

Town Point Park Concession Application Form

Completing and submitting this form and attachments does not constitute authorization to operate a non-alcoholic beverage, food or retail concession operation in Town Point Park. All information contained herein is subject to change without notice. Return pages 1-5 to Festevents, 120 West Main Street, Norfolk, VA 23510 as soon as possible.

I. Applicant Information

Contact Person: _____

Business Name: _____

Mailing Address: _____

City _____ State _____ Zip _____

Business Address: _____
(if different)

City _____ State _____ Zip _____

Phone: Day _____

Evening _____

Fax: _____

E-mail: _____

Type of vending operation:

Retail _____

Food or non-alcoholic beverage _____

What are the approximate dimensions of the location you are requesting:

Tent or trailer dimensions – _____ feet of frontage (presentation side)

x _____ feet of depth (stock and prep area included)

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I am interested in the following events (please check box):

Saturday, April 25, 2009

8th Annual Virginia Beer Festival

Venue - Nauticus Celebration Pavilion

Theme – beer sampling

Ticketed & Everyone is Welcome

Est. attendance 8,000

Saturday, May 9, 2009

3rd Annual AT&T Spring Town Point Virginia Wine Festival

Venue - Nauticus Celebration Pavilion

Theme – upscale, gourmet, wine sampling

Ticketed & Everyone is Welcome

Est. attendance 5,000

Friday, July 3 – Sunday, July 5, 2009

33rd Annual Norfolk Harborfest & 27th Annual AT&T 4th of July Fireworks

Venue – Town Point Park

Theme – signature event, fireworks

Free & Everyone is Welcome

Est. attendance 250,000

Friday, July 24 – Sunday, July 26, 2009

The 27th Annual Norfolk Jazz Festival Presented by AT&T

Venue – Town Point Park

Theme – smooth Jazz

Ticketed & Everyone is Welcome

Est. attendance 5,000

Friday, July 31 – Sunday, August 2, 2009

The 20th Annual AT&T Bayou Boogaloo & Cajun Food Festival

Venue – Town Point Park

Theme – Cajun and Zydeco

Ticketed & Everyone is Welcome

Est. attendance 20,000

Saturday, August 29, 2009

9th Annual AT&T Norfolk Latino Music Festival

Venue – Town Point Park

Theme – Latin cultural celebration

Free & Everyone is Welcome

Est. attendance 5,000

Sunday, September 27, 2009

4th Annual AT&T Acoustic Music Festival & 2nd Annual Books in the Park

Venue – Town Point Park

Theme – acoustic music

Free & Everyone is Welcome

Est. attendance 7,500

Saturday, October 10, 2009

21st Annual AT&T Virginia Children's Festival

Venue – Town Point Park

Theme – family

Ticketed & Everyone is Welcome

Est. attendance 15,000

Saturday, Oct. 17 – Sunday, Oct. 18, 2009

22nd Annual AT&T Town Point Virginia Wine Festival

Venue – Town Point Park

Theme – upscale, gourmet, wine sampling

Ticketed & Everyone is Welcome

Est. attendance 15,000

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II. Festival Experience

Describe all prior outdoor special event experience. All requested information must be entered.

Event Name	Date	Event Contact Person	Phone	Gross Sales

III. Type of Concession and Product Information

Describe all product items. We reserve the right to limit products offered for sale so that each vendor has an equal chance at success.

Item Description	Price (inc. tax)

(attach extra sheet if necessary)

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IV. Photographs

Vendor must submit 5 photographs with this application. These photos **must** include views of:

- 1. food, beverage or retail products
- 2. all signage
- 3. booth interior
- 4. booth front
- 5. booth rear

These photos must all have been taken **during full operation**. Applications submitted without the required photographs will not be accepted. Please label all photographs with vendor name. These photographs will remain the property of Norfolk Festevents.

V. Electrical Requirements

Please list all electrical requirements including lighting. Site is equipped with **110V power, 20 Amp source only**. Power is included in your space fee.

Equipment Description	Qty.	Watts	Amps

Total (not to exceed 20 Amps): _____

Could you bring a quiet generator to supply your needs? _____

If yes, please describe generator: Make: _____ Model: _____

Miscellaneous: _____

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VI. Parking Requirements

Norfolk Festevents does not provide reserved parking for personal vehicles. Parking garages and surface lots are conveniently located within walking distance of the park. If an on-site support vehicle is essential, please describe purpose and size. Vendor site assignment may be affected by support vehicle needs.

Vehicle: _____ Size: _____

Purpose: _____

VII. Other

Due to the large number of applications and the relatively limited number of spaces available, the selection process is competitive. Please provide us with any information that you feel may help us in making our decision.

****Please submit pages 1-6 and certificate of insurance (see Section VIII) with your application. Our Concessions Committee will use this information to make their selections. Please include any other promotional material or information you feel will be helpful. This application is due as soon as possible.**

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**** The following information should be kept on file with you for future reference. Upon your acceptance, additional event information and a lease agreement will be sent approximately 8 weeks prior to the event.**

VIII. Insurance

Vendor must provide, with this application, binding proof of comprehensive public liability insurance. Policy must include coverage against personal injury or death, property damage occasioned by reason of the operations conducted by vendor and products liability. Your policy must include **minimum policy limits of one million dollars (\$1,000,000.00)** for bodily injury or death and products liability to one or more persons in any one accident or event, **and fifty thousand dollars (\$50,000.00) for damage to property** resulting from any one accident or event. We reserve the right to increase minimum policy limits.

Upon your acceptance into any event, vendor must provide Festevents with an insurance certificate as proof of such coverage. The “Description of Operations” box on the certificate must read: “Listed as additional insured: the City of Norfolk, Norfolk Redevelopment and Housing Authority, Norfolk Festevents, Ltd., their agents, volunteers, officers and employees as pertains to the insured's participation in Town Point Park.” We reserve the right to demand more additional insureds as necessary. This insurance policy must also have the provision that it not be altered, canceled or subject to reduction of coverage prior to thirty (30) days after written notice of such alteration, cancellation or reduction of coverage is mailed to the City of Norfolk. Finally, the “Certificate Holder” box is to read as follows:

City of Norfolk
Norfolk Festevents, Ltd.
120 West Main Street
Norfolk, Virginia 23510

IX. Health Permit

All accepted food and beverage vendors will be required to obtain a City of Norfolk Department of Public Health temporary food permit. Upon your acceptance into the event, an application for this permit will be mailed with your lease packet. The application must be returned to the City of Norfolk Department of Public Health along with a **forty-dollar (\$40.00)** risk assessment evaluation charge. The application must be received by the City of Norfolk Department of Public Health one month prior to the event. For more information, please contact Norman Greffe with the City of Norfolk Department of Public Health at **757-683-2712**. The Dept. of Public Health will prohibit from participation any food or beverage vendor that cannot meet their requirements. If this occurs, all payments made to Festevents by the vendor will be forfeited.

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X. Business License

Upon acceptance into any event, you are required to obtain a City of Norfolk business license. For more information, please contact **Denise Penn** with the Commissioner of Revenue's office at **757-664-7394**. The Commissioner of Revenue's office will prohibit from participation any vendor that has a tax related delinquency. If this occurs, all payments made to Festevents by the vendor will be forfeited.

XI. Beverage Sales

All beverages and cups must be purchased from our suppliers. If you are selected to participate, these suppliers will be identified in your event packet. **Purchases from retail outlets are not allowed!**

XII. Sponsorships

Vendors are to abide by sponsorship rules at all times. Sponsors reserve the right to promote and distribute complimentary samples or premiums. Samples may include food, beverages and novelty items. If you are selected to participate, this information will be included in your event packet.

XIII. Turf Damage

Upon your acceptance into the event, food vendor must provide adequate ground cover to protect the grass or ground surface. This should be landscape quality filter fabric, **not** indoor/outdoor carpet and definitely not plastic or tarp. Food vendor must also provide adequate protection from grease spillage. Plywood or other like material must be placed under any fryer or grill. Turf cover may be purchased at our cost. Cost is determined prior to the event season. Cost in 2008 was \$0.75/ft².

XIV. Waste Removal

Vendors must dispose of all trash. You are not permitted to leave anything behind upon event conclusion. This includes boxes, displays and trash. Festevents reserves the right to pass along to the vendor any waste related expenses we may incur during this event.

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XV. Notification

We will notify you as soon as possible after we receive your application. Accepted vendors will be required to sign a lease agreement with the City of Norfolk. This lease agreement will be mailed with your vendor packet approximately 8 weeks prior to the event. Vendor can sell **only** those items listed on the lease. Festevents must receive the signed lease, along with appropriate space fees, one month prior to the event.

XVI. Late Fees

Space fees are due upon lease submittal. Percentage payments, if applicable, are due in the Festevents office upon the event's completion. Any fees not received on or before the specified days will be subject to a \$50.00 late fee or cancellation of your participation. All return checks will be subject to a \$25.00 return check fee.