

# Pacific BeachFest

music, food, art, family fun



Pacific BeachFest is an outdoor festival located adjacent to the boardwalk and the ocean in Pacific Beach, California. Approximately 50,000 shoppers will stroll the boardwalk and visit the booths. Food court space is available for Pacific Beach restaurants only. Mark your calendar and sign up August 1, 2008.

**No entry fee for Pacific Beach Restaurants!**

*Pacific BeachFest is FREE to the public, professionally managed and heavily advertised.* This fun-filled event is produced by Discover Pacific Beach.

*"Pacific BeachFest is the best place to meet new customers and see our regular diners who have become like family."*  
 — Guido Nistri, Caffe Bella Italia



Pacific BeachFest  
 1503 Garnet Ave.  
 San Diego, CA 92109

*"BeachFest is a great promotional opportunity for us. It drives customers into our restaurant for months after the event!"*  
 — Cindy Decker, Big Bertha's Fish Joint

# Pacific BeachFest

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**Pacific BeachFest Food Court  
 (PB Restaurants Only!)**

**Restaurant Application  
 Only 20 Booths Available**



**Pacific Beach, San Diego, California  
 Saturday October 09, 2010  
 Booth Hours 11am—6:30pm  
 Fireworks: 7:00pm**

## Information, Rules, and Regulations

### Booth Space & Tent

Pacific BeachFest will provide: a 10 ft. x 10 ft. booth space and tent, two 8 ft. tables (one at the front of the booth for food sale and one at the rear of the booth for food storage), electricity and identical signage. Pacific BeachFest will also provide all County of San Diego required permits, one-hand-washing stations, and sinks. Discover Pacific Beach will provide required fire extinguishers on site.

### Costs to your business

\$450 includes everything above

### Food Expectations

Each restaurant will feature one or two signature dishes. Pick food items from your menu for which you are known. These one or two items will be listed on your sign. Each restaurant provides their own disposable serving utensils. Based on last year's numbers it is suggested to prepare approximately 1500 units of food. Pacific BeachFest will sell soft drinks, juice and water as a fund raiser. Please do not sell any of these items.

### Booth Set-up - 8:30 a.m.

Restaurants may begin to unload at 8:30 a.m. The food court tent will be ready by then. All restaurants must have their vehicles off the street by 10 a.m. Absolutely no vehicles on the street during Pacific BeachFest. Restaurants must be ready to serve at 10:45 a.m. You may shuttle fresh food to the food court throughout the day. There will be a transport area for you to shuttle food throughout the day.

### Booth Breakdown/Clean-up - 6:30 p.m.

All restaurants must keep their booth open until 6:30 p.m. No early departures. Clean-up of the booth area is the responsibility of the restaurant. Booth space must be cleaned immediately after closing. Restaurants who fail to show up will forfeit their deposit.

### Booth Decoration

BeachFest will provide table covers for the front 8 ft. table. We request that you decorate your booth as creatively as possible. All decorations are limited to the top of your table and tent area immediately in front of your assigned location

### Health Permits

Pacific BeachFest will be responsible for all appropriate health permits. Restaurants must have a food handler's card on site on the day of the event.

### Application

Be sure that your application is complete include the following :

- The completed and signed Food Court Application form.
- Check for \$450 made out to Pacific Beachfest.
- A copy of your food handlers card attached to this application.
- Attend the Food Court Planning Meeting: September 28th at 5pm at Discover Pacific Beach, 1503 Garnet Ave. San Diego, CA 92109.
- APPLICATION DUE BY AUGUST 1, 2011

## Food Court Application

DUE BY AUGUST 1, 2011

Name of Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

1. List two food dishes to be sold (no drinks).

2. Name of the staff person who's Food Handlers Card will be available on the day of the event: \_\_\_\_\_

\*Please attach a copy of the food handler's card to this application

3. Will you need electrical outlets? One / Two  
(circle number required)

### Entrance Cost \$450 to Pacific BeachFest:

STEP #1. Make Check Payable to "Pacific BeachFest"

\$450 \_\_\_\_\_

STEP #2. Attach a copy of the Food Handlers Card to this application.

STEP #3. Attend the food court planning meeting date the week before the event on October 5th at 5pm at Discover Pacific Beach, 1503 Garnet Ave. San Diego, CA 92109.

Upon receipt of this application a BeachFest volunteer will call you to complete a special Health Department application. BeachFest will hand deliver all completed Health Department applications at one time. Pacific BeachFest assumes no responsibility for any loss, damage, injury or claim arising out of the acts or omissions of the participating vendors. Participant (indemnitor) shall defend and indemnify the Pacific BeachFest and Discover Pacific Beach (indemnities) for any claims and liabilities arising from the negligence, fault, acts or omissions of the participant (indemnitor). I understand that:

- Pacific BeachFest is an outdoor event. The event will occur regardless of weather conditions.
- Discover Pacific Beach cannot guarantee booth space or that applicant will be outside the range of music.
- I will display Pacific BeachFest table-tents and posters prior to the event.
- My annual BID assessment fee is paid.
- Cancellation prior to Sept. 12th will result in the forfeit of \$200 to recover cost of permitting. Failure to appear at event or cancellations after Sept. 12th will result in the forfeit of the total cost.
- There are no refunds.

I have read the above and agree to the terms stated herein.

Participant's Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Name Printed: \_\_\_\_\_

## Event Location

