

## Concessionaire Information



## A Capital Celebration

July 3 & 4, 2009

Rick Sinclair, Festival Chair  
John Landwehr, Foundation Chair  
Jill Snodgrass, Festival Director

Visit our website at [www.salutetoamerica.org](http://www.salutetoamerica.org)

# Food Court I & II



Salute to America  
722 East Capitol Ave. ♦ Jefferson City, MO 65101

Event Schedule (tentative)	
<i>July 3rd</i>	Carnival, Food Court, Happy Hour
4 pm	Parade
6 pm	Little Mr & Miss Contest
7 pm	Featured Entertainment
8:30 pm	Featured Entertainment
<i>July 4th</i>	Vendors and exhibitors
11 am	All day entertainment
7 pm	Featured Entertainment
Dusk	Fireworks Spectacular

Welcome to the premiere 4th of July celebration in the state of Missouri!

This event is an outstanding opportunity for groups, organizations and concessionaires to do business with the over 50,000 attendees who come together for this special celebration.

In an effort to provide the best circumstances for our vendors and guests alike, we'd like to emphasize a few key points:

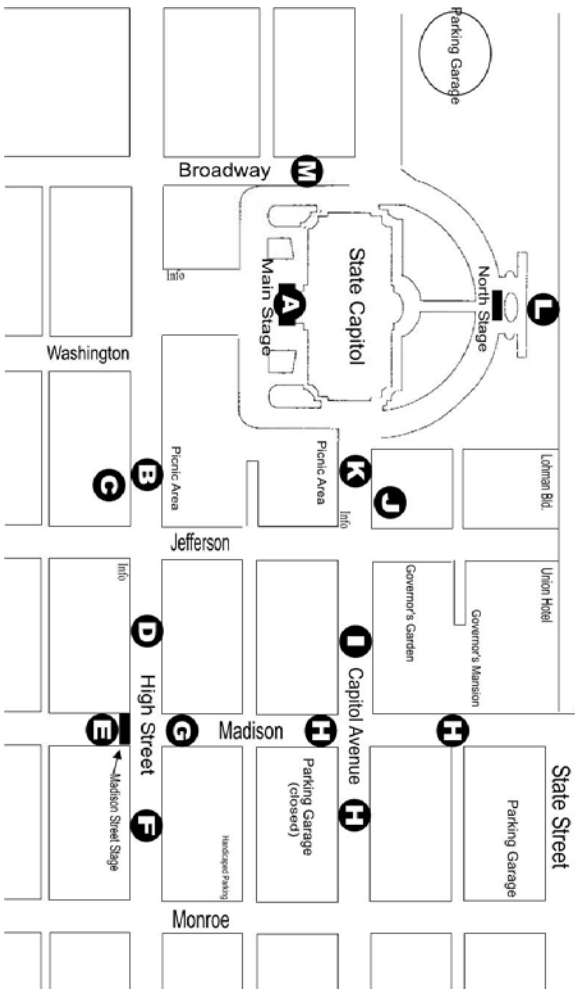
- ◆ We offer two day or one day vending options. Two day participants are able to take advantage of the parade traffic and the entertainment on the main stage the evening of the 3rd as well as all the activities, entertainment and fireworks planned for the 4th.
- ◆ We will continue to have TWO distinct food courts. Both are in excellent, prime locations (see event map). One day vendors will be placed in Food Court II; Two day vendors in Food Court I.
- ◆ We will limit food and beverage vendors in each Food Court.
- ◆ Each food vendor will be required to donate ten meal vouchers per vending day, (vouchers provided by the committee) to feed our entertainers and volunteers. Voucher value is \$2.50 each.
- ◆ For your convenience, your vending fee includes the cost of the health department permit (\$20 per space). Once your application is accepted, you will be mailed the proper forms.

It's going to be a spectacular day so make plans now to join us for the festival!

— *Sharon Naught & Marilyn Schmutzler*  
Vendor Co-Chairs

## Festival Map

- A. Main Stage
- B. Taste of Missouri Food Court I
- C. Missouri Spirits Beer Garden
- D. Pit Row
- E. Madison Street Stage
- F. Kid's Zone
- G. Wild West Truck Pavilion
- H. Carnival Land
- I. West Side/East Side Business Associations' Avenue of the Americas
- J. Heritage Village
- K. Taste of Missouri Food Court II
- L. North Stage
- M. Route 66/Classic Car Show (Subject to change)



# Vendors

## Who...

- ♦ Groups or organizations preparing and selling food/beverage as a fundraiser
- ♦ Restaurants, catering companies
- ♦ Concessionaires

## What...

Any food item or non alcoholic drink for sale from a qualified mobile food processing unit or approved set-up to the consumer.

## When...

July 3rd, vending from 4 pm to 10 pm. July 4th, vending from 11 am to 11 pm

## Where...

Food Court I will be in front of the Capitol building on High Street. This location takes advantage of the main stage and the beer/wine garden as well as allows access to our picnic tables on the Capitol lawn. Food Court II is east of the Capitol, adjacent to the vendor booths and carnival.

## Applications...

Each Food Court has limited concessions. Our goal is to offer a wide variety of food & beverage. Therefore applications will be juried by the Foundation Board using the following criteria:

- ♦ Past history/longevity with the festival
- ♦ Products you are selling; prices
- ♦ Type of set-up (mobile unit, tents, etc.)

We will accept applications until June 12 and notify vendors of acceptance no later than June 19.

# Rules & Reqs

## Concession Space (on-city streets)

1. Space is 10x30. Concessions can only set in the space assigned and can take up no more than the allotted space or obstruct the sidewalk. Failure to comply will result in eviction.
2. **Limited electricity is available in Food Court I at no additional charge. This must be arranged in advance. Please call 573.761.0704.** Generators only in Food Court II.
3. Mobile food processing units are preferred. Any other set-up must be approved by the Health Dept. Tents must be adequately anchored by concrete blocks or water barrels. No staking is permitted.
4. Trash is the responsibility of the vendor and must be removed from the area throughout the day and at the end of the event using the dumpsters provided.
5. Arrangements for ice and other product can be made through Coca Cola in advance by contacting Wayne at 573.636.6165.
6. No alcoholic beverages are permitted.
7. Fire extinguishers are mandatory by order of the JC Fire Dept.
8. All concession vendors must receive the necessary permits from the City Health Dept. before selling any items. Call 573.634.6418.
9. Any For-Profit food vendor must also have a valid Jefferson City Business License. Call 573.634.6322 for information.

## Set-up/Tear-down

1. Set up begins no earlier than four hours in advance of vending. Tear down may not occur until after 11 pm on July 4th.
2. Vehicles may enter areas closed to traffic only for purposes of unloading and loading, then must be removed or be towed.

## Payment

1. Payment must be received with application.
2. This is a juried event with limited vendors. Applications will be processed by June 12. If your application is denied, we will notify you immediately and return your payment. If accepted, you will receive a letter after June 19 with additional information including your booth space assignment.
3. The deadline for booth space cancellation by the vendor is June 12, 2009. After that date, no refunds will be given. Any refunds due will be issued after August 5. No exceptions.
4. There will be no refund of booth fees in the event of adverse weather conditions, act of God or terror.
5. You must carry a general liability insurance in the amount of one million dollars to participate and name the CCSAF, Inc. additional insured. Certificate of Insurance for this coverage must be provided to CCSAF by June 26.

## Miscellaneous

1. The Salute to America Foundation Board is the final authority in the resolution of any questions or disputes.
2. Payment for space is considered an agreement by the exhibitor or vendor to abide by all rules and regulations contained herein.
3. Neither the Event committee, Foundation or co-sponsors of the event will be responsible for any loss, theft or damage.

# Application

**Taste of Missouri Coca Cola Food Courts**  
**Deadline for Applications: June 12, 2009**

**Business/Organization Name as it should appear in printed materials**

Contact Person: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_ Cell phone/day of: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Description of items to be sold (use additional paper if necessary) Cost Each**

Description of items to be sold (use additional paper if necessary)	Cost Each
1.	
2.	
3.	
4.	
5.	
6.	

**Type of Set-Up (Trailer, tent, etc.)**

Check if you have a generator  Check if you are non-profit

	Cost Each	Quantity
<input type="checkbox"/> Food Court I 10x30 space — 2 days	\$520.00	_____
<input type="checkbox"/> Food Court II 10x30 space—1 day	\$320.00	_____

**Payment**

Please enclose a check or money order payable to CCSAF.

**Amount \$** \_\_\_\_\_

*I have read the Rules and Regulations and agree to abide by them. I understand the Committee and any other co-sponsors are absolved of all liability in case of injury to my agents or myself or from the loss or damage to our property. If our application is not accepted, our payment will be promptly refunded.*

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

## Salute to America—4th of July Celebration

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