

Fourth Annual



PARTICIPANT “HOW TO” GUIDE

step by step outline

Sunday, October 8, 2017

- 1) **SPACE RENTAL** - Apply for space rental within the Festival boundaries (Arch Street between 2nd & 4th and 3rd Street between Race and Market)
 - Apply to Old City District
 - Return form to Old City District with check payable to Old City Community Fund
 - **DEADLINE:** August 25 for *Early-Bird Savings*!
 - Preference is given to businesses for the space adjacent to their own frontage
 - Preference is give by date application is received
 - *Applications received after August 25 are not eligible for the Early Bird discount

- 2) **TENT & EQUIPMENT RENTAL**
 - Old City Fest requires that all participants have a tent (either rented or self-installed)
 - No “table only” spaces will be permitted
 - Participants may supply their own top quality self-installed tent
 - There will be one master rental vendor for the festival
 - Rental form can be found at <http://oldcitydistrict.org/oldcityfest> beginning Aug. 14th
 - Return form to Access Philadelphia with check payable to ACCESS Philadelphia
 - **DEADLINE:** September 15

- 3) **FOOD & BEVERAGE SALES** – all food, drinks, ice, water, alcohol/beer prepared and/or packaged foods
 - Fill out Special Event Temporary Food Service Application from Health Department
 - There are step-by-step instructions to assist you with filling out this form on the Old City District web site: <http://oldcitydistrict.org/oldcityfest>
 - **DEADLINE:** August 25
 - Provide a **cashier's check or money order** made out to "Phila. Health Dept.- E.H.S."
 - Call Access Philadelphia (610-828-8950) for assistance or questions
 - Return form and payment to Access Philadelphia for processing no later than August 25
 - Once eligibility clearance is received (in early October), procure your outdoor vending license (see #5)

see page 2 for more ...

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4) LIQUOR SALES

For businesses where the Festival boundaries are **NOT directly adjacent** to your establishment

- You must already possess an “Off Premise Catering License” from PLCB
 - Contact Access Philadelphia for a map showing your placement within the Festival (PLCB will need this sent to them separately)
 - You must file with PLCB for the event date:
 - <https://plcbplus.pa.gov/pub/Login.aspx>
 - CLICK: Apply for Events/Functions
 - You must also sell food (no “liquor only” sales)
 - **File the form with PLCB**
 - **DEADLINE:** September 6
- You may only sell for **no more than 5 hours** between the hours of 11:00AM-5:00PM

5) License & Inspection (L & I)

- All businesses must first have a Commercial Activity License (formerly Business Privilege License)
 - Contact L&I if you are not already a licensed business within the City
- F&B participants will be required to submit a License Application – FOOD for “3112 Food Establishment (Retail, Non-Perm.)” **once you have been notified by the Health Department** that you have been cleared for this license
 - **Return forms directly to L&I as noted on the application**
 - L&I will take a business check with this application
 - Week of October 2 – **DEADLINE:** Noon October 6 (in-person at L&I)

Festival Forms:
<http://oldcitydistrict.org/oldcityfest>

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FREQUENTLY ASKED QUESTIONS “FAQs”

Sunday, October 8, 2017

Q What forms of payment do you accept?

A We accept checks only.

- For the Space Rental Application: payable to Old City Community Fund
- For the Tent and Equipment Rental: payable to ACCESS Philadelphia

Q Can I play music or have live entertainment at my booth?

A Yes, but you must stay within the size of the area you rented. Also, the volume of any amplification may not interfere with the effective operation of nearby participants. Festival Management will have the right to enforce compliance with these regulations.

Q When will I know the location of my booth?

A Booth allocation can change up the very last week based on a number of factors. The final street layout map will be published on or before October 5

Q Am I allowed to select the location I want for my booth?

A In some circumstances, yes. Space directly adjacent to your own address can be assigned to you. All other participants will be placed according to the needs for each block (e.g. to ensure that a healthy mix of all business types are represented as best as possible throughout the entire Festival site.

Q May I bring my own tent?

A Yes, but it must be in clean and good condition.

Q Will there be other businesses from outside of Old City?

A It is Festival management's goal to have only Old City businesses represented, however if not enough Old City establishment from certain categories (e.g. food, retail, services, etc.) sign up by the deadline, Old City Fest reserves the right to solicit the necessary participants from beyond the district to ensure a robust Festival.

Q Am I allowed to put tables on the sidewalk in front of my business?

A No. Unless you are a restaurant with an outdoor seating license*, city ordinance forbids limiting pedestrian access to the public right-of-way sidewalks. Because the Festival will be busy, the sidewalks must be kept free for pedestrians who wish to traverse these blocks and not participate in the Festival. *For restaurants with an outdoor seating license, you will still be limited to the licensed area only.

PLEASE CALL ACCESS PHILADELPHIA WITH ANY OTHER QUESTIONS