

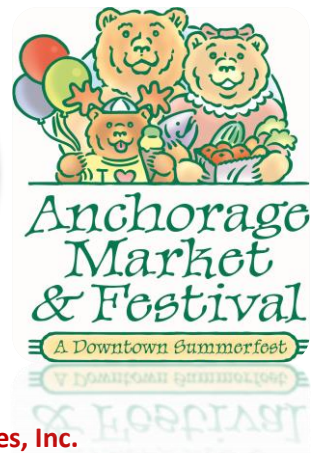
Food Vendor Supplement to Vendor Handbook © Anchorage Market & Festival

2017 Season – Our 26th Year
May 13 to September 10, 2017



BIG CHANGE

Bear Boulevards' Food
Booths are now 15'
Wide x 20' Deep
Same Price



8/15/2016

Webb's Consulting & Management Services, Inc.
741 E. 13th Ave • Anchorage, AK 99501

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Welcome

We want to welcome you to Anchorage Market & Festival. Great and memorable food is essential to our market/festival's success. We want to work with you for many years in developing an outstanding booth with a superb reputation and the best food of its kind in Anchorage ... and beyond. Meanwhile, it is as important to us as it is to you that your efforts are rewarded with a good profit and a hassle free, fun work environment.

Following in this supplement we will address the majority of the things required or expected of a Food Vendor that may not be fully covered in our Vendor Handbook. We will always leave a question unanswered...that's just normal. We urge you to ask those questions early on before the opening of the season. Give us a call or stop us at the market. Likewise, if you encounter a problem at Anchorage Market & Festival, let us know what the problem is and how we can help resolve the issue.

Menu

Each food vendor is allowed one exclusive or semi-exclusive item for each five foot of space rented. This keeps the variety and customer interest in our food court high and offers Food Vendors the assurance week to week that their product is not going to be duplicated and undercut by another vendor. This also allows Food Vendors to intelligently plan the purchase of perishable food items. You can change your menu. But the change must be made known to and approved by the Anchorage Market & Festival Manager prior to implementation. In most cases we will require a sample of the new item you propose to sell at Anchorage Market & Festival. However, it is still up to the Vendor to compete by providing the highest quality product and service at a price that offers the consumer the best value. We will give much more consideration to the actual product rather than the name. Piroshky, empanadas, sausages, kabobs and other items may sound the same but can be entirely different items due to ingredients and preparation techniques. Anchorage Market & Festival Manager will make the final decision as to what is deemed an appropriate product.

Coca--Cola of Alaska Sponsorship

We have an exclusive sponsorship agreement with Coca-Cola of Alaska mandating that all canned, bottled or boxed beverages sold in the market will be purchased **DIRECTLY FROM COCA--COLA OF ALASKA**. Food vendors must set up an account with Coca—Cola of Alaska before ordering product. Our sponsor agreement requires that only plastic bottles of soft drinks (20oz only when available), water, sports drinks, juices, teas and flavor enhanced water may be sold. Every Sunday afternoon we will pass out to each food vendor a Coca-Cola of Alaska order form listing size and price of the most common items eligible for sale in the Anchorage Market & Festival. Food Vendors may complete the order form and return to us (we will pick it up) or may call, fax, or deliver their own order to Coca-- Cola of Alaska at 128 West 1st Avenue, Anchorage, AK 99501. Jess Hepper is our contact. Jess's phone is 264-2468 and fax is 264-0244, or you can email him at jess.hepper@odomcorp.com with any questions you might have. Orders must be received by 4:00PM on Thursdays and will be delivered to your booth on

Saturday morning. New vendors must contact Jess to open a customer account. All sales are C.O.D. unless Vendor has established credit with Coca-Cola of Alaska.

Coca-Cola will provide upon request to each vendor at no charge one 2' x 6' banner and an insulated Coca-Cola ice barrel for chilling and displaying your beverages. The ice barrel must be returned at the conclusion of the season, and will happily be re-issued at the beginning of the following season. Banners need to be ordered by Friday, April 14, 2017 to be ready by opening day.

Coca-Cola of Alaska will host an Anchorage Market & Festival Food Vendor meeting on Wednesday, May 3 from 4:30 – 6PM at their office 128 W. 1st Street to discuss marketing assistance and bonus awards for 2017 season. Refreshments will be served.

Vendors have agreed to honor this sponsorship agreement with Coca Cola of Alaska when you signed your lease agreement. We make it known to vendors by inclusion in the Vendor Handbook and conversations we have with prospective Food Vendors.

Any vendor who chooses not to comply with this agreement will immediately forfeit their right to sell canned or bottled beverages of any kind in Anchorage Market & Festival for the remainder of the season and must immediately



remove from display and sale all such beverage items, not just the products found to be in violation of the agreement.

Special Requirements

We incur much more cost to support a food vendor than we do with our other vendors. Trash collection, tables, umbrellas, table wipes, grease barrel, water, etc. all cost a lot of money and it would not be fair or practical to pass these costs on to other vendors.

Food Vendors are required to contract for and participate in a minimum of 15 Saturdays and 15 Sundays. In turn, we limit food vendors to 32 and they are given product exclusivity. Eating is the second most important reason people attend Anchorage Market & Festival according to our surveys (see and be seen is first) and it is in everybody's interest that we have a big selection of food each day we are open to satisfy YOUR customers. Also, Food Vendors must have insurance and permits that require more operating days to amortize during the season. Many Food Vendors use trailers and elaborate apparatuses that would make constant change of set-up and tear-down procedures a nightmare. Most of our Food Vendors do more than 15 weekends by their own preference.

Electrical Service

Electrical plugs are available to Food Vendors on a priority basis. Each food booth has available at least one 20amp duplex box that rents for \$20 per market day. Most food booths will have an additional 20amp duplex box within a reasonable distance that will sell for \$10 per market day, if needed. We also have six 50amp plugs for trailers that also rent for \$20 per day. It is each Food Vendor's responsibility to ensure that an adequate amount of electrical service is purchased for your needs. The load is recommended to be a maximum of 15 amps (1800 watts).

Vendors must supply their own extension cords used for standard 120 Volt Power and they must be #12 conductors, 3-wires with ground. Cords must have 3 prongs intact.

All appliances must be in good working order and UL listed. Appliances not in good working order or not UL listed will not be allowed. Each appliance should have a name plate rating for power requirements. The UL certification is usually on this name plate. Should you need electrical service, it is necessary to find the plate on each of your electrical appliances and find their electrical needs in volts (120 usually); watts and/or amps. Be aware of the appliance's electrical needs when you purchase them. Favor propane when you can. **List all electrical appliances and their rated WATTS or AMPS on the 2017 Anchorage Market & Festival Food Vendor Booth Request Supplement; we will not sell you an electrical plug until you complete this form.**

NO GENERATORS ARE ALLOWED -- VENDORS MUST SUPPLY THEIR OWN EXTENSION CORDS

Permits

Alaska Business License -- \$50 per year and should be in the same name you are using on your booth/business. Obtain from Alaska Department of Community, Commerce & Economic Development in the Atwood Building on 7th between E Street and F Street or online at <http://www.commerce.state.ak.us/occ/>.

Municipality Health Permit – Anchorage requires a health license and it is priced by the level of hazard that they perceive presented by your product selection and other factors. Also, there must be a Food Protection Manager Certified in your booth and all employees must obtain a Food Workers Card within 60 days of hire. Contact the Health Department by calling 343-4063 or by visiting their 3rd floor office at 825 L Street, Anchorage, AK 99501. Health Department's website is found at <http://www.muni.org/healthesd/sanity.cfm>. This site contains much valuable information, and has all the forms for download that you will need.

Most Food Vendors will need the use of a licensed kitchen to use as their commissary. Should you have questions you will find the Health Department staff very helpful. Normally, the Anchorage Health Department will inspect most or all of our booths every weekend. We work closely with them to correct any potential problems and encourage our Food Vendors to do likewise. The last thing any of us needs is a food borne illness traced to Anchorage Market & Festival. Make sure that you discuss with the Health Department any other markets or shows

that you will participate in this year in Anchorage. A roving license or some other special license may be available that will cover all of your activities and overall cost much less than individual event licenses.

DEC – Alaska Department of Environmental Conservation cedes regulatory jurisdiction for food establishment inspections to the Anchorage Health Department. Normally, you will not need a permit or be inspected by DEC. However, DEC does have jurisdiction over dairy, fish and seafood products sold in Anchorage.

Anchorage Fire Department – Several things have evolved over the years to make sure Anchorage Market & Festival is fire safe for our vendors and our many thousands of customers. Be aware of the following requirements and make sure that you comply from the first day to the last. Normally, the Anchorage Fire Department will only inspect the first weekend of market and make random checks thereafter.

NOTE: YOU WILL NOT BE ALLOWED TO OPEN YOUR FOOD BOOTH UNTIL YOU ARE IN COMPLIANCE WITH THESE REQUIREMENTS

Here are current items:

Propane is the biggest concern and potential threat to Anchorage Market & Festival’s fire safety. The maximum amount of propane stored in your booth should be the amount needed for one weekend. Bottles should be securely held by sitting in a square case or strapped to a post or wall or specialty apparatus designed for this purpose. All propane appliances should have a ±20’ hose attached to ensure that your propane source (bottle) is at least 10’ from any open flame ... yours or your neighbors...and does not create a trip hazard in your booth. Design your booth’s layout with this in mind.

NO TURKEY FRYERS ARE ALLOWED.

Each food booth must have a minimum 2A-10-BC fire extinguisher that is made for and approved for use on your appliances. Deep fryers, grills and other “greasy” appliances will require additional one or more Type K extinguishers (minimum 10 lbs.) in your booth. All fire extinguishers must have current – within the last year – tags on them. We suggest you call the Fire Marshal’s office, Brian Dean, Fire Inspector, @ 267-4956 DeanBG@ci.anchorage.ak.us or James Gray, Acting Fire Marshall, @ 274-4970 (fireprevention@muni.org) for guidance as to what will be appropriate for your booth. Anchorage Fire Department, 4700 Elmore Road, Anchorage, AK 99507. AFD’s website is found at <http://www.muni.org/departments/fire/pages/default.aspx>.

Any appliance in the booth that could be tipped over must be restrained and protected while being located at least 3’ from combustibles. Some appliances may need more spacing and should be discussed with Anchorage Market & Festival Manager and/or Anchorage Fire Department before use.

Only flame resistant materials that are clearly marked as such should be used within or for the tent or shelter.

Anchorage Fire Department requires that each food booth has present at all times in the booth at least one employee who has completed within the last two years an approved fire extinguisher class. The person's certificate must be present in the booth at all times booth is operating. This course takes about one hour and costs \$35. We have scheduled two dates for your convenience:

Saturday, May 6, 2017 from 12noon to 1PM

Wednesday, May 10, 2017 from 4-5PM

Go to training room @ Beacon OHSS, 4900 Homer Drive, Anchorage

Maximum class size is 16 and reservations accepted on first-come-first-served basis. The nonrefundable course fee is due at time of contract signing unless you have a certificate of training indicating the course has been taken by you or an employee within 2 years.

If neither of these dates work for you, we suggest that you contact JoAnne Harrison, Training Coordinator, Beacon OHSS, 375-4331 or jharrison@beaconohss.com to schedule an individual fire extinguisher training class. This training is required every other year and at least one booth employee must have completed this course before booth opens.

It is most important that all Food Vendors are properly licensed and abide by the rules and regulations promulgated by these departments. Each food vendor must make available, prior to opening day, the following items for us to keep in the markets permit file:

- Copies of food establishment permit receipt. You will not normally obtain your permit until your first day at Anchorage Market & Festival after they have inspected. Give us a copy of your food establishment permit once you have obtained it.
- Copy of your and your employees' fire extinguisher training certificates or a \$35 per person nonrefundable deposit for training on scheduled dates.

Good Practices

You and your employees are a very visible and important component of Anchorage Market & Festival. It is essential that Food Vendors train their employees in good practices such as:

- Maintaining foods at proper temperatures at ALL times; hot foods hot and cold foods cold;
- Proper clothing for food service workers; clean garments; head covered; gloves when handling food;
- Disposing of grease, wastewater and trash by approved methods only;
- **Washing hands with soap and water after any unsanitary task, i.e. handling money, going to the restroom, blowing nose, etc.;**
- Controlling smoke or fumes generated in your booth so they do not bother neighboring booths or public – use a fan if necessary to direct smoke;
- Not smoking in or around booth;
- Fire Extinguishers at the ready at all times;

- No children's diaper changes in Food Booth;
- No pets of any kind in a Food Booth.

Clean Up

Each food vendor is responsible to make sure your leased space is left in a state of high cleanliness each market day. The biggest problem in the past has been grease spills left on the asphalt. We recommend that Food Vendors use cardboard, tar paper, cloth or some other type of surface covering to prevent grease from getting on the asphalt. Any spilled grease must be completely cleaned up before you leave on Sunday night. If not, we will call out or hold over a crew and clean it up at YOUR cost. Our minimum charge is \$75. We are not in the grease cleanup business and hope that you will plan ahead and make sure that this is not a problem.

We have a grease barrel available behind the booth at 343 E. Bear Boulevard (ice cream bar wagon). Vendors should train their staff to CAREFULLY dump the "cooled" grease into the opening on top of the barrel. Clean up any spilled grease with soap and water immediately. If the barrel is full let someone from Anchorage Market & Festival Management know and ask for an alternate disposal method. The grease is picked up weekly and recycled into fuel for Alaska Waste's trucks.

DUMPING OF GREASE OR FOOD WASTE INTO THE STORM SEWER IS NOT ALLOWED

Trailers or Tents

To ensure your assigned booth space will be adequate for your needs we need included with your application if you will be using a tent or a trailer to serve from. Unless you have rented additional space your tent or trailer must fit into a 10' wide x 20' deep space (Bear Blvd. booths 15' wide x 20' deep). No overhang is allowed. If using a trailer send a photograph and/or drawing as well as exact dimensions of the trailer with hitch and indicate which end or side you will be serving from.

All items associated with your market operations must fit completely within your leased booth space including Coke barrels, signs, tables, condiments, employees, etc.

Trash

We put out about one hundred 33-gallon trash cans throughout the market. Each table in the food courts has a trash can within easy reach. We do not supply trash cans for inside of or adjacent to food booths. This is the Food Vendor's responsibility. However, our Happy Helpers will be glad to continuously empty all trash cans, including yours, as they negotiate the aisles. Just catch their attention when a can in your booth or beside your booth is getting about half full and they will be happy to empty those cans and install a new liner. Do make sure you do not overload the trash cans (30 pounds is about right) or allow any hazardous items in your trash that can punch through the plastic and injure our employee...or anyone else. We do not

intend to empty trash cans when full; we intend to never have a full trash can. Help us in this effort for mutual benefit.

At about 4pm each Saturday market day and 3pm each Sunday market day we ask our Happy Helpers to make an intense food booth run to empty the food booths and food courts of all the trash we can. This makes closing so much easier for everyone. The Anchorage Market & Festival closes at 6:00 PM Saturdays and 5:00 PM on Sundays. We will continue our trash runs until 1 ½ hours after closing bell. Please put all trash from your booth on or very near the 20' spacer white line in front of your booth so our employees can easily see it and remove it. Any trash remaining in or behind your booth after 1 ½ hours after closing bell will be Vendor's responsibility to take either to the dumpsters or another appropriate legal location of your choosing, i.e. home with you.

Recycling

We recycle plastic beverage bottles and grease. We ask that Food Vendors assist us in these efforts.

Insurance

Anchorage Market & Festival Manager requires that a certificate showing that the food vendor has in force prior to their first day at Anchorage Market & Festival a minimum of \$500,000.00 general and product liability **insurance that names Webb's Consulting & Management Services, Inc. as additional named insured.** We suggest that vendors tell their insurance broker of all activities they will engage in during the policy period as other events may be included under the same policy. In recent years several of the home owner or apartment renters' policies allow for riders to include this insurance requirement at less expense than purchasing the policy individually will cost. Most of our Food Vendors in recent years have purchased their insurance from either Denali Alaskan Federal Credit Union, 907-257-1618 or Valley Insurance Services, LLC, Lisa Sindorf, agent/owner @ 907-373-7380, email lisa@valley-insurance.com. Website is www.valley-insurance.com and address is POB 877410, Wasilla, AK 99687. Policies are normally about \$500 per year according to many of our vendors.

Should you hire employees, including family members, the state and federal governments require you to carry Worker's Compensation Insurance; pay into state and federal unemployment insurance funds, withhold and pay employees' federal income taxes and pay into Social Security and Medicare funds. Your liability insurance broker can likely help you with the Worker's Compensation Insurance. The others are handled by IRS or U.S. Department of Labor. To go without these mandatory items is very risky. Should an employee have an accident or make a claim it can put all of your assets at risk and is illegal for you not to have proper insurance or fail to withhold and/or pay payroll taxes. Alaska's minimum wage in 2016 was \$9.75 per hour.

Waste Water

Water that is contaminated in any way should be dumped down the sink in the utility room located behind the main restroom in the northwest corner of the Anchorage Market & Festival area. **We have a screen strainer on this sink and each vendor is responsible for removing any food particles left on the strainer and placing them in the closest trash can.** Clear water from your Coca Cola barrel may not be dumped on the asphalt as it may run into your neighbor's booth while they have items on the ground. We discourage the use of any chlorinated substances to clean in your booth. Use earth friendly items. Any water going down the storm sewers goes directly into Cook Inlet and chlorine or similar hazardous materials could cause damage to the environment ... just think of a photo of you in your booth and an adjoining photo of 5,000 fish belly up in Cook Inlet – on the front page of the *Alaska Dispatch News*.

Potable Water

We run a sanitary food water hose from the back of the restroom to the Bear Boulevard Food Court area with two or more multi-tap connectors for food vendor's use. Permanent taps are allowed for trailers if needed on the north side of Bear Boulevard. Vendors on the south side of Bear Boulevard and Front Food Court vendor will need to carry water in buckets or other containers to and from their booths. Cords or hoses are not allowed to transverse the aisle ways as they are trip hazards. Carts are available to transport water bottles.

Nonprofit Food Vendors NOT Allowed

Our experience with nonprofit organizations operating a Food Booth at Anchorage Market & Festival has been dismal. Therefore, we will no longer sell a food booth to a nonprofit organization.

Key to Success

We have observed Food Vendors over many years. The successful, long lasting ones have several traits in common:

Their product is the BEST of its kind in Anchorage...or beyond;

1. They have a small number of items to sell;
2. They are ready when the customers are ready – they get up earlier and take care of their business and never miss a sale;
3. They display their product to make it most appealing and decorate their booths, employees and selves to establish a brand;
4. They have fun at Anchorage Market & Festival.

Bear Boulevard Food Booths Now 15' Wide

Anchorage Market & Festival Food booths in Bear Boulevard will be increased in size by 5' for the 2017 Season at no increase in cost to the Vendors. We are doing this hoping to see that more space in the booths will result in faster production of food items; increased sales; more organized and neater booth appearance; all items being kept behind the 20' line and increased safety.

Vendors will now be able to choose three semi-exclusive or exclusive items for sale; have room to carry and display more Coke products or simply "spread out" ...or what is your idea? Our intent is that this booth expansion will carry forward into the future seasons. This will make it most important that Vendors sign up for their 2017 booths by October 14, 2016 exclusives grandfather rights deadline.

Some booths will need longer extension cords and should buy #12 conductor cords with 3 prong end. These will cost \$35 to \$75 each for 50' – 100' cords.



2017 Important Dates

Saturday, August 13, 2016	Vendor information available
Friday, October 14, 2016	Deadline for exclusive applications
Friday, October 21, 2016	Deadline for grandfather rights and early pay discount and refunds
Friday, February 10, 2017	Balance due if less than 15 Saturdays and 15 Sundays (<i>25% due if 15 Saturday and 15 Sundays or more are contracted</i>)
Friday, April 14	Order Coke banners & barrels for first day
Friday, April 21, 2017	Deadline for food menu submission
Wednesday, May 3, 2017	Coca—Cola Food Vendors Meeting 4:30 – 6PM @ 128 W. 1 st Street
Saturday, May 6, 2017	Fire extinguisher training at Beacon OHSS 12-1PM @ 4900 Homer Drive
Wednesday, May 10, 2017	Fire extinguisher training at Beacon OHSS, 4 -5PM @ 4900 Homer Drive
Saturday, May 13, 2017	First day of Anchorage Market & Festival
Sunday, May 14, 2017	Mother's Day
Monday, May 29, 2017	Memorial Day
Thursday, June 1, 2017	25% due if 15 Saturdays and 15 Sundays or more contracted
Sunday, June 18, 2017	Fathers' Day
Saturday, July 1, 2017	Balance due if 15 Saturdays and 15 Sundays or more contracted
Tuesday, July 4, 2017	Independence Day
Sunday, August 20, 2017	Final payment plan payments due
Monday, September 4, 2017	Labor Day
Sunday, September 10, 2017	Last day of Anchorage Market & Festival for 2017 season