



December 23, 2009

Dear Sir/Madam;

The time is quickly approaching for one of the most popular and best attended events of the summer: the 30th Annual Hispanic Fiesta at Penn's Landing. This city-wide celebration, scheduled for July 10th&11th, appeals to a multicultural audience. For two fun-filled days, the Hispanic Fiesta features music, dance, entertainment, ethnic foods and artisan crafts from Puerto Rico, the Dominican Republic, Mexico, Brazil, Colombia, and other Latin American countries to over 40,000 participants.

We would like to invite you or your business/organization to be a part of the action. Please review the enclosed materials to find out how you can participate.

To reserve your space please complete the forms provided and return them by April 30th, 2010, to my attention. After acceptance a copy of these forms will be forwarded to you.

Credit Cards are accepted; make checks or money orders payable to: the Philadelphia Puerto Rican Festival. If you have any questions, I can be reached at (215) 627-3100, ext. 204.

We hope that you will join the celebration and look forward to working with you!

Sincerely,

Guillermina Ortiz
Business Manager





Hispanic Fiesta at Penn's Landing 2010

Hosted by Concilio

705-09 N. Franklin Street, Philadelphia, PA 19123

<http://www.elconcilio.net> guillermina.ortiz@elconcilio.net

215-627-3100, ext. 204: 215-627-7440 (fax)

Dates: Saturday-Sunday, July 10th & 11th, 2010

Location: Penn's Landing Great Plaza, Columbus Blvd. at Chestnut Street

2 DAY APPLICATION

Organization/Company
Name _____

Address _____ City/State _____ Zip Code _____

Contact Person: _____ Phone No.: _____

Fax No.: _____ E-mail Address: _____

CORPORATE BOOTH - \$5,500 - Includes a 10' x 10' size tent, 2 tables, 4 chairs, 5 mentions by MC during the two day event, 1 banner displayed near stage area (banner dimensions may not exceed 3' x 6'); and a 1/2 page ad in the Fiesta Program Book.

BUSINESS BOOTH - \$3,500 - Includes a 10' x 10' size tent, one table and two chairs and a quarter-page ad in the Fiesta Program Book.

ARTS & CRAFT VENDOR TENT - \$550 - (**small sole-proprietors only**) - Includes a 10' x 10' size tent. Must provide own tables and chairs.

FOOD KIOSK - \$650 - (sole-proprietors) - Must provide own tables, chairs, **food handling certification** and food handling license form. The attached Special Event Fact Sheet, from the Department of Public Health, must be completed and returned to Concilio by April 30th, 2010, with a **\$55.00** non-refundable license and processing fee.

DISPLAY SPACE - \$350 - (small sole-proprietors or small non-profit organizations only; **no franchises or corporate agents**) - Includes a 5' x 10' size space. Must provide own table and chairs. Only one table per space permitted. Vending spaces are outdoor and therefore may not be suitable to vendors with items that are sensitive to extreme weather conditions.

NOTE: One table and 2 chairs may be provided for an additional \$100.00 refundable deposit.

Payment is due on or before June 4, 2010

Enclosed is my payment for the amount of \$_____ for a:

Food Kiosk Sponsor Booth Business Booth Arts & Craft Vendor Tent
Display Space

Credit Card Information

Type of Credit Card: Visa Master Card American Express Discover

Credit Card #: _____ Name as it appears on card: _____

Exp. Date: _____

INCLUDE A SHORT DESCRIPTION OF YOUR BUSINESS/ORGANIZATION.

PLEASE DESCRIBE IN FULL DETAIL THE ITEMS THAT YOU WILL BE SELLING OR DISTRIBUTING DURING THE "HISPANIC FIESTA."

FOOD VENDOR

PLEASE LIST ALL FOOD ITEMS AND THEIR PRICES OFFERED FOR SALE AT 'HISPANIC FIESTA'

- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____

NOTE: Application's without food items and there prices will not be consider.

All Hispanic Fiesta vendors must comply with the following regulations as set by the Council of Spanish Speaking Organizations, Inc. (Concilio), the Penn's Landing Corporation (PLC) and the City of Philadelphia (City).

Festival Vendor Guidelines

A. Vendor setup/Vendor break-down

1. All Vendors are to use the Great Plaza Walnut East parking lot entrance only, as the load-in location.
2. Fiesta Vendors must be as self sufficient as possible. All carts or dollies must be manually operated. Vendors will not be permitted to use motorized carts or vehicles on Penn's Landing site outside of designated parking areas. Concilio is not under any obligation to provide assistance to Fiesta vendors. No Fiesta vendor will be allowed to set-up without the presence of an authorized Concilio staff. Registration and set-up time will be from 8:00 to 11:00 a.m. on both days. No one will be allowed to register after 11:00 a.m.
3. **Fiesta vendors must begin to dismantle their operations and clean up your site no later than 7:00 p.m. Vendors must completely cease operations by 8:00 p.m. All vendors, crafters, sponsors must be off the Great Plaza by 10:00 p.m. Vendors will be responsible for any staff overtime charges incurred as a result of not ceasing operations at the scheduled conclusion time.**
4. All food vendors must have an approved all-purpose fire extinguisher on site. Extinguishers must be approved for oil fire as well as ordinary combustibles fires.(A) & (B) Rating.
5. Electric generators are not permitted to be used on Penn's Landing property.

B. Vending Guidelines

1. Food Vendors must display price list for all food items at "Hispanic Fiesta"
2. Vendors will refrain from selling items that will cause excess litter and or cause damage to Penn's Landing. Those items include confetti, silly string, snap pops, fireworks, etc.
3. Vendors will refrain from selling items that are not indigenous to or representative of Latino culture, i.e. sport equipment, housewares, watches, sunglasses, generic clothing items which are not culturally relevant or related to the theme of the event.
4. Vendors will refrain from selling items which violate copyrights or trade marks, or items which are of a carnival-like nature, such as, games of chance, etc.
5. All vendors must comply with all City, State, County and Federal regulations. Additionally, all vendors must have on their person, all necessary documentation to prove their compliance with those regulations.
6. All vendor uniforms and storage areas must be kept neat and presentable at all times.
7. All vendor booths must be ready for business at least one (1) hour prior to the start of the event.

8. All vendor locations must be kept neat and presentable at all times. Vendors must continuously clean booths throughout the event. Penn's Landing Corporation suggests that all food vendors bring their own equipment, e.g., brooms, to maintain the cleanliness of their location. Cardboard boxes should be broken down and stacked next to the trash receptacles. All items must be stored inside the assigned booth while in operation. All food vendors must have cardboard or wooden floor coverings under all areas where food is cooked and served.
9. No glass bottled beverages will be allowed on Penn's Landing's grounds at any time. All beverages must be served to the public in aluminum cans or in paper or plastic cups.
10. All items must be stored inside the assigned space while in operation.
11. Vendors must sell or promote their products at their designated spaces only and will not be permitted to solicit customers at other plaza locations. Vendors may solicit a written permit to hang signs on other locations.
12. All food vendors must have current Health Department, business privilege license, and L&I certification, to be presented when asked by a Concilio, Penn's Landing or City of Philadelphia official.
13. All food vendors must actively follow all prescribed guidelines for handling, preparation, sale and storage of their food items.
14. Vendors must refrain from selling any items on the Core Vendors Food(s) List. These are:

Smoothies	Chicken Wings
Ice Tea	Hot Dogs
Lemonade	
Water(not including Dessani)	Hamburger/Cheeseburger
American Brand Sodas	Steak/Cheese Steaks
Italian Water Ice	French Fries
Irish Ice	Funnel Cake
Fruit Salad	Fish Cake/Crab Cake
Pretzels	Chicken Fingers

14. **The sale of alcoholic beverages, items containing tobacco (e.g., cigarettes, cigars, chew, etc.), illegal substances, and illegal substance paraphernalia is strictly prohibited.**

C. REQUIREMENTS FOR TEMPORARY FOOD SERVICE OPERATIONS

1. Food Protection -Potentially hazardous foods must come from approved licensed facilities or be prepared on-site, subject to Health Department approval. All food items must be properly protected from contamination at all times.
2. All booths/food service areas must have overhead protection such as a canopy, tarp, tent, etc. Side protection/barriers or booth enclosure must be provided to prevent contamination hazards from weather or other conditions.
3. All cooking, heating, and hot holding equipment such as chafing pans and hot plates must be located away from the public for safety or be provided with an approved physical barrier and proper sneeze guard protection. All foods that are unwrapped and on display or are subject to customer contamination during preparation or cooking must also be properly protected. The sneeze guard or physical barrier design and construction materials must be included with the submitted application.
4. Condiments for patron self service must be dispensed from an approved dispensing unit, or be prepackaged single serve portions.

5. Equipment must be provided to keep all food, ice, and food related items stored off the ground at all times.
6. All food items must be transported, stored, and served using approved food grade containers, utensils, and equipment.
7. Temperature Requirements - All food items must be kept at proper temperatures at all times during transportation to the event site and during storage and display at the event.
8. Refrigerated (cold) perishable food items must be maintained at 41° F or below. Frozen foods must be maintained at 0° F or below. Hot foods must be maintained at 140° F or above.
9. An approved thermometer must be provided to monitor the temperature of all food items and proper cooking temperatures for foods must be checked using an approved accurate thermometer.
10. Hot foods prepared and cooled prior to the event must be cooled in an approved manner.
11. Prepared foods may only be used the same day is prepared.
12. Hygiene Requirements - Personnel must wear clean outer garments and must keep their hands clean at all times while engaged in handling food, drink, utensils or equipment.
13. Personnel must wear a suitable head covering or hair restraint to protect the food from contamination.
14. Hand washing facilities, equipment or stations will be provided with running water and set up and used by food handlers before food preparation work. The use of pre-packaged toweletes may be acceptable for operations not involving the preparation of food, only when prior approval has been obtained.
15. Connections to fire hydrants and other non potable water supplies for food preparation, equipment washing, and hand washing purposes is prohibited.
16. Ice - the use of block ice is not approved. All ice must be from an approved source, properly labeled with manufacturers name and address.
17. Refrigeration units (coolers, cans, bins) must be continuously self draining to an appropriate waste water holding unit.
18. Ice used in direct contact with food items, such as drinks, must not be used for any other purpose. Ice for beverages must be dispensed using a scoop or other approved means.
19. Cleanliness - All equipment, utensils, personnel, and area must be kept clean at all times.
20. Refuse containers must be provided for the operation and for patron use.
21. All equipment must be approved and designed for the type of use at the event function. The use of wood as a material for work tables or other uses where it is subject to food contact is prohibited.
22. Extra food handling utensils must be available if approved equipment washing facilities are not provided.
23. Provision must be made for the proper sanitization of all multi-use utensils. This will require that a three compartment sink or other means approved by this Department be available for use.
24. The area/booth must be maintained clean and thoroughly cleaned before vacating the site.
25. Food Vendors must bring containers for their liquid refuse (e.g., grease, oil, gravy, sauce, juice, etc.) and dispose of it off-site. In the event that Penn's Landing

Corporation or Concilio determine that additional site cleaning will be required due to excess refuse and or grease, the Vendor will be financially responsible for all costs associated with the clean-up.

D. Damage to Concilio and Penn's Landing Property

1. Vendors will be held liable for any and all damages or theft caused by them or their agents to any of Concilio's and PLC's property including the following: Tents, tables, chairs, landscaping, masonry, booths, fountains, stage sound and equipment, radio equipment, fixtures, and dressing rooms.

Agreement Acknowledgment

I hereby affirm that all the information I have provided is true to the best of my knowledge. And, that I have read and understood all the regulations contained herein. I also understand that any violation to the aforementioned regulations will render this agreement null and void. That any violation of this agreement will revoke your license and all privileges allowed to me through this agreement, not limited to the confiscation of goods and the risk of expulsion from the Hispanic Fiesta.

There will be no reimbursements of fees caused by expulsion, loss of business or for cancellation due to acts of nature, or extreme weather conditions.

VENDOR'S SIGNATURE

DATE: _____

