



# Food Booth Application

**Location:** Downtown Watsonville

**Vendor Operation Hours:** Saturday, 8/4 and Sunday, 8/5 - 10am-7pm

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Day Phone: (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail: \_\_\_\_\_ Resale or SS#: \_\_\_\_\_

Contact Person at Event: \_\_\_\_\_

Phone numbers of contact person at event

Day Phone: (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_

**Please list all items you are requesting to sell and the sales price. All items subject to approval. No water, sodas or beverages of any kind will be allowed to be sold by food booths. Your full menu may not be approved.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_

**Food Booth Application Fee Sheet**

Business Name: \_\_\_\_\_

**Vendor Space Fee**

**Each space rental is only 10 X 10 unless additional space is rented.  
This does not include food prep, BBQ or storage areas in front, side or behind booth.**

**If postmarked with payment by June 11, 2012**

x\$ \_\_\_\_\_ \$800.00 Corner or End Space Fee: Space fee is based on a 10ft x 10ft booth area.  
x\$ \_\_\_\_\_ \$725.00 In-line Space Fee: Space fee is based on a 10ft x 10ft booth area.

**If postmarked with payment by July 5, 2012**

x\$ \_\_\_\_\_ \$850.00 Corner or End Space Fee: Space fee is based on a 10ft x 10ft booth area.  
x\$ \_\_\_\_\_ \$775.00 In-line Space Fee: Space fee is based on a 10ft x 10ft booth area.

x\$ \_\_\_\_\_ Phone Quote Space Fee: Should you require any additional space, please phone for additional space fee quote. Contact Doug Mattos at 831-768-3240.

**Electrical Fee (Optional)**

**No Generators Allowed!** The Festival will be open during daylight hours only. All Booths should consider hooking up to our 110-volt electrical power source to operate safely. Booths will need to supply their own power cords, power strips, light fixtures, and bulbs. If you have your own battery powered light source and require no electricity, there will be no electrical fee.

**Warning: Anyone caught with power hooked-up to the festival power grid without paying the electrical fee will be immediately expelled from the festival area! All power must be hooked-up by festival staff.**

x\$ \_\_\_\_\_ \$75 Electrical Hook-up Fee: I want to purchase electricity. Please check: \_\_\_ Yes \_\_\_ No

**Electrical Equipment (Required if purchasing electrical power)**

Please list all electrical equipment that requires power. Requirements are listed on equipment. Be sure to indicate the Volts & Amps needed and approximate age of equipment. All electrical equipment used MUST be UL approved. This section must be completed and returned. If your plug is not listed, please draw your plug configuration and attach.



**20 Amp  
Standard**



**15 Amp  
Standard**



**20 Amp 3 Pole  
Twist**



**20 Amp 4 Pole  
Twist Center Ground**



**30 Amp 4 Pole  
Twist**

- |                                 |                                     |              |              |
|---------------------------------|-------------------------------------|--------------|--------------|
| 1. Piece of Equipment: _____    | Volts: _____                        | Watts: _____ | Phase: _____ |
| Plug Type (listed above): _____ | Approximate Age of Equipment: _____ |              |              |
| 2. Piece of Equipment: _____    | Volts: _____                        | Watts: _____ | Phase: _____ |
| Plug Type (listed above): _____ | Approximate Age of Equipment: _____ |              |              |
| 3. Piece of Equipment: _____    | Volts: _____                        | Watts: _____ | Phase: _____ |
| Plug Type (listed above): _____ | Approximate Age of Equipment: _____ |              |              |
| 4. Piece of Equipment: _____    | Volts: _____                        | Watts: _____ | Phase: _____ |
| Plug Type (listed above): _____ | Approximate Age of Equipment: _____ |              |              |

**Equipment Rental (Optional)**

x\$ \_\_\_\_\_ \$7.00 Per Folding Chair – Quantity ( \_\_\_\_\_ x \$7.00 = \_\_\_\_\_ )

x\$ \_\_\_\_\_ \$15.00 Per 6ft Rectangular Table – Quantity ( \_\_\_\_\_ x \$15.00 = \_\_\_\_\_ )

x\$ \_\_\_\_\_ \$150.00 Per 10'x10' Canopy Tent – Quantity ( \_\_\_\_\_ x \$150.00 = \_\_\_\_\_ )  
Tent Rental includes delivery, set-up and strike of each 10'x10' canopy.

x\$ \_\_\_\_\_ **Total Fees Due**

## **Food Booth Application Additional Requirements**

**Health Permit Fee & Fire Inspection Fee.** A County Health Permit is required by all food vendors & non-profits selling or sampling food. If you have a current year round Santa Cruz County permit, provide a copy of the permit. Permits are issued by the County of Santa Cruz Health Services Agency. Applications are available at the address below or at our Customer Service area. It is your obligation to complete the application and pay the fees, or provide a copy of your approved permit to the City of Watsonville at least 45 days prior to the event.

### **Issuing Agency:**

**County of Santa Cruz Health Services Agency  
701 Ocean Street, Room 312  
Santa Cruz, CA 95060  
831-454-2022**

**The Fire Inspection Fee of \$20.00 will be due and payable at the time of the inspection.**

## **EXHIBITORS, CONCESSIONAIRES, VENDORS**

In an effort to address environmental concerns, reduce waste-related expenses, and promote an environmental ethic to the public, the City of Watsonville maintains a policy of mandatory waste reduction and recycling for all exhibitors, vendors, and concessionaires. Violation of the policy can be grounds for revoking your participation in this event.

### **STYROFOAM PROHIBITED**

City ordinance (W.M.C. Sec. 6-6.102): Food vendors are prohibited from serving prepared food in or on food service ware that contains polystyrene foam (Styrofoam). Food providers must use food service ware that is biodegradable, compostable or recyclable. Acceptable food service ware includes: paper, cardboard, cornstarch, sugarcane, and all types of plastic except Styrofoam.

### **WASTE REDUCTION REQUIRED**

Food vendors are encouraged to use the least amount of packaging and food service ware possible to reduce garbage generations. For example, an inexpensive paper plate creates much less waste than a clam shell container. When purchasing supplies for use at this event, please look for products made from recycled-content materials.

### **RECYCLING REQUIRED**

Vendors are REQUIRED by State and local law to recycle: cardboard, clean paper, newspaper, program flyers and advertisements, glass, metal, all plastics except Styrofoam, clean shrink wrap and film plastic using City-provided containers.

Please break down (flatten) all corrugated boxes and keep them in your vendor area for pickup by facility staff, or place them in any recycling bin marked "cardboard." Do not place them in public view or in walkways. Non-corrugated cardboard (thin cardboard) can be flattened and recycled along with the corrugated cardboard. Food contaminated cardboard is not recyclable.

### **LITTER MONITORING AND REMOVAL**

Vendors are REQUIRED to monitor the area surrounding their booth for litter, garbage and recycling problems. Vendors should remove litter immediately and regularly. If problems are noted with garbage or recycling containers, vendors must notify the event coordinator immediately.

### **GARBAGE**

Food waste should be placed in the garbage. Also, plates, bowls, etc that contain leftover food should be placed in the garbage. Paper cups and plates go in the garbage. Plastic (non-Styrofoam) cups, plates, utensils without food residue can be placed in the recycling containers.

Form "A" - Food Vendor Indemnification

Business Name: \_\_\_\_\_

**INDEMNIFICATION: PLEASE READ AND SIGN.** The undersigned, in consideration of participation in this event, agrees to indemnify and hold harmless the City of Watsonville and the Festival, and release the City of Watsonville, its elected officials, officers, employees, volunteers, and agents from any and all liability for any injury to person or property arising out of, or in any way connected with participation in this event, including any injury caused by the simple negligence of the City of Watsonville, its officers, employees, volunteers, and/or agents. The staff will screen requests to avoid any duplication that is not in the best interest of the event. Space assignment will be made by staff. Vendors will be responsible for set up and clean up of booth area. Access to electricity & water is only available through prearrangement with staff. This event has a no refund for cancellation policy.

**LIABILITY:** Vendor shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from activities at the Festival. Vendor shall INDEMNIFY, SAVE, AND HOLD HARMLESS the Event, the City of Watsonville, its elected officials, officers, employees, volunteers, and/or agents, and sponsors and their employees, agents and volunteers from and against all liability, loss, damages, claims, costs and expenses (including attorney fees) arising out of injury to person or damages to property or any other injury, claim, damage, loss, cost or expense arising from activities at the Festival.

**GENERAL RULES:** Vendors will be expected to supply everything necessary for their operation including: lights, power strips cords, tables & chairs. Vendors caught using the festival's tables & chairs in their booth area may be expelled from the festival grounds. If you should need to rent, tables, tents, or chairs they are available by advance order only in the EQUIPMENT RENTAL SECTION on Page 2 of the vendor application. Anyone caught with electrical power hooked up to the festival power grid without paying the electrical fee will be expelled immediately from the festival grounds! All power must be hooked up by festival staff. Vendors will be expected to supply everything necessary for their operation including gray water tanks, tables, utensils, garbage cans, and tarps on the ground to catch grease spills. **Each space rental is only 10 X 10 unless additional space is rented. This does not include food prep, BBQ or storage areas in front, side or behind booth.** The festival will be held regardless of weather unless staff determines that weather conditions could be harmful to festival participants. In any and all cases, there will be **NO REFUNDS, NO GUARANTEES.**

***I have read the above and voluntarily sign this release and waiver of all liability and indemnity agreement. As a participant in the Festival, I understand the following regulations and agree to comply with them. The City of Watsonville and its staff reserves the right to deny any requests for any reason.***

Hand Written Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

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**Before July 5, 2012, all payments may be by credit card, business/personal check, cashiers check or money order. \*\*\*After July 5, 2012, all payments must be paid by credit card, cashiers check or money order.\*\*\***

Business Name: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_ Credit Card Type: Visa \_\_\_\_\_ MC \_\_\_\_\_

Credit Card #: \_\_\_\_\_ CVC# (On back of card): \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

I hereby authorize the City of Watsonville to charge my credit card in the amount of \$ \_\_\_\_\_

Hand Written Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

Please Enclose:

1. Photo of booth/display and the various items for sale
2. Completed application
3. Festival fee payment in the amount of \$ \_\_\_\_\_ **Make checks payable to City of Watsonville**  
A \$30 processing fee will be applied to accounts for checks/credit cards that are returned unpaid.

**Mail to:**  
Doug Mattos  
City of Watsonville  
231 Union Street  
Watsonville, CA 95076

**Further Information/Contact:**  
Doug Mattos  
(831) 768-3240  
(831) 728-9036 FAX  
[dmattos@ci.watsonville.ca.us](mailto:dmattos@ci.watsonville.ca.us)

**Website: [www.celebratestrawberries.com](http://www.celebratestrawberries.com)**