2015 SOUTH VALLEY CHILE FIESTA

PARTICIPANT APPLICATION

APPLICATION DEADLINE AUGUST 10, 2015… first come, first served!

Please print legibly

DATE: _____

NAME: _____ **BUSINESS NAME:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP CODE:** _____

PHONE: _____ **E-MAIL ADDRESS:** _____

FOOD VENDOR ☐ **ARTISAN/CRAFTS VENDOR** ☐ **CHILE PLUS VENDOR** ☐ **CHILE ROASTERS** ☐

NON PROFIT INFORMATIONAL BOOTH ☐ **CONTESTANTS: SALSA** ☐ **GREEN CHILE** ☐ **RED CHILE** ☐

We are looking for high quality products, either handmade or unique and beautiful. Artisans and crafts people are highly encouraged to apply. Food booth selection will be based on affordable and creative menus. We do not duplicate craft or food booths (i.e. we would not accept two sunglass vendors or two pizza vendors.) If you were selected as a vendor last year it does not guarantee your acceptance this year. All chile and salsa contestants must adhere to the rules and regulations as attached.

All vendor applications are due to our office by **August 10, 2015**; applicants will be notified by our selection committee by **August 14, 2015.**

Event date/time/location:
Saturday, August 29, 2015 Gateway Park 100 Isleta Blvd. SW, (Bridge & Isleta SW) 87105 12 noon -8pm.

Booth Requirements:

- The overall appearance and presentation of your booth is critical to the overall feeling of the fiesta and to your retail success. We want to ensure that everyone has the best possible experience. The fiesta staff determines booth placement.
- Vendor space is limited to a single story 10' x 10' booth (including all wires, strings, tie downs, stakes, sand bags, poles, easels, umbrellas, etc.) with a good roof that can withstand wind, rain, hail and other inclement weather. Come prepared for all types of weather.
- Your booth must be neat, attractive and well-maintained. You must have a professional looking sign...please no neon lights or flashers. Banners and flags are encouraged. For the sake of all vendors we will not allow booths that look like "tarps on sticks."
- Your booth must be open during the entire fiesta. You cannot vacate early.
- Volunteers will be available from 8 - 11 a.m. the morning of the event to help you load in your supplies to your area and if necessary, for brief breaks.
- Please staff your booth with fun-loving, toe-tapping, smiling folks!
- You are responsible for setting up, maintaining, and removing your own booth, your merchandise and your trash. Your booth must be removed and the area cleaned up by 10 p.m. on day of event.

Booth responsibility/liability:

- Vendor accepts responsibility for all lost or stolen merchandise and equipment.
- Vendor accepts all responsibility, liability, and costs for any damage to booth, to customers, to the fiesta and to the environment.

Additional requirements for food/beverage booths:

- Food/beverage booths must comply with local food handling regulations. Selected food vendors will be given BernCo Environmental Health guidelines.
- Vendors found not following these rules will be removed from the fiesta.
- All food booths must have a usable 11 lb. fire extinguisher and must have a valid inspection tag.
- All food and beverage booths are required to participate in the revenue sharing event model. See attached Chile Chips Vendor Contract page.

Vendor restrictions:

- Pets are absolutely not allowed on fiesta grounds.
- Due to county restrictions, glass containers, breakable plastic, carry-in alcohol and weapons are not allowed on Fiesta grounds. Please adjust your product line accordingly.

2015 Booth fees:

- $50.00 for Craft/Retail/Chile Plus/Chile Roaster booths
    - Included in the booth fee are:
        - 1 six foot table
        - 2 chairs
        - 2 non-transferable fiesta passes
        - 1 Vendor Vehicle Pass to unload/load your supplies. Once you are set-up, your vehicle must remain parked in the vendor area at the South Valley Economic Development Center during the fiesta. We do not allow re-entry once the fiesta has begun. Site access is from 7:00 a.m. to 11:00 a.m. and again from 9:00 p.m. – 10:30 p.m.

Other Fees:

- Additional tables (6 foot tables) $15 Quantity:____
- Additional chairs each $5 Quantity:____
- 10 x 10 tent $50 Quantity:____
- Access to outlet 110V $5 Quantity:____
    - Additional outlets $5 Quantity:____

Craft/Retail/Chile Plus vendors: Please attach 3 images of your previous or current item(s) that will be similar to what you will be selling at the 2015 South Valley Chile Fiesta event.

Food Vendors:

- $100.00 registration fee.
- All food vendors will be required to participate in the revenue sharing program, see attached Chile Chips Vendor sheet. No cash or credit cards will be accepted at each booth.
- Limiting event to a total of 8 food vendors
- Do you have a food permit? Yes ☐ No ☐ If so, please provide a copy of your current BernCo permit.
- All food vendors required to include an event inspired fiesta special for $5 or less.
- All food vendors must submit a temporary event permit application.
- Food vending units with a BernCo permit in good standing are not required to pay a fee for a temporary event food permit if they maintain operation within the mobile unit. If there will be food handling outside the mobile unit, a fee of $30 for a temporary event permit must be paid.
- Mobile units must be prepared to provide their own electrical power (generator).

Fees: Payable by check or money order to **South Valley MainStreet**. Mailed or delivered to 111 Union Square, Suite 218, Albuquerque, NM 87102 or e-mail to svchilefiesta@bernco.gov.

Disclaimer: South Valley Chile Fiesta will not accept vendors with vulgar, obscene, sexual or drug explicit arts or crafts. The county has the right to refuse vendors based on inappropriate content.

Applicant hereby states under oath that all statements and representations made in this application are true, original, and valid.

Vendor signature:_____ **Date:** _____

PLEASE RETURN THIS APPLICATION ALONG WITH YOUR 3 IMAGES AND COPY OF NECESSARY PERMITS TO South Valley MainStreet ON OR BEFORE AUGUST 10, 2015 AT 5 PM. Mail: 111 Union Square, Suite 200 Albuquerque, NM 87102 Email: svchilefiesta@bernco.gov

For questions and information please contact Sherry Gutierrez at 468-7247 or Carrie Moritomo at 468-1418 e-mail at svchilefiesta@bernco.gov.

South Valley Chile Fiesta
Food/Beverage Vendor Contract

(Applicable to all food and beverage vendors)

Please Initial

_____ I understand that it is my responsibility to turn my Chile Chips in to exchange them for cash at an 80% (I keep) to 20% (the Chile Fiesta keeps) ratio. I understand that staff will be available in the designated home base to make this exchange.

It is very probable that event staff will make rounds to count and collect Chile Chips and provide you with a payment slip. This is to ensure cashiers have a sufficient supply of chips during peak periods.

_____ I understand that all trash generated by my business is my responsibility and will be taken to the Parks and Recreation maintenance trailer, and that I am required to cleanup my area when the Chile Fiesta is over.

_____ I understand that I am not to accept any cash, coupons, certificates, or process credit card transactions, to include but not limited to Square, PayPal, or the like.

_____ **Liability**

Hold harmless: In recognition that there may be some risk, injury or property damage in such an undertaking at the 2nd Annual South Valley Chile Fiesta, the undersigned Vendor releases and hold harmless Bernalillo County, the Mixing Bowl, South Valley Economic Development Center, and South Valley MainStreet for any and all liability for injury or damages to the vendor, or which may result from his/her participation, or which may occur to third parties by the act(s) of vendors, his/her employees or agents. No action will be asserted or maintained against Bernalillo County, the Mixing Bowl, South Valley Economic Development Center, and South Valley MainStreet or any Committee member(s), or sponsor(s) as a result of any occurrence in any way with the South Valley Chile Fiesta event. Further, the vendor shall defend any action so asserted or maintained arising out of any action taken by the vendor, his/her employees or agents.

_____ _____ _____

Business Name Space # Date

_____ _____

Business Responsible Person Signature
(Please Print)

Chile/Salsa Contestant Guidelines/Rules

Thank you for your interest in this year's South Valley Chile Fiesta! Tasting local chile and salsa is an integral part of the fiesta, creating an authentic New Mexican experience! Included in this packet is information on entry fees, food, and preparation guidelines for participants.

I. Fees

Entry Fees

- Commercial Restaurants $200.00
- Individuals $ 50.00

Prizes: Custom engraved trophy and bragging rights for one year.

II. Bernalillo County Health Protection Requirements

All food handlers must be healthy to serve to the public. No one with a communicable disease or symptoms which include diarrhea, vomiting, fever with chills, jaundice or open cuts with sores may prepare and serve food to the public. All food handlers must wear clean clothes and a hair restraint.

Inspection

Every chile and salsa contestant will be inspected by the Bernalillo County Health Protection Office. In addition, Chile Fiesta staff will also supervise all the contestants during the event. Any contestant who does not adhere to the rules during the event will be disqualified from receiving any awards.

Sample Preparation

- Only food items that are commercially produced with a permit in good standing are allowed.
- Contestants must use hand sanitizer before opening the food item.
- Contestants must use disposable utensils to portion out the product.

III. Salsa Guidelines

- Salsa will be prepared on site during the event.
- Salsa contestants **MUST ATTEND** a food safety workshop that will be held at the SVEDC/Mixing Bowl on the following dates:

Tuesday, August 18, 2015
9:00 a.m.
South Valley Economic Development Center/Mixing Bowl
318 Isleta Blvd, Albuquerque, NM 87105

Thursday August 20, 2015
5:30 p.m.
South Valley Economic Development Center/Mixing Bowl
318 Isleta Blvd, Albuquerque, NM 87105

The Bernalillo County Health Protection Office will conduct the workshop. **If a registered contestant does not attend the food safety workshop, the contestant WILL NOT be eligible to compete and all fee paid will not be reimbursed.**

- Fresh and canned tomatoes, onions, jalapenos, garlic, and salt will be provided. ALL salsa contestants MUST use the ingredients provided. You may bring other ingredients not listed however; all external ingredients MUST be approved by South Valley Chile Fiesta Staff before use.
- Each contestant will prepare at least five (5) gallons of salsa.
- Contestants will prepare and serve their salsa as listed in the Bernalillo County Health Protection Rules included in this packet.
- Chile Fiesta Staff will provide chips for sampling.
- Contestants are responsible for bringing their chopping, cutting, and preparation supplies and must clean their preparation area and remove all equipment and supplies once production is completed.
- Contestants are required to sample their salsa until the 5 gallons are gone.
- Contestants should reserve a portion for the judges.

IV. Salsa Competitors - Preparation Requirements

- All salsas will be prepared with fresh or canned ingredients. No cooking equipment will be provided or allowed in the booth.
- All food handlers must wash hands before handling food and anytime hands are contaminated. The Mixing Bowl will provide shared hand washing stations for the booths.
- Food handlers must use APPROPRIATE food handling gloves. Latex examination gloves are not appropriate for food handling. See glove package label for appropriate use. This will be further explained at the required Bernalillo County Environmental Health workshop.
- If using raw produce, wash thoroughly in clean water before cutting.
- Use only food grade containers to store ingredients and finished salsa.
- Wash all utensils in the 3-basin sink provided by The Mixing Bowl. Wash using a 3-step process:

    1. Wash in soapy water
    2. Rinse in clean water
    3. Sanitize in sanitizer water (bleach at 50-100 ppm, or about 1 cap of unscented bleach per gallon of water), air dry.

- Store finished salsa on ice, with enough ice surrounding the container to provide adequate contact for the product inside.
- Keep all food, utensils, and food contact surfaces off the ground, at least 6 inches.
- All competitors will be under one permit.

V. Chile Guidelines

Only established commercial restaurants/preparers will be allowed to participate in the chile competition.

- Each restaurant will provide 5 gallons of their chile of choice. Restaurants can enter red, green, or both. If a restaurant enters both, 5 gallons of each is required.

- Chile Contestants will provide their own roasters (see example below) to heat and maintain a hot holding temperature as required by the Bernalillo County Health Protection Office. Electrical connections will be available to plug into. Bring heavy duty electric extension cords with you.
- Contestants are required to sample their chile until the 5 gallons are gone.
- Contestants should reserve a portion for the judges.

VI. Chile Competitors – Preparation Requirements

- Red and Green chile must come from a local restaurant or facility operating under a permit in good standing.
- Chile must be prepared at the contestant's restaurant and transported HOT (>135°F) to the event. The chile must be maintained hot (>135°F) at the event using appropriate hot holding equipment.
- Appropriate equipment includes steam table, roaster, and commercial soup pot. **Chaffing dishes are NOT approved for outdoor use by BernCo Environmental Health.**
- Use an accurate food thermometer (metal stem, 0-220°F range) to ensure transport and holding temperatures are maintained.
- Samples must be served on disposable utensils.
- Wash utensils needed throughout the day in the 3-basin sink provided by The Mixing Bowl. Wash using a 3-step process: 1. Wash in soapy water, 2. Rinse in clean water, 3. Sanitize in sanitizer water (bleach at 50-100 ppm, or about 1 cap of unscented bleach per gallon of water) air dry.

VII. Judging Standards and Procedures

Chile Fiesta Staff will establish the time for judging and inform all contestants. Chile Fiesta Staff will instruct each contestant when they need to deliver their samples to the judges. Chile and Salsa contestants are required to sign in at the judge's booth as they arrive. Contestants are not allowed to linger or talk to the judge and need to return to their booths.

- Judge sample cups must be filled at least 3/4 full.
- One cup for each judge will be provided.
- Fiesta attendees who purchase tasting bands will be issued salsa and chile sampling tickets. Attendees will be able to vote for their favorite salsa and/or chile. These voted will be combined with the judge's votes to determine the winner.
- Awards will be given following headliner act on stage, approximately 6:30 p.m.