



Council of Indian Organizations in Greater Philadelphia

FESTIVAL OF INDIA 2010 –BUSINESS BOOTH PROGRAM

Council of Indian Organizations (CIO) is organizing Festival of India program on Sunday, August 15, 2010 at Penn's landing, located along the scenic Delaware River in Philadelphia. This festival consistently attracted more than 6000 people each year and has been commended by people from all walks of life. CIO was established in 1983 as an umbrella organization of more than 20 active Indian associations in the greater Philadelphia area. Our objectives are to provide a common platform to pursue our common goals, to promote and coordinate community activities, to provide civic and political education to people of Indian origin, and to act as the representative for the Asian Indian community.

General Information: All booth reservations are done on first come first served basis. The booths, by location are assigned by a random draw at 10 am on the day of the festival. All vendors are required to be present by 9.30am. The admission to the site is controlled by Penn's landing personnel. The area is an open plaza and CIO is not responsible for disruption or damage caused by inclement weather. Open tents will be provided at an extra cost. All food vendors are required to obtain Special Event Eligibility certificate from the dept. of Public Health Office of Food protection, city of Philadelphia. CIO will provide the forms. All food vendors are requested to provide 10 coupons for free refreshments for the benefit of volunteers. All food vendors will be provided with water & power connections. Due to limited availability of electrical outlets, other vendors will be provided power connections on request only and they should bring their own extension cords (minimum 50 ft. in length). All garment/dress vendors are limited to bring only two racks. All tables are provided with disposable table covers. Vendor guidelines are enclosed (or mailed) separately and all participants are required to comply with them.

Rental Rates

Food Booths: 10'x20' (Total 5): 3 tables (6x2)/chairs included. \$1,000 ea.

Other Booths: 6'x5' (Total 75): 1 table (6x2)/chair included.

Businesses /Organizations selling/advertising/information \$125 ea.

Non-profit organizations/member organizations (no selling) \$50 ea.

Tents: 10'x10' Open tent \$150 ea Note: 2 are needed for a 10'x20' booth.

You may bring your own no bigger than 10x10 or 10x20

To reserve your booth please fill the form below and mail it with a non refundable check for the amount drawn in favor of CIO to: **Sunil Nair, 7 Joy Circle, Barto PA 19504 (610-845-0923/nairsc_08@yahoo.com) or Manish Ingle, 207 Warwick Way, North Wales PA 19454 (215-353-3141/mingle@gonebula.com).** Your spot is not reserved until we receive the check in advance.

Thank you very much for your patronage.

COUNCIL OF INDIAN ORGANIZATIONS IN GREATER PHILADELPHIA (www.indiacouncil.org)

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Please reserve the following circled by me for the Festival. A check is enclosed for the appropriate amount payable to CIO. () I have received the vendor guidelines and agree to comply. () Please send me a copy of the guidelines. Festival will close at 7:00 PM. () I agree to close at 7:00 PM sharp and agree that if I fail to comply, I will be liable for the penalty imposed by the Delaware River Front Authority.

\$1,000 \$125 \$ 50 Tents - \$150 ea Qty()

Name/Address _____

Amount _____ Phone # _____ e-mail _____

Type of Business _____ Signature _____

Subj: **PECO Grant for Additional Event Hours**
Date: 3/4/2009 5:37:16 P.M. Eastern Standard Time
From: kbranson-davis@delawareriverwaterfrontcorp.com

UPDATE REGARDING THE NEW GUIDELINES FOR FESTIVAL HOURS:

The DRWC will continue to offer Festival Organizations the same event services at no additional cost for a six-hour event (in accordance with the details of the new festival hour guidelines below).

Festival Organizations also have the option of using the \$1,000.00 PECO grant to cover the cost of additional event hours (for a maximum of eight event hours).

The DRWC is currently in contract negotiations with the service unions who facilitate our stage and site operation needs and, subsequently, an exact fee for additional festival hours has not been determined as of yet. However, DRWC will cover the costs for additional hours if they are found to exceed the amount of the PECO grant.

DRWC has found that a six-hour long event can be just as impactful as an eight-hour long event and that an abbreviated schedule can be more cost-effective. Thus, DRWC strongly recommends that Festival Organizations seriously consider the benefits of either using the PECO grant funds for enhanced and substantial event content, or for additional event hours.

DRWC is committed to producing a high-quality programming schedule and these new guidelines for festival hours help us keep our programming schedule intact in these very fiscally challenging times. We thank you for your understanding and look forward to hosting your festival at Penn's Landing this summer.

Sincerely,
Keeya

From: Keeya Branson-Davis
Sent: Thursday, February 26, 2009 8:27 PM
Subject: New 2009 Festival Guidelines

Hello:

As you are most likely aware, changes have occurred at the company formerly known as Penn's Landing. First, the name of the company has been changed to the Delaware River Waterfront Corporation (DRWC). In addition to the new company name, the DRWC now has expanded duties beyond the responsibilities of the former Penn's Landing Corporation. In its new and expanded role on the Philadelphia waterfront, the DRWC will now be responsible for overseeing and maintaining parcels of property along Columbus Boulevard from Allegheny Avenue to the North and Oregon Avenue to the South (previous boundaries were Spring Garden Street to the North and Washington Avenue to the South). While the DRWC's role has expanded on the waterfront, our budget for programming has not been increased. In fact, the programming budget has been decreased in order to direct funds to facilitate the duties of our expanded responsibilities along the waterfront.

In addition, the DRWC is also dealing with the reality of these difficult economic times of smaller budgets and high expectations. The DRWC is being asked to do more with less money, just as virtually every company in America is being asked to do. Our staffing, production, and insurance costs have risen very sharply this year and we have to be prudent about how to meet these cost increases and still facilitate the production of the festivals.

The DRWC Programming Cost-Analysis

The DRWC recently conducted a programming cost-analysis which enlightened us about our operations and helped us see ways in which we can function more efficiently, maintain our great free public programs, and survive this challenging period. One specific area of note and adjustment are festival hours. The DRWC production cost-analysis showed that an (8) hour event day was in fact a (10) hour event day at minimum when set-up and load-out hours were factored in, and that a (6) hour long day is more in line with what the DRWC can afford to produce at no additional cost to Festival Organizations. Therefore, this summer the DRWC will offer all Festival Organizations the opportunity to reduce the number of hours to (6) hours with no additional cost, and those Festival Organizations who wish to have an (8) hour long festival can pay a fee (to be determined) for those two additional hours .

New Guidelines for Festival Hours

- The DRWC will cover the first six (6) hours of festival programming at no additional cost to Festival Organizations.

- Festival Organizations will be responsible for paying a fee for any additional hours beyond a six (6) hour period.
- Festival Organizations requiring more than the allotted six (6) hour event period covered by DRWC must request so in writing.
- If additional hours are requested on the day of the event due to inclement weather or other unforeseen circumstances prior to the event date, Festival Organizations will be responsible for paying for any additional hours beyond their scheduled conclusion time.
- No festivals will be permitted to go beyond an eight (8) hour period.
- All festivals must adhere to the starting and concluding festival times as listed in the Penn's Landing brochure.

New Guidelines for Alcohol Sales

This summer all events that include alcohol sales will incur an administrative fee of 15% on the gross sales revenue of alcoholic beverages. This administrative fee covers the costs involved with the ordering, purchasing, storage, and facilitation of alcoholic beverage sales.

THANK YOU!

For over 25 years, the citizens of Philadelphia as well as visitors to our city have come to know Penn's Landing as Philadelphia's premier waterfront destination for great events that highlight the best in musical and cultural entertainment. The Delaware River Waterfront Corporation remains committed to our mission of providing the Philadelphia region with high-quality, free, public programming. In these challenging economic times, our mission is even more timely and your role in helping us achieve it is extremely significant. We hope that you will work with us and to continue to provide Philadelphia with the great programming we are proud to have on our summer schedule.

On behalf of the Delaware River Waterfront Corporation, I thank you and I look forward to working with you this summer.

Very Sincerely,



XX. VENDOR SET-UP / VENDOR BREAK-DOWN

- **Festival Organizers must instruct Vendors to be as self-sufficient as possible. DRWC is not under any obligations to provide load-in and load-out assistance to Vendors.**

Festival Organizers will be responsible for supplying any and all assistance and equipment their Vendors may require at the beginning of the event during set-up and at the conclusion of the event during break-down (e.g., moving and assembling tents and tables, transporting merchandise and equipment, etc.).

For insurance reasons, Vendors and Festival Organizers will not be permitted to use motorized carts or vehicles on Penn's Landing's event sites. All carts and dollies used by Vendors must be manually operated.

Festival Organizers must inform Vendors to bring their own electrical extension cords (i.e., heavy-duty outdoor electrical cords).

No Vendors will be allowed to set-up at their location without the presence of authorized DRWC programming personnel and the Festival Organizers.

- **Only Food Vendors may load-in at the Chestnut Street Gate at the top of the Great Plaza; Merchandise Vendors must load-in at the Walnut Street East Lot Gate.**

Food Vendors may load-in at the Chestnut gate under the following parameters:

- Vendors may not park their vehicles at the bend or turnaround area directly in front of the Chestnut Street gate. Vehicles parked in that area will be subject to fines and towing.
- Vendors must park in a legal parking space along the straight ways of the Chestnut street overpass and cart their items to the gate. Vendors are responsible for following the parking regulations and paying their meters.
- Food Vendors may park their vehicle in a metered space along Chestnut Street for load-in and then move their vehicle to the Walnut Street East parking lot after the load-in period for the remainder of the day. Parking in the Walnut Street lot is highly recommended for convenience during the event (the parking lot has a flat fee day rate) and efficiency during load-out (the gates are wider at the Walnut Street East lot Vendor loading area).
- All Vendors who do not have a valid, authorized Penn's Landing parking pass will be responsible for paying for parking at the posted daily rate if they do not have an
- Merchandise Vendors are only permitted to load-in at the Walnut Street East lot gate. Security will not allow any Merchandise Vendors to load-in at the Chestnut Street gate.



A. Vendor Check-In and Registration

- **Festival Organizers must assign a Vendor Coordinator from their organization to oversee and coordinate vendor and sponsor arrivals for the entire duration of load-in.**

Festival Organizers will be responsible for staffing a person at the vendor check-in location to check-in all vendors for the event.

The following information should be collected from all vendors:

- Contact name of person on-site at booth
 - Name of business
 - Make model and car of vehicle parked in lot
 - License plate number of vehicle
 - Items being sold or exhibited at booth
- **All Event Staff Members and Vendors are to use the Great Plaza Walnut East parking lot entrance as the load-in location.**

The main gate entrances will be locked and will not be opened until the scheduled starting time of the event. Vendors are to register at the Walnut East gate with Festival Organizers and DRWC Security before they will be permitted to set-up at their location.

Vendors will not be permitted to drive their vehicles into the event area to unload their goods at their location. Vendors may park in the parking lot and transport their goods to their booth locations with manually operated carts or dollies.

Vendors may not block the Vendor gate entrance during load in. Vendor vehicles that block the gates may be subject to be towed.

- **Vendors must be on-site, registered, and completely set-up one hour before the scheduled starting time of the event.**

No Vendors will be admitted on-site or permitted to set-up in a location if they arrive after the registration period has been completed.

- **Festival Organizers are not permitted to accept and place on site any Vendor who:**
 - Has not registered for the event prior to the event date.
 - Has not read the DRWC Event Guidelines and is not familiar with the DRWC site and event regulations.
- **Sponsor and vendor vehicles are strictly prohibited from driving along the ramp pathway of the Great Plaza.**



B. Vendor Locations

- **Festival Organizers will be permitted to have Vendor locations in the following areas:**

SITE LOCATION	NUMBER OF BOOTHS (10'X10')
The Great Plaza: Zone 1	10
The Great Plaza: Zone 2	10
The Great Plaza: Zone 3	7
The Great Plaza: Zone 4 (Tree area)	6
The Great Plaza Ramp	10
Chestnut West (Gate entrance)	10
Chestnut East (Tree area)	8
Chestnut Mall	6
Food Vendors	12

Additional Event Space:

The Walnut East parking lot may be utilized as festival space for an additional fee of \$1,000.00. To make arrangements for additional event space, please contact Keeya Branson Davis at (215) 629-3215.

As a matter of policy, Delaware River Waterfront Corporation reserves the right to adjust the final placement of all festival booths, tents, tables, chairs etc. located on Penn's Landing property. Locations, i.e., areas where Vendor tables and/or booths are permitted, will be placed as specified on the DRWC Festival Guidelines map. Equipment will not be permitted on inclines or in locations obstructing walkways. Any disputes among Vendors regarding Vendor location, merchandise, etc. will be resolved by the Festival Organizer and the Vendor. To schedule a site walk prior to your event, please contact Keeya Branson Davis at (215) 629-3215.

C. Vendor Breakdown

- **Vendors are to begin dismantling their operations no later than one hour prior to the scheduled conclusion time of the event.**
- **Vendors must completely cease operations at the scheduled event conclusion time.**

In the event that Vendors do not cease their activities at the scheduled conclusion time of the event, power will be disconnected at their vending location and restored after their operations cease completely. Festival Organizers will be responsible for any overtime charges incurred as a result of Vendors who do not cease operations at the scheduled event conclusion time (please see "Event Schedule and Overtime").



XXI. VENDOR GUIDELINES

- **The Delaware River Waterfront Corporation highly recommends that Festival Organizers meet with their prospective Vendors and personally view the items to be sold during the event.**
- **The Delaware River Waterfront Corporation reserves the right to eject Vendors who sell illegal, counterfeit and prohibited items as specified in the DRWC Festival Guidelines.**

PECO Company, Independence Blue Cross, the Delaware River Waterfront Corporation, the City of Philadelphia, the Philadelphia Redevelopment Authority, the Commonwealth of Pennsylvania, their agents and/or employees are not responsible or liable for items or merchandise confiscated and/or revenues or deposits lost as a result of non-compliance with the Delaware River Waterfront Corporation event guidelines. Liability and responsibility for items or merchandise confiscated and/or revenues or deposits lost lies solely with the Festival Organizer(s) and/or sponsoring cultural organization(s).

- **Festival Organizers must notify all Vendors of the following guidelines:**
 - * **The Delaware River Waterfront Corporation strongly suggests that Vendors are given a copy of the DRWC Vendor information.**
 - All Vendors must comply with all City, State, County, and Federal regulations. Vendors must have on their person all necessary documentation to prove their compliance with those regulations, such as a business privilege license, Licensing and Inspection certification, etc. to be presented when asked by DRWC personnel or a City of Philadelphia official.
 - All Food Vendors must actively follow all guidelines as prescribed by the Philadelphia Department of Health for handling, preparing, selling and storing their food items.
 - Vendors must be ready for business one (1) hour prior to the starting time of the event.
 - Electric generators are not permitted to be used on Penn's Landing property.
 - Vendors must sell or promote their product at their designated booths only and will not be permitted to sell items by walking around the plaza area or soliciting customers at other plaza locations. Vendors found selling items outside their booths and designated areas will be ejected from Penn's Landing property and Festival Organizers may incur penalties.
 - Festival Vendors will refrain from selling items with profane messages.
 - The sale of items containing tobacco (e.g., cigarettes, cigars, chew, etc.), illegal substances, and illegal substance paraphernalia is strictly prohibited.
 - Vendors will refrain from selling items that may harm visitors or will cause excess litter and damage to Penn's Landing property. Prohibited items include stickers, air-horns, confetti, silly string, snap pops and pyrotechnic and incendiary devices such as sparklers, fireworks, firecrackers, and cherry (smoke) bombs.



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- Items that are of a carnival-like nature and games of chance are prohibited.
- All items must be stored inside the assigned Vendor location during the event. Items must be contained within the boundaries of the Vendor locations and may not obstruct walkways or staircases. Merchandise may not be hung from trees, poles, lampposts, electrical wires, fountain structures, DRWC booth frames, fences, etc.
- Vendor attire and storage areas must be neat and presentable at all times.
- Vendors are responsible for maintaining a neat booth location during the event. Vendors are encouraged to bring brooms and other cleaning equipment to maintain cleanliness at their booth locations.
- Booth areas should be as clean and neat as possible after the conclusion of the event. Festival Organizations will be fined for excessive litter and DRWC property damage caused by festival Vendors.

XXII. The Delaware River Waterfront Corporation Core Vendor Food Menu

- **All Food Vendors who are not contracted with the Delaware River Waterfront Corporation for the summer season are prohibited from selling the following items:**

Smoothies	Hot Dogs
Ice Tea	Hamburgers/Cheeseburgers
Lemonade	Steak/Cheese Steaks
Italian Water Ice	French Fries
Irish Ice	Fish Cakes/Crab Cakes
Fruit Salads	Chicken Fingers
Pretzels	Chicken Wings
Funnel Cakes	

DRWC Core Vendors retain the exclusive rights to sell the above items at Penn's Landing. If any Festival Food Vendor wishes to sell any item from the list, the Food Vendor must obtain written permission from Delaware River Waterfront Corporation at least one (1) month in advance of your event. Vendors not in compliance with the guidelines will have those items confiscated and their booth(s) will be closed.

- **All Food Vendors must adhere to the following guidelines:**
 - All Vendors must comply with all City, State, County, and Federal regulations. Vendors must have on their person all necessary documentation to prove their compliance with those regulations, i.e., current Health Department and L&I certification, to be presented when asked by a DRWC or City of Philadelphia official. All Food Vendors must actively follow all prescribed guidelines for the handling, preparation, sale, and storage of their food items.
 - All Vendor booths must be set-up and ready for business at least one (1) hour prior to the start of the event.
 - Vendor staff attire must be neat and presentable at all times.
 - Festival Organizers are responsible for ensuring that all Food Vendors have access to fire extinguishers.



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- **All Vendor locations must be kept neat and presentable at all times.**
 - All Food Vendors must have cardboard or wooden floor coverings under all areas where food is cooked and served.
 - Cardboard boxes should be broken down and used as temporary flooring and ground covering under cooking equipment (e.g., fryers, grills, prep tables, etc.) or boxes can be stacked next to the trash receptacles.
 - Vendors must clean their booths throughout the event Food Vendors should bring their own equipment, e.g., brooms, to maintain the cleanliness of their location.
 - All items must be stored inside the assigned booth while in operation.
 - Food Vendors must bring containers for their liquid refuse (e.g., grease, oil, gravy, sauce, juice, etc.) and dispose of it off-site.
 - In the event that DRWC determines that additional site cleaning will be required due to excess refuse and or grease, the Festival Organizer will be financially responsible for all costs associated with the site clean-up.
- **No glass-bottled beverages are to be served to visitors to Penn's Landing at any time.**
- **DRWC strongly suggests that Festival Organizers encourage their Food Vendors to purchase cultural beverages in containers made of plastic, aluminum, or waxed paper cartons.**
 - All beverages must be served to the public in non-glass containers aluminum cans or cups made of plastic or paper.
 - Vendors who serve beverages in glass containers may be subject to having their booths closed and/or ejection from Penn's Landing premises.

XXIII. Beverage Category Exclusivity

- **Coca-Cola has exclusive pouring rights for domestic beverages on-site (i.e., water, sodas, vitamin drinks, energy drinks, juices, teas, etc.).**
 - Vendors selling domestic beverages must sell Coca-Cola products only.
 - All domestic beverages including water that are not Coca-Cola beverages are prohibited from being on Penn's Landing property.
 - All domestic beverages including water that are not Coca-Cola beverages are prohibited from private consumption and public sale and distribution on Penn's Landing property (e.g., event staff, vendor staff, and event volunteers).
 - Sponsors are prohibited from distributing domestic beverages that are not Coca-Cola products, including water.
- **Vendors must purchase Coca-Cola products from the on-site distributor prior to the start of the festival. Coca-Cola beverages will be sold on-site at fair-market wholesale prices. Vendors will be directed to the on-site selling location to purchase products.**