

February 15, 2012

Dear Valued Business Owner,

The City of Allen's 17th Annual Allen USA Celebration is set for Saturday, June 30, 2012 at Celebration Park. The event will begin at 4:00PM and end at 11:00PM. After several Food Court area evaluations over the past two years, event staff made changes resulting in a positive experience for customers and a more prosperous event for food concessionaires.

As a food concessionaire you can look forward to the following opportunities:

- **Limited Number of Food Vendors:** This year the event will feature 22 food vendors. By limiting the number of food vendors we hope to provide the opportunity for increased revenue.
- **Application Process:** Due to the limited number of food vendor spaces each concessionaire must submit an application to be reviewed by the Selection Committee whose decision will be based on the following criteria: food selection, pricing, booth appearance and references.
- **AUSA Booth Placement Process:** If selected as a Food Concessionaire, lot placement at AUSA will take place at a pre-event mandatory meeting on June 19, 2012 by random drawing.
- **Reduced Booth Fee:** For those vendors returning for their third season with the Allen USA Celebration we offer a reduced booth fee of \$425. All new vendors will be required to pay a booth fee of \$495. All vendors are afforded the opportunity for the reduced fee on their third season (prices may vary year to year.) Booth fees include; electricity, City of Allen Health Permit, free biodegradable food service materials courtesy of CWD, access to water and a parking pass for your vehicle. Tables, chairs, tents and other accessories will be the responsibility of the vendor.
- **Website Promotion:** The event website is <u>www.allenusa.org</u>. We would like to extend the opportunity for all Food Concessionaires to promote their services on the website with the help of our Marketing Team.

Although there have been many enhancements made to the Food Court over the past years, some aspects have remained the same. All food and beverage transactions will be the handled individually by each concessionaire. Also, all beverage and ice products sold onsite will be provided through the City of Allen's preferred vendors.

We have worked very hard this year to make the 17th Annual Allen USA Celebration the best event to date and we would like to invite valued business owners like you to apply for the event. As usual the event will boasts plenty of food, fun and fireworks and we hope you will join in the excitement.

Sincerely,

Timmy Vessakosol Recreation Program Supervisor tvessakosol@cityofallen.org 214.509.4752 Lyndsey Cecka Center Supervisor lcecka@cityofallen.org 214.509.4751



Food Vendor Application Form

1000	a vendor Application i	OIIII	
Company Name			
Contact Person			
Mailing Address	City	State	Zip
Email Address			
Phone Number	Fax Number		
Foo	od Vendor Application Proce	ss	
Action		Deadline	
Food Vendor Application Pack	et to the City of Allen	March 30, 20	012
2. Selection Committee sets 2012	Vendor List	April 6, 201	2
3. Final Event Applications are Mo	iiled to 2012 Vendors	April 13, 20	12
4. Final Event Applications Due Bo	ick to the City of Allen	May 11, 20	12
5. Mandatory Pre Event Meeting		June 19, 2012 @	[®] 7PM
Please submit as much information as can make the best decision. If you are selected for this year's even supporting materials. The following ite	t you will then receive the Fin	al Event Application	
 Food Vendor Application Form Booth Fee of \$495 or \$425 Refundable Check Deposit of \$150 Food Vendor Menu Description Food Vendor Agreement Agreement of Participation and W Vendor Electrical Requirements CWD Supply Order Form Certificate of General Liability Insur Texas Sales Tax Permit 	aiver of Liability		

*By submitting this application I understand I am not guaranteed a spot at the 2012 Allen USA Celebration.

Completed Temporary Food Permit Copy of Food Managers Certificate

Date



Food Selection and Pricing Form

Please list any and all items you wish to sell at the 2012 Allen USA Celebration. Please keep in mind in the event that you are selected to participate in the Allen USA Celebration a formal menu approval process will take place. The City of Allen cannot guarantee exclusivity, but similar products will be limited.

In order to best serve the Allen USA patrons in an efficient manner, we suggest each vendor serve a maximum of three appetizer/entrées items with one of these items being a sample-sized portion at a mini price. We recommend a price structure with a minimum of \$2 and maximum of \$8.

Course	Items to be Sold	Selling Price
Appetizer / Entrée #1:		_
Appetizer / Entrée #2:		
Appetizer / Entrée #3:		
Other: (Dessert, Chips, Etc.)		

Additional Items for Consideration:	



Vendor Booth Measurements and Diagram

Please draw a diagram of your booth/trailer and how it will sit in the designated 20' by 10' booth space. Include length (including hitch) & width, where your serving window is located, locations of awnings (including dimensions) and any support vehicle necessary. Your trailer/booth must fit inside this area however, if you require more space that allotted please note the actual dimensions on this form.

← ↑	Front of Booth Space 20 feet of Frontage	Trailer Length:ft.	
	20 leel of Hornage	Trailer Width: ft. Awning Location: ft.	
Leff Side of Booth Space 10 feet Deep		Length:ft. Serving Window Location: Support Vehicles Type: Type:	
	Back of Booth Space	*Please don't forget to attach a picture of your booth/trailer set up at another event!	

Please note: The maximum weight for vehicles (trailers, trucks, etc.) allowed on the grass will be 4 tons (8,000 lbs.). In case of rain, City of Allen staff will use their discretion as to what vehicles will be allowed on the grass.



Reference List

In order to determine event loyalty please provide a list of regular events that you attend including how many years you have participated.

Event Name	Years Participated	Contact Information
ditional Information for Considera	ition:	
plication Received By:		
City of Allen Representative		 Date