

An aerial photograph of a large outdoor event, likely a fair or expo, featuring numerous white tents and a dense crowd of people. The scene is set in a park-like area with trees and greenery. The image is overlaid with a semi-transparent green and yellow geometric design on the right side.

City of Glendale, Special Events Division

Vendor Selection Process

May 11, 2017

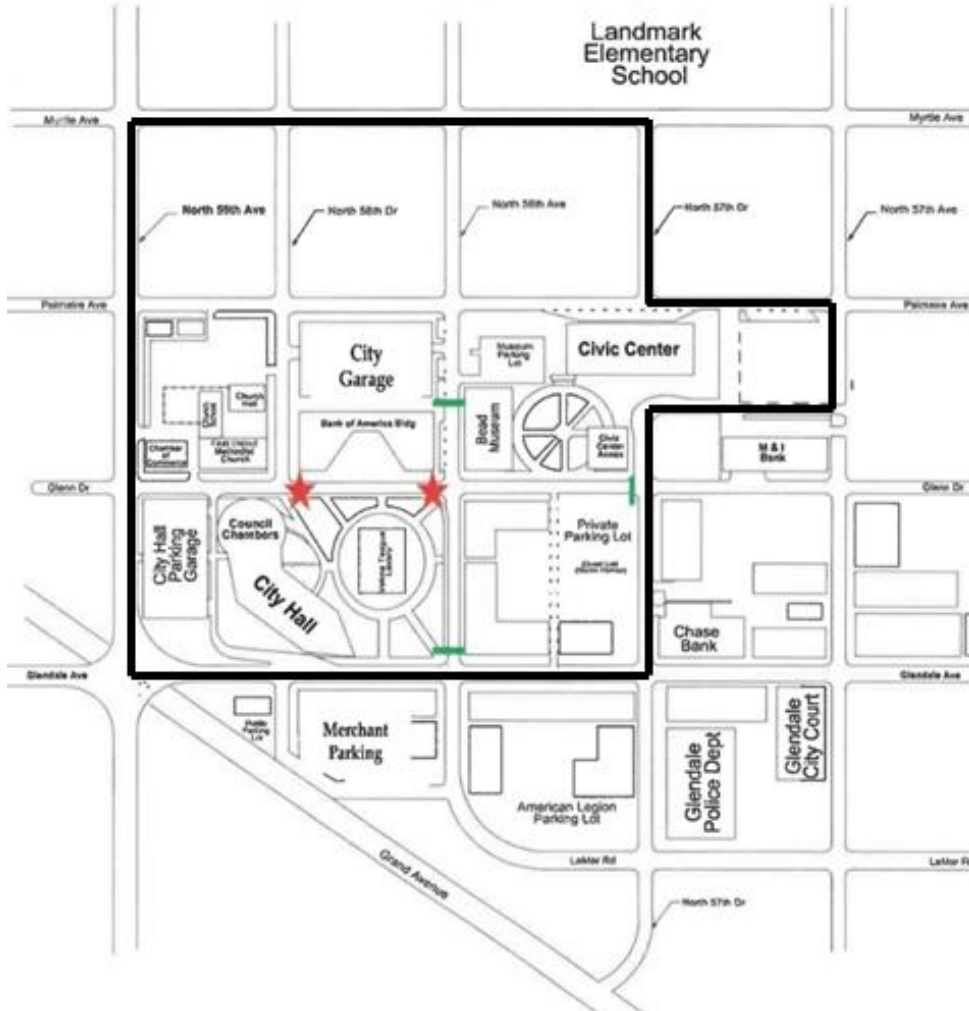
Chamber of Commerce Procurement Fair & Business Expo

Glendale's Signature Events

- ▶ The mission of the Signature Festival Events season is to promote and brand downtown Glendale as a destination and attract new visitors and potential shoppers to the area, while fostering community pride among residents.
- ▶ Started in 1993 with the partial lighting of Murphy Park.
- ▶ A team effort involving Public Safety, Parks and Recreation, Public Works, Tax & License, Code Compliance, Building Safety, and many other City functions.
- ▶ Special Events Division has four full-time employees and oversees about \$567,000 each year for direct production costs related to the downtown Signature Events Season events.
- ▶ Your Special Events staff are award winning within the industry - nine different awards by local and national event organizations.

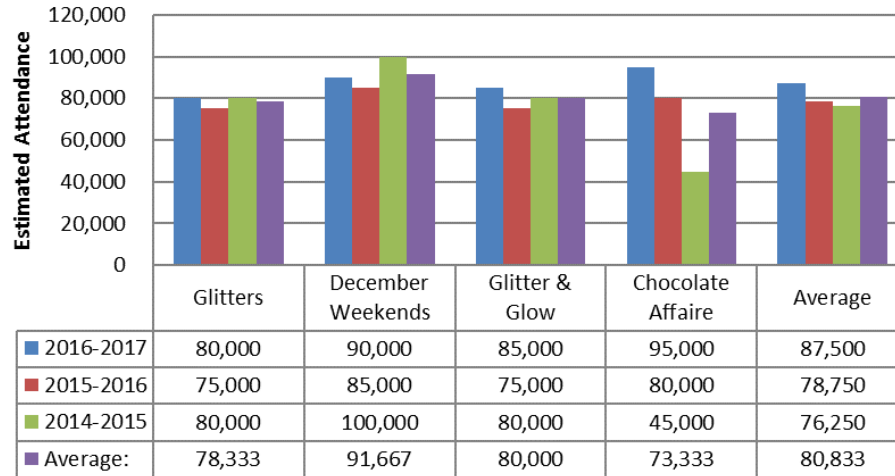
- ▶ Not successful without YOU!

Glendale's Signature Events

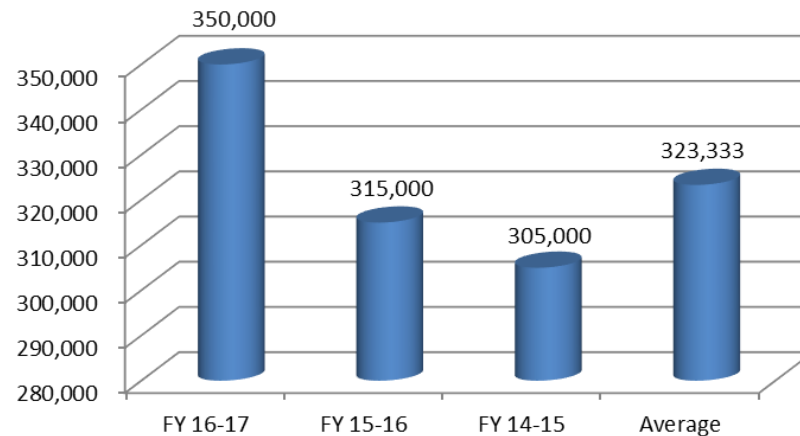


Glendale's Signature Events

Event Attendance



Estimated Patronage



Continuous Improvement

- ▶ In preparation for the 2017-18 Signature Event Season:
 - ✓ Conducted a survey of local business, residents, vendors
 - ✓ Reviewed and assessed all concerns
 - ✓ Reviewed and assessed various 2016-17 Signature Events
 - ✓ Will implement operational enhancements to further improve



Vendor Opportunities

- ▶ Glendale Signature Events
 - ▶ Glendale Glitters Spectacular Weekend
 - ▶ Glendale Jingle Bell Rockin' Nights
 - ▶ Glendale Winter Wonderland
 - ▶ Glendale Spirit of Giving Weekend
 - ▶ Glitter and Glow Block Party
 - ▶ Glendale Chocolate Affaire



- ▶ Other Glendale Community Events
- ▶ Emphasis on Glendale First

Vendor Categories

- ▶ **Amusement Vendors:** Rides or activities, multiple guest participation based activities
PLEASE NOTE: **Inflatable Ride vendors** will no longer go through this application process. If you're an inflatable ride amusement vendor interested in our festivals, please email Dawn Marquez at dmarquez@glendaleaz.com.
- ▶ **Commercial I Vendors:** Mass produced product or sales items, company has more than 15 employees
- ▶ **Commercial II Vendors:** Mass produced product, home based companies, companies with under 14 employees
- ▶ **Craft Vendor:** Majority of products are hand crafted and not resold
- ▶ **Interactive Vendors:** Individual service to patrons, one-on-one interaction (i.e. face painter or caricaturist)
- ▶ **Food Vendor:** Sells food products that are made for immediate consumption, including food prepared on or off the event site.
- ▶ **Food Truck Vendors-** A food truck serving “gourmet-style street food.”
- ▶ **Non-profit Vendors:** 501(c)(3) status with proper documentation. Non profits are limited and can only sell or pass out information pertaining to the group they are representing. No food sales, prepared and cooked, on site are permitted under this category. You must send a copy of your 501(c)(3) letter along with your application. Also applies to non 501(c)(3) nonprofits such as schools, hospitals, libraries, churches and government units.

Steps to Becoming a Vendor

- ▶ Complete the Online Application Process
- ▶ Selection Committee and staff review each submission
- ▶ Any additional information needed is requested
- ▶ Acceptance packets and denial notifications are sent out
- ▶ Selected vendors complete, sign and return their packet along with their payment and COI if needed
- ▶ Vendors need to obtain their Glendale Sales Tax License
- ▶ All food and beverages vendors need to be cleared through the health department
- ▶ Vendors receive a second packet with more setup details, parking passes and a map with their booth location

Application Process

- ▶ Complete and submit an online vendor application
- ▶ A complete submission includes:
 - ▶ Online Application
 - ▶ Photos of booth setup and products, attached to online app or mailed in
 - ▶ A full menu of items or services you intend to sell with pricing
 - ▶ Application fee of \$25 along with the payment voucher

[Glitters Spectacular 2017 Application](#)

Vendor Selection Criteria

- ▶ 1) Glendale 2) West Valley 3) Maricopa County 4) Arizona 5) Others
- ▶ Menu items / services, along with their prices
- ▶ Photos of booth setup and products
- ▶ Unique and interesting products that are appropriate for our festivals, attendees and demographic
- ▶ Past festival experience

- ▶ Applications to be reviewed by panel of City staff and community members

Additional Criteria Considered

- ▶ The number of booth requests for each size: how many 10' x 10' vs. 10' x 20'. We only have space for so many 10' x 20' booths given the park layout and the full service food area
- ▶ The amount and type of power requested
- ▶ The number of vendors with similar products and services
- ▶ Past experience with City of Glendale Festivals
- ▶ Full service food vendors: experience operating in high volume festivals and events and fulfilling orders for large crowds over multiple days

Vendor Acceptance Packets

- ▶ Vendor Guidelines
- ▶ Information on how and when to set up
- ▶ Security, Tax & License, Health Department, Fire Codes
- ▶ Certificate of Insurance for Food, Interactive & Amusement Vendors
- ▶ Vendor Check Sheet
- ▶ Event Timeline
- ▶ Lighting Competition
- ▶ Operator Agreement
- ▶ Invoice

Second Vendor Packet

- ▶ Timeline for any materials still needed and day of load in details
- ▶ Mandatory Vendor Check-In
- ▶ Parking Passes
- ▶ Map with Booth Location

Proposed 2017-2018 Vendor Initiatives

- ▶ Glendale First
- ▶ Merchants located within the event footprint have the opportunity for “extension of premise”
- ▶ \$25 special events application and processing fee for signature events will be waived for Glendale-based businesses
- ▶ Vendor selection committee will be expanded to include additional representatives
- ▶ Four vending tents available in Murphy Park Sunday-Wednesday during the event season for local businesses
- ▶ Temporary elimination of prime location fee

2017-2018 Proposed Event Enhancements

- ▶ More Mobility in Murphy Park
- ▶ Eliminate/reduce barricades around Murphy Park
- ▶ Grand Avenue entry
- ▶ Lighted buildings around Murphy Park
- ▶ Uniform lights
- ▶ Uniform tents
- ▶ Clean zone concept
- ▶ Additional community programming
- ▶ Creation of Signature Event “App”

Questions on the Application & Acceptance Process?

For More Information - Contact:

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