

Jersey Pride, Inc.

Attn: Sue Harris

<< Please e-mail me for address to send to.>> mrsue @ jerseypride.org

March 1, 2010

Dear Alcohol Vendor,

Jersey Pride, Inc. is proud to announce that it will be hosting New Jersey's 19th annual GAY, LESBIAN, BISEXUAL, TRANSGENDERED AND INTERSEXED PRIDE PARADE, RALLY, AND FESTIVAL on **Sunday, June 6, 2010**, in **Asbury Park**, New Jersey. In celebration of our 19th year and because of previous smash successes, we anticipate a record attendance.

Highlights of this event will include a rally stage, exhibits, activities, entertainment, and of course a large marketplace offering food, beverages, and other merchandise.

We would like to invite you to participate in this exciting festival. Space is limited at this event, and time is short. It is to your advantage to respond to this invitation as soon as possible if you wish to be a vendor with us. Please observe that there are various deadlines that must be met for a smooth and successful event. Get your application in early!

Also note that vendor spaces must be paid by Money Order. Other fees may be paid personal check.

Enclosed, you will find application materials and a Vendor Information Sheet. Please take a moment to review this sheet before filling out the **revised** application.

Please contact your insurance agent **today** to prepare your Liability Insurance Rider naming **JERSEY PRIDE, INC.** and **THE CITY OF ASBURY PARK** as additional insured. You **MUST** include it **with** the application.

Due to the strict trash regulations in Asbury Park, there is a **\$375** security deposit per space, refundable **if and only if** you clean up your spot **and** check out at the end of the day. Please write a **separate check** made out to **Jersey Pride, Inc.** for this security deposit. This is required to be in a **separate check** so we may return it to you when we have verified that your vending area is in the same clean condition that it was allotted to you. **If you do not check out at the end of the day, we will consider it a donation to JPI.**

If you will be generating heat, **INCLUDING RUNNING A GENERATOR**, you must fill out the **Asbury Park Fire Prevention Bureau's Application for Permit**. Send the completed form with a check for **\$42** fee made payable to "Asbury Park Fire Prevention Bureau" directly to them by **April 26th**. If you have any questions regarding the Fire permit application, contact the Bureau at (732) 744-7400. (Please include a **copy** of the Application for Permit with the vendor application you send to me.) You must also have a fire extinguisher with you.

URGENT: If you will be selling alcohol, please fill out the **ABC catering permit application** and submit directly to the City of Asbury Park, **Attn: Steve Kay**, with the **\$100** application fee made payable to the **Division of ABC**. You will only be allowed to vend beer, wine, and wine cooler type malt beverages. No other kind of alcohol or combinations of beverages, including Jell-O shots, will be permitted. No exceptions, violators asked to immediately leave the premises.

Note: IF THE ABC APPLICATION IS NOT ON **STEVE'S** DESK BY **APRIL 1**, YOU WILL NOT BE ALLOWED TO SELL ALCOHOL.

If you have any questions or need further information, as always, please feel free to contact me at 908-581-0098. We are looking forward to celebrating our 19th Pride celebration with you and more than 20,000 New Jerseyans.

Sincerely,

Sue Harris
Jersey Pride, Inc.
Alcohol Vendor Coordinator
MrSue @ JerseyPride.org

Fee for Water:

\$75.00

You must pay for water in advance
in order to be able to hook up to the water.

Encl: Vendor Info Sheet, Vendor application, Asbury Park Fire Dept. application, Exclusives explanation, Key Dates to Remember.

FOOD/ALCOHOL VENDOR INFORMATION SHEET

Please be considerate of all others around you and use this information as a guide to ensure a safe and fun day for all.

1. Please understand that this is a **RAIN OR SHINE** event. Plan ahead for the possibility of inclement weather (especially **wind**). Jersey Pride, Inc. regrets that we cannot be responsible for any loss or damage to merchandise or displays.
2. Vendor space sizing is as follows: Alcohol vending spaces are **15'** (front to back) x **10'** (wide) or **15'** (front to back) x **15'**(wide). You must request in your application the appropriate combination of spaces to accommodate **all** the space you will need to operate (including the hitch to the trailer). If you arrive requiring more space than you reserved on your application, (a) you will be charged for the additional space, (b) you will be charged a late fee of **\$240**, and (c) additional space will be subject to availability and the location will be at the discretion of the festival coordinators. (a) and (b) must be paid in cash before assignment to the new space. This rule also applies to the placing of a truck or trailer on your spot. If you will be bringing a truck, you must contact Sue Harris by calling 908-581-0098.
3. Vendors will be responsible for providing their own chairs, tables, *etc.*
4. The rally will be providing music and entertainment all day. No radios, megaphones or loudspeakers are allowed in the vending area.
5. No vending, solicitation, promotion, or distribution of merchandise, products, or information will be allowed outside of assigned vending spaces without the express written permission of Jersey Pride, Inc. Exemptions are at the sole discretion of Jersey Pride, Inc.
6. Vendor information may be supplied to the New Jersey State Division of Taxation in accordance with state rules and regulations.
7. Vendors must be in compliance with all local, state, federal, and venue rules and regulations, and provide tangible proof of same. The above rules and regulations may be subject to change without notice and are beyond the control of Jersey Pride, Inc.
8. Refunds for vendor space will be issued up until **May 10, 2010**. No refunds or credits after that date.
9. Please remember to clean up your area thoroughly, have it checked out by certified JPI staff, and **pick up your refundable security deposit check by 7:30 PM or we will consider it a donation to JPI.**
10. The festival runs until 6 pm. Checkouts prior to that will be at the discretion of festival coordinators.
11. Festival marshals will be available all day to answer questions or help with emergencies.
12. If you will be generating heat, it may not be under a tent or canopy. You must have a fire extinguisher.
13. **PLEASE NOTE: GLASS AND PLASTIC BOTTLES AND ALUMINUM CANS ARE NOT TO LEAVE ANY VENDING BOOTH.** Please provide cups for drinks to be poured into. This regulation will be enforced. Any vendor disregarding this regulation will be asked to leave and the money for the vending space will be forfeited. At the end of the day, you are required to put the Glass, Plastic, Aluminum, AND CARDBOARD in your vehicle and take it **WITH YOU** when you leave. You may not leave them in the park.
14. Helium balloons are not, under any circumstances, to be released into the air. You must take all precautions to secure the balloons throughout the day, no matter how windy it gets.

Have all your festival workers read and understand this page.

Please keep this page for future reference.

APPLICATION/CONTRACT FORM FOR **FOOD & ALCOHOL VENDORS**
JERSEY PRIDE PARADE FESTIVAL June 6, 2010

Read this application carefully. It has changed from previous years.
All applications must be returned complete with ALL required forms and fees and must be postmarked by **April 26, 2010**, or you must pay an additional non-refundable **\$240 late fee**.

Name of Establishment: _____ Contact Person: _____

Address: _____ Day Telephone: () _____

_____ Evening Telephone: () _____

City: _____ State: _____ ZIP: _____ Fax () _____

E-Mail: _____ Will you be generating **heat** (and/or running a **generator**)? NO / YES

1. Where will you be vending from? (circle all that apply) Truck Trailer Push cart Tent Canopy other _____

2a. What **exclusive** food are you REQUESTING? (Remember, no guarantees here.) _____

2b. What non-exclusive foods/beverages are you requesting? (No guarantees here either.) _____

3. Please consider making a donation now for **additional** wristbands for your workers,
(besides the **2** that come with this application). **:\$10 suggested donation at the gate. Reserve now and save \$2 on each!!**
\$8 x _____ (# special vendor wristbands to reserve) = \$ _____.

4. Will this be postmarked after April 26? No / Yes If YES, add **\$240 late fee**: \$ _____.

5. FOOD/ALCOHOL VENDOR SPACE **15'** (front to back) X **10'** (wide) — see item 2 on p.4 \$320.00 x _____ **spaces** = \$ _____.

6. FOOD/ALCOHOL VENDOR SPACE **15'** (front to back) X **15'** (wide) — see item 2 on p.4 \$480.00 x _____ **spaces** = \$ _____.

Add lines 3, 4, 5, and 6. This must be paid by **MONEY ORDER**: Total \$ _____

7. If you are requesting an exclusive, please write a **SEPARATE** check:
\$200.00 per exclusive x _____ number of **Exclusives**: \$ _____ Ck# _____

8. If you are requesting **Water**, please write a **SEPARATE** check: \$75.00 \$ _____ Ck# _____

9. You **must** include a **SEPARATE** refundable Security Deposit: \$ **375.00** Ck# _____

10. You **must** include with your application a CERTIFICATE OF INSURANCE and it **must** read:
***Additionally insured for the day of the festival will include:
Jersey Pride, Inc. and The City of Asbury Park.***

Properly endorsed Insurance Certificate Enclosed? **YES** (There isn't a **NO** option here. It **must** be enclosed.) insurance expires: _____
If your insurance expires before June 6, remember to send an updated form as soon as it is renewed!

Please make **ALL** checks or Money Orders **payable to Jersey Pride, Inc.** and mail to:
JPI, **Attn: Sue Harris**, << Please e-mail for address to send to. >> **mrsue @ jerseypride.org**

SIGNATURE OF AGREEMENT _____ DATE _____
(please sign here) (But remember, it's the postmark date that counts.)

The signature of the participant shown above **and on page 4** indicates agreement with all requirements listed in the attached information sheet printed on the back of this application.

***** NO IF's AND's or BUT's *****

1. No supplies are to be passed over the fence.
2. No commerce over the fence.
3. Nothing is to be hung on the fence (inside or outside).
4. No leaning on the fence.
5. No disassembling of the fence.
6. NO TOUCHING THE FENCE!

7. No heating of any kind under any canopy or overhang.

8. No smoking by Food/Alcohol vendors.
9. Smoke breaks must be AWAY from the site.
10. Hair nets, clean hands, appropriate clothing: The usual sanitary precautions.

11. There must be nothing on the sidewalk.
12. There must be a clear path between vendor spots.
13. There must be a clear path between your vendor spot and the fence.
14. NOTHING OUTSIDE YOUR DESIGNATED SPOT.
15. No unauthorized hookups to the fire hydrants.

16. NO Latex gloves. ALL Gloves must be NON-Latex.
17. No Latex balloons.

Make sure all your workers know and follow these rules. The return of your security deposit will depend on your compliance of these rules.

Sign here: X _____ Date: _____

EXCLUSIVES

WHAT IS AN EXCLUSIVE?

An exclusive is the right to be the **only** food vendor at the festival selling a particular food item.

WHO CAN OBTAIN EXCLUSIVES?

The right to obtain an exclusive applies only to **food** vendors.

WHAT IS THE DEADLINE FOR EXCLUSIVES?

The deadline to apply for an exclusive is **April 5, 2010**. Exclusive requests **received** after this date will not be honored. All applications received by April 5th will be considered in the order in which they are postmarked and you will be notified about your exclusive request after May 10th.

WHAT FOODS CAN BE EXCLUSIVE?

Only main food dishes may be considered as exclusive, not beverages or food accessories such as chips or french fries. Any food vendor may sell beverages and accessories. Only a **particular preparation** of a food may be an exclusive. To clarify: an exclusive on Batter-dipped Frogs Legs is an exclusive only on Batter-dipped Frogs Legs, not all frogs legs. Another vendor may sell Barbecue Frogs Legs and a different vendor may sell Frogs Legs Cordon Bleu. You cannot get an exclusive on all Frogs Legs.

HOW CAN I OBTAIN AN EXCLUSIVE ON A FOOD ITEM?

In order to obtain an exclusive on a food item, you must submit the application for the exclusive, pay the additional \$200, and be the first to request that food (exclusive or not). Exclusives are not guaranteed. They are granted on a first-come-first-served basis. If another vendor has already returned their application and will be selling, say ... Batter-dipped Frogs Legs on a non-exclusive basis, you will not be granted the exclusive, but you may sell them as well. Let me say this again... exclusives are granted on a first-come-first-served basis. Time is of the essence. Conversely, if you want to be sure to be able to sell something without it being blocked as an exclusive by someone else, get your application in as soon as possible.

WHAT IF I WANT TO SELL OTHER FOODS AS WELL?

If you are applying for an exclusive, then permission to sell any additional items on your application will only be granted if those additional food items are not under an exclusive by another food vendor. There may, however, be other people selling those items if there is no exclusive on it.

WHAT IF I DO NOT UNDERSTAND ANY OF THIS?

Call Sue Harris at 908-581-0098 and she will be happy to clear it up for you.

Asbury Park Fire Prevention Bureau

800 Main Street
Asbury Park, N.J. 07712
(732) 774-7400
Fax: (732) 775-7681

Type 1 Fee = \$42.00 Made payable to
"Asbury Park Fire Prevention Bureau"

APPLICATION FOR PERMIT

The Uniform Fire Code states:

"It shall be unlawful to engage in any business activity involving the handling, storage or use of hazardous substance, materials or devices; or to maintain, store or handle materials; to conduct processes which produce conditions hazardous to life or property; to install equipment used in connection with such activities; or to establish a place of assembly without first obtaining a permit from the fire official." (N.J.A.C. 5:18-2.7(A)).

NOTE: Each individual act requires a separate permit. There are five types of permits. You should consult your Fire Official for the number and types of permits required and for information on fees.

Date of Application _____

Location where activity will occur / Date Bradley Park, Atlantic Park / June 6, 2010

APPLICANT

Name _____ State If Corporation, Partnership, or an Individual; Phone # (____) _____

Address _____

The above named applicant hereby requests permission to conduct the following activity at the indicated location:

And for keeping, storage, occupancy, sale, handling, or manufacture of the following: _____

State Quantities for each category to be stored or used, and the method stored or used. _____

I HEREBY ACKNOWLEDGE THAT I HAVE READ THIS APPLICATION, THAT THE INFORMATION GIVEN IS CORRECT, AND THAT I AM THE OWNER, OR DULY AUTHORIZED TO ACT IN THE OWNER'S BEHALF AND AS SUCH HEREBY AGREE TO COMPLY WITH THE APPLICABLE REQUIREMENTS OF THE FIRE CODE AS WELL AS ANY SPECIFIC CONDITIONS IMPOSED BY THE FIRE OFFICIAL.

SIGNED

TITLE

OFFICE USE ONLY : DATE _____ PERMIT # _____ PERMIT TYPE _____ FEE \$ _____ CHECK/M.O. # _____

Key Dates to Remember

<u>Date</u>	<u>Deadline</u>
4/5/2010	Exclusives due at JPI.
4/26/2010	On-time vendor application postmark deadline. Late fee \$240.
4/26/2010	Fire permit applications due in Asbury Park.
5/10/2010	Last chance for a refund if you need to cancel.
6/6/2010	Festival!

My cell phone is 908-581-0098.

My e-mail is MrSue @ JerseyPride.org

Note: There is no need to send this application to me by **any** method that would require a signature.

This will only **delay** me getting the application.

E-Mail responses to "Kate Andrews" kandrews@co.monmouth.nj.us
or Fax to Kate at 732-409-7579.

TEMPORARY FOOD LICENSE PROCEDURES

Effective **January 2, 2007** the State of New Jersey revised the laws which regulate both temporary and permanent retail food establishments. As a professional food service operator you no doubt realize that State Law mandates certain food handling procedures be adhered to at all times. Both hot and cold foods must be held and served within prescribed temperature limits. Bare hand contact with "Ready to Eat" foods is now prohibited. Proper employee hygiene must be observed. Proper food preparation, transportation and on site holding procedures are all vital in insuring a safe event.

As such, the Monmouth County Health Department, in accordance with existing local ordinance will require that all participants obtain a temporary retail food license to cover your operation.

In order to obtain a temporary retail food license, you as a participant must advise this office **in writing** of the following:

Full menu with particular attention to any items which require temperature control and/or are "potentially hazardous".

Food prepared in a private home may not be used or offered for human consumption in a retail establishment. Proper washing, rinsing and sanitizing of equipment, especially food contact surfaces continues to be required. Where is your product stored when not on site? Where is ware washing performed? Where is your equipment stored when not in use? (name, address & phone number)

How will your product be transported to the site? Will the product be transported cold and prepared on site or will it be precooked at an offsite location and transported hot to the site?

What arrangements will you have to insure that the product remains within acceptable temperatures during transportation to and from the event? (All cold food must be less than **41 degrees F**. All hot food must be **135 degrees F** or above.)

What arrangements will you have on site to insure the product remains within acceptable temperatures while on site during the event? (All cold food must be less than **41 degrees F**. All hot food must be **135 degrees F** or above.)

Muscle meats, pork and fish must be cooked to an internal temperature of 145 degrees for 15 seconds. Comminuted (ground) meats (hamburger for example) must be cooked to an internal temperature of 145 degrees for 3 minutes, **or** 150 degrees for 1 minute **or** 158 degrees for 1 second. Will a *thin probe* stem type thermometer be available so that *you* may monitor cooking and holding temperatures during the course of the event?

What type of measures do you intend to employ to insure that the product is protected against potential customer contamination, insects and dirt or dust contamination while on site?

As per the revisions to the code effective January 2, 2007, bare hand contact with "Ready to Eat" foods is now prohibited. Are gloves appropriate for your operation and will they be available for proper handling of ready to eat foods? What measures will you employ to minimize cross contamination between raw and cooked or "Ready to Eat" products?

Hand washing is one key component in reducing the transmission of bacteria and minimizing potential cross contamination between raw items and cooked and "Ready to Eat" foods. What type of measures will you employ to provide for employee hand-washing facilities at your specific site?

Will a source of water for cleaning be available (describe)?

How will you wash, rinse and sanitize any equipment and/or utensils which become soiled during the event?

Please provide a name, address and phone number where you can be reached.

Please provide date and location of the event.

This office reserves the right to issue further requirements based upon the nature of the proposed operation, in accordance with N.J.A.C. 8:24.

Please respond in writing to this office no later than 7 days prior to the event: BY MAY 21, 2010.

A complete copy of the new regulation is available for your convenience at the NJ Department of Health & Senior Services website: <http://www.state.nj.us/health/eoh/foodweb>.

If you have any questions to this matter please feel free to contact this office.

Very truly yours,

Kathleen M. Andrews
Registered Environmental Health Specialist
Monmouth County Health Department

E-Mail responses to "Kate Andrews" kandrews@co.monmouth.nj.us or Fax to Kate at 732-409-7579.

Please cc a copy to [mrsue @ jerseypride.org](mailto:mrsue@jerseypride.org)

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL
P. O. BOX 087, 140 East Front Street
Trenton, NJ 08625-0087

APPLICATION FOR CATERING PERMIT [CT]

PLENARY RETAIL CONSUMPTION LICENSEE TO SERVE OFF THE LICENSED PREMISES

Application must be accompanied by a fee of \$100.00 for each 24-hour period, payable by CHECK or MONEY ORDER to the Division of Alcoholic Beverage Control.

Pursuant to N.J.S.A 33:1-74, undersigned makes application for a Special Permit to sell, dispense and serve alcoholic beverages off the licensed premises.

1. Name of Licensee _____
2. License Number _____
3. Address of Licensed Premises _____

4. Contact Person _____
5. Contact Telephone Number _____

6. For what type of event is this Permit sought? Gay, Lesbian, Bisexual, Transgendered, and Intersexed Pride Parade, Rally, and Festival.

7. Location of premises where affair will be held:

Name Bradley Park, Atlantic Park

Address Asbury Park

Is affair to be held indoors or outdoors? Outdoors

APPLICATIONS SHOULD BE SUBMITTED AT LEAST TWO WEEKS PRIOR TO THE EVENT

SUBMIT A DETAILED SKETCH OF THE LOCATION WHERE ALCOHOLIC BEVERAGES ARE TO BE DISPENSED. PLEASE INCLUDE THE BAR AREA AND LOCATION OF PERSON/PERSONS CHECKING ID'S FOR ANYONE UNDER THE LEGAL AGE.

8. State date affair will be held and between what hours alcoholic beverages will be dispensed:

JUNE 6, 2010 from 12:00 Noon to 6:00 pm
(Date) (Time) (Time)

Rain Date: NONE

9. Will a charge be assessed by ticket, contribution or otherwise? Yes(X) No()

10. Will there be a cash bar? Yes(X) No()

11. Are there premises where the affair is to be held owned by a municipality, county or the State?

Yes(X) No()

If yes, state the name of owner City of Asbury Park

For what purpose is premises normally used? Public park

12. Is affair to be held on church property? Yes() No(X)

Are the premises where affair is to be held licensed? Yes() No(x)

If yes, state the license number _____

continued

13. Check the types of alcoholic beverages to be dispensed if permit is granted:
Wine () ~~Distilled Spirits ()~~ Malt Alcoholic Beverages ()

The applicant represents that if a Special Permit is issued, the permittee will fully abide by all provisions of the New Jersey Alcoholic Beverage Law, State Rules and Regulations, and Municipal Ordinances and Regulations, the same as if the sale and service were occurring upon the applicant's licensed premises.

PRINT Name of Authorized Signator

Signature

The following consent is to be signed by the person so authorized at the premises where the affair is to be held, including property under the control of a unit of government, municipality, county or State; a church; or a premises under license or other privately owned facility.

I certify that I am the person authorized to permit the sale and service of alcoholic beverages on the premises described in the application form, and I certify that there is no objection to the sale and service of alcoholic beverages as herein specified.

Date

PRINT Name and Title of Signator

Signature

NO PERMIT WILL BE GRANTED UNLESS WRITTEN MUNICIPAL APPROVALS PROVIDED FOR BELOW ARE FIRST OBTAINED.

This is to certify that there are no objection to the issuance of the Permit applied for herein and that NOT MORE THAN 25 SPECIAL PERMITS HAVE BEEN AUTHORIZED FOR THESE PREMISES DURING THIS CALENDAR YEAR.

Police Chief (name)

Municipal Clerk (name)

Signature

Signature

Name of Municipality

Name of Municipality

Date

Date

MUNICIPAL SEAL

TYPE OR PRINT NAME AND ADDRESS OF PERSON TO WHOM PERMIT IS TO BE MAILED

NAME _____

ADDRESS _____

TELEPHONE NO. (_____) _____