

San Juan Capistrano



Fiesta Association

TO: 2012 Mercado Vendors

**From: Kathy Hooper
Mercado Chairperson
San Juan Capistrano Fiesta Association**

Welcome to the 2012 Fiesta de las Golondrinas Mercado!

My name is Kathy Hooper. I am pleased to once again be the Chairperson of the 2012 Mercado. This is my sixth year as the Chair, and I look forward to another successful event for our community. Please find Included with this letter, the 2012 Mercado Application and Booth information package.

As a possible new vendor I'm sure you have all kinds of questions, I will try to answer them now and if I don't feel free to contact me. I have had to make some very difficult decisions for this year's event. For the past several years I was able to keep the booth spaces with out an increase. However this year I have to raise the price. The City of San Juan has allowed us to use the Mercado site for free in years past now; the rental cost is being transferred to our event, so I have to split the costs with all the vendors.

You will see the costs on the Booth Application sheet (attached). The City is also charging us for the use of electricity. Those vendors needing electricity will be charged a fee of \$30.00 for the service for the day. You can provide your own generator with prior approval of the Mercado Chairperson. This year we have added an "informational area". You can purchase a space that fits a standard card table (34"x34"). No selling is allowed, just information about a company or your business.

We work very closely with the Orange County Sheriffs Department to ensure a safe and smoothly run event, not just for patrons but for you, the vendor as well. We take great pride in providing family activities that enhance the event, and will continue to do so this year.

Please know, just as in previous years, there are more interested vendors than there are vendor spaces. Please be sure to submit all completed paperwork and payments PRIOR TO the stated deadline to avoid any complications or disappointments.

The annual Swallows Day Parade and Mercado is a cherished tradition here in San Juan and a Community celebration. I thank you for your interest in participating, and remind you that together we will, once again, create an impressive event and a memorable day for everyone who attends. Thank you.

Sincerely,

Kathy

Mercado Chairperson



2012 Swallows' Day Parade & Mercado

Booth Information

The 2012 Swallows Day Parade & Mercado takes place on Saturday, March 24, 2012 from 8:00 am to 5:00 pm (Parade is 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 A completed SJCFA Booth Application Package (enclosed), with Fee check made payable to the San Juan Capistrano Fiesta Association (SJCFA). Page 3 of this "Booth Information" form is the "contract" between the "Vendor" and the "SJCFA". **This contract must be signed and sent with the application to be considered for approval.**
 - 1.2 A City of San Juan Capistrano Business License Application (enclosed) and check made payable to the SJCFA for \$5.00. Currently licensed San Juan Capistrano businesses are exempt from the \$5.00 fee. Proven 501-3C Non-Profits are also exempt with a copy of Non-Profit status sent with application.
 - 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, at your request 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 the day of the event.
2. Applicants serving any food, hot, cold, snacks or beverages are required to contact the Orange County Health Department personally for their own Food handling permits. The Health Department has advised us that all food booths WILL be inspected before the event and the health rules will be strictly enforced. The day of the event, all handling permits must be displayed at the booth site.
These "permits" WILL NOT be obtained by SJCFA.
- 2.1 For food permit information and application contact:
The Orange County Health Department at (714) 834-7700
or visit www.ocgov.co.

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- 2.2 Nonprofit organizations must be prepared to provide official, legal documentation showing your nonprofit status.
- 2.3 The Orange County Health Department requires specific sinks for our Food Vendors at this event. This year the costs of the sinks are included in your booth space fee.
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 All booth operators must display a copy of their SJCFA BOOTH PERMIT and the CITY of SJC LICENSE in their booth on parade day or be subject to a fine and/or booth closure.
 - 3.3 All Vendors are required to have a current, valid, California Board of Equalization "Sellers Permit" (Non-profits 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
<http://www.boe.ca.gov/>
 - 3.4 Due to the large number of horses in San Juan Capistrano on parade day, it is necessary for all concerned to take extreme care not to "SPOOK" the horses. Balloons of any kind, 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 of this rule could result in injury to the horse, the rider and/or spectators. These items WILL NOT be tolerated and will be cause for immediate surrender of the booth space without refund.
 - 3.5 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"

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- 3.6 Actual or Implied gang material will not be allowed.
- 3.7 The City of San Juan Capistrano prohibits the use and/or consumption of alcoholic beverage on any City street or in non-designated public areas.
- 4.0 The deadline for completed applications and fees is **Friday, March 2, 2012**. Applications postmarked 03-02-12 will be returned to sender. **No exceptions.**

Return completed Booth Package to:

**SJCFA-Mercado
Post Office Box 532
San Juan Capistrano, CA 92693**

- 5.0 Approved documents and assigned Booth Space package will be returned to you by mail.
- 6.0 The San Juan Capistrano Fiesta Association does not provide canopies, tables/chairs or electricity. They are available at an additional cost. Arrangements must be made in advance and items paid for prior to the event.
- 7.0 The Mercado booth space size is 10'x10'. Informational space is 34"x34"

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

SIGNATURE of APPLICANT: _____

BUSINESS OR ORGANIZATION NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: (_____) _____ **E-Mail Address:** _____

DATE: _____ **PREVIOUS YEAR BOOTH SPACE:** _____

2012 Swallows' Day Parade & Mercado Booth Application

Booths must be ready for business by 8:00 a.m., on March 24th and REMAIN set up until 5:00 p.m.

2012 Vendors may begin booth set-up at 6:00 a.m.

The Swallows' Day Parade & Mercado is a family oriented event. All items (including content) displayed and/or offered for sale, are subject to review by the SJCFA.-Mercado Chairperson. Objectionable materials, WILL NOT be approved for sale. Objectionable materials consist of: Inappropriate content items, Balloons, ANY type of toy guns i.e.: silly string, rubber band guns, marshmallow poppers or Projectile items.

Items containing the official S.J.C.F.A. logo, the wording "Fiesta de las Golondrinas" and/or "San Juan Capistrano Fiesta Association" and/or "Fiesta Association" MAY NOT be displayed or offered for sale. There will be no event day exceptions.

Booth FEES

Informational Space-(business or individual)	\$ 75.00
Nonprofit Organizations-(501-3C proof required)	\$175.00
Commercial (business or individual)	\$225.00
Food Vendor (business or individual)	\$275.00
 Cleaning Deposit (required)	 \$ 50.00
City of SJC One Day Business license	\$ 5.00

Rentals are available and must be paid for at time of submittal of application.

Electricity	\$ 30.00
Canopies (10' x 10')	\$ 82.00
Table (6')	\$ 15.00
Chairs (2)	\$ 3.00

BOOTH APPLICATION & FEES MUST BE RETURNED BY March 2nd, 2012.

(Booth spaces are assigned on a first-come, first-served basis. Full payment is required for assignment)

RETURN TO: S.J.C.F.A. - P.O. BOX 532 SAN JUAN CAPISTRANO, CA 92693

Company/Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Hours: _____ Alternate Phone:(____) _____

Contact (Print): _____ E-Mail Address: _____

Please specify type of booth requested and description of products to be sold:

Booth Information: _____

Product Description: _____

Exact Food to be sold : _____

Type of booth: _____ \$175.00-Nonprofit _____ \$225.00-Commercial/Individual	\$ _____
_____ \$275.00-Food Vendor _____ \$75.00-Informational	\$ _____
Electricity per booth _____ (\$30.00) (Amps required _____)	+ \$ _____
Rentals required: _____	+ \$ _____
Total Booth Fees Payable to: SJCFA (Enclose in submittal)	\$ _____

Required Cleaning Deposit (Fee waived if held at your previous request)	
Total Deposit Fees Payable to: SJCFA (Enclose in submittal)	\$ 50.00

City of San Juan One day Business license (fee waived with attached proof of existing SJC City license).	
Total Business license fee payable to: SJCFA (Enclose in submittal)	\$ 5.00

For further information, e-mail Kathy at kathlynn@cox.net



City of San Juan Capistrano

32400 Paseo Adelanto • San Juan Capistrano, CA 92675

Tel. (949) 493-1171 • Fax (949) 493-1053

www.sanjuancapistrano.org

SJC FA - MERCADO

RETURN THIS FORM WITH FEE TO:
City of San Juan Capistrano
Dept. of Administrative Services
32400 Paseo Adelanto
San Juan Capistrano, CA 92675

(PLEASE PRINT)

Business Name _____ Phone (____) _____

Location _____
Address Suite # City State Zip

Mailing Address _____
Address Suite # City State Zip

Business Owner/Title _____ Soc. Sec. No. _____

Home Address _____
Address State Zip Home Phone

Business is a Sole Proprietorship Partnership Corporation (list all officers & titles) LLC E-mail: _____

Name / Title _____ Address _____ Home Phone _____

Name / Title _____ Address _____ Home Phone _____

Type of business (Give full description) _____

Operating date at this location 03/24/12 No. of employees _____ If business is located in San Juan, approximate sq. footage of space _____ sq. ft.

State Sales Tax _____ Federal Employer I.D. No. (FEIN) _____

State Employer I.D. No. _____ State Contractors License No. _____

(CONTRACTOR'S LICENSE # REQUIRED FOR VERIFICATION PURSUANT TO AB2823)

PLEASE CHECK THE APPROPRIATE BOXES

New business Name of previous owner and business _____

Yes No Do you plan to solicit? (Requires proof of tax exempt status, list of names, times and locations)

Yes No Will you be vending from a vehicle? (Requires City Vendor Permit)

Yes No Will business be conducted in your home? (Requires Home Occupation Permit if in City of San Juan Capistrano)

PLEASE INDICATE FEES PAID (Refer to attached fee schedule)

Base Fee..... = _____

Application Processing Fee..... = _____

No. of Professional Employees (Dr., Lawyer, CPA, Eng., Etc.)..... X \$25.00 = _____

HOP No. of Non-Professional Employees..... X 5.00 = _____

Run Off Form No. of Vending Machines..... X 1.00 = _____

Sign Permit No. of Housing / Commercial Units (1-4 \$15.00, \$1.00 ea. addl.)..... X 1.00 = _____

Home Occupation Permit (refer to attached fee schedule)..... = _____

National Pollution Discharge Elimination System (NPDES)..... = _____

Other (Flat Rate)..... ONE DAY = \$5.00

Sub Total..... = _____

Late Fees (if Applicable)..... = _____

TOTAL AMOUNT DUE..... = \$5.00

Your Business License will be issued under the provisions of Municipal Code Section 3-1.101. Sec. 4, Ordinance 171 requires the City License Collector to add the following penalties for failure to pay a Business License fee when due; fifty (50) percent of the Business License fee on the thirtieth (30th) day of the month following the due date, an additional penalty of ten (10) percent shall be added on the 1st day of each month thereafter that such fee remains unpaid, provided the total amount of such penalty shall not exceed an amount equal to the amount of the Business License fee due.
I hereby certify under penalty of perjury that I have read and understand the above statement.

Signature: _____ Date: _____

OFFICE USE ONLY

Received by _____ Date _____

Receipt # _____ Amount _____ Cash

SIC Code _____ Check No. _____

Zoning Approved _____ Denied _____

Reason _____

White - Administrative

Yellow - Cashier

Pink - Copy

Gold - Applicant

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TO: 2012 Mercado Vendors

**From: Kathy Hooper-SJCFA
Mercado Chairperson
OCFA-Requirements**

The Fiesta Association and the Vendors for the Mercado will be cooperating with the Orange County Fire Authority. We will be in full compliance with the OCFA Conditions and Specifications. In order to pass inspection the day of our event, I have asked the OCFA Assistant Fire Marshal to provide us with a list of the Conditions and Specifications for this event.

I have attached the information that has been given to me. Please read it and comply with the requirements or face being closed down the day of our Mercado. One requirement not specifically listed by the OCFA, but verbally relayed to me was this: "Please inform your vendors that if they are going to use the "pop-up" 10X10 canopies, the spacing can not go over 400 sqft, because that material is not certified. We except 4- 10X10 canopies then a 10 ft space around the 4 pop-ups in all directions." The Fiesta Association will be responsible for the "space set-up" however; it will be your responsibility to comply with the conditions set by the OCFA as attached.

If you have any questions, please contact me, I will get the answerers for you. We don't want to have the Fire Department shut down the entire Mercado because of a non compliant vendor.

Thank you,

Kathy



ORANGE COUNTY FIRE AUTHORITY

Fire Station #58 • 58 Station Way, Ladera Ranch, CA 92964

Inspection Services - South

(949) 347-2240

www.ocfa.org

PERMIT CONDITIONS AND SPECIFICATIONS

C.2 / T.1 Permit Conditions

General Requirements

Fire Department all weather access roads shall remain unobstructed at all times in order to allow emergency vehicles access for fire fighting purposes.

Tents, canopies and other temporary membrane structures must be adequately roped, braced and anchored to withstand the elements of weather against collapsing.

Electrical equipment and installations shall comply with the electrical code.

There shall be no cooking underneath canopies or in tents unless approved by fire department.

A permit will be required for any canopy over 400sqft and any tents over 200sqft. If you have any questions please call 949-347-2240 two weeks prior to event.

Fire Protection Equipment

All fire protection equipment shall be maintained in an operative condition at all times and shall be replaced or repaired when defective.

The number of portable fire extinguishers required must be maintained at all times.

Clearance around fire protection equipment shall be maintained.

Currently serviced and tagged (by state licensee) fire extinguishers shall be placed so that the maximum travel distance to a fire extinguisher does not exceed 75 feet.

Control of Combustibles

Heaters are prohibited under a tent or canopy.

Flammable or combustible liquids and LP-Gas shall not be stored in a tent or canopy or less than 50 feet from such structures.

All floor coverings, bunting, flammable decorations, or effects must be treated with flame retardant in an approved manner.

Smoking is not permitted in any tent, canopy, or temporary membrane structure or in any adjacent areas where hay, straw, sawdust, or any other combustible materials are stored or used unless approved by the chief. Approved NO SMOKING signs must be conspicuously posted.

Fuel tanks shall be of adequate capacity to permit uninterrupted operation during normal operating hours. Refueling shall be conducted only when the ride is not in use.

Internal combustion power sources shall be isolated from contact with the public by either physical guards, fencing or an enclosure.

Generators and other internal combustion power sources shall be separated from tents, canopies and temporary membrane structures by a minimum of 20 feet and isolated from contact with the public by fencing, enclosure or other approved means.

A minimum of one fire extinguisher with a rating of not less than 2-A: 10-B: C shall be provided in the vicinity of internal combustion power sources.

Concession Stands

Heating and cooking equipment shall not be located within 10 feet of exits, aisles, passageways, combustibles materials or tent/canopy.

Concession stands used for cooking shall have a minimum of 10 feet of clearance on two sides and shall not be located within 10 feet of amusement rides or devices.

A 40-B: C-rated dry chemical fire extinguisher shall be provided where deep-fat fryers are used.

ANY DEVIATIONS FROM THESE CONDITIONS WILL RESULT IN THE REVOCATION OF THIS PERMIT.

Received By

Date

Received BY

Date