



November, 2009

Dear Vendor:

We had such a great Palos Verdes Street Fair and Music Festival this year, and couldn't have done it without our vendors! Our local fire department estimated our attendance in 2009 at over 40,000 people, and our Carnival sold a record number of tickets.

After the Fair, our office was flooded with e-mails, calls and letters thanking us for a wonderful weekend and – most of all – complimenting us on the fantastic quality of our vendors!!

Enclosed you will find a vendor application for the 23rd Annual Palos Verdes Street Fair and Music Festival, to be held June 12 and 13, 2010. We hope you're interested in participating. Should you have a preference for a specific venue location, please note that on your application, and we will do our best to accommodate your request. **Early sign-ups will receive preference for locations, products and services, so please submit your completed application at your earliest opportunity. Sign up by December 31, 2009, and we'll waive the processing fee!** The Street Fair committee will jury applications and merchandise photos, and advise applicants whether or not they have been accepted into the Fair. At that time, participants whose payment was not included with their application will be given instructions on how to access the Street Fair website to pay by credit card.

We hope to see you in June! If you have any questions or need further information, please feel free to contact us at 310-377-8111 or office@palosverdeschamber.com.

Thank you!

Debby Morgan
Marketing and Event Coordinator

Enclosures

Palos Verdes Peninsula Chamber of Commerce & Visitors' Bureau

707 Silver Spur Road, Suite 100 • Rolling Hills Estates, CA 90274
310.377.8111 • 310.377.0614 fax • www.palosverdeschamber.com

23rd Annual Palos Verdes Street Fair and Music Festival

presented by Providence Little Company of Mary Medical Center Torrance

Saturday, June 12, 10am-10pm and Sunday, June 13, 10am-9pm, rain or shine

Participants must occupy their booths until 7pm each day.

Crossfield and Deep Valley Drives (downtown commercial district), Rolling Hills Estates, California

2010 Participant Application

Please PRINT clearly

Business / Organization _____
 Name of on-site supervisor _____
 Street Address / P.O. Box _____
 City _____ State _____ Zip _____
 Daytime phone _____ (cell) _____
 Fax _____ E-mail _____

Below, please give an itemized list of items you propose to sell/display at the Street Fair, and any activities/services you propose to offer. Please be specific in your description to ensure your best opportunity for inclusion. For example, if you sell jewelry, do not simply list "Jewelry." Rather, specify what type: 14K gold jewelry, shell jewelry, etc. Food vendors, provide a complete menu of what you would like to sell. Attach a separate list if needed. _____

Price range of listed items _____

PLEASE CIRCLE THE TYPE OF SPACE YOU ARE APPLYING FOR. Canopies are required for all spaces.

10'x10' space shown on the site plan as.....

	<u>1 SIDED</u>	<u>2 SIDED</u>	<u>CHOICE</u>	<u>PRIME</u>
Arts and Crafts (Handmade one-of-a-kind items original in design & created by the participant)	\$ 325	\$ 375	\$ 525	\$1900
Boutique (Commercially-produced fashion accessories, beauty products, home decor, etc.)	\$ 425	\$ 475	\$ 625	\$1900
Non-Profit Organization / Government Agency	\$ 325	\$ 375	\$ 525	\$1900
Food Vendor (Green guidelines apply)	\$ 750	\$ 800	N/A	N/A
Commercial (see attached guidelines)	\$1000	\$1050	\$1200	\$1900

Space fee (non-refundable, unless participant is not accepted) \$ _____

(Optional) 110v electrical power* within 100' of your space \$ 50 _____

*Power is limited, must be shared with other participants)

(Optional) rental equipment (prices include refundable deposits) _____

__canopy packages @\$225; __tables @\$50; __chairs@\$25; __power cords@\$60 _____

Mandatory processing fee (non-refundable) \$ 25 _____

Mandatory late fee if received after April 30, 2010 \$100 _____

TOTAL \$ _____

1st choice of space: # _____ 2nd choice of space: # _____ 3rd choice of space: # _____

Please take into account the following when assigning my space (physical limitations, need for shade or sun, need for distance from stage music, access to water, proximity to a certain area of the venue, etc.) _____

Participant Signature _____ Date _____/_____/_____

CHAMBER USE ONLY: Date paid: _____ Method of payment: _____ Amount paid: _____

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Information and Rules

GENERAL INFORMATION:

The PV Street Fair and Music Festival is a family-oriented event filling four blocks with vendors selling arts and crafts, commercial merchandise and foods. Attractions include a major Carnival, a Kiddie Area, a Dog Show and music on two stages. The Street Fair is promoted aggressively in print, radio, TV and website advertising and attracts approximately 40,000 attendees each year.

APPLICATION PROCESS:

Complete, sign and mail **all 4 pages of this application, photos of booth and merchandise to be sold**, and payment in full (**money order, cashier's check or company check** payable to Palos Verdes Peninsula Chamber of Commerce – No personal checks accepted) to:

Palos Verdes Peninsula Chamber of Commerce
707 Silver Spur Road #100
Rolling Hills Estates, CA 90274.

If you wish your photos to be returned, please enclose a self-addressed, stamped envelope with sufficient postage for return of your photos. Incomplete applications will not be considered. If you wish to pay by credit card, you will receive instructions on how to do so when you are notified that your application has been tentatively accepted. **Early sign-ups will receive preference for locations, products and services. Applications not received by the Chamber, paid in full, by Friday, April 30, 2010, will be subject to a mandatory \$100 late fee.**

SCHEDULE:

All participants must occupy their booths until 7:00pm each day. **Participants who do not occupy their booth for both days will not be permitted to participate in the Palos Verdes Street Fair and Music Festival for two subsequent years.** No exceptions will be permitted.

ACCEPTANCE / SPACE ASSIGNMENTS:

Listing items on the application does not guarantee that the items will be included in the final approved list. A jury will determine eligibility based on quality, diversity, presentation and originality in comparison with other applicants in your category. For the benefit of our participants and attendees, we will make every effort to limit excessive duplication of items offered for sale; however, we do not guarantee exclusivity. If a product is not listed on your application and approved by the Street Fair committee, you may be required to remove it from your booth.

You will be notified by e-mail or mail within two weeks of receipt of your application to advise you whether you have been tentatively accepted, or denied, a space at the Street Fair. No application will be considered fully accepted unless full amount due is received. Space assignments will be determined solely by the Chamber, based on the attached preliminary site map. Written confirmation, space assignment, unloading permit with designated unloading time, final site map, directions to the Street Fair and participant parking areas will be provided to you within two weeks of the event. Space numbers will be clearly marked on the venue. In order to ensure a well-balanced, aesthetically-pleasing and interesting show, the Chamber reserves the right to limit the number of spaces for any one particular type of goods / services and reserves the right to change or substitute participant spaces, maintaining diversity and quality of the Fair.

Participant Signature

_____/_____/_____
Date

DISPLAY REQUIREMENTS:

In order to maintain the orderly movement of the crowd, merchandise may not project into walkways or neighboring display spaces. All sales, conducting of demonstrations, distribution of written materials and any other commercial, promotional and charitable solicitation activities must be conducted within the participant’s pre-assigned display space. The Chamber assumes no responsibility for items or displays. Merchandise should be displayed as tastefully as possible. No stolen merchandise, designer knock-offs, secondhand or “swap meet” items or those with lewd or vulgar content, amplified music, microphones, firearms, ammunition, alcoholic beverages, drugs or drug paraphernalia are allowed on the show site. Violators will be expelled and fees will not be returned. The Chamber reserves the right to refuse booth space to inappropriate or controversial organizations or vendors, and to remove any participant any time before or during the show in cases where: The participant is guilty of improper conduct; Work is improper for family viewing; A participant hinders or encumbers another display or another participant’s ability to properly exhibit; A participant attempts to sell items other than what was juried and accepted into the show based on photographs submitted with application. **Participants are strictly prohibited from allowing any other vendors to sell or promote goods / services from their assigned space.**

SET-UP:

Unloading times will be assigned to each participant. In order for all 200+ participants to access the venue and have their vehicles off the grounds in time for the Fire Marshal’s inspection, **you will have 30 minutes** to drive from the venue entrance to your space and unload your canopy, furnishings and merchandise onto the sidewalk or parkway adjacent to your space before removing your vehicle to the offsite parking lots. Double-parking / blocking traffic in the left lane of the street, or attempting to set up your booth before other participants in your area have unloaded is prohibited, as it jeopardizes opening the event on schedule. You may want to ask a friend to accompany you for the set-up phase, to either park your vehicle or to stay with your equipment and merchandise while you park. **All participants MUST have their delivery vehicles off the street no later than 8:45am each day.** Spaces not claimed by 9:00am will be reassigned by the Chamber, with no refund. **Canopies are required for all spaces. Participants are responsible for providing their own canopy/table/chair set-up and all other materials, and for setting up their own displays.** Volunteers and staff will not be available to assist with setting up displays. No canopies, tables or chairs will be provided by the Chamber unless participants specifically request them and pay the specified rental fees:

- Rental of one canopy package
(10’x10’ canopy, 8’ table, 2 chairs) \$225 (includes \$75 deposit, refundable post-event)
- Rental of one 8’ table \$ 50 each (includes \$25 deposit, refundable post-event)
- Rental of one folding chair \$ 25 each (includes \$20 deposit, refundable post-event)
- Rental of one 100’ long extension cord \$ 60 each (includes \$20 deposit, refundable post-event)

POWER:

Due to noise concerns, generator usage will not be permitted. Electrical power is available only in certain locations within the venue, and is not guaranteed to be available to participants unless they specifically request it and pay the \$50 electrical fee with their application and bring a 100’ electrical cord and equipment. All cords and equipment must have grounds and must meet approval of on-site electrician (capable of carrying the amperage needed for the specific appliance, no exposed wiring or taped, no overloading with multi-plug adapters, etc.). Because power must be shared with other participants and temporary power loss at such events is not uncommon, participants should be prepared for occasional power issues including surges, outages, etc. and protect any sensitive equipment with surge protectors, etc. No electrical cords or lights will be provided by the Chamber unless participants specifically request it and pay the appropriate rental fee for each. All non-food vendors using electrical devices and/or appliances must have a minimum of one 5lb (2A:5BC) portable fire extinguisher, with an inspection tag date of less than one year. Commercial cooking operations shall comply with all local Fire Department regulations.

Participant Signature

_____/_____/_____
Date

TEARDOWN:

Participants do not need to tear down their booths on Saturday. Participants may only begin tearing down when permitted by security personnel. Each evening, once security personnel have cordoned off the area with caution tape, no pedestrian / customer traffic will be permitted in the designated area. Participants will not be permitted to bring their vehicles onto the venue without approval of security personnel. Failure to comply with teardown rules may result in denial of acceptance to future Street Fairs.

CLEAN-UP:

All safety and fire regulations must be observed. Each participant is responsible for clean-up of their space. Large trash dumpsters are provided at the Fair site as indicated on the site map, with smaller receptacles along the street. Dumping of any sort is prohibited, including oils, grease, coals, ice, trash, etc. onto streets, lots, sidewalks or drains.

SECURITY:

Overnight security will be provided to monitor the venue, but participant property is left at participant’s risk. Participants are encouraged to secure display and booth set-ups and remove valuable items when they tear down each evening. The Palos Verdes Peninsula Chamber of Commerce and the City of Rolling Hills Estates assume no liability for lost, stolen or damaged property.

REGULATIONS:

The Palos Verdes Peninsula Chamber of Commerce reserves the right to remove any participant any time before or during the show. There will be absolutely **NO REFUNDS** once you have been fully accepted as a participant. Each participant is responsible for their own insurance, licenses and permits. Sales tax collection and payment to the State of California is the responsibility of the participant. **Representatives from the City of Rolling Hills Estates and the State Board of Equalization will visit each booth during the event weekend to ensure that participants have the necessary paperwork on file with the respective agencies. Food vendors MUST enclose a copy of their current Health Department permit with their application, and must comply with the Fair’s Green Regulations.**

Participant hereby indemnifies and shall defend and hold harmless the City of Rolling Hills Estates, the Palos Verdes Peninsula Chamber of Commerce, its officers, employees and agents from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, monetary loss, interest, attorney’s fees, costs and expenses of whatsoever kind or nature arising out of the performance of this agreement, including those arising out of injury or death of participant’s employees or subcontractors, whether arising before, during or after completion of services hereunder and in any manner directly or indirectly caused, or contributed to in whole or in part, by reason of any act, omission, fault or negligence of participant or its employees, agents or subcontractors.

QUESTIONS:

Please contact the Chamber at (310) 377-8111 or e-mail office@palosverdeschamber.com or info@pvstreetfair.com

I have read this application and associated rules completely. I understand that the Palos Verdes Peninsula Chamber of Commerce has the right not to accept my application and, if so, I will be notified in writing or by e-mail and the space fee will be refunded. I understand that the application processing fee is non-refundable. If accepted, I will participate at my own risk, pay for and obtain a temporary business license from the City of Rolling Hills Estates, and not hold the City of Rolling Hills Estates, the Palos Verdes Peninsula Chamber of Commerce, or any or its agents or representatives, liable for any loss or damage. If I do not comply with the event regulations or have misrepresented the goods / services I sell, I understand that I may be removed from the show without recourse, and may be denied acceptance to future Street Fairs.

Participant Signature

_____/_____/_____
Date

The following classifications are examples of businesses considered by the Street Fair Committee to be Commercial:

Financial services

- Investment counseling

Subscriptions

- Newspapers
- Telephone service

Telecommunications

- Cable, satellite TV
- Personal electronics

Health-, fitness- and medical-related

- Medical and life insurance sales
- Chiropractic
- Acupuncture
- Massage
- Yoga
- Pain relief
- Health/fitness clubs, training
- Dermatology, cosmetic surgery

Instruction

- Musical, voice training
- Self defense
- Dog obedience

Real estate

- Realtors, brokers
- Timeshare vacations
- Housing developments

Residential / commercial services

- Kitchen / bath remodeling
- Kitchen utensils
- Windows, doors
- Water heaters, water purification systems
- Roofing
- Security systems
- Built-in storage systems
- Synthetic turf

Chain stores

- Warehouse clubs
- Home improvement / hardware
- Groceries
- Department stores

Palos Verdes Street Fair and Music Festival “Green” Guidelines for Food Vendors

The purpose of a “green” Food Court is to support the effort to curb harmful effects on the environment through consumer habits, behavior, and lifestyle. The Palos Verdes Street Fair and Music Festival also would like to provide its attendees with a healthful alternative to traditional festival fare.

Food Vendor Criteria:

Items sold in the Food Court must meet *at least one of the following criteria*:

- Locally grown/seasonal produce
- “Clean” Eats (whole, natural foods i.e. fruits, vegetables, lean meat, complex carbohydrates – No Refined Sugar)
- Meals prepared using Organic ingredients
- Meals prepared using Farm raised/grain fed meat and poultry (grass fed beef)
- Whole foods – not processed
- Sustainably-raised food items (see www.sustainabletable.org)
- Avoid single-serving containers of anything (condiments, sugar, cream, etc.)

The following is not allowed in the Food Court:

- Styrofoam
- Other non-recyclable items

If you must use disposables, we strongly urge you to use products that are bio-based, paper or recyclable such as biodegradable forks, knives, spoons, napkins, plates, etc.

It is less to landfill and better for the environment. Some helpful websites include:

www.biosmartpackaging.com
www.worldcentric.org
www.goinggreensolutions.com
www.greenoffice.com
www.bpiworld.org
www.biocorpusa.com
www.ecoproducts.com
www.biodegradablestore.com

Recycling: The PVSF&MF will provide recycling for its participants. Recycling for aluminum cans, plastic bottles, glass bottles, paper and cardboard will be highly visible and made available to the public with clear signage. One of the event generators runs on biodiesel fuel, so we will be collecting used cooking oil from food vendors each day to power it.

Waste Reduction. The PVSF&MF is committed to reducing the amount of waste generated by the event overall. We are encouraging exhibitors and vendors to minimize wastes. Vendors must break down and flatten any cardboard boxes to facilitate recycling. It is the responsibility of the vendor to properly contain and dispose of oils and special waste.

NOTE: Ice will be available for purchase at the event at \$6 per 20# bag.

Please note that all vendors at the Palos Verdes Street Fair and Music Festival are required to have a City of Rolling Hills Estates business license. Should you not already be licensed within the City, please complete the attached Business License Application and return it to:

**The City of Rolling Hills Estates
4045 Palos Verdes Drive North
Rolling Hills Estates, CA 90274**

along with your payment of \$35.00, made payable to The City of Rolling Hills Estates.

Please be advised that City of RHE Inspectors will conduct on-site inspections during the Street Fair to ensure compliance.



CITY OF ROLLING HILLS ESTATES

4045 Palos Verdes Drive North
Rolling Hills Estates, CA 90274
310-377-1577 • Fax 310-377-4468
www.ci.Rolling-Hills-Estates.ca.us

Business License Application - Year 2010

Official Use Only

License No. _____
License Fee \$: _____
Penalty/Pro: _____
New/Renew: _____
Adj. Fee: _____
Amt. Remitted: _____
Check # _____
Date: _____

Business Name: _____

Business Address: _____
Address Suite City State Zip

Mailing Address: _____
(If Different) Address Suite City State Zip

Business Phone: _____ **Business Fax:** _____

Business Activity: _____ **Email:** _____

Ownership: Sole Proprietor Partnership LLC Corporation

Federal ID No. _____ **Social Security No.** _____ **Seller's Permit No.** _____

State License (Contractor, Real Estate, etc): **No.** _____ **Type:** _____ **Start Date In City** _____

Owner or Principal Information

Name: _____ **Title:** _____ **Phone(____):** _____

Home Address: _____
Address Suite City State Zip

Name: _____ **Title:** _____ **Phone(____):** _____

Home Address: _____
Address Suite City State Zip

I declare under penalty of making a false statement the information is true and correct to the best of my knowledge.

Signature

Print Name

Date

****Late Fee/Penalties:** Add a penalty of **10% of the license tax on the last day of each month** after the due date with a maximum annual penalty of 50% of the application fee. Licenses are due and payable prior to doing business within the City to avoid penalty.

Notes:

•Special Business License Application for the Annual Palos Verdes Street & Music Fair.

•City of Rolling Hills Estates License Inspectors will conduct on-site inspections during the scheduled event to ensure compliance from the participants.

•Anyone selling tangible goods must have a valid California Seller's Permit.

•In addition, if you are a participant who is selling tangible items, state law requires sellers to complete form BOE-530B-titled "Temporary Sales Location Schedule," which you can obtain from the Board of Equalization at www.boe.ca.gov.

I. Are You (fee is non-proratable)

- Retail** \$25.00
- Delivery** \$25.00
- Services** \$25.00
- Recreational** \$25.00
- Food Services** \$25.00
- Solicitation** \$25.00
- Other** \$25.00

Subtotal 25.00

Processing Fee: 10.00

TOTAL DUE **35.00**

