



## 2011 Swallows' Day Parade & Mercado

### **Booth Information**

The 2011 Swallows Day Parade & Mercado takes place on Saturday, March 26, 2011 from 8:00 am to 5:00 pm (Parade is from 11:00 to 1:30 pm). All booths must be set up before 8:00 am and remain set up until 5:00 pm. **This is a rain or shine event, which simply means that this event will not be rescheduled.**

1. All booth applicants must submit the following to the San Juan Capistrano Fiesta Association (referred to as SJCFA in this document):
  - 1.1 An SJCFA **Booth application** (enclosed), must be included with a check made payable to the SJCFA.
  - 1.2 A City of San Juan Capistrano Business License Application (form enclosed) and check made payable to the SJCFA for \$5.00. Currently licensed San Juan Capistrano business and non-profit groups are exempt from the \$5.00 fee. However, the form must be completed indicating so, and returned in the packet.
  - 1.3 There is a \$50.00 Cleaning Deposit required, with the check made payable to the SJCFA. This Deposit can be held over for the following year, to insure your space, or returned at the end of the event, IF your booth area, after inspection has been cleared by the SJCFA representative. You are responsible for all trash removal and must provide trash bins at your own booth. If your area is not clean, your \$50.00 clean up Deposit will be surrendered to the SJCFA.
2. **Applicants wishing to serve food (hot or cold, snacks or beverages) are required to contact the Orange County Health Department for their own Food handling permits. The Health Department has advised us that all food booths WILL be inspected and the health rules will be strictly enforced.**

All food booths MUST obtain and display a separate handling permit from the Orange County Health Department. There are different regulations for commercial and non-profit operators.

- 2.1 For food permit information and application contact:  
The Orange County Health Department at (714) 834-7700  
or visit [www.ocgov.co](http://www.ocgov.co).
- 2.2 Nonprofit organizations must be prepared to provide official, legal documentation showing your nonprofit status.



3. Rules and/or Restrictions pertaining to booth operation and merchandise are as follows:
  - 3.1 All booth operators must operate from a stationary location. Moving vendors WILL NOT be permitted and will be escorted from the Mercado area by the Orange County Sheriff.
  - 3.2 The City of San Juan Capistrano prohibits the use and/or consumption of any alcoholic beverage on any city street or in public areas.
  - 3.3 All booth operators must display both their BOOTH PERMIT and CITY LICENSE in their booth on parade day or be subject to a fine and/or closure.
  - 3.4 Vendors are required to have a current, valid California Board of Equalization "Sellers Permit" (nonprofits included). Sales tax is to be collected as required by state law. This is the Vendor's responsibility. For permit information and application contact:

State of California – Board of Equalization  
23141 Moulton Parkway – Suite 100  
Post Office Box 30890  
Laguna Hills, CA 92654-0890  
(949) 770-2157 ext. 324
  - 3.5 Due to the large number of horses in San Juan Capistrano on parade day, it is necessary for all concerned to take extreme care to not "SPOOK" the horses. Balloons of any kind or other floating objects, streamers, silly-string, poppers, ANY TYPE of "homemade" weapons and noise makers are not to be displayed, sold or carried. Any violation could result in injury to the horse, the rider and/or spectators. These items WILL NOT be tolerated and will be cause for surrender of the vendor space with out refund.
  - 3.6 No items may be displayed or sold which imply an official endorsement by the SJCFA. The following are specifically prohibited:

The San Juan Capistrano Fiesta Association's Name and/or logo  
The name "Fiesta de las Golondrinas"  
The name "Fiesta Association"
  - 3.7 Actual or Implied gang material will not be allowed.



- 4.0 The deadline for all applications and fees to be turned in is **Monday, March 1, 2011. Applications postmarked after that date will be returned to sender. No exceptions. Return completed Booth Package information to:**

**SJCFA – MERCADO  
PO Box 532  
San Juan Capistrano, CA 92693**

- 5.0 Approval of Booth Space/documents will be returned to you by mail.
- 6.0 The San Juan Capistrano Fiesta Association does not supply any canopies, tables/chairs or electricity. This is an additional cost and arrangements must be made and items paid for before the event.
- 7.0 Booth space size is 10'x10'.

**I have read and agreed to all of the above described conditions and restrictions. I understand that non-compliance with these conditions and restrictions constitutes ground for surrender of my booth space and deposit before or during the event and will result in additional fees and/or fines.**

**SIGNATURE of APPLICANT:** \_\_\_\_\_

**BUSINESS OR ORGANIZATION NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** ( \_\_\_\_\_ ) \_\_\_\_\_ **Alt. PHONE:** ( \_\_\_\_\_ ) \_\_\_\_\_

**DATE:** \_\_\_\_\_ **PREVIOUS YEAR BOOTH SPACE:** \_\_\_\_\_