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***SAN FRANCISCO' 56<sup>th</sup> ANNUAL NORTH BEACH FESTIVAL***  
**SATURDAY & SUNDAY, June 19 & 20, 2010 ~ 10 am to 6 pm**  
**MERCHANT & RESTAURANT INFORMATION & APPLICATION**

**Dear North Beach Area Merchants and Restaurants;**

The North Beach Chamber of Commerce and Steven Restivo Event Services, LLC invite you to participate in the **56<sup>th</sup> Annual North Beach Festival**. Steven Restivo Event Services was honored to be chosen by the North Beach Chamber of Commerce to produce the 2010 Festival. We are very excited to be a part of this long standing and well known festival. Please do not hesitate to call our office with any questions or concerns you may have or send us an email. We believe that open communication with everyone involved in the event is a critical element to producing a successful event.

The 2010 event will take place on **Saturday, June 19 & Sunday, June 20, 2010 from 10:00 am to 6:00 pm**. **The following streets will be closed to vehicle traffic from 12:01 am Saturday, June 19 until 11:59 pm Sunday, June 20, 2010:** Grant Avenue between Columbus Avenue and Filbert Street; Vallejo Street between Columbus and Grant Avenues; Green Street between Columbus and Grant Avenues; Union Street between Stockton St. and Columbus Ave. Intersections: Green, Vallejo, Fresno, and Nobles @ Grant Avenue. ***If we can get the community support, we are also looking at the possibility of closing Stockton Street between Columbus and Filbert and Filbert Street between Stockton and Columbus. We want to add a cooking demo stage, a large kids/family area and have more community and non-profit booths available to people.***

The 2010 event will feature over 125 arts and crafts booths, 20 gourmet food booths, three stages of live entertainment, Italian street painting, a cooking demonstration stage, beverage gardens, a large children's activity area and the blessing of the animals.

**North Beach District Merchants** will be given first option to purchase a booth space at the event. All merchant applications received will be reviewed by the Festival committee. Participating merchants who qualify must sell original items. **The space fee for qualifying merchants is \$450. If you are a member of the North Beach Chamber of Commerce, you will receive a discount of \$50.** This fee is for a 10 x 10 space only; it does not include a booth, tables or chairs. If you would to rent those items from us, there is an additional fee of \$250 and includes the set up and tear down of the booth.

**To apply for the event, please fill out the application form on the back and return it by February 15, 2010** with 4 photos of the work displayed regularly in your store and your check payable to **Steven Restivo Event Services, llc**. If accepted you will receive a participant pack and your free promotional postcards 30 days prior to the event. **Please make a copy of the application for your files. We will notify you of your acceptance into the event within 7 days of receiving your completed application.**

**North Beach District Restaurants** who wish to participate will be given first option to purchase a food booth at the event. **The space fee for food booths is a flat fee of \$2,000. If you are a member of the North Beach Chamber of Commerce, you will receive a discount of \$250.** This fee includes a 10ft x 10ft health department approved booth, a 10ft x 10ft delineated space behind the booth for your cooking area, your San Francisco health department permit fee and your San Francisco Fire department permit fee.

In addition, if you are interested in being part of the **cooking demonstration stage**, which should receive a tremendous amount of publicity, please let us know by filling out that section of the application. There is no fee to participate in the cooking demo. We would need you to send a chef to the demo for about 60 minutes on either day.

**IMPORTANT NOTE:** Please let us know if you will be open during the festival, even if you are not participating in event.

**If you have any questions or comments about this event, please contact Steven Restivo Event Services, LLC, at  
415-456-6455 or 1-800-310-6563 ~ Fax: 415-456-6436**

**Mail the application by February 15<sup>th</sup> and check payable to:**

**Steven Restivo Event Services**

**P.O. Box 151017, San Rafael, CA. 94915**

**[www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com) ~ [Sarah@SRESproductions.com](mailto:Sarah@SRESproductions.com)**

**San Francisco's 56<sup>th</sup> Annual North Beach Festival—Saturday & Sunday, June 19 & 20, 2010 ~ 10 am to 6 pm**



805 Fourth, Street, Suite 8  
San Rafael, CA 94901  
Ph 800.310.6563  
Fx 415.456.6436  
SRESproductions.com

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**SATURDAY & SUNDAY, June 19 & 20, 2010 ~ 10 am to 6 pm**  
**MERCHANT & RESTAURANT INFORMATION**  
**APPLICATION**

Merchant/Restaurant Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Resale # \_\_\_\_\_

- Yes, I would like to have a 10x10 MERCHANT booth space to sell items at the event = **\$450 (\$400 if you are a member of the North Beach Chamber of Commerce)**  
Items you wish to sell at the event \_\_\_\_\_  
Location Request \_\_\_\_\_
- Yes, I would like to have a Food Vendor RESTAURANT booth at the event = **\$2,000 (\$1,750 if you are a member of the North Beach Chamber of Commerce)**  
(booth & health/fire fees included) Menu: \_\_\_\_\_
- Yes, I would like to participate in a 60 min Cooking Demo @ **no fee**  
Item to prepare/show on Saturday or Sunday \_\_\_\_\_
- If accepted, I would like to rent a booth, table & chairs (includes set-up) = **\$250**
- Please email me the status letter and participant packet, instead of regular mail.
- I am a member of the North Beach Chamber of Commerce.
- I have participated in this event before.
- I am open during the Festival (please let us know even if you are not participating in event).

Do you have any suggestions or comments about this event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please make a copy of this application for your records and return it with your check by  
February 15, 2010, payable to:**

Steven Restivo Event Services  
P.O. Box 151017, San Rafael, CA. 94915  
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