



## San Leandro Cherry Festival 2019

Join us on **Saturday, June 1, 2019**, from 11:00 to 6:00pm in Downtown San Leandro for our highly anticipated, annual Cherry Festival!

The Cherry Festival is a long-standing community tradition celebrating our past, present and future. The first festival was held on June 5, 1909, when cherry production was so great that San Leandro was dubbed as "The Cherry City." Many things have changed over the years, but one thing that remains the same is the strong sense of identity and pride the Cherry Festival brings to the San Leandro community.

Upwards of 40,000 people attend the Cherry Festival to partake in cherry-themed food, a beer garden, live entertainment, a Farmers Market with an abundance of cherries, handmade artisan goods, a special Kids Zone with rides and games, community resources and City resources.

We hope you can join us! With your participation, the Cherry Festival will be a spectacular event!

Sincerely,

*Cherry Festival Team*

City of San Leandro, Recreation and Human Services Department  
835 East 14<sup>th</sup> Street, San Leandro, CA 94577  
Phone: (510) 577-3462 | Fax: (510) 577-3471 | [cherryfestival@sanleandro.org](mailto:cherryfestival@sanleandro.org)

# COMMUNITY RESOURCES APPLICATION

## San Leandro Cherry Festival 2019

Saturday, June 1, 2019 – 11:00am to 6:00pm

Downtown San Leandro – West Estudillo Ave



A Cherry Festival Community Resource is an agency that provides important information pertaining to children, families, or seniors or other valuable social services in the San Leandro community. A community resource must be a certified **501(C)3 nonprofit organization**, and is required to provide a copy of their certification letter. The City of San Leandro is looking to provide festival participants with a wealth of information about volunteering, health/fitness, academic enrichment, faith-based groups, the arts, and much more. The City strongly encourages you to apply as a community resource for the Cherry Festival and share information about your agency to thousands of community members.

Applications for Community Resources will be evaluated on the following criteria:

1. Quality of information provided.
2. Uniqueness/non-duplication of information.
3. Returning community resource in good standing with the City.
4. San Leandro based non-profit community resource.
5. Date that the completed entry is received.

Vendor acceptance decisions are at the sole discretion of the City. The Festival reserves the right to admit duplicate businesses or extend exclusivity based on Festival size and needs.

**Application Deadline: Friday, February 22, 2019**

### Application Procedure:

You may also apply via mail or in person at Recreation and Human Services Dept.,  
Attn: Cherry Festival, 835 East 14<sup>th</sup> Street, San Leandro, CA 94577.

Complete and submit an application by the deadline, Friday, February 22, 2019. Be sure to enclose all required supporting documents as outlined in the application.

Enclose all fees as specified in the application. Checks, money orders, or cashier's checks should be made payable to **City of San Leandro**.

**A week after the application deadline**, applicants will be notified of acceptance to the festival via email.

**By late-May**, all accepted applicants will receive more detailed information regarding access times, booth set up, parking passes, security, and more via email.

# COMMUNITY RESOURCE APPLICATION

## San Leandro Cherry Festival 2019

Saturday, June 1, 2019 - 11:00am to 6:00pm  
Downtown San Leandro - West Estudillo Ave



Name of Business/Organization/Group: \_\_\_\_\_

A community resource must be a 501(C) 3 nonprofit organization. **Certification letter attached?** \_\_\_\_\_ **Yes**

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: (\_\_\_\_) \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_

Fax Number: (\_\_\_\_) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Have you participated in a past Cherry Festival? \_\_\_\_\_ No \_\_\_\_\_ Yes

Are you San Leandro based? \_\_\_\_\_ No \_\_\_\_\_ Yes

Amount Enclosed:	# Requested	Standard Fee	TOTAL FEE DUE
Space Only (10x10) (Vendors provide their own booth)		\$115.00	
Space and Booth Rental (Booth provided by City)		\$315.00	
Table and Chair Package (8 ft. banquet table & 2 chairs)		\$35.00	

**TOTAL AMOUNT ENCLOSED:** \_\_\_\_\_

### Payment Method:

Check # \_\_\_\_\_ (made payable to City of San Leandro)

VISA  MasterCard

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Date Signed: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please complete ALL PAGES of this application

**COMMUNITY RESOURCE REQUIREMENTS**

All booths are required to have a tent. All tents must meet California State Fire Marshall Codes and be identified with official CA State Flame Retardant seal. Tents will be inspected by the Fire Marshall. Vendor must provide their own tent, equipment, tables, and chairs unless renting through the City of San Leandro.

If you are planning to hand out any food or drink (this includes handing out candy, bottled water, etc.), you are required to have a health permit issued by the Alameda County Dept. of Environmental Health, **If planning to hand out sampling of food or drinks, is your health permit attached? \_\_\_\_\_ Yes**

**Description of your organization and what it provides: (please provide any website addresses)**

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**Description of information you plan to provide: (please attach copies of flyers or brochures)**

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Please complete ALL PAGES of this application

## GENERAL FESTIVAL VENDOR RULES AND REGULATIONS

(Please initial each box)

	The San Leandro Cherry Festival is a rain or shine event! There will be no refunds due to inclement weather. Fees are NON-REFUNDABLE after your application has been accepted.
	The City of San Leandro does not guarantee vendor sales.
	Vendors, their staff, employees, and agents must comply with all vendor policies, fire codes, laws, ordinances, and regulations pertinent to health, fire prevention and public safety. Failure to comply may result in expulsion from the event without a refund.
	A limited number of vendors in any category will be accepted to the Festival. Decisions are at the sole discretion of the City and based on, but not limited to: The best interest of the festival, history, level of investment, payment, and date of paperwork received. The Festival reserves the right to admit duplicate businesses based on the Festival needs and size. Exclusivity may be extended at the Festival's discretion.
	<b>Vendors are required to operate the entire time that the Cherry Festival is open from 11:00 a.m.-6:00 p.m.</b>
	All booths MUST have a tent. Vendors are required to supply their own tent, tables, and chairs or rent them through the City of San Leandro Recreation and Human Services Department.
	Booth locations are not guaranteed and are made at the discretion of Festival management.
	Exhibitor shall be liable for delivery; handling, set up and removal of his/her own displays and equipment. All displays, merchandise, equipment and staff must be contained within the assigned booth space ( <b>items cannot be hung on the outside of the tent.</b> ) Please note this will be strictly enforced.
	No amplified music, walkway solicitation or "barking" is allowed. Staff/Personnel must remain INSIDE your assigned booth. Walking the grounds to sell merchandise or hand out fliers is strictly prohibited.
	Vendor must obtain written permission from the City prior to using the City of San Leandro's logo or any logo from the City of San Leandro website in connection with their business.
	Vendor meets the insurance requirements and will submit for review and approval.

### ADDITIONAL COMMUNITY RESOURCE VENDOR RULES AND REGULATIONS (Please initial each box)

	The intent of the Community Resource area is to highlight the non-profit groups and agencies that offer services to children, families and seniors in the San Leandro community. As <b>political activity</b> does not meet the intent of the Cherry Festival and could give the appearance of campaigning and advocacy on the part of the City, it is <b>not permitted</b> .
	Unless you have a health permit issued by the Alameda County Dept. of Environmental Health, <b>NO sampling of food or drinks</b> is allowed (this includes handing out candy, bottled water, etc.)

I, \_\_\_\_\_ have read both the application and information sheet and agree to comply with all the rules and regulations of the Cherry Festival. I acknowledge that the City of San Leandro takes photographs or other recordings of its activities and events for publicity and authorize the use of my image by the City. I declare that I am authorized to provide the information given herein, and that, to the best of my knowledge and belief, it is true and accurate. I have read and understand the above agreement. I further understand that it is binding upon myself and my organization, party/parties which I represent.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please complete ALL PAGES of this application**

<b>For Office Use Only</b>			
Date Received: _____	Initials: _____	Amount: \$_____	<input type="checkbox"/> Check # _____ <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard
Insurance? <input type="checkbox"/> Yes <input type="checkbox"/> No	Cleaning Deposit? <input type="checkbox"/> Yes <input type="checkbox"/> No	Completed application & payment? <input type="checkbox"/> Yes <input type="checkbox"/> No	



## HOLD HARMLESS AGREEMENT

Between APPLICANT and the CITY of SAN LEANDRO  
for the CHERRY FESTIVAL 2019

To the fullest extent allowed by law, Applicant hereby agrees to, and shall hold the City of San Leandro, its elective and appointed boards, commissions, officers, agents, employees and volunteers harmless from any loss, liability, expense, claim, costs, suits and damages of every kind, nature and description directly or indirectly arising from the performance of the activities permitted. Applicant agrees to, and shall defend the City of San Leandro and its elective and appointed boards, commissions, officers, agents, and employees, and volunteers from any suits or actions at law or in equity for damages caused, or alleged to have been caused, by reason of the aforesaid activities, regardless of whether or not City has assisted in or approved such activities.

I declare that I am authorized to make this agreement and, to the best of my knowledge and belief, all the information given herein is true, accurate, and complete. I have read and understand the above HOLD HARMLESS AGREEMENT and that this agreement shall be binding upon myself and the organization or group I represent.

Signed: \_\_\_\_\_  
Applicant Signature                      Date                      Applicant Printed Name

Applicant Organization/Group:  
\_\_\_\_\_

Address: \_\_\_\_\_

Telephone#: (\_\_\_\_\_) \_\_\_\_\_