



2017 FOOD TRUCK APPLICATION

We would like to invite you and your Food Truck to join us at the 53rd annual Uptown Art Fair, to be held August 4-6, 2017. We expect approximately 385,000 curious – and hungry - attendees over the three days of the fair. Our community event provides a free, cultural experience for all visitors.

This document is intended to provide the information needed to make an informed and educated decision about submitting an application to participate as a food truck at the event.

Please read thoroughly and contact the Uptown Art Fair with any additional questions at 612-823-4581 or info@uptownminneapolis.com

HOURS All food vendors are required to be fully operational during the following hours:

- **Friday, August 4** 12 p.m. – 8:30 p.m.
- **Saturday, August 5** 10 a.m. – 8:30 p.m.
- **Sunday, August 6** 10 a.m. – 5 p.m.

DEADLINES

- **March 17, 2017:** Application and security deposit due (mail a check or credit card online)
- **April 7, 2017:** Notification of acceptance
- **May 5, 2017:** The following items are due:
 - 50% of booth fee
 - Vendor Contract
 - Proof of insurance
 - Copy of City of Minneapolis Seasonal or Short-Term Food Permit or application
 - Trash fee
 - Electrical fee (if applicable)
 - Gas fee (if applicable)
- **June 9, 2017:** Remainder of booth fee due
- **July 11, 2017:** Mandatory Food Vendor Information Meeting at the Sheraton Midtown Hotel from 6PM - 7:30PM

CANCELLATION POLICY

Upon acceptance, vendors will have until April 28, 2017 to cancel their application and forfeit their spot. At this time, the \$250 security deposit will be returned with no penalty. Food vendors who cancel after April 28, 2017 will be subject to penalty including forfeiture of their \$250 security deposit. Food vendors who cancel on or after May 26, 2017 will forfeit half of their first payment, as well as trash, electricity and gas fees. Food vendors who cancel on or after June 9, 2017 will not be refunded any payments made to the Uptown Art Fair.

ACCEPTANCE CRITERIA

Acceptance to the Uptown Art Fair includes but is not limited to the following criteria:

- Proposed menu (quality, pricing, uniqueness)
- Past Uptown Art Fair experience
- Other outdoor event experience
- Past environmental health experience
- Level of professionalism
- Agreement to conform to established fees

TRUCK PRICES AND FEES

All Food Trucks will be charged **\$1,500** for the three day period.

TRASH & RECYCLING FEES

Trash & Recycling Fees are based on booth space size. In 2014, the City of Minneapolis ordinance 455.36 is in place, which requires all large block events to have 1:1 match of recycling to trash receptacles. **Trash and recycling fees for all three days, for Food Trucks is \$120.**

ELECTRICITY FEE

A \$150 service fee will be charged to food vendors using electricity. The service fee of \$150 will provide you with a single-phase 20-amp line. Vendors in need of additional power will be charged accordingly. Food vendors using electricity must provide accurate information about ALL equipment to be used by May 5, 2017. ***The Uptown Art Fair is not responsible for outages. Overnight power will not be provided. A licensed electrician will be on site throughout the fair.*** Food vendors needing additional services during the Uptown Art Fair, not previously approved by event organizers, will be charged for the time/materials incurred at the time services are rendered. Food vendors not in compliance with regulations will not be allowed to open for business. Special power needs must be noted on the Food Vendor Application and may influence acceptance.

COOKING WITH GAS/LIQUEFIED PETROLEUM

A \$74.50/tank permitting fee (payable to the City of Minneapolis) will be charged to all food vendors using gas or liquefied petroleum. Food vendors who need additional service to comply with regulations will be required to pay for the time/materials incurred at the time services are rendered. The Minneapolis Fire Department has strict codes for the set-up and use of cooking equipment. Upon acceptance to the Uptown Art Fair, you will be given all contacts, regulations and permit information needed for proper set-up and operation. Inspectors will be on site the entire weekend. Food

vendors not in compliance with regulations will not be allowed to open for business. The Uptown Art Fair strongly encourages the use of gas or liquefied petroleum over electricity.

FOOD TRUCK PERMITS

Accepted food vendors must submit a copy of their City of Minneapolis *Seasonal* or *Short-Term Food Permit* or application for a *Seasonal* or *Short Term Vendor Permit* to the Uptown Art Fair by May 5, 2017. **Food vendor permit applications can be downloaded on the City of Minneapolis website at <http://www.minneapolismn.gov/www/groups/public/@regservices/documents/webcontent/convert259929.pdf>. Upon acceptance, you will receive information on how to obtain the proper food permit.** Applications for *Short-Term* or *Seasonal Food Vendor Permits* should be sent to the Uptown Association office. The Uptown Art Fair Food and Beverage Coordinator will then send the applications to the City to be processed. This is to ensure the permits are sent to the City on time.

PROOF OF INSURANCE

All food trucks must have insurance coverage in the amount of \$1,000,000. The Uptown Association/Uptown Art Fair must be named as additional insured on the policy. Proof of insurance (a copy of the face page of each policy) must be provided by May 5, 2017 for Product Liability, General Liability, and Comprehensive Insurance.

FOOD MENU

Please provide a description of each proposed item and its price. Focus on what you do best and keep your menu to a few items. A list of accepted menu items and pricing will be sent with the acceptance letter. No changes to accepted menu items and/or prices will be allowed unless approval is obtained by June 9, 2017. Upon acceptance, the Uptown Art Fair will provide menu signage for your booth. Your prices may not change, nor can food vendors change any of their menu items during the Uptown Art Fair. Please Note: Any changes to menu or signage may result in the loss of your \$250 security deposit.

MENU PRICING SIGNS

The Uptown Art Fair will provide signs listing each accepted menu item and corresponding prices. These signs will be uniform in design and must be placed in a visible location on all serving sides of your booth. You are required to have these signs posted throughout the event and are prohibited from posting additional pricing signs.

BEVERAGES

The Uptown Art Fair exclusively manages the sale of **ALL** pop, water, tea and beer.

TRUCK SET-UP/OPERATIONS

All materials, storage and operations (including prep and cleanup) must occur within the truck. Upon acceptance, more information regarding set-up and operating procedures will be provided. You are responsible for the removal of surplus products, booth parts, pallets, grease, coals, etc.

FOOD TRUCK SERVICES

Uptown's objective is to make participation in an outdoor setting a rewarding, profitable, and

enjoyable experience for all participants. Services and support provided to enhance your experience include:

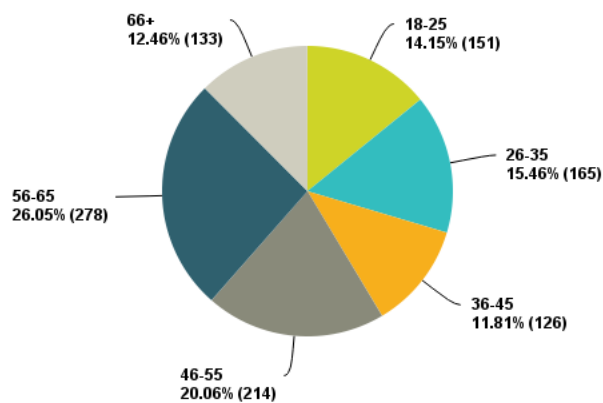
- Advanced consultation and support by the Uptown Art Fair including menu, equipment, and licenses
- Food Vendor Committee on-site to monitor compliance of food vendor rules and regulations

DEMOGRAPHICS

Over the years, the Uptown Art Fair has worked to gather information from attendees through the use of surveys. Distributed throughout the weekend, the Uptown Art Fair has been consistently gathering this data to better serve its audience in the years to come. From data gathered from 2009-2016 the predominately female Uptown Art Fair audience of 73% - has represented a broad range of ages, with the primary demographic being individuals over the age of 36:

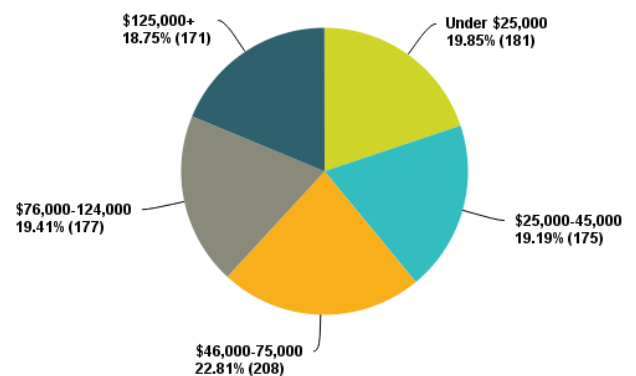
Q11 What is your age range?

Answered: 1,067 Skipped: 4



Q14 What is your income range?

Answered: 912 Skipped: 159





2017 FOOD TRUCK APPLICATION

Please type or print legibly. **USE ONE APPLICATION FOR EACH LOCATION.** For additional locations, please copy this application and complete the form for each space. Be sure to provide a photograph of your truck/operation and enclose your \$250 refundable deposit, as well. Please read the preceding information before completing this application. The Uptown Art Fair cannot guarantee that your requests will be honored. *Applications not completed in their entirety, regardless of prior experience with our event, will not be accepted.* **PLEASE NOTE: The Uptown Art Fair reserves the right to place booths accordingly and make changes as necessary.**

General Information:

Company: _____ Contact Name: _____

Address: _____

City/State/Zip: _____ Phone: _____

Email: _____

Previous Event Experience:

Business/Event References:

Event/Company: _____ Contact Name: _____

Phone: _____ Email: _____

Space Request:

The dimensions of my food truck are*: _____

***PLEASE NOTE: Dimensions must account for size of fully assembled structure including, but not limited to, trailer hitches, awnings, storage, etc.**

If we are not able to accommodate your requested booth size, do you have other booths available? If so, please list booth dimensions: _____

Proposed Menu Items, Description & Pricing:

Please be specific. Attach an additional sheet if necessary. The information provided will be used for menu signage provided by the Uptown Art Fair.

Menu Item	Description	Price
		\$
		\$
		\$
		\$
		\$

Power Needs:

What type of power will you need? (CHECK ONE)

- COMBINATION OF GAS & ELECTRICITY
- ONLY ELECTRICITY
- ONLY GAS

Equipment/Electrical Needs:

This must be accurate and complete – attach additional sheets if necessary.

APPLICATIONS MISSING THIS INFORMATION WILL NOT BE ACCEPTED.

Item _____ Voltage _____ Amperage _____

Item _____ Voltage _____ Amperage _____

Item _____ Voltage _____ Amperage _____

Item _____ Voltage _____ Amperage _____

Item _____ Voltage _____ Amperage _____

Item _____ Voltage _____ Amperage _____

Sustainability Practices:

This information is for our reference only and will not impact vendor eligibility or vendor selection.

1. Does your business currently use Styrofoam at events? _____
2. What impact (if any) would a ban on Styrofoam have on your business at the art fair?

3. In what ways has your business worked towards zero waste (ex. using recyclable utensils and dishware, using compostable products, etc.)?

4. What concerns and opportunities do you see for your business as the art fair pursues ways to make the event more sustainable and move towards a zero waste event?

Security Deposit

A \$250.00 security deposit must be included with this application. Only one deposit is required if there are multiple space requests. Upon acceptance to the Uptown Art Fair, the deposit is non-refundable and held as a damage deposit. Violations of the Uptown Art Fair rules and regulations may result in forfeit of deposit and exclusion from participation, both during the event and in following years. Application is not a guarantee of acceptance. This application is not a contract and is in no way binding to the Uptown Art Fair. Your signature below indicates that you have read the accompanying information and that the information you have provided on this application is correct.

Authorized Signature: _____ Date: _____

Please send completed APPLICATION, PHOTOGRAPH & DEPOSIT to:

Uptown Art Fair - Food Vendor Application
1406 W. Lake Street, Lower Level Suite C
Minneapolis, MN 55408
P: 612-823-4581

Checklist for submitting application:

- Attached application completed in its entirety
- Photograph of your booth and surrounding area
- \$250 security deposit** (Deposit is held for damage or overage charges)