



# 2017 CITYFAIR FOOD VENDOR APPLICATION

Portland's Official Festival will weave its 2017 theme, **Brilliant.**, into the excessively fun activities happening at Rose Festival CityFair, Portland's largest waterfront event. Open three full weekends, CityFair features exciting attractions, concerts featuring national acts, popular special promotions, plus great food and shopping.

Join us at CityFair, where Portlanders celebrate their favorite family traditions and the city's diverse cultural influences, while experiencing the culture of Portland.

## What you can find at Rose Festival CityFair:

**Entertainment** - Portland's premier waterfront concert venue is the RoZone, where you can experience national touring artists and your favorite Northwest beverages under the stars in this one of a kind venue. CityFair is also proud to showcase the best local music and performance art from the Northwest and beyond.

**Free activities** - Wonderful adventures await at CityFair, including family-friendly displays, interactive educational exhibits, sponsors offering free samples, and a dramatic opening night fireworks display. The United States Navy, United States Coast Guard, and the Royal Canadian Navy sail in during the final weekend of CityFair for Fleet Week.

**Promotions** - Kids 6 and under are always free, as well as active military and veterans. In partnership with Funtastic Traveling Shows we will offer special discount carnival ride promotions, which will boost attendance.

## Who you will find at Rose Festival CityFair:

The average number of people in a group: **5.1 people**

Average time attendees spend at CityFair: **3.3 hours**

**89%** of attendees would recommend this event to family, friends and/or neighbors.

**76%** of attendees report that they will definitely attend again

**84%** of attendees come to CityFair out of tradition or prior attendance.

## 2017 Rose Festival CityFair Dates

### Weekend of May 26 – 29

May 26 5pm - 11pm

May 27 - May 29 11am - 11pm

### Weekend of June 2 – 4

June 2 - 4 11am - 11pm

### Weekend of June 9 – 11

June 9 - 11 11am - 11pm

*CityFair will be closed: 5/30, 5/31, 6/1, 6/5, 6/6, 6/7, 6/8. We are now closed Thursdays.*



## CityFair Food Vendor Program Overview:



Food vendors sell food and beverage items in the CityFair Food Court, located centrally inside the event or in the RoZone concert venue.

Applications will be considered based on quality, product diversity and price point. Signage, staff attire and booth appearance will be assessed, along with the overall food presentation.

In order to be considered, 2017 CityFair Food Vendor applications must be postmarked by **March 3, 2017**. Applications must include a complete list of items to be sold, the price (or range) of each item, vegetarian or healthy alternatives, kid's menu options, and a photo or detailed drawing of the booth set-up. **Applications missing these requirements will not be considered.**

### Food Vendor Pricing:

Pricing includes a canopy, general overhead lighting, one 20 amp/120 volt electrical outlet, water, garbage/recycling service and 24-hour security.

#### Food Court:

Full Menu Food

20' x 20'- \$1,300 + 25% of all sales

Single Item Food Vendor:

10' x 10'- \$650 + 25% of all sales

#### RoZone:

Single Item Food Vendor:

10' x 10'- \$650 + 25% of all sales

*Note: Single item food vendors include: kettle corn, nuts, shaved ice, coffee, smoothies, dessert items, popcorn etc.*

#### Proposed Menu:

All food vendors (full and single) must fill out the attached menu form that details vendor's proposed menu options and pricing. These menus can include a maximum of ten (10) food options. Additionally, vendors need to provide:

- One (1) vegetarian option
- One (1) kid menu option





# Rose Festival CityFair Food Vendor Application

*Due March 3, 2017*

Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

On-Site Contact \_\_\_\_\_ On-Site Phone \_\_\_\_\_

Email \_\_\_\_\_ Website/Facebook \_\_\_\_\_

### Full Menu Food Vendor

- Food Court:  
20' x 20' - \$1,300 + 25% of all sales

**OR**

### Single Item Food Vendor

- Food Court:  
10' x 10' - \$650 + 25% of all sales
- RoZone:  
10' x 10' - \$650 + 25% of all sales

*\*For payments received between April 10 and April 27, will add a 5% late fee. Payments not received by April 28, 2017 may lose their vending location.*

### Terms & Conditions:

- Applications must be postmarked by **March 3, 2017** to be considered.
- This is not a contract. **Do not send money with this application.** Once approved, accepted food vendors will be offered a contract along with details of participation, payment, and insurance requirements.
- Acceptance notifications will be mailed on **March 17, 2017**. Payment is due upon receipt and must be received by Rose Festival no later than March 31, 2017.
- Space will be assigned based upon completed applications being approved and payment being received. Space isn't guaranteed until payment has cleared the bank.
- Each vendor may be required to provide a Z-tape at the end of each night and to pay their 25% booth fee at that time for the current day's food and beverage sales.
- Vendors will be charged a \$25 fee if a check is returned for any reason.
- The Rose Festival reserves the right to select or decline food vendors based upon the application submitted, vendor history, appearance, food quality, product mix and other factors, as determined solely by the Rose Festival.
- Each food vendor will be assigned a space by Rose Festival staff. A location map will be provided prior to move in. Management reserves the right to change food vendor's assigned space at their discretion.
- The Portland Rose Festival does not guarantee product exclusivity. However, we place an emphasis on limiting the number of matching products to allow for appropriate spacing between similar products.
- All food vendors are required to sell beverages including but not limited to: carbonated beverages, energy, and water. All vendors are subject to CityFair Beverage Standards and Pricing Policies.
- **Please sign below to confirm that you have read and understand this application and the terms listed.**

Signature \_\_\_\_\_

### Mail completed applications to:

CityFair Food Vendor Coordinator  
Portland Rose Festival Foundation  
1020 SW Naito Parkway  
Portland, OR 97204

### Did you include?

- Complete Food Vendor Menu Requirements Form (Attached)
- Price or range of each item
- A photo of your booth

**Food Vendor Menu Requirements:**

Each full and single item food vendor must detail what food and beverages they will provide, including price. Each vendor may have a maximum of **ten (10)** items, consistent with a category of food, for example, Cajun, Mexican, Thai, etc. Portions should be adjusted to allow menu items and meals in the \$4-8 range.

Each vendor must provide one vegetarian or health conscious option. Vendors must provide a kids menu option and a price that reflects the alteration in serving size. Only approved menu items submitted with your application can be sold. Vegetarian and children’s meal options will count towards the overall ten (10) food options.

The Portland Rose Festival reserves the right to establish and maintain the minimum and maximum pricing limits. The Rose Festival reserves the right to select food vendors and require menu adjustments prior to acceptance.

- 1. \_\_\_\_\_ Price\_\_\_\_\_
- 2. \_\_\_\_\_ Price\_\_\_\_\_
- 3. \_\_\_\_\_ Price\_\_\_\_\_
- 4. \_\_\_\_\_ Price\_\_\_\_\_
- 5. \_\_\_\_\_ Price\_\_\_\_\_
- 6. \_\_\_\_\_ Price\_\_\_\_\_
- 7. \_\_\_\_\_ Price\_\_\_\_\_
- 8. \_\_\_\_\_ Price\_\_\_\_\_

**Vegetarian or Healthy Alternative:**

Each vendor (full and single) must provide one (1) vegetarian or healthy choice.

- 1. \_\_\_\_\_ Price\_\_\_\_\_

**Child Menu Item:**

Each vendor (full or single) must provide one (1) child-friendly option with a price that reflects the alteration in serving size.

- 1. \_\_\_\_\_ Price\_\_\_\_\_