



25th Annual Watsonville Strawberry Festival

Saturday & Sunday August 3 & 4, 2019

Thousands of Visitors ♦ Limited Competition ♦ Easy Application Process



Strawberry Lane Non-Profit Vendor Application

Location: Downtown Watsonville

Vendor Operation Hours: Saturday, 8/3-11am to 8pm and Sunday, 8/4 -11am-7pm

Returning Vendor
from 2018?

YES NO

Organization Name: _____

Non-Profit ID Number: _____

Contact Person: _____

Day Phone: (____) _____ Cell: (____) _____ Fax: (____) _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-mail: _____

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. Photographs of food items should be included with the completed application. No water, sodas or beverages of any kind may be sold by any vendor. All items are subject to approval. Your full menu may not be approved.

Please list all Items and prices you are requesting to sell. Photographs of the items should also be included with the completed application. All items are subject to approval.

1. _____

2. _____

3. _____

4. _____

FOR OFFICE USE ONLY

Date received: _____

Application Complete: Yes NO

Received by: _____

Missing Document(s): _____

Non-Profit Booth Application Fee Sheet

Non-Profit Booths Will Receive a 10ft x 10ft Space Unless Otherwise Arranged

Strawberry Lane non-profit booths will be charged a fee of \$150 for booth space and equipment (tent, table and chairs). Electricity is optional. The City of Watsonville reserves the right to deny any requests that are deemed not appropriate for this family event.

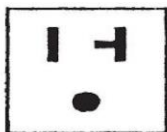
Electrical Requirements

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. Electricity must be ordered in advance of Festival. The Electrical connection cost is \$75.00 per booth. This fee is reduced for participants with current non-profit status to \$40 per booth connection.

\$40.00 Electrical Hook-up Fee: I want to purchase electricity. Please check: ___Yes ___No

Electrical Equipment (Required if purchasing electrical power)

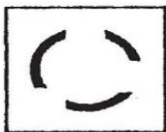
Please indicate the number of Volts & Amps by selecting from the diagram below. Cross out the type of outlet you will need and list the number of appliances that will require electricity. All electrical equipment used MUST be UL approved.



20 Amp Standard



15 Amp Standard



20 Amp 3 Pole Twist



20 Amp 4 Pole Twist Center Ground



30 Amp 4 Pole Twist

Number of Appliances:

Required Equipment Rental (Electricity Optional)

Booth Fee	\$150.00	Quantity: _____ 1 _____ x \$150.00 =	\$ _____ 150 _____
Electricity	\$37.50	Quantity _____ x \$37.50 =	\$ _____

Tent Rental includes delivery, set-up and strike of each 10'x10' canopy.

Total: _____

Food Booth Application Additional Requirements

Health Permit Fee & Fire Inspection Fee. A County Health Permit is required by all food vendors & non-profits. 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. It is your obligation to obtain this permit, pay the fees, and provide a copy of your approved permit to the City of Watsonville at least 30 days prior to the event.

To obtain your permit contact:

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

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.

POLYSTYRENE 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 or other plastic foams. 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 polystyrene or other plastic foams.

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 polystyrene or other plastic foams, 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. No 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-polystyrene) cups, plates, utensils without food residue can be placed in the recycling containers.

Form "A" – Non-Profit Booth Indemnification

Organization Name: _____

INSURANCE: A Certificate of Insurance naming the city as an additional insured in the general aggregate amount of \$1,000,000 is required for all vendors. In addition, the Watsonville Strawberry Festival must be named on the certificate. Upon approval of your vendor application, an original copy of the certificate of insurance and an endorsement will be due at least 21 days prior to event date. The endorsement must be a CG 20 26 or equivalent. No vendor will be allowed to sell at the Festival without meeting these insurance requirements.

GENERAL RULES: Previous participation in the Festival does not guarantee priority with regard to food items or booth space. Festival staff will screen vendor applications to avoid any duplication that is not in the best interest of the event, although multiple vendors may be selected to sell identical or similar items. Space assignment will be made by staff. 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 this application. Access to electricity & water is only available through prearrangement with staff. 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. Vendors will be responsible for set up and clean up of booth area. **Each space rental is only 10 X 10 unless additional space is rented. Vendors are prohibited from using any area in front, to the side or behind the space rented to them for any activities including, but not limited to, food prep, cooking, BBQ, storage or dining.** 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.** This event has a no refund for cancellation policy.

LIABILITY and INDEMNIFICATION: 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. The undersigned, in consideration of participation in this event, agrees to indemnify and hold harmless the City of Watsonville and release the City of Watsonville, its elected and appointed officials, officers, employees, volunteers, agents and sponsors and their employees, agents and volunteers from any and all liability for any injury to person or damage to property arising out of, or in any way connected with participation in this event, including any injury or damage caused by negligence of the City of Watsonville, its officials, officers, employees, volunteers, and/or agents.

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: _____

All booths require full payment. Upon receipt of payment, the application will go to the review committee for review and approval. If your application is not accepted by the committee, a full refund will be issued. Refunds typically take 3 to 4 weeks to process.

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: _____

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:
Israel Tirado
City of Watsonville
231 Union St.
Watsonville, CA 95076

Further Information/Contact:
Israel Tirado
Tel (831) 768-3247(831) 763-4078
Fax (831) 763-4078
Email israel.tirado@cityofwatsonville.org