



Margate Fall Funfest

By the Bay

Sept. 26 & 27, 2009

Food Vendor Application and Regulations

Here's your opportunity to join the excitement and success of South Jersey's finest festival! The Margate Fall Funfest By The Bay, to be held September 26 & 27, 2009, is the most unique festival presented at the Southern New Jersey seashore, and more than 30,000 people attend! The Funfest is not your ordinary festival. Funfest producers thoroughly review food vendor applications to create an overall festival menu featuring today's most popular festival foods, and limit participation in the event to two dozen restaurants and caterers from throughout the tri-state region, each showcasing one or more of their specialty dishes, to ensure a profitable event for food vendors and a fascinating selection of cuisines for festival attendees.

Produced by the Margate Business Association in partnership with the City of Margate, and sanctioned by the State of New Jersey, the Funfest occupies a long stretch of Margate's bayfront, providing the aesthetic beauty of waterfront dining in delightful outdoor cafes situated next to the food concession areas. In addition to the excellent culinary fare, the funfest features a national caliber juried fine arts and fine crafts show, delightful entertainment, carnival games and family fun.

General Information

Funfest Admission: None – Free of charge to public, with free shuttle service

Dates: *Both days rain or shine; no rain date and no refunds*

Saturday, September 26, 2009

10:00 a.m. to 7:00 p.m.

Sunday, September 27, 2009

10:00 a.m. – 4:00 p.m.

** This year only Funfest will close at 4pm on Sunday
in observance of Eve of Yom Kippur

Site: Along Amherst Avenue between Coolidge and Decatur Avenues, Margate City, NJ

Applications: are reviewed and accepted on a first come, first served basis and must include payment. Funfest producers reserve the right to reject applications that do not conform with the planned diversity of festival cuisines.

Logistics: No trailer or self contained units are permitted at this event. Booth size is 10x10 and vendors must stay within the parameters of there booth.

Mail to: Margate Fall Funfest By The Bay, PO Box 3200, Margate, NJ 08402

2009 Food Vendor/Concession Application Form

For Office Use Only:

Regis # _____ Date Rec'd: _____
 Check #: _____ Amount Rec'd: _____
 Date Dep. w/Treas: _____
 Space # Assigned: _____
 Comments: _____

Margate Fall Funfest By The Bay
September 26 & 27, 2009
 Saturday 10am – 7pm
 Sunday 10am – 4pm
 (This year Funfest will close at 4pm on Sunday
 in observance of Eve of Yom Kippur)

Vendor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ NJ Sales Tax #: _____

Phone, Day: _____ Evening: _____

Fax: _____ E-mail: _____

List of Fees *Space Includes a Canopy & One 20-amp Electric Service*

Amount Enclosed

Fee – Application Post Marked Before July, 1, 2009

Standard 10' x 10' Food Vendor Space x # spaces: _____ x \$500 per space - \$ _____

Standard Ice Cream Concession Space x \$400 per space \$ _____

Corner 10' x 10' Food Vendor Space x # spaces: _____ x \$550 per space - \$ _____

Fee – Application Post Marked After July, 1, 2009

Standard 10' x 10' Food Vendor Space x # spaces: _____ x \$550 per space - \$ _____

Standard Ice Cream Concession Space x \$450 per space \$ _____

Corner 10' x 10' Food Vendor Space x # spaces: _____ x \$600 per space - \$ _____

Need sign provided for you (fill out Sign Request Form) x 100 per sign - \$ _____

Extra (2nd) Electrical Service (fill out Electric Service Order Form) - \$ _____

(Make check payable to: Margate Fall Funfest By The Bay) TOTAL \$ _____

I have read and agree to comply with all rules, regulations, terms and agreements of the Margate Fall Funfest By The Bay. I understand that my application fees, once accepted, are non-refundable. There will be a \$25 fee for all returned checks.

Signature: _____ Print Name: _____ Date: _____

REMIT TO: Margate Fall Funfest By The Bay
 Attn: Food Vendor Committee
 PO Box 3200 Margate, NJ 08402

2009 Food Sales/Menu Registration Form

Be specific with food item descriptions and intended prices. Prices charged for food items are at the discretion of the food vendor, however, it is the intention of the Funfest producers that the festival is “reasonably priced”, so that people of all income levels can enjoy it. *Food prices CANNOT be changed once approved.* When reviewing a prospective vendor’s application, the Funfest committee may be able to make suggestions to the vendor based on our knowledge of the success or failure of similar items/prices at events of this kind. Remember, the festival attendees will seek to sample a variety of entrees at the Funfest and your goal should be to quickly move large volumes of moderately sized “sampler” portions, not complete meals. So, size and price your item(s) accordingly

Name of Vendor: _____

Name one menu item to be designated as your primary concession entrée. To limit competition and endure strong sales for all concessions, there will be no more than two concessions selling any single designated entrée items at the festival. Chicken will be served by several food vendors, prepared in varying forms. Specific forms of chicken *preparation* may be designated as a primary concession entrée. Sausage and peppers is non-exclusive and cannot be designated. Funfest producers reserve the right to name certain food items that commonly may be served as side dishes, for example, corn on the cob and specialty baked potatoes, as exclusive, designated entrée items to one vendor only.

Proposed Menu

<u>Item</u> (include beverages; use of page if necessary)	<u>Portion/Size</u>	<u>Item Price</u>
List One Entrée to be Designated As Your Primary Item		
_____	_____	_____

List All Other Entrée Items and Beverages		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Food Vendor Sign Request

Sign will be 8’ w/6” letters to be hung of front of each vendor’s canopy. Maximum 30 letters/spaces.

REMIT TO: Margate Fall Funfest By The Bay
Attn: Food Vendor Committee
PO Box 3200 Margate, NJ 08402

2009 Electrical Service Order Form

The concession rental fee includes one 20-amp electric service per space; choice of 110 or 220 volt. Complete this form to order the proper voltage of your primary electric service. List all electrical devices/equipment you intend to use and the estimated amps drawn by each piece of equipment. Add them up to double-check that you have enough electricity to operate your concession. Vendors must purchase additional service if they need more amperage than the one 20-amp, 100 or 220 volt, electric service provided with your concession space.

Use of generators in food vending/concession area IS NOT permitted.

Primary (included with fee) 20-amp Electric Service Request – SINGLE PHASE ONLY

Choose one:

- _____ 110 volt electrical service
- _____ 220 volt electrical service

I Request An Extra (2nd) Electrical Service – SINGLE PHASE ONLY **Fee Per Service**

110 volt electrical service: (Maximum/standard, 20 amps)	\$55	_____
220 volt electrical service: (Maximum/standard, 30 amps)	\$95	_____
220 volt electrical service: (Over 30 amps)	(call for fee)	_____

List electrical devices intended for use and estimated amps drawn by each:

<u>Device/Equipment Type/Description</u>	<u>Est. Amps</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Electrical service questions? Contact Anna Maria Blescia or Joe Tozzi at 609-822-1129

REMIT TO: Margate Fall Funfest By The Bay
 Attn: Food Vendor Committee
 PO Box 3200 Margate, NJ 08402

Food Vendor Application

Checklist – Application Items to be Submitted

- Food Vendor/Concession Application Form
- Food Sales/Menu Registration Form
- Insurance Certificate or additional payment for insurance coverage
- Health Department Form (complete all pages)
- Fire Department Form
- Electrical Service Order Form
- Check or Money order made payable to: Margate Fall Funfest By The Bay

Application General Instructions

1. **All vendors must fill out the complete application.** Applications will be processed as soon as the accompanying check clears. *Vending/concession space will not be guaranteed for incomplete applications.*
2. **Accepted applications will be assigned space on a first come, first served basis.** Participants are not guaranteed specific locations, but will be assigned vending/concession space at the sole discretion of the Funfest.
3. **Electrical Service.** The concession rental fee includes one 20-amp electric service per space; choice of 110 or 220 volt. If you require additional electricity to operate your equipment, *you must order that service for an additional charge on the Electrical Service Order Form.* List ALL of the electrical devices you intend to use to make sure that you have ample power. Electric service is difficult and expensive to supply and coordinate for the many vendors, so ***you must notify us of your needs in advance for us to supply you with ample electrical service.***
4. **Fill out the Health Department and Fire Department forms – BE SURE TO COMPLETE ALL PAGES OF THE FORMS.** Mail them to the Funfest – we submit them on your behalf. Atlantic County Health Department officials and Margate city Fire Department representatives may contact you prior to the Funfest to review their sanitary and fire safety regulations and guidelines and ensure that you are familiar with them. Site inspections WILL be made during the Funfest to ensure that all such regulations and guidelines are being complied with, and Atlantic County, the city of Margate and the Funfest reserve the right to shut down any food vendor not complying with all such regulations and guidelines. In such cases, a food vendor will be in default of this agreement and THERE WILL BE NO REFUNDS.
5. Include all appropriate fees. Payments should be made by check or money order payable to the “Margate Fall Funfest By The Bay”. Payment MUST accompany the COMPLETE application. Applications with returned checks will be charged a \$25 band service fee. Applicants whose checks have not cleared before July 1, 2009, will not be guaranteed vending/concession space. Once an application is accepted and space reserved, ALL FEES ARE NON-REFUNDABLE.
6. Mail completed application together with check or money order for all applicable fees to: **Margate Fall Funfest By The Bay, PO Box 3200, Margate, NJ 08402**

Food Vendor Rules, Regulations and Requirements

Liability: the Margate Fall Funfest By The Bay, the Margate Business Association, the City of Margate, New Jersey, their representatives and assigns, Funfest sponsors, staff and volunteers are not responsible for any injury that may arise or come to the lessee or his/her property for any cause while said person(s) and/or property are on the festival site and satellite support areas or during arrival and/or departure therefrom.

Insurance: each food vendor must submit a current Certificate of Insurance indicating a minimum of \$1 million in liability coverage naming the Margate Fall Funfest By the Bay, the Margate Business Association and the City of Margate, New Jersey as additional insureds.

- It is recommended that proof of insurance be submitted with your application. Incomplete applications will not receive a guaranteed space reservation. Food Vendors must provide proof of insurance coverage no later than July 31, 2009, or will be considered in default of his/her application and will lose his/her vending/concession space. No food vendor will be allowed onto the Funfest site without the required insurance and there will be NO REFUNDS on defaulted applications.

Menu Items: Funfest producers seek applicants who plan to serve their specialty or signature entrees so that the festival presents a diversified menu of today's most popular festival foods, and reserve the right to reject applications that do not conform with the Funfest's planned quality and selection.

- **Each food Vendor must name one menu item to be designated as their primary concession entrée.** To limit competition and ensure strong sales for all concessions, there will be no more than two concessions selling any single designated entrée items at the festival. Funfest producers reserve the right to name certain food items that commonly may be served as side dishes, for example, corn on the cob and baked potatoes, as exclusive, designated entrée items.
- There will be only one ice cream vendor in the festival. Fruit shakes and/or smoothies are not included in the ice cream concession and are non-exclusive.
- Soda/soft drinks may be sold by all vendors.
- Funfest producers reserve the right to name certain beverages, for example, lemonade, as exclusive beverages.
- **Alcoholic beverage ARE NOT PERMITTED to be sold or served by food vendors.**
- The Funfest will operate two beer concessions, locating one at each end of the festival site, proximate to the food vendor areas. Outdoor beer garden and café-styled seating areas will be situated adjacent to the beer and food concessions, providing a pleasant, comfortable and aesthetic dining environment for festival attendees.

Food Sales: food vendors CANNOT AND WILL NOT BE PERMITTED to sell any item that has not been listed in this application and that has not received prior

approval from the funfest, and SALES PRICES CANNOT BE CHANGED AFTER APPROVAL. Food vendors violating this rule will be in default of this agreement and will be stopped from doing so and/or removed from the Funfest. THERE WILL BE NO REFUNDS.

Funfest Logo Items food vendors ARE NOT permitted to sell or give away any item that carries the name or representation in whole or in part of the Margate Fall Funfest By The Bay or its logo.

Booth Appearance: food vendors are responsible to keep their concession area in good order. No empty containers, litter or food waste should be visible. The area around the tables should be neat in appearance. Vendors must provide standard 30-gallon trash bags and place their bagged trash behind their booth for pick up by Funfest staff throughout the day. *The vendor must clean his/her concession space at the conclusion of the Funfest.*

Canopies: food vendors MUST USE the Funfest canopy provided. Vending trucks are not permitted.

Signs: food vendors must have an 8' sign hung on the vendor's canopy. If vendor does not have one, they may purchase for \$100 from Funfest. Inside the booth, the food vendor may display a menu item and price list sign, along with additional signage promoting the name of the food vendor's business. Any additional signage requests have to be made and approved in writing by the Funfest director.

- We suggest that you list on your booth sign the entrée item(s) that you have for sale, rather than your affiliation/business name, as that naming the food products you are serving draws more attention and interest, and acts as an effective sales tool for you.

Music and Decorum: the playing or broadcasting of music and/or live radio or television broadcasts from your booth IS NOT permitted. No improper behavior or offensive language is permitted.

Thermometer and Fire Extinguisher: ALL Health Department and Fire Department regulations MUST be complied with on site. Be sure that you have on site:

1. a stem-type thermometer with a range from 0-220F; and,
2. a portable fire extinguisher, rated at least 20-B-C, compatible with the type of hazard being protected.

Perishable Food Products: be sure to supply all necessary ice trays, coolers, refrigerators and freezers to maintain your perishable food products on site.

Tables: food vendors must supply their own tables for use in their concession booths.

Ice: the Funfest will arrange for an ice wholesaler to supply ice on site to food vendors periodically throughout the day. All costs for ice are the responsibility of the food vendor.

Food Vendor Refrigerator Trucks: If you plan to bring your own refrigerator truck, keep it SMALL – trailer size is preferred due to very limited parking space. If you plan on running a shuttle between your restaurant and the festival, Funfest staff will assist you via a golf cart to help transport food from your truck to your concession space.

Electrical Service: Each concession space comes with one 20-amp electric service; choice of 110 or 220 volt. 220 volt uses **MUST** supply their own female cord cap **FOR EACH** piece of equipment, including refrigerator trucks. **Use of generators IS NOT PERMITTED** in the food concession area. If you need additional electricity to operate your equipment, you must order it for an additional charge on the electrical Service Order Form. Be sure to list **ALL** of the electrical devices you intend to use to make sure you have ample power. Electric service is difficult and expensive to supply and coordinate for the many vendors. *Without adequate advance notice of your specific needs, the Funfest cannot guarantee you electrical service.*

Hand Washing Units: food vendors will be clustered in two groups, and one, four-faucet hand washing unit will be located proximate to each group for food vendor use.

Three Basin Sink: the Funfest will install one three-basin sink in a central location for common use by all food vendors.

Trash Removal: trash will be picked up periodically throughout the Funfest from behind each food vendor's booth. Vendors are required to supply their own trash bags to facilitate the collection and removal of any trash they generate.

Outdoor Dining Areas: seating areas providing leisurely public bayside dining will be established adjacent to the Funfest's two food concession venues.

Number of Vendors: the Funfest reserves the right to establish and/or limit the number of vendors/concessionaires based on space availability and to offer the desired diverse selection of the most popular festival entrée items. There normally plan no more than two dozen vendors to help ensure a high sales volume for all participants.

Advertising: by applying and agreeing to participate in the Funfest, a food vendor grants the Margate Fall Funfest By The Bay, the Margate Business Association, the City of Margate, New Jersey and their representatives and/or assigns, the right to use the name and likeness of the food vendor an/or his/her employees, as well as any information provided by that vendor and his/her employees, in any Funfest photography, advertising, marketing, publicity, promotion and related activities.

Subcontracting or Sharing Concession Space: No food vendor may sublet or subdivide their contracted space. Exhibitors must stay within their allotted spaces. Do not block pedestrian traffic, sidewalks, residential walkways and emergency vehicle access.

Set Up Times: Friday, Sept. 26, 2009 – 2pm – 7pm. We recommend the installation of concession equipment only at this time – no food products. A Funfest representative will be on site to direct you to your concession space. No festival personnel except the Funfest Director can assign you a concession space or answer any related questions. Therefore, setting up during unscheduled hours is at your own risk, and vendors in a wrong location will be required to move before the start of the Funfest.

- Saturday, Sept. 26, 2009 – 6:30am – 9:00am. These times will be **STRICTLY ENFORCED**. **ALL VEHICLES** (excluding Funfest authorized/operations vehicles) **MUST BE OFF THE FUNFEST SITE BY 9:00am**. Food vendors should keep their vehicles at their booths for only as long as it takes to unload it. Do not park your vehicle at your booth while arranging products or setting up equipment.
- Sunday, Sept. 20, 2009 – 7:00am – 9:00am. All Saturday rules and regulations apply.
- **UNLOAD AND MOVE YOUR VEHICLE**. Food vendors will be provided a **MAXIMUM OF 15 MINUTES** to unload his/her vehicle at his/her booth. Only one vehicle at a time will be permitted to unload at a booth.
- **NO UNAUTHORIZED VEHICLES** will be permitted on the Funfest site between 9:00am and 7:00pm on Saturday, Sept. 26, 2009 and between 9:00am and 6:00pm on Sunday, Sept. 27, 2009.

No-Show Default of Agreement: food vendors that are not set up and ready to operate on site by 9:00am, Saturday, September 26, 2009, will be in default of this agreement and will forfeit his/her food concession space for **BOTH** Saturday and Sunday. **THERE WILL BE NO REFUNDS**. Similarly, food vendors that are not set up and ready to operate on site by 9:00am, Sunday, September 27, 2009, will be in default and will forfeit his/her concession space for the day, and again, **THERE WILL BE NO REFUNDS**. The Funfest reserves the right to resell and reassign all no-show default concession space.

Non-Compliance Default of Agreement: the funfest reserves the right to shut down at any time any food vendor who does not comply with these rules, regulations and guidelines. In such cases, the vendor will be considered in default of this agreement and **WILL NOT RECEIVE A REFUND**. Food vendors found in default will be suspended from future funfest participation a minimum of one year and/or be surcharged a penalty of 50% of the standard food vendor fee to participate in the Funfest again.