



July 9, 2011

Dear Oktoberfest Food Vendor:

In 2011, we are going to be re-arranging the layout of the La Mesa Blvd and 4th Avenue area to be more vendor and consumer friendly. Vendors will be laid out in the shape of a horseshoe all facing toward the middle of the street and the Trash bin, light tower and restrooms will be moved to 4th Avenue away from the vendor area. There will also be some tables in the intersection where people can sit and eat. Most of the vendor booths will be 10 feet wide (front of the booth) by 15 feet deep.

Due to the increased costs of the event in 2011, the price of the booths had to be increased. Although the prices have been increased, we feel the larger booth size, better promotion of the area and layout should actually bring more traffic to the booths and provide a better opportunity for the vendors to earn more revenue. The price of the booths range between \$1,400 and \$1,700 for the 10x15 booth depending on location.

Given the limited number of booths available, the Chamber will offer spaces to our Chamber members first, then to returning vendors and then to new vendors. To have priority to reserve a booth for this and future years, it is recommended you join the Chamber. An application is attached. Membership is not mandatory but it will put you in front of those vendors who are not members when we assign booth spaces.

Our second area for food vendors will be at our beer garden on Allison Avenue. This area has also been revamped to include the street food vendors as part of the beer garden itself by fencing in the area on Allison Avenue so beer garden patrons can flow in and out of the beer garden during capacity times. In the past, patrons would not venture out to the street as they would have to wait in line to get back in. We feel this change will significantly increase the traffic flow and revenue to the vendors on Allison. These booths will be 10 feet wide by 12 feet deep with the back of the booth actually encompassing the sidewalk portion of the street with the front of the booths facing the center of the street. These booths will be \$750. The booth sizes will be 10x12. Larger sizes may be available for an additional fee.

Should you have any questions regarding the attached, please feel free to call.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Smyle'.

David Smyle
La Mesa Chamber
619-465-7700 x1



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Google
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Imagery Dates: Feb 1, 2008 32°45'56.92" N 117°00'58.96" W elev 579 ft Eye alt 907 ft

Allison

La Mesa Blvd.

4th Avenue



Beer
Garden

F
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**LA MESA OKTOBERFEST 2011
FOOD APPLICATION-COMMERCIAL
LA MESA CHAMBER BOOTH RENTAL APPLICATION, RULES & REGULATIONS**

TO: ALL FOOD VENDORS

The 2011 Oktoberfest Event will be held as follows this year:

| | |
|----------------|--------------------------------------|
| Friday-LMB | September 30, 2011 11 AM. to 11:30pm |
| Friday-Allison | September 30, 2011 3 pm – 11:30pm |
| Saturday | October 1, 2011 11 AM. to 11:30pm |
| Sunday | October 2, 2011 Noon to 5 PM |

1. BOOTH DETAILS / LAYOUT

BOOTH SPACE FEE: Booths measuring **10' wide x15' deep** are available for **\$1,400-\$1,700 for Chamber members on La Mesa Blvd. at 4th Avenue (see map) and \$750 for a 10' wide x 12' deep booth on Allison Avenue. The Allison Avenue booths will be part of the beer garden this year so beer garden patrons will be able to flow in and out of the beer garden freely for food while at capacity. If additional space or dimensions are needed at either location, please, check with the Chamber for availability and pricing.** The Booth spaces are on asphalt and concrete surfaces. No encroachment of any kind will be permitted outside this space. If accepted by the LMCC, this agreement only provides the booth space. The vendors display area shall be designed in such a way as to not have protruding table legs or other features that may cause a hazard to pedestrians. All tables shall be covered with tablecloths (**Read Fire Safety Requirements**). No Storage boxes may be visible and all booths shall be kept in a clean and tidy manner during the entire event. The La Mesa Chamber of Commerce reserves the right to increase or decrease prices shown above prior to August 1, 2011.

The Chamber will accept applications after the deadline if spaces are available. Call to check

2. BOOTH SETUP / BREAKDOWN

All vendors may begin setting up their booths on Thursday September 29, 2011 after 10.00 pm (possibly earlier) and must be completely set up and ready for inspection by the La Mesa Fire and Police Department representative no later than 8:00 am, Friday, September 30, 2011. Booth breakdown shall begin promptly at 5:01 p.m. on Sunday, October 2, 2011 and totally vacated by the vendor by 7:00 p.m. Each vendor shall police his area for trash, debris, boxes, and paper and shall broom sweep the space before leaving.

3. DISPLAY SALES / SPACE POLICY

Vendors are required to limit their menu to those items, which have been described in writing to the LMCC prior to the execution of this contract. If a vendor violates this policy, the La Mesa Chamber of Commerce will close his/her booth and the vendor will be required to leave with no refund. Spaces are not for resale, subleasing or transfer by assigned vendors. **All spaces shall remain open for business for the entire event.** Once a space has been vacated by the vendor the space returns to the La Mesa Chamber of Commerce. **Spaces must be occupied by 8:00 am on Friday September 30, 2011 or they will be assigned to another vendor with no refund given.**

4. SECURITY / PARKING

Security shall be provided on Thursday, Friday, and Saturday night from the hours of 11:30 pm till 7 am. However; it shall be the responsibility of each vendor to secure all items of value. The La Mesa Chamber of Commerce shall not assume responsibility for any losses; all items left overnight by vendors shall be at their OWN RISK

PARKING IS LIMITED IN AND AROUND THE AREA OF THE EVENT. NO VENDOR VEHICLES WILL BE ALLOWED TO ENTER INTO THE BOOTH AREAS FOR SETTING UP UNLESS UNLOADING A TRAILER.

There is no reserved parking for vendors. Vendors should bring their own hand dollies for setup, as parking maybe blocks away from the booth area. Vendors shall not park in alleys, fire lanes or tow away zones at any time. Vehicles towed for parking violations shall be at Owners expense.

5. PERMIT REQUIRED

Included in your booth fee is a Special Event Business License, which is issued by the City of La Mesa. The LMCC shall obtain this license once your Booth Rental Application has been approved. State law requires each vendor has a valid seller's permit and a valid health permit. It is the responsibility of the individual food vendors to satisfy County Health Dept. requirements, these include booth construction and layout, filing health permit paperwork and paying health permit fees. If your booth is closed down by the Health Department during the Oktoberfest Event, you will not receive a refund for your space rental fee. **IT IS IMPORTANT THAT YOU FILL OUT THE APPLICATION IN ITS ENTIRETY.**

6. PUBLIC SAFETY

The City of La Mesa Police and Fire Departments or their authorized representatives are charged with enforcing Public Safety Laws and Regulations. They shall strictly enforce all issues relating to public welfare and safety. It shall be the duty of each vendor representative to insure that the rules and regulations be observed and complied with.

The following has been approved by the La Mesa Fire Department: Read Attached Fire Safety Requirements

BOOTH CONSTRUCTION: Wood, plastic/vinyl tarps, heavy canvas, shade cloth such as fiberglass screen material is allowed for booth construction. Space Heaters or any other heating devices are not allowed. Gas Bar-B-Ques are allowed for cooking (in food booths only) unless previously approved by the LMCC and the La Mesa Fire Department. . A 40bc extinguisher must be within 10 feet of the cooking area. The extinguisher must he serviced and tagged by a State Fire Marshal certified company. Charcoal and lighter fluid are not allowed

7. INSURANCE

All Food Vendors are required to carry insurance coverage. A minimum of \$1,000,000 liability is required. Please include with your application: **A certificate of insurance from your insurance carrier naming the La Mesa Chamber of Commerce 8080 La Mesa Blvd. #212. La Mesa, CA 91942 as additional insured.**

8. PROHIBITED ITEMS/OTHER

At the request of and in cooperation with the La Mesa Police Department, the La Mesa Chamber of

Commerce prohibits the display, offering for sale, or sale of any "drug paraphernalia" items. "Display, offering for sale or sale of drug paraphernalia" includes items depicted or advertised for mail, catalog, or Internet order and subsequent delivery. Questions, regarding this matter should be directed to the La Mesa Police Department 619-667-1445.

The sale of drugs, alcoholic beverages, stolen merchandise, pirated material, fire arms ammunition, explosives, fireworks, party poppers, bomb bags, stink bombs, snap caps, potato guns, knives, or weapons of any kind are strictly prohibited.

The La Mesa Chamber of Commerce reserves the right to limit the number of application for any one particular type of good/service. The management of the Oktoberfest reserves the right to change or substitute vendor spaces for the good of the event and its participants.

9. REFUNDS

FINAL PAYMENT FOR BOOTH SPACE IS DUE AUGUST 19, 2011. NO REFUNDS SHALL BE MADE AFTER THAT DATE. Furthermore, no refunds shall be made in the event of inclement weather, acts of nature or by restrictions imposed by Government agencies which may cause cancellation of the Event, All booth vendors are responsible for their items of value and articles in their possession including loss, theft, damage and agree to hold harmless the La Mesa Chamber of Commerce, City of La Mesa and/or it's representatives from any and all liability, claims, attorney fees, court costs, and legal actions together with expenses arising out of the 2011 La Mesa Oktoberfest.

10. FINAL INSTRUCTIONS

After reading these rules, please sign and return this application with your payment and a copy of your valid CA Sellers Permit. Please also enclose a photo of your booth set-up together with a self addressed stamped envelope (**Size #10**). If your application is accepted, a copy of it, signed by the management will be mailed to you.

APPLICATIONS FOR 2011: APPLICANTS WILL BE EVALUATED BY THE CHAMBER AND CHOSEN AT THE LA MESA CHAMBER'S SOLE DISCRETION. NOT ALL APPLICATIONS WILL BE ACCEPTED. A \$200 DEPOSIT IS DUE BY AUGUST 1, 2011. AFTER AUGUST 1ST, ALL DEPOSITS WILL BE NON-REFUNDABLE. VENDORS FOR 2011 MUST HAVE FINAL PAYMENT IN BY AUGUST 19, 2011. AFTER AUGUST 19th, ALL BOOTH FEES WILL BE NON-REFUNDABLE. NON-PAYMENT BY 8/19/11 MAY RESULT IN LOSS OF BOOTH.

MAKE CHECK PAYABLE TO: LA MESA CHAMBER OF COMMERCE (After Sept 1, 2011, money orders, credit cards or cashiers checks only). Please include with payment:

- 1) This page initialed above and the signature page-completely filled out
 - 2) A copy of your **valid CA Seller's Permit**
 - 3) A self addressed envelope #10
 - 4) Pictures of your product and display (new vendors only)
- (A \$25 CHARGE FOR ANY CHECKS RETURNED, FOR ANY REASON)**

Mail to La Mesa Chamber of Commerce
8080 La Mesa Blvd. #212
La Mesa, CA 91942
619-465-7700

Confirmation mailed out after August 22, 2011

AMOUNT DUE: \$1,700 \$1,600 \$1,500 for 10x15 or \$1,400 for 10x10 on La Mesa Blvd.
If larger size booth is needed, please contact the Chamber. See Map for booth locations
 \$1,500 for 20 x 12 or \$750 for 10 x 12 on Allison Ave

List Space Preference # 1 _____ 2. _____ 3 _____

Note: Premium locations if available are the higher priced spaces. See MAP for locations. Check with the Chamber for availability
(Please include space fee + electrical fee)

MAKE CHECK PAYABLE TO: La Mesa Chamber of Commerce. Include with payment:
A copy of your valid health permit and resale permit.

To pay by Credit card Complete the information below

Name on Card _____ Card # _____ Exp Date _____

Street number of Billing address _____ Zip Code _____ sec code _____
(last 3 on VS, MC, Disc or 4 on front of AX)

Confirmation mailed out after August 19, 2011

ELECTRICAL-IMPORTANT!

The electrical system is designed to allow each booth a maximum load use of 720 watts. If more electrical power is needed an **additional fee** will be charged. (10 amps \$35.00) (20 amps \$70.00) (50 amps \$170.00) (100 amps \$340.00) 50 and 100 amp users are limited. **Please circle** the power you will be using (720 watts) (10 amp) (20 amp) (50 amp) (100 amp).

SALES REPORTING

Vendor is required to report the total sales for the weekend to the La Mesa Chamber of Commerce (Internal Use Only) by completing the City of La Mesa form for the City's use.

ACKNOWLEDGMENT: I agree to indemnify and hold the La Mesa Chamber of Commerce and the City of La Mesa, their officials, staff and agents harmless of and from any and all actions, causes of actions of every kind in law or equity, suits, debt, liens, contracts, agreements, promises, claims, liabilities, demands, damages, obligations, loss, cost and expense of any nature whatsoever, known or unknown, fixed or contingent, including with limitation, attorneys fees and court costs through any including and appeals, taxable or otherwise, incurred either directly or indirectly, as a result of my participation in the La Mesa Oktoberfest, including but limited to any claims which might be made by myself, my co-workers, my agents, my employees, and / or any member of the general public.

I agree to abide by all the rules and regulations as set forth by the La Mesa Chamber of Commerce with regard to the La Mesa Oktoberfest. I understand that all booth vendors are responsible for their own wares and possessions including loss, theft or damage and agree to hold harmless the La Mesa Chamber of Commerce and/or its' representatives from any and all liability, claims, attorney fees, costs, suits and expenses arising out of the La Mesa Oktoberfest Event. The La Mesa Chamber of

Commerce and its' representatives shall not be responsible for collecting moneys for wares sold, or accounting those moneys to any city, county, or federal agency.

FINAL PAYMENT FOR BOOTH SPACE IS DUE AUGUST 19, 2011, NO REFUNDS SHALL BE MADE AFTER THAT DATE. Furthermore, no refunds shall be made in the event of inclement weather, acts of nature or by restrictions imposed by government agencies which may cause cancellation of the event.

I have received, read and understand all these rules and regulations and agree to comply with them as set forth in this application.

Signature _____ Date _____

Name _____

Company Name _____

Phone Number _____ Cell Phone _____

Email _____

Address _____

City _____ ST _____ ZIP _____

Description of Items for Sale:
