



53rd Annual Placentia Heritage Festival

“We’re Getting Better and We’re Moving Forward”

Beer Garden Application

The Placentia Heritage Festival Committee invites your organization to submit a proposal to organize and operate the Beer Garden for the 2017 Heritage Festival. This opportunity is offered exclusively to non-profit groups and organizations based in Placentia. The Heritage Festival & Parade is attended annually by over 20,000 people and offers your organization a tremendous fundraising opportunity!

The 2017 Heritage Festival & Parade will also include entertainment, craft fair, car show, food booths, and more. Additionally, the 2017 Heritage Parade will march past the festival site and disperse at the intersection of Golden Avenue and Kraemer Boulevard into Tri-City Park.

Any organization or vendor not meeting all of the enclosed requirements will not be permitted to participate. Vendors in violation of Heritage Festival & Parade Food Concession Rules and Regulations as outlined will be asked to leave the event with NO refunds granted.

If you are interested in participating in the 2017 Heritage Festival please complete the enclosed application and indemnification agreement and send along with payment to:

401 E. Chapman Ave.

Placentia

California

92870

www.placentia.org

**City of Placentia
Attn: Community Services Department-Heritage
c/o Veronica Ortiz
401 E. Chapman Avenue
Placentia, CA 92870**

Any incomplete information will result in the return of your application.

The Placentia Heritage Festival Committee appreciates your valued participation. Thank you for your interest and support. Please direct any questions or concerns to the City of Placentia Community Services Department at (714) 993-8232.

Regards,

Heritage Festival Committee





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Applications must be submitted by Thursday, June 29, 2017. This process will be handled on a first come first serve basis.

ONE spokesman from your organization must attend the Heritage Committee Meeting on Wednesday, July 12, 2017 at 6:30 p.m. at City Hall

Organization Information

Application Fee: \$500

Non-Profit Organization _____

Non-Profit Tax Exempt ID# _____

Contact Person and Title _____

Address _____ City _____ State/Zip _____

Day Phone () _____ Evening Phone () _____ Best Time to Call _____

PROPOSAL (Please attach additional sheets if needed)

Organization’s Experience

Provide a brief description of your organization’s experience operating a beer garden at similar events

Experience of Organization’s Current Members or Team

Please list the members of your organization that will lead this effort and their experience operating similar events

Organization's Capability to Organize and Operate the Beer Garden

Please specify your ability to gather resources such as volunteers, supplies, and equipment to operate successfully

Proposed Menu

Please specify the beer, alcohol, and food items you propose to sell along with prices for those items.

Evaluation Criteria

All proposals received will be evaluated by the Heritage Committee and the Placentia Community Services Department based on the responses above and the following evaluation criteria:

- Organization's Experience (40%)
- Experience of Organization's Current Members or Team (30%)
- Organization's Capability to Organize and Operate the Beer Garden (30%)

Proposal Certification

The applicant is an authorized agent of the group submitting this application and is 21 years or older, has read the application/event rules and regulations and hereby accepts responsibility for said rules and regulations.

Signature: _____ Date: _____



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Beer Garden Vendor – Rules and Regulations

****THIS EVENT WILL BE HELD RAIN OR SHINE****

- Beer Garden will operate on **October 14, 2017, 10:00 a.m. – 4:00 p.m.** in the designated area of the Heritage Festival at Tri-City Regional Park (2301 N. Kraemer Boulevard, Placentia, CA 92870).
- Vendor must be on site no later than 6:15 a.m. to begin setup and ready to serve at 10:00 a.m.
- Vendor must have signage stating the non-profit organization they represent and the food items they will be selling. All signs must be a minimum of 8” x 11”.
- The distribution of items containing religious, political, or offensive material will not be permitted.
- Upon conclusion of the beer garden, vendor is responsible for the breakdown and clean-up of ALL supplies brought to the event including the surrounding area of the space. Failure to properly clean-up WILL result in a \$100.00 fee and vendor will not be invited back to future festivals.
- Electrical needs must be requested through the Heritage Festival Committee.
- Vendor must provide the Heritage Festival Committee with photographs of any activities and/or structural items planned for the event at the time of application (if applicable).
- Vendor is responsible for providing wristbands, beer, wine, food, cups, ice and all equipment necessary to operate the beer/wine garden including staffing related to the sale of beer, wine, and food.
- Vendor agrees to operate the beer and wine garden according to the guidelines established by the **Department of Alcoholic Beverage Control (ABC)** and will be responsible for obtaining a one day license from ABC.
- Vendor must complete an **Orange County Health Department application**. A representative from the Placentia Community Services Department will be contacting your organization with application instructions.
- Food concession applications will not be approved unless all Orange County Health Department paperwork is complete **three weeks prior to the event date**. **NO EXCEPTIONS!** ***A mandatory meeting will be scheduled for all accepted food concession applicants.***
- All Orange County Health Department food handling and preparation regulations **MUST** be followed on the event date.
- The Heritage Festival Committee reserves the right to refuse any vendor from setting up their booth until all requirements are met. In the event a vendor refuses to conform to the rules/requirements the vendor may be asked to leave with no refunds granted.

ALL vendors agree to report the amount earned for the non-profit they represent to the Heritage Committee no later than Friday October 20, 2017 in order to promote the event to the public.

INDEMNIFICATION AGREEMENT AND COVENANT NOT TO SUE

In consideration for permission to participate in the PLACENTIA HERITAGE FESTIVAL to occur on **October 14, 2017**. _____, the undersigned hereby covenant and agree to indemnify, defend and hold harmless Placentia Heritage Festival Committee, the City of Placentia, the Tri-City Park Authority, County of Orange, each of their officers, directors, members, agents, servants, volunteers, representatives and employees, and all other participants in the Placentia Heritage Festival from ANY and all claims, demands or liability which the aforementioned parties may sustain as a result of ANY claims, demands, cause of action, costs of judgments and/or other occurrences which may arise from the undersigned's participation in the PLACENTIA HERITAGE FESTIVAL.

The undersigned on behalf of himself/herself, his/her sponsoring group or organization, his/her heirs and assigns, further (1) assumes the risk of any and all personal injuries and property damage which the undersigned may suffer as a result of participation in the parade or festivities; (2) waives his/her right to sue the aforementioned parties relating to any parade and festival activities; and (3) covenants with the aforementioned parties to forever refrain from instituting, pressing or in any way aiding any claim, demand or cause of action, for damages, costs, loss of services, expenses or compensation for, on account of, or in any way arising from or hereafter to arise from the undersigned's participation in the said event. This covenant is intended by the parties to be a waiver of California Civil Code Section 1542 which reads as follows:

"A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor."

I agree to abide by all the standards and rules set forth by the organizers of this event. Any activity deemed detrimental by the staff may cause expulsion from the venue.

Signature

Date

Sponsor Group

Home Phone

Owner () Representative ()

Business Phone