

March 1, 2010



**May the
Norse
Be with
You**

Dear Friends:

Soon, it will be June and we will see the return of our beloved community celebration. What a better way to kick off the summer than with Scandinavian Days, June 4-6, 2010!

May the Norse Be with You at our 2010 celebration. This year's festival will be similar to the last couple with most of our events taking place Friday and Saturday in the downtown area. The Festival Parade, crafters, food vendors, inflatable games, and car show, as well as our live STORY! Stage entertainment, will again be centrally located. Judge Story's Theatrical Troupe will feature the musical *Kiss Me Kate* and storyteller Judith Simundson will be here to share Norwegian tales for all ages.

Our traditional Heritage Hall will continue to feature heritage food and crafts. Chris Cake Pancakes will be performing his entertaining antics while serving a pancake breakfast before the parade with the help of our Greater Chamber Connection board. The Festival Fireworks will take place on Friday evening and there will be bands at the Bowling Alley and downtown on both evenings. Sunday's events will include Carousel rides, a Heritage Hike, Disc Golf tournament and a Vintage Baseball game.

As in the past, we are inviting all area churches, clubs, civic groups and individuals to sponsor bake sales or provide food booths/stands. The Scandinavian Days Committee thinks this is an excellent opportunity for your group to share in the festival fun as well as turn a profit for your organization's efforts. The format for food vendors in regards to applications, fees and locations is enclosed for your review. One change we are contemplating this year is to incorporate the snack food vendors within the inflatable rides to create more of a carnival type atmosphere while still keeping the traditional foods on South Elm Avenue. We think this will help business but if you are a "snack food" vendor and want to remain on Elm, please let me know and we can discuss.

We appreciate your past support of Story City Scandinavian Days and hope you find this timeless celebration something worth supporting once again.

Sincerely,

**Ted Hammes
Food Chairman
2010 Scandinavian Days Committee**

**Phone: 515-291-2660
E-mail: thammes@hoic.com**

Food Vendor Application

Deadline:

May 3, 2010 is the deadline for having a signed application and deposit fee to the Scandinavian Days committee. The application is a commitment to participate in the festival and no refunds will be accepted. All food vendors are subject to approval by the committee. Should a vendor not be accepted, all fees will be returned.

Application & Deposit Fees:

Fill out and return the enclosed application. Be sure to include your organization's name, address, phone numbers, contact person, e-mail, food served, time of arrival, operation hours, and electrical needs. Please send in a *deposit (non-refundable) of \$25.00* to reserve your space and make checks payable to *Scandinavian Days Committee*. Application and deposit **MUST** be received by **May 3, 2010**. A \$25.00 fee will be charged on all returned checks.

Duplication of Product & Advertisement:

We will make every effort to review each vendor's product to avoid duplication. We would appreciate that each vendor providing product that is consistent with the signed application. Our committee will try to provide vendors information of duplicate product once it is known. Each vendor will be recognized in the Story City Herald's "Souvenir Edition" newspaper and the festivals' website for product served and location. We will base our decision by the date application is received for duplicate products.

Booth Space & Fees:

Ample space is usually given for a food vendor. At the time of check-in (see below), booth limitations for vehicles, trailers, tables, etc., will be discussed. *For-profit organizations have a one-time \$225 booth rent fee (Festival Total = \$250). Non-profit organizations have a one-time \$75.00 booth rent fee (Festival Total = \$100.00)*. An organization may pay these fees prior to check-in. Non-profit food vendors are encouraged to participate within the community at a location to fit their needs, e.g. church. Fees still apply, however.

Electrical:

Send in your electrical fee with the application. The fee is \$30 for each 220V 60 amp plug-in and/or \$15 for each 110V outlet. Each 110V outlet has two plug-ins with a total of 30 amps. We strongly recommend one appliance per plug-in! For example, if you have five appliances, you will need to order three 110V outlets and pay \$45. Please make these checks payable to *Story City Municipal Electric Utility* and submit by **May 3, 2010**.

Check-In:

At the time you arrive, your booth space fee will be collected prior to set-up (see vendor set-up clause & "booth space" clause for fees). Please check in with me or with the Story City Greater Chamber Connection office (602 Broad Street/515-733-4214). A vendor only needs to check-in once.

Vendor Set-Up:

Set-up can begin at 10:00 am Friday, June 4, 2010. Because of the unusual amount of school snow days, school may not be out till later that day so set up time may be delayed a couple hours. You will be notified if that is the case. Depending on your location, personal vehicles may be required to be moved to another location. Please refer to the Scandinavian Days brochure, Story City's website (www.storycity.net) and the Story City Herald for events and times to plan for hours of operation.

Vendor Break-Down:

Most activities will end around 6:00 pm Saturday. However, weather permitting, the inflatable units will be running until 8:00 pm/dusk. It is your option when to close your booth area. Please be cautious of other vendors and visitors. You may contact me if you need any information.

Parking:

The festival is unable to provide reserved parking for any vendor parking but we will try to help you find a suitable place.

Clean-Up/Trash:

There are ample trash units (dumpsters/boxes) in the area to place your trash. Each vendor is responsible for their own trash and trash bags. Please keep your area clean/tidy & take your trash to the trash units as described above. Your area must be clean prior to check-out.

Liability/Insurance:

Each vendor is responsible for ensuring their own exhibit, personnel, display, and materials from any damage or loss through fire, theft, accident, or other cause. It is expressly understood and agreed by the vendor that he/she will make no claim against the Story City Scandinavian Days Festival, Committee or Greater Chamber Connection for any loss or damage through fire, theft, or destruction of goods or exhibit; nor for injury of any nature that may occur to himself/herself or employees/volunteers during the festival.

Please send application & deposit fees to:

Scandinavian Days Committee
Food Chairman
P.O. Box 93
Story City, IA 50248

www.storycity.net E-mail: mainstreet@storycity.net

STORY CITY SCANDINAVIAN DAYS FESTIVAL
FOOD CONCESSION APPLICATION
PROFIT

FESTIVAL DATE
JUNE 4-6, 2010

APPLICATION IS DUE BY MAY 3, 2010

NAME OF ORGANIZATION: _____

ADDRESS: _____

CONTACT PERSON: _____ E-MAIL: _____

PHONE: _____ CELL PHONE: _____ FAX: _____

FOOD SERVED (BE SPECIFIC):

DATE & TIME OF ARRIVAL: _____

HOURS OF SERVICE: _____ TO _____ FRIDAY

_____ TO _____ SATURDAY

FEE SCHEDULE:

<u>\$25.00</u>	DEPOSIT FEE	(DUE MAY 3, 2010)
<u>\$225.00</u>	RENT FEE FOR PROFIT BOOTH SPACE	(DUE JUNE 4, 2010)
_____	220V (\$30/EACH)	(DUE MAY 3, 2010, IF APPLICABLE)
_____	110V (\$15/EACH)	(DUE MAY 3, 2010, IF APPLICABLE)
_____	TOTAL DUE	

I AGREE TO THE TERMS STATED THROUGHOUT THE APPLICATION.

AUTHORIZED SIGNATURE: _____

DATE: _____