



Cultural and Family Services Division  
301 N. Pomona Ave.  
Fullerton, CA 92832  
Phone: (714) 738-5335  
Fax: (714) 738-3124

## *FIRST NIGHT 2019 APPLICATION PACKET*

The City of Fullerton will be celebrating the 27th annual “First Night Fullerton”. This popular family-oriented, alcohol free event will take place on Monday, December 31, 2018 from 7:00 p.m. to 12 midnight. The festival will take place in Downtown Fullerton on Harbor Blvd., Pomona Ave., and Wilshire Ave.

The event is free to the public and has an estimated attendance of over 15,000 guests every year. This year’s festival will feature 4 musical stage performances, roaming entertainment, games, food vendors, activities and more. The festival ends at midnight as the sky lights up with an incredible aerial display of fireworks to ring in the New Year.

Businesses and organizations are invited to host food booths, carnival games, activities and novelty concessions (novelty concessions and activities must be related to the event). **The number of booths is limited;** please respond as soon as possible. First Night is very profitable and **we hope that you will participate at this wonderful community event.**

If you would like to participate, please fill out the enclosed application materials. You may mail or deliver your application in person by **Friday, November 9, 2018 at 5:00 p.m.** to:

**Special Events Office  
301 N. Pomona Ave.  
Fullerton, CA 92832**

Although this application packet is rather lengthy; it contains important instructions and guidelines for the event. Please read the packet in its entirety prior to applying for participation and if you have any questions not covered in this packet, please call (714) 738-5335.

Sincerely,  
Joshua Castanon  
Events Coordinator

# FULLERTON'S 27th Annual First Night Fullerton Event

## Guidelines for Participation

Please read these guidelines in their entirety

### 1. Participation Fees and Security Deposit

- A. Participation fee of \$225-\$350 (determined by type of vendor) + \$100 security deposit includes a 10' x 10' space for a canopy (vendors must provide their own canopy); if you require more than a 10' x 10' space you must pay an additional \$225-\$350 per 10' x 10' space.
- B. Vendor is responsible for providing all supplies and equipment necessary for booth operation, i.e. tables, chairs, canopy, appliances, etc.
- C. To receive your security deposit refund in full: vendors must completely clean the booth area and dispose of all debris in the appropriate receptacles (vendors must use the dumpsters for trash and not the individual trash cans set up for patrons) prior to checking out with event staff. Vendors must follow all event and health code regulations – those in violation will not receive their security deposit refund.
- D. Security deposits will be refunded by mail 6 to 8 weeks after the event.

### 2. Electrical Fees and Limitations

- A. All electricity will be provided by a contractor through the City of Fullerton for \$35.00 per outlet.
- B. There are 2 plugs per outlet and one appliance per plug is allowed. This will be **STRICTLY ENFORCED**.
- C. Vendors must pay per outlet, no multi-outlet strips are allowed.
- D. Only 110v (standard household plug) is available.
- E. No generators will be allowed.
- F. Vendors must use heavy duty double insulated 3-prong cords (for exterior/outdoor use).
- G. Plan for outlets to be as far as 50' away from your booth.
- H. If you will be renting equipment, verify the electrical requirements in advance.
- I. If you own incompatible equipment, our electrician can adapt your equipment to their power source. If your equipment is NOT 110v, please contact us at the office no later than November 26th to arrange special electrical service. Fees for special electrical Service will be \$50.00 per appliance plus the electrician's fees and must be paid prior to the event.

### 3. Hours of Operation

- A. Operation of all concession booths will begin promptly at 6:00 p.m. in order to do a booth inspection with the fire department.
- B. Vending activity must end at 12:15 a.m. **Vendors will forfeit their security deposit if they do not end activity promptly. Vendors are responsible for maintaining control of their own lines and cutting them off in a timely manner at the end of the night.**
- C. Vendors may be asked to turn off lights and/or appliances during the fireworks show by staff or audience members. Failure to cooperate will cause you to forfeit your deposit.

### 4. Booth Activity and Event Participation

- A. Please be considerate of your neighboring vendors!!!
- B. Please follow all instructions from event staff. Event staff's primary duty is to maintain the safety of the event area. Staffs are there for your safety and for the safety of all the event patrons!
- C. The City does not set pricing limitations on any food items, **HOWEVER**, we ask vendors not to engage in "price wars", particularly in regards to beverages.

- D. All vendors sign an agreement with the City of Fullerton regarding the type of booth their organization will operate at First Night. Should a vendor wish to amend that application, it must be done by Monday, November 19, 2018.
- E. You must place a covering on the ground of your booth if anything you are selling could cause damage to the concrete (i.e. grease, foods that stain, etc.).
- F. All event food vendors are required to follow health guidelines put in place by the Orange County Health Department. Vendors not in compliance with the health code may be shut down during the event, will not receive their security deposit refund and may be reported to the Orange County Health Department.
- G. Any activity which is disruptive, interferes with, or creates a hazardous condition for the event, staff, participating vendors or patrons, may result in immediate termination of the booth activity and removal from the event.

## 5. Arrival and Set-up

- A. A confirmation packet will be sent to all participating vendors prior to the event that will include a map and check-in information.
- B. Arrival and set-up time is 3:45 p.m.
- C. Vendors may not begin arriving at the event site any earlier than 3:45 p.m. (if you arrive early you will be asked to wait outside the event perimeters as other event set-up will be taking place and the streets will not yet be closed.)
- D. **Vendors have only until 4:30 p.m. to enter the event area. The Police Department strictly enforces this. All vehicles must be unloaded and out of the event area by 5:00 p.m.**
- E. Street closures will go into effect at 5:00 p.m. and vendors will not be permitted through the street closures for any reason once the Police Department has the barricades in place.

## 6. Unloading and Parking

- A. Unload all vehicles as soon as possible and then remove them from the festival site.  
**Do not set up your booth until you have parked your vehicle.**  
Vendor parking instructions will be included in a follow-up packet. There will be vendor parking adjacent to the event area.

## 7. Tear Down and Clean-Up

- A. All selling MUST conclude at the end of the fireworks show (12:15 am).
- B. Please do not dump any charcoal, grease, or other waste on the ground or in the trash cans; doing so will forfeit your security deposit. Event dumpsters are provided to vendors for trash and other waste during the event.
- C. Your space must be completely cleaned and all vendors must check out with event staff to receive full security deposit back.
- D. Failure to clean booth area may also result in denial of participation in future city-sponsored events.
- E. Your vendor space must be cleaned and packed up by 1:30 am on January 1st. Vendors not vacated from their space by this time will forfeit their security deposit.

## 8. Re-Entry to the Event Area

- A. Vendors may re-enter the event area only after *the fireworks show is concluded, all pedestrians are clear of the street, and the Police have given approval. There will be NO vehicle movement in the event area until this time (approximately 12:45 a.m.)!*

- B. Event staff will be standing by the food, game and novelty concession booths to let vendors know when clearance has been given from the Police Department for vehicle re-entry.
- C. Vendors must drive SLOWLY when re-entering the event area. Please be courteous to surrounding vendors and contractors when re-entering the area; be sure to park so that another vehicle can get around you if needed. Vendors may not drive their vehicle to their booth until their equipment is ready to load – **vendors may only bring their vehicles into the event area once they are finished dismantling their booth.**
- D. Event staff will greatly appreciate the patience of all participants as the evening draws to a close. Please follow their directions to ensure everyone’s safety.

## 9. Fire Safety - Cooking Equipment

- A. No “homemade” or makeshift grills, stoves or BBQ devices are allowed.
- B. No flammable items may be stored next to open flame or heat.
- C. No lighter fluid is allowed.
- D. Vendors using any type of open flame, gas, BBQ or appliance must have a current (not expired) 2A10 BC fire extinguisher on site.
- E. Vendors using LPG (liquefied petroleum gas) must meet the following requirements:
  - Approved tanks will have a proper valve and guard for protecting the valve
  - Tanks will be secured to prevent tip-over
  - Only approved LPG hose fittings and piping shall be used to attach the tank to the appliance
  - An approved 2A10 BC portable extinguisher mounted within the cooking area
  - No items to be stored within 10 feet of the tank installation
- F. Cooking, heating, smoking and storage of combustible materials are not permitted under ANY canopy.
- G. Cooking and heating of food must take place in the “cooking and safety area” BEHIND or to the SIDE of the canopy. This is strictly enforced by the Fullerton Fire Department.
- H. Open flame shall not be used in a place of open assemblage, except for cooking purposes.
- I. The Fire Department will be making inspections throughout the night.

## 10. Safety Zones

- A. The Fire Marshall will be barricading off cooking areas between and behind food vendors. The only activity that will be allowed in this area is cooking. The only persons allowed in this area should be the cook.
- B. Please observe the areas designated as safety zones.
- C. If there will be a large amount of people working in the booth, be sure that they are aware of any dangerous equipment that will be in use.
- D. If any of the booth workers have children, keep them away from the barricaded areas completely.
- E. Vendors may not set up lawn chairs or break areas behind the booth, or in the barricaded safety zone.
- F. The Fire Marshall approves the event plot plan. Event staff will enforce the plot plan and the designated restricted safety areas as a condition of the festival permit.

*Thank you for taking the time to read through the vendor application packet. If you are interested in being a vendor, remember to turn in your application by **Friday, November 9, 2018**. Please read through the other enclosed paperwork for more details.*