

# CITYFEST

AUGUST 8, 2010



Cityfest 2010 on August 8th will be a celebration of the city, a celebration of the spirit of Hillcrest, and a celebration of the lighting of the Hillcrest sign. This one of a kind festival is free, family friendly and attracts almost one hundred and fifty thousand shoppers.



Food and beverage vendors are a critical part of this event and Hillcrest. This event is heavily advertised and well supported.



In 2010 the Business Association has made some requested changes to the event including limiting like-food products and

placing all food vendors within a half a block of Fifth Ave.

Cityfest 2010  
3737 Fifth Ave. #202  
San Diego, CA 92103

# CITYFEST

AUGUST 8, 2010



FOOD AND BEVERAGE  
VENDOR APPLICATION

# CITYFEST 2010: Sunday, August 8, 2010 from 12 noon. to 8 p.m.

The Hillcrest Business Association invites YOU to participate in CityFest 2010 Food Court. CityFest:

- Attracts over 15,000 people per hour during peak hours.
- Offers over 40 booth locations on high traffic locations along Fifth Ave.
- Has free entertainment by popular performers, a large food court and beer garden.

## Rules and Regulations for application submission.

Your vendor pack will contain a complete list of venue rules and regulations.

### Applications:

Complete the application in full or it will be returned unprocessed. Submission of an application does not guarantee acceptance. All food vendors must comply with California and San Diego County food preparation and health requirements. The vendor manager may request additional information or photos before an application is approved. No refunds for booth fees or rentals will be given. Payment in full must be submitted with application. You may get on the waiting list for day of the festival booth space. Call the Hillcrest Business Association for further information on the waiting list.

### County of San Diego Health Dept:

All vendors must comply with County of San Diego Health Department Requirements. Vendors with an Annual Special Event Health Permit issued by the County of San Diego must submit a copy of their permit and the required fees with their application. Vendors who will be applying for a Temporary Food Facility permit must download the permit application form on the CityFest website, complete it, and mail it with this application (and any County fees). All food vendors must submit a copy of the food handler's card with their application. Applications without correct health department documentation will be rejected.

### Booths:

- Booth spaces are 10 ft. by 10 ft. Discounts for multiple booths are available.
- Only booth space is provided. No canopies, tents, tables chairs or individual trash cans are included. Do not set up outside your booth area.
- Canopies are recommended - bring your own (must be fire retardant) - or rent one from us. All canopies including their poles must fit inside the 10 ft. by 10 ft. space.
- Permit copies must be posted on your booth with your booth number.

### Electricity and Equipment:

Generators ARE NOT allowed. Electrical power is available in a special area for an additional fee. Rental equipment orders and electricity requests must be made by August 1, 2009.

**First Come First Served** - Booth locations are assigned in the order the applications, with payment in full, are received. We reserve the right to determine booth placement to balance our venue and give all vendors the best opportunity we can for maximum sales. We do limit the number of booths for like items. The Hillcrest Business Association reserves the right to determine which businesses or activities will be accepted in CityFest 2010. Your vendor package with booth number, location map, rules/regulations, and instructions will be e-mailed to you approximately 2-4 weeks before CityFest 2010. Previous booth locations can not be guaranteed.

Save time and sign up online at [www.hillcrestbusinessassociation.org](http://www.hillcrestbusinessassociation.org)

## Cityfest 2010 Food and Beverage Application

Contact Name: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ FAX: ( ) \_\_\_\_\_  
 Company/Organization: \_\_\_\_\_ CA Sellers Permit Number \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Please indicate your vending codes below so you won't be situated close to other vendors of your type. Also, describe your product(s) below. \_\_\_\_\_

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> MX ~ Mexican              | <input type="checkbox"/> CC ~ Corn on the Cob             | <input type="checkbox"/> SW ~ Sandwiches/Burgers |
| <input type="checkbox"/> HD ~ Hot Dogs             | <input type="checkbox"/> SF ~ Seafood                     | <input type="checkbox"/> AS ~ Asian              |
| <input type="checkbox"/> LM ~ Lemonade/iced drinks | <input type="checkbox"/> PZ ~ Pizza                       | <input type="checkbox"/> CX ~ Fried Chicken      |
| <input type="checkbox"/> KK ~ Kettlecorn/popcorn   | <input type="checkbox"/> MD ~ Mediterranean (Greek/gyros) |  |

Booth configuration (Please circle one option):

<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>Sold Out!</b> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<b>Sold Out!</b> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Single \$215	Corner \$265	Side by side \$415 (2 booths)	Spread Out (no corners) \$415 (2 booths)	Side-by-side corner \$465 (2 booths)

*At Cityfest 2010  
no food vendor  
will be more than  
half a block from  
Fifth Ave!*

Rentals (please select as many as needed):

- Power + \$30       Rent one 6' table and 2 chairs + \$50       Rent one 10' / 10' canopy + \$200  
 Use of an HBA 3 compartment sink + \$75\*  
 Those interested in signing up after 7/15/10 must add an additional \$50 late fee.

Total Fee: booth fee : \_\_\_\_\_ + rentals: \_\_\_\_\_ + Late Fee \_\_\_\_\_ =

**I agree to the following rules:** Application must be completely filled out and payment attached. Modifying this application may void the contract. Submitting an application does not guarantee vendor space. The Hillcrest Business Association reserves the right to determine those business, products and activities admitted as participants in CityFest. Rejected applications and payments will be returned. Special requests may not be honored. The Hillcrest Business Association makes no warrant that this event will be financially successful for any vendor. Corporations and large companies (as defined by the Hillcrest Business Association) may not use this application. No give aways or raffles that collect personal information. Timelines stated in vendor communications may not be honored. The Hillcrest Business Association reserves the right to modify booth locations and conditions at any time, without notice and despite communications with vendors. This is a contract. Vendors communications in the form or letters, emails, or telephone calls do not modify this contract. Hillcrest Business Association does not provide any equipment of any kind unless it is rented and indicated above.

### Agreement:

I agree to conform to the above rules and regulations of the event. I further agree that if any changes be occasioned, or loss or damage occurs from articles or persons that may enter, that I make no claim against the City of San Diego, the Hillcrest Business Association, event committee members or other persons associated with the event for any personal injury or property damage arising, occasioned by or caused by any employee, representative or entry of mine. No refunds in case of inclement weather, acts of nature or restrictions by government agencies to cancel the event, over which CityFest has no control. \*I understand that the County of San Diego requires a 3 compartment sink and if I do not rent one from HBA I will provide my own that meets the County of San Diego's requirements.

Registrant's Signature \_\_\_\_\_ Date: \_\_\_\_\_

### CITY FEST 2010 CREDIT CARD PAYMENT AUTHORIZATION

NAME ON CARD: \_\_\_\_\_ VISA MC AMEX (please circle card type)

CARD NUMBER: \_\_\_\_\_ EXPIRES: \_\_\_\_/\_\_\_\_ security code \_\_\_\_\_

Total Fees charged to card: \_\_\_\_\_ I understand a charge will appear on my statement for Hillcrest Business Association

Signature: \_\_\_\_\_