

## ***Houston's Urban Art Festival – Food Vendor Application***

**Festival Date:** Saturday, April 14, 2012

**Food Vendor Application and Fee Deadline:** Thursday, March 22, 2012.

**Festival hours are:** 10am to 6pm Saturday, April 14, 2012. Event admission is FREE

**Event site:** Elizabeth Baldwin Park, 1701 Elgin, at Chenevert and Crawford, Houston TX 77004

### **Festival Overview**

**The 6th Annual Midtown Art in the Park** is a *fine art festival* featuring local and regional artists selling their original creations along a quarter mile walking path that meanders through Elizabeth Baldwin Park. The goal of this festival is to provide patrons with the highest quality of artistic work available. This is a boutique style fine art festival. Towering oak trees, picnic and game tables, signature Midtown benches, a children's playground and a Heritage Gazebo make this festival a unique urban event. Patrons enjoy the opportunity to stroll along shaded paths lined with artists showing their original works. Midtown is a burgeoning urban community in the heart of Houston. There are over 25,000 residents and neighbors over 500 businesses in the immediate vicinity. Art in the Park offers artists patrons with buying power.

### **About Us**

Midtown Art in the Park is sponsored by the Midtown Management District, a non-profit organization with Board of Directors, and a Marketing Committee.

### **Contact**

Cynthia Alvarado - [Cynthiia@houstonmidtown.com](mailto:Cynthiia@houstonmidtown.com)  
Managing Director  
Midtown Management District  
410 Pierce, Ste 355, Houston TX 77002  
713.526.7577 ext 106

---

### **Application Process**

**Requirements - Please return with your booth fee(s) a completed application.**

**\$80.00 - Fee per booth.** A booth space is 10x12 **AND a temporary health permit thru the City of Houston.** The festival is required to pay \$40 of your booth fee directly to the City of Houston.

Please read the application process in its entirety. Applicants are responsible for the information contained herein. The festival reserves the right to refuse any application and rescind an extended invitation should the participant misrepresent themselves.

Food Vendor Applications may be requested at: [cynthiia@houstonmidtown.com](mailto:cynthiia@houstonmidtown.com) Cynthia Alvarado

Please complete application along with an **\$80.00 fee per booth** in the form of a check or money order made payable to the **Midtown Management District**. Please note in the memo line "Art in the Park."

**It is the responsibility of the food vendor to please follow up and verify that all documentation including those sent via Internet and by U.S Post have been received. The Midtown Management District, the staff, the Marketing Committee, nor the festival director is responsible for misdirected, lost mail or bounced email.**

---

## Rules

Please provide us with a copy of your business liability insurance certificate.

*This is a large event with many potential visitors we strongly encourage you to bring an assistant(s) for the day.*

*No commission on sales will be paid to the Midtown Management District or Midtown Art in the Park. Food vendors retain all revenue from the sale of their product. Food vendors are responsible for sales tax. 8.25%*

*The Midtown Management District, the Midtown Redevelopment Authority nor the City of Houston assumes any responsibility for Workmen's Compensation, FICA or withholding taxes for any and all employees or agents that work for any vendor at the 5th Annual Midtown Art in the Park, and shall not be responsible for sales tax.*

If you are using a tent, structures must be white.

This is a "family friendly" event.

In order to increase the salability of your product you may wish to consider pricing.

The Midtown Management District is committed to providing numerous opportunities for the festival to be publicized.

No driving on the grass or landscaping beds. **No Golf Carts or 4-Wheelers of any kind will be allowed by anyone except by the Midtown Management District and their staff.**

Baldwin Park is a City of Houston park. We must abide by city rules. *Sorry, due to the number of visitors anticipated no pets will be allowed in the park for the event.*

**ALL BOOTHS ARE REQUIRED TO SEND A LIST OF PRODUCTS TO BE SOLD WITH APPLICATION. (LIKE PRODUCTS WILL BE LIMITED!)**

**You must obtain temporary food permit from the City of Houston if you intend on selling or giving away ANY TYPE OF food. As of January 2011 temporary food permits are \$70.**

**A temporary food permit from the City of Houston Health Department is also required for food booths in all areas.**

Contact City Of Houston for Information on Permits at

Phone: 832-393-5100

Fax: 832-393-5208

[http://www.houstontx.gov/health/Food/Temp%20Permit%20Package%2011282007%20\\_2\\_.pdf](http://www.houstontx.gov/health/Food/Temp%20Permit%20Package%2011282007%20_2_.pdf)

DURING THE FESTIVAL ALL FOOD BOOTHS WILL BE REQUIRED TO POST A LIST OF PRODUCTS TO BE SOLD *WITH PRICING*

**MOVE-IN: Food vendors will be placed on Anita Street. The spots are first come first serve available for set up at 8AM Saturday, April 14, 2012**

**MOVE-OUT: Saturday, April 14, 2012 FOOD VENDORS beginning at 5:45PM**

**Festival Area will not be accessible to vendors after 9:00 am on Saturday, April 14, 2012 for move in, set up or stocking.**

All food vendor spaces are reserved on a first come first serve basis.

**BOOTHS DO NOT COME WITH TABLES OR CHAIRS**

**DECORATION:** All food vendors may decorate booths in keeping with a festival atmosphere.

No audio speakers to broadcast information or music will be allowed in or outside of allotted booth space area.

Any breach of the rules forfeits all rights. The Midtown Management District reserves the right to ask any vendor to leave the festival for unruly behavior or language. You will be escorted off the property by security, with NO refund due.

**Fees**

Checks or money orders are accepted. Returned checks for insufficient funds will be charged a \$30 fee, after which only money orders or cashier checks will be accepted. All checks or money orders should be made payable to the Midtown Management District, please note in the memo line "Art in the Park." NO post dated checks will be accepted.

---

**2012 Midtown Art in the Park Festival Important Dates**

**Festival Date:** Saturday, April 14, 2012

**Fees paid by:** Thursday, March 22, 2012.

**Festival hours are:**

10am to 6pm Saturday, April 14, 2012.

Artists/food vendors may begin check in at 8:00AM – **no earlier. If you need more than 2 hours to set up or breakdown please bring help with you.**

Bring a dolly or cart to move your items.

Bring an assistant(s) or trusted friend to assist you in your set up and breakdown.

Volunteers **will not** be available to help with set up or breakdown.

**We will provide for your comfort:**

Port a Potties

Hand washing stations

We can have extraneous trash removed from your vendor area – just ask!

First Aid Station

Live Music throughout the day

Security and secure parking.

Many, many customers!

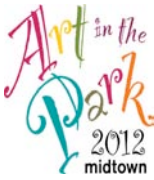
5:45PM – Food vendors may begin breakdown

Event admission is FREE

Cancellations or not showing up are entitled to **No Refund.**

---

There is a required \$80 application fee for food vendors per booth (see sizing above). **You must obtain temporary food permit from the City of Houston if you intend on selling or giving away ANY TYPE OF food. As of January 2011 temporary food permits are \$70.** Please pay your booth fee to Midtown by check or money order made payable to the **Midtown Management District**. The application and application fee is due on or before **Thursday, March 22, 2012**. Please note in the memo line "Art in the Park" mail to **Midtown Management District 410 Pierce, Ste 355, Houston, TX 77002**.



**FOOD VENDOR APPLICATION**

**PLEASE PRINT LEGIBLY**

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

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

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

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

Phone Number: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**There is a required \$80 food vendor application fee per booth** (See sizing). Please return this application with a check or money order made payable to the *Midtown Management District*. The application and application fee is due on or before Thursday, March 22, 2012. Please note in the memo line "Art in the Park" mail to **Midtown 410 Pierce, Ste 355, Houston TX 77002**

*Please provide emergency contact information:*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Any known allergies? \_\_\_\_\_

I [we] agree to abide by all rules outlined in the attached Festival description, as well as rules relating to load-in and load-out, security procedures, or any other rules promulgated by the Midtown Management District Executive Director on behalf of the Board. I [we] acknowledge that failure to abide by the rules may result in ineligibility to participate in future Midtown festivals. I acknowledge that expulsion of a participant from the Festival may occur without the necessity of any written notice and without legal recourse or right to rebate of any portion of the fees paid.

I [we] and my [our] heirs, successors and assigns agree to release and hold harmless the City of Houston, the Midtown Management District, the Midtown Redevelopment Authority, and each such entity's respective officials, directors, staff, sponsors, volunteers and affiliated charity partners and their heirs, successors, and assigns for any and all property loss or physical harm, including, but not limited to loss resulting from weather damage or cancellation due to weather. I [we] further agree to waive any and all rights and/or claims, without limitation as to liability, relating to the use of Festival space and/or the services described in printed materials relating to the Festival.

I [we] grant permission to the Midtown Management District, the Midtown Paper, the Midtown E-News and Quantum/SUR, to reprint images created by me [us] for promotional use in connection with the Midtown Art in the Park Festival, including use in press releases, print and television media, and on the Festival web site. I understand that to the extent feasible, such as in the case of print media, I will be acknowledged with credit.

I [we] acknowledge that I [we] have been advised that the Midtown Art in the Park Festival 2012 Application and other information relating to the Festival is available online at [www.midtownartinthepark.com](http://www.midtownartinthepark.com) A Certificate of Insurance is required naming the Midtown Management District the Midtown Redevelopment Authority and City of Houston as additional insured.

I/we have read the Food Vendor Information and agree to the terms and conditions thereof. I/we have read and understand the rules and regulations of the 5th Annual Midtown Art in the Park and do agree to abide by the terms and conditions thereof.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Signature**

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

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