



11th Annual Gardendale Magnolia Festival

Gardendale Civic Center | May 4-5, 2012

The Total Family Experience

(Friday Night Ignite)Carnival/Entertainment/Limited
Food/No craft/business booths May 4, 5pm-9 pm

(Saturday) Full Day of Festival Activities

(See website for details www.magnoliafestival.org)

Dear Potential Food Vendor,

Please read entire letter. We have a few food vendor spots left for Gardendale's 11th Annual "Gardendale Magnolia Festival." Please email me before mailing your application to be sure we have an opening for what you prepare and discuss availability of Friday night spots. Please be prepared to give references/list of recent events if you are a new vendor for GMF.

The festival will be held on Friday, May 4 and Saturday, May 5, 2011. We moved the weekend to avoid both Alabama and Auburn A Day games. We are hoping this will almost double our crowd.

Contest: This is Alabama Dept. of Tourism's "Year of Food", so we are asking each food vendor to feature one item on their menu and highlight it with additional signage. On your list of menu items to be mailed with application, circle the item you will be featuring. This will help me decide which menu items/food vendors to feature in our newspaper articles. The sign can be on a chalkboard/foamboard/vinyl, etc but must say somewhere on it "Alabama Tourism's "Year of Food 2012". The sign should also include the menu item, price and vendor's name. This menu item can be one of your old favorites or a special item you create just for GMF and Year of Food. At 11:00 a.m. Saturday, GMF volunteers will walk around and collect 1 serving of each food vendor's featured menu item for a GMF committee to judge. There will be two \$50 winners: (1) GMF 2012 Winner and (2) Crowd's Choice. After the lunch crowd has had time to choose where to eat lunch and vote, at 2:00 pm the winners will be announced on Civic Center Stage and GMF volunteers will deliver announcement to ALL food vendors. The crowd will vote at all ticket booths and inside civic center info booth. In addition to the \$50, winners will receive a special yard sign they can place in front of their booth space and take with them to continue to display at each festival showing the crowd their featured item was chosen as GMF's Year of Food winner. Participation is not mandatory, but strongly encouraged.

The GMF's proceeds has always benefited college scholarships to high school seniors in the past and will again this year, but we have added two charities to assist this year: The Cornerstone Ranch (Christian based ranch for youth in need.) and Breast Cancer Research

Foundation of Alabama.

We will begin Friday Night Ignite with a professional carnival, one stage of live entertainment, and limited food vendors in the Gardendale First Baptist Church parking lot, while Vendor Village booths are being set up on the Gardendale Civic Center Complex inside and outside across the street. If you are a Saturday only food vendor, you may set up on GCCC Friday, if desired. We will have an impressive fireworks display at 9:00 pm. It's an evening of live musical entertainment on Friday, April 15 from 5 pm-9 pm. Saturday will be a full day of festival activities including arts and craft booths/business booths (Vendor Village), pooch parade, 3 stages of live entertainment, carnival, ponies, classic car show, Kids 'n Art classes, and of course plenty of FOOD from 10:00 a.m. to 5:00 p.m. at the Gardendale Civic Center AND across the street at Gardendale First Baptist Church parking lot. If you want to vend on Friday and Saturday, you may be asked to move your set up back across the street on Food Court row. We have limited space available on Friday and need to divide food booths up since crowd is so large on Saturday. Call or email me if you have questions.

The city of Gardendale is excited to invite you to participate in our family friendly festivities this year. The Gardendale Magnolia Festival planning committee strives to make this a profitable, convenient and enjoyable event that will merit your participation every year. The festival will be featured in *The Birmingham News*, *North Jefferson News*, television ads, 159 digital billboard, Alabama Dept. of Tourism website/calendar/hotel and rest stop tourism racks, GMF posters, flyers, as well as our incredible website www.magnoliafestival.org We have received over 14,000 hits on our website just since January 2011.

We were pleased with the quality of food vendors last year and the visitors told us they loved the shorter lines. **Please remember to have adequate signage listing all items and prices.** If a customer cannot see/read what you have to offer and the prices as they walk by, they are likely to just keep walking b/c they know you don't have time to personally tell them what's on your menu. Signs must include all items being sold that day in LARGE lettering and all prices clearly marked. Please make signs look as professional as possible.

Important: We are very excited to announce to our food vendors that we will be allowing vendors on Friday Nite Ignite even if they serve food items that are not prepackaged. Last year, the Jefferson County Health Dept. would only allow these types of vendors on Friday in order to prevent every vendor (even if they were only vending on Saturday) from paying a \$100 permit fee b/c it was a 2 day event. This year, they have changed their rules and we will be able to have prepared food on Friday AND Saturday. If you are a returning vendor, then you know Friday Nite Ignite is contained on the GFBC parking lot; therefore, some food vendors that choose to vend on Friday will have to move their set up across their street after Friday Nite to the Food Row on the Civic Center grounds. **Please email me your request to vend for Friday Nite Ignite BEFORE mailing in your application.**

More good news: You no longer have to fill out a health dept. questionnaire! I have attached their new very simple Food Vendor Information sheet. Just put your concession name on line #1., your phone #, and list your menu items with prices, please.

GMF will inspect all food vendors to make sure they are abiding by health dept. rules this year. Gardendale fire dept. will also inspect booths.

Exhibit spaces are reserved on a first paid, first served basis. **Checks cannot be post dated and will not be held.** Each exhibitor must provide his or her own table, chairs, tent, and signage. Canopy tents are highly recommended for outside and must be secured if on concrete (Friday Night Ignite is all concrete). Electricity is available for an additional charge. **\$25 PER DAY, not per application.**

Please fill out the application form **and the sign the "Waiver & Liability form"** and return to us with payment as soon as possible to: Gardendale Magnolia Festival, 5237 Short Leaf Lane, Gardendale, AL 35071

We look forward to seeing our returning vendors and welcoming many new ones for what we know will be another successful Gardendale Magnolia Festival. If you need further information, please email Kathleen Phillips at kphillips1313@charter.net or call/text 205-514-6977 and leave a message if I cannot answer immediately.

Sincerely,

Kathleen Phillips
Gardendale Magnolia Festival Event Coordinator
kphillips1313@charter.net

Note: New Brookside RV campsite available about 5 miles from Civic Center:
21 sites; primitive sites \$10. With water and electricity \$20. New showers in restrooms. Located near Brookside ballpark. For more information, call Mayor Roger McCondichie at Brookside Town Hall: 647-9275



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FOOD VENDOR 2012 TERMS AND CONDITIONS

Please read carefully. We've made several changes and improvements.

ACCEPTANCE POLICY - The Magnolia Festival Committee reserves the right to reject, in whole or in part, and at any time, any exhibit or product of any individual, which in its opinion is questionable or objectionable to vendors or others by returning the space fee paid by the exhibitor. The Gardendale Magnolia Festival will not be liable for paying any travel expenses, lost revenue or any other liability whatsoever beyond the space fee paid by the exhibitor as a result of enforcing this provision.

LOCATION OF EXHIBITS –Gardendale Civic Center. Assignments will be given at registration. Some adjustments may be made so as not to place to similar goods vendors side by side. Adjustments may also be made to accommodate locations of electrical outlets. If the Gardendale Magnolia Festival deems it to be in the best interest of the festival, the GMF committee may assign the Exhibitor an alternate space prior to or during the festival. The decision of the GMF committee is final. If you choose to participate on Friday, you must be *willing* to move your entire set up to the civic center at 9:00 pm Friday night.

DEFAULT IN OCCUPANCY - In the event Exhibitor fails for any reason to install its exhibit in its assigned space, GMF has the right, at its sole discretion, to retain all sums previously paid by vendor. The GMF committee will make every effort to work with any Exhibitor experiencing a death, bodily injury or unforeseeable circumstance during the Gardendale Magnolia Festival.

SET UP TIMES & DISMANTLING -

Friday and Saturday vending: Gardendale First Baptist Church on Friday night: Set up may begin anytime Friday after 9:00 a.m.. and must be completely set up by 4:00 pm if vending at Friday Nite Ignite. Must be willing to move entire set up to civic center spot at 9:00, unless special permission has been granted. Saturday registration is 6 a.m.- 9:00 a.m. inside civic center. You must be set up by 9:00 on Saturday. Come early or on Friday, if possible. Register at Gardendale Civic Center-970 Main Street.

Email about registering earlier on Friday with special permission. Saturday registration: between 6 am and 9 am, but must be completely set up by 9:00.. Highly recommend Friday set up due to large volume of arts and craft vendors blocking traffic on Saturday. If you must set up on Saturday, feel free to come by Friday between 9 a.m.-7:00 and register to get your number and location to help prepare for set up.

The Gardendale Magnolia Festival, Civic Center, & City of Gardendale will not be held responsible for any items left overnight in an outside space. Security will patrol the area Friday night, but ultimate responsibility is yours.

ALL EXHIBITS MUST BE COMPLETELY SETUP BY 9:00 a.m., -Saturday *NO vendor will pack up before 5:00 p.m. on Saturday of festival.* Booths that ignore this rule will not be invited back next year. Booths must be packed up and vacated by 7:00p.m.Saturday. **No water supply is available unless worked out with Magnolia Festival committee in advance.** The exhibitor is responsible for their own table, chairs and any signage.

EXHIBIT AREA - Nothing shall be nailed, stapled or otherwise affixed to inside walls, sidewalks or streets of the Festival area. Exhibitor's booth must conform to the size restrictions of the Festival and not interfere with walkways or adjacent booths in any way. All exhibits are to be in keeping with the overall **family-oriented** theme of the festival. Tents are highly recommended outside for protection against elements and overall look of festival. Alcohol is not allowed on Festival grounds. Exhibitor's booth must be open and staffed during entire Festival hours. No items will be sold the GMF deems dangerous or unsuitable for a family atmosphere. Any item(s) that the exhibitor does not voluntarily remove after notification, will be confiscated and returned at the end of the festival.

These codes will be inspected this year. Exhibitors may request electrical power for an additional fee (See *attached registration form*). All extension cords used at the Festival must be supplied by the exhibitor and be the heavy duty three-wire type. Exhibitor should bring at least 100' in length for electrical hookup. Minor First Aid will be available at the Festival.

GENERAL - No food or beverages will be sold or given away without the Gardendale Magnolia Festival committee's approval. Voice or music amplification systems are not allowed without prior approval.

TAXES - All exhibitors are solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the festival. Vendor understands that they are responsible for paying their own City, County & State taxes. Envelopes will be provided at registration from each governmental agency to submit the appropriate taxes. The City of Gardendale will not require any special licenses for this one-day event, however, city taxes are not exempt. County and State collectors **may** come around at end of festival to collect. If they do not, mail them in to the appropriate office when you pay your monthly sales tax. Do not attempt to give festival staff money envelopes.

If you have a GFBC church parking lot booth on Friday, be prepared to weigh your tent poles down in case of wind. All GFBC parking lot spots on Friday will be pavement and will need weights on tents.
This is a Rain or Shine Event and No Refunds Will Be Given for Weather Conditions.

******IMPORTANT INFORMATION - PLEASE KEEP FOR YOUR REFERENCE******



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RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT

This agreement is made (month/date) _____, 2012 between
(print your name here) _____, herein
referred to as "Independent Contractor" and the Magnolia Festival. IN CONSIDERATION FOR
PARTICIPATION in the MAGNOLIA FESTIVAL, the undersigned hereby agrees to the following:

1. Independent Contractor releases and forever discharges the MAGNOLIA FESTIVAL, its board of directors, agents, employees (including volunteers) and the City of Gardendale from all liability due to loss or damage and any claim or demand therefore, on account of injury or property damage sustained by any individual or entity resulting from the Independent Contractor's use of or participation in the MAGNOLIA FESTIVAL.
2. Independent Contractor agrees to indemnify and hold harmless the MAGNOLIA FESTIVAL, its board of directors, agents and employees (including volunteers) and the City of Gardendale from any loss, liability, damage or cost, including attorney fees, arising out of Independent Contractors participation in the MAGNOLIA FESTIVAL, whether caused or not by the negligence or willful act of the Independent Contractor or any other persons or entity.
3. Independent Contractor hereby assumes full responsibility for the risk of bodily injury, death or property damage relating from or arising out of Independent Contractors participation in the GARDENDALE MAGNOLIA FESTIVAL.
4. The undersigned further expressly agrees that the forgoing RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT is intended to be as broad and inclusive as permitted by the laws of the State of Alabama. If any provision of this Agreement is held by a Court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions shall nevertheless continue in full force and effect without being impaired or invalidated in any way.
5. Independent Contractor has read and understands the RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT, is authorized to and voluntarily signs the same.

Signature of Independent Contractor

Date _____



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2012 FOOD VENDOR APPLICATION

Applications must be received by Monday, April 4, 2012. Late fee \$10.00 if space available.
 Please read the Food Vendor Terms and Conditions before filling out application. New Health Dept. info.

BUSINESS NAME: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

EMAIL ADDRESS:(required) _____

CITY, STATE, & ZIP _____

PHONE: (c) _____ (business) _____

PRICING:
 (Check one)

TYPE OF VENDING UNIT:
 (Check one)

Single food item -\$75 (\$3.00 an item or less)
 (Do not check this category if you
 serve beverages or side items with your
 main item. That is more than one item.)

Tent
 Trailer
 Push Cart/Stand
 Other

Multiple food items or one item \$3.01+ - \$175/day

Friday Night Ignite vending 5pm-9:00pm (Friday vending is by approval only/limited space). Email to request at
 kphillips1313@charter.net)

Electricity - \$25 **per day** (limited) Prices reflect one (10x12) space. \$75 for additional **per day**(10x12) space.

TOTAL COST: Friday \$ _____ Saturday \$ _____ Late Fee \$ _____ Electricity(s)\$ _____ Extra space(s)\$ _____

Total \$ _____

Picture of operation attached _____ (required) I Understand signage must be complete and large lettering _____(initials)

(Important: Measurements must include ALL space needed. Length is side from which selling is done, width is the depth of unit, and height is how high the unit is, including decoration).

If you operate a generator, silent generators are required. Electricity is available on a first come first serve basis and is limited. Any vendor requesting power must furnish their own heavy duty extension cord of not less than 100ft. Make checks payable to Gardendale Magnolia Festival 2012 and mail to: 5237 Short Leaf Ln, Gardendale, AL 35071

_____ Date received _____ Health Dept. form attached _____ Waiver/Realease attached
 _____ Picture attached _____ check number _____ confirmation sent



Jefferson County Health Dept. Food Vendor Menu List

(This is the only document you have to fill out for health dept. this year.
Mail in with application. Do not mail to health dept.)

Name of Vendor _____

Circle date(s) you will be vending. Friday Saturday
(Must have prior permission to vend at Friday Nite Ignite.)

Item:

Price:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.