



May 25-27, 2018 ✨ Cedar Crest College, Allentown, PA

For three days over Memorial Day weekend, Mayfair Festival of the Arts at Cedar Crest College presents the sights, sounds and tastes of its Annual Festival at Cedar Crest College.

Friday, May 25	12 pm – 10 pm
Saturday, May 26	12 pm to 10 pm
Sunday, May 27	12 pm to 10 pm

OVERVIEW

It was a Lehigh Valley tradition for nearly 30 years, and in 2018, the Mayfair Festival of the Arts is making a comeback at Cedar Crest College. As Allentown's largest annual art festival, Mayfair attracts 20,000-30,000 attendees each year. While other arts organizations specialize in one art form, we offer our community a sampling of every major art form in one causal and convenient place at no cost. We also offer a full-day arts field trip for local schools at no charge. The festival will be held on the beautiful grounds of Cedar Crest College, a recognized arboretum in the west end of Allentown, just steps from Cedar Beach Park, where the very first Mayfair was held in 1987.

Food preparation and service is an art form we celebrate and we welcome participation of food vendors who can accept the terms and conditions identified here. **Many of our patrons are looking for healthy food and therefore we will give special consideration to food vendors offering gourmet, unique or healthy alternatives, including vegetarian and organic foods.**

ACCEPTANCE

Final Application deadline is March 1, 2018. Priority will be given based on date of receipt; inclusion of gourmet, unique or healthy alternatives; completeness of application including fee payments and definition of space and power requirements.

We will make every effort to minimize duplication of menu items and, before acceptance, we will communicate with vendors to clarify approved menus. Only items on the FINAL MENU are to be sold during the Festival. Vendors will be required to stop sales of any items not approved or not on their posted menu.

Mayfair at Cedar Crest College is an indoor and outdoor event and Mayfair specifically accepts NO responsibility for lost revenue because of weather conditions.

SITE SELECTION

All food vendors will be located outdoors.

Mayfair at Cedar Crest College shall determine the site for vendors' stands. Once accepted, vendors may not increase the size of their vending space without approval from Mayfair at Cedar Crest College's Operation Director, Lauren Condon.

Vendor shall remove all supply vehicles – unless approved by Mayfair at Cedar Crest College – and other vehicles from the Festival Site to the designated parking lot no later than one (1) hour before opening on each day of the Festival and such vehicles shall remain off site until after the closing time each day of the Festival. **ABSOLUTELY NO TRUCKS OR OTHER VEHICLES WILL BE PERMITTED AT VENDOR SITES DURING FESTIVAL HOURS UNLESS APPROVED BY MAYFAIR PRIOR TO START OF FESTIVAL AND POSITIONED AS AGREED UPON.**

Convenient on site supply vehicle parking is available for all vendors.

VENDOR RESPONSIBILITIES

Vendor is required to use tickets for cash system and all food prices must be in **\$1.00 increments**. Mayfair at Cedar Crest College will send payments to vendors on Wednesday, May 30 for Festival sales.

Vendor is required to obtain a sales tax license number from, and make 6% sales tax payments to the PA Department of Revenue. Also any gross receipts tax that may be due to the City of Allentown or any other tax levied by any other governmental organization with respect to sales of vendor.

Vendor shall obtain all permits and/or certifications necessary to serve food at the Festival. This shall include a business license from the City of Allentown and a temporary food service license from the City of Allentown, Bureau of Health.

Vendor agrees that Mayfair at Cedar Crest College shall retain 20% of ticket sales income after adjusting for 6% sales tax payment by vendor.

Vendor agrees to adhere to all City, County, State and/or Federal health, safety, fire regulations and other applicable regulations governing the sale of foods/beverages at events, including the Pennsylvania Department of Agriculture's Food Employee certification.

Health Bureau Inspections will be conducted on Friday, May 25, 2018 between 8 am and 12 pm. All food vendors must successfully complete this inspection in order to open for business. No sales are permitted until your facility has been inspected and approved by the Bureau of Health for operation.

Vendor shall provide approved fire extinguishers. The extinguishers must be an ABC or BC type unit. Minimum size must be 10BC or 1A10BC. Extinguishers protecting deep frying or larger cooking surfaces must have at least a 30BC rating. All fire extinguishers should have current inspection tag from a certified technician attached.

Vendor shall fully abide by the rules and regulations of the Commonwealth of Pennsylvania, the County of Lehigh, the City of Allentown and Mayfair at Cedar Crest College in regard to recycling of cardboard, plastic, glass and metal containers, or any other materials deemed recyclable.

Vendor must keep their area presentable during the festival and clean their area completely before leaving at the end of the festival. Special attention must be taken to prevent oil stains.

Vendor shall be responsible for the removal of, but not limited to, the following items: all litter and debris, wooden or plastic pallets, waste cooking oil, gray water, set up and tear down materials, paper cups, plates, utensils, garbage, and trash from the vendor's space and the immediate area surrounding the vendor's booth area. These items shall be disposed of only at designated areas.

STAND REQUIREMENTS

- A recent photograph of your stand is required with this application with **special emphasis on any planned decorations.**
- Food trucks and trailers are acceptable.
- Tents must be of a professional quality frame or pole tent. Mayfair at Cedar Crest College can provide professionally installed tents for an additional cost.
- All tents must be securely anchored and able to withstand a 40 mph constant wind, with 60 mph gusts.
- Vendor is encouraged to have the capability of enclosing tent with side walls in event of severe weather.
- No flashing lights on stand will be permitted.
- Vendor shall post attractive, legible menu boards indicating all available items and cost in number of tickets.
- Menu boards must be clear and visible to the patrons. Do not include products that are not available.
- There shall be no excessive commercial signage.

PHOTO CONSENT

By participating in this event, vendor agrees to allow photos to be used by Mayfair Festival of the Arts at Cedar Crest College in future publications or future events.

INSURANCE

Vendor shall be solely liable for any equipment, food, beverage or other items of personal property that it brings to the Festival location.

Vendors must provide Mayfair at Cedar Crest College with a certificate of insurance showing Commercial General Liability coverage with limits of \$1,000,000.00 (million) Occurrence and \$2,000,000.00 Aggregate, and Automobile Liability limits of \$1,000,000.00. **The insurance certificate must accompany the vendor application.** An updated certificate may be necessary prior to the event date and will be requested if necessary.

Mayfair will provide security patrols starting Thursday, May 24 at 12 pm through Monday, May 28 at 5 pm covering both operating and non-operating hours for the event, but it is specifically understood and agreed that Cedar Crest College, their officers, agents, servants and employees shall be held harmless for any claim for theft, casualty or other loss whether or not said casualty or loss is covered by insurance, with respect to the vendor's property left on the location, at any time before, during, and/or after the event.

Vendor hereby agrees to indemnify and hold harmless, of and from all actions, causes of action, damages, suits or claims of any kind resulting from the provisions of service by the vendor under this contract, including, but not limited to, any acts of vendor, its agents, servants or employees in the performance of this contract, personal injury or damage to personal property or real estate resulting from the acts, errors of employees, whether negligent or non-negligent, or damage to vendor's property.

WATER & ELECTRIC

Direct water hose hook-ups are limited; vendors must share these services. Vendor must supply backflow preventers and only food-grade hoses will be permitted. No garden-type hoses are allowed.

120 or 240 volt power will be available but Mayfair at Cedar Crest College reserves the right to limit the total electrical power provided to any vendor. Noisy power-producing equipment is not permitted and all vendor supplied generators must be approved by and coordinated with Mayfair at Cedar Crest College Operations. All power cables are to be rated for outdoor use and sized for the connected loads. All 120 volt extension cords shall be a minimum of 12/3 outdoor rated.

Vendor shall specify in application the number and rating (120 or 240 volts and amps) of each circuit required. Any additional power requirements requested at the Festival will be subject to availability and at added cost.

Electric power will be available for connections to vendor after noon on Thursday, May 24.

OPERATING HOURS

All food vendors are to have their food service operations active and be prepared to serve food throughout designated operating times.

Food service shall be available at 12 pm all Festival days and will close at 10 pm.

Food ticket sales will begin at 12 pm.

Performances on all stages will begin at 12:30 pm or later to allow patrons to purchase food and arrive at the performances on time, and will be scheduled to end by 10 pm.

Electric Pricing – Indicate number of all electrical circuits required:

Voltage	Amps per circuit	Price / Ckt	# of Ckts	Total \$		Voltage	Amps per circuit	Price / Ckt	# of Ckts	Total \$
120 volts	1 st 20 Amp circuit	\$60				240 volts	Each 30 Amp circuit	\$120		
120 volts	Each Added 20 Amp circuit	\$20				240 volts	Each 40 Amp circuit	\$140		
120 volts	1 st 30 Amp circuit	\$90				240 volts	Each 50 Amp circuit	\$160		
120 volts	Each Added 30 Amp circuit	\$30				240 volts	Each 60 Amp circuit	\$180		

Stand fee: based on maximum stand width parallel to frontage in feet (including trailer and hitch) – must include size of all equipment behind stand including vehicles approved for parking behind stand. Rates increase as follows based on date of application receipt:

	Thru 1/31/2018	2/1 thru 2/29/2018	3/1 thru 3/31/2018
Up to 10 ft.	\$350	\$375	\$400
10.1 to 15.0 ft.	\$450	\$475	\$500
15.1 to 20.0 ft.	\$550	\$575	\$600
20.1 to 25.0 ft.	\$650	\$675	\$700

Let Mayfair at Cedar Crest College provide your tent. We are offering the rental of professionally installed tents to meet your needs for your stand. Tents will be available for use on Thursday, May 24.

Pricing and tent sizes available upon request.

APPLICATION PROCEDURES AND FEES

Submit completed application form. If paying by check, please include payment with your application as well as photos of your stand.

- BY CHECK: Application fee and stand fee must be submitted as one check along with your application form. In the event that you are not selected to be in the show, your stand fee will be refunded to you within 30 days of notification. The application fee is non-refundable. Make checks payable to Cedar Crest College. There will be a \$30 returned check fee for any checks returned for non-sufficient funds.
- BY CREDIT CARD: Please make your credit card payments online by visiting www.cedarcrest.edu/mayfair and click on the "Pay Now" button. Payment total should match what is indicated on your application form.
- All applications will be considered void if not fully complete and accompanied by payment within 30 days.
- NO REFUNDS: Once payments are submitted there will be no refunds granted unless your application is not selected to be included in the festival.
- Food/Beverage vendors must submit photos of their stand or provide a URL.
- Categories will be filled on a first-come basis. Others will be wait-listed.
- Photos of your stand may be used for marketing purposes.

Applicants after March 1 may not have the ability to be present on the Festival Map that will be printed for patrons.

Food Vendor Application

Contact Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Web Site _____

STAND IMAGE

I/we understand that if selected into the festival I/we will be required to sign a hold harmless agreement and will not be able to participate in the festival until the form is returned to Mayfair at Cedar Crest College. Furthermore, I allow Mayfair at Cedar Crest College to use images of myself or my craft to promote this event.

Signature _____ Date _____

Fees Due

- Application fee (non-refundable) \$ 35.00
- Electrical fee: Specify connection (see Table on page 4): _____ \$ _____
- Stand fee: Specify width & depth (see Table on Page 5): _____ x _____ feet \$ _____
- Tent Rental: Specify size(s) (see Table on page 5): _____ \$ _____
- **Total stand, electrical & tent rental fees** \$ _____

**Payments can be made online by visiting www.cedarcrest.edu/mayfair

MAIL APPLICATION TO:

Cedar Crest College
Attn: Lauren Condon
100 College Drive
Allentown, PA 18104

EMAIL APPLICATION TO:

mayfair@cedarcrest.edu

QUESTIONS:

mayfair@cedarcrest.edu
Lauren Condon @ 610-740-3762

