designed to convey rainwater (and ONLY rainwater) away from structures and property, and into drains, channels or nearby waterways (e.g. creek, channel, stream, river, ocean, bay, etc.)*

EMAIL completed application to ed@mcfarlanepromotions.com, APPLY ONLINE on our [Jotform](#) or MAIL checks payable to:
North Park Main Street 656 5th Ave, Suite B, San Diego, CA 92101
For questions, contact Ed Decker at (619) 261-5664, or email listed above.

