

December 3, 2003

Dear Vendor:

**RE: Business/Food License/Souvenir Booklet Ad Info for Pasadena Black History Festival 2004**

The City of Pasadena will present its 22nd Annual Black History Month Festival and Parade on Saturday, February 21, 2004. This is one of the major celebrations where the Pasadena community recognizes the achievements of African Americans and the contributions they have made to the American society. Each year, the City of Pasadena's Human Services and Recreation Department/Jackie Robinson Center and others collaborate with community residents and organizations to sponsor this event.

The Jackie Robinson Center Staff/Black History Planning Committee request your participation in making this year's event a success. You can support our celebrations by purchasing an ad in the souvenir booklet and/or a booth. "**General merchandise," "food vendor," and "exhibit"** booths are available.

The festival officially begins at 12:00 noon at Robinson Park following the parade. However, we ask all vendors to check in at 8:00 a.m., and be set up by 10:00 a.m. Applications for booth and souvenir booklet ads, are included as part of this information packet. **Please note that the final due dates for fees are NOT all on the same day.**

**FOR BOOTHS AND SOUVENIR BOOKLET ADS ONLY:** Please make your check(s) payable to the City of Pasadena, c/o Black History Festival, and forward it to the attention of Christine Harris, Coordinator, Jackie Robinson Center, 1020 N. Fair Oaks Ave., Pasadena, CA 91103. All Vendors, Licensed Businesses and Private Non-profits are to submit proof of liability **insurance** and **non-profit** information at the time fees are paid. **Only cashier checks and/or cash will be accepted on and after the deadline date (if space is available).**

Thank you in advance for your participation and support of the 22nd Annual Black History Festival. If you have any questions, please call Christine Harris, Coordinator, at (626) 744-7300.

Sincerely,

CHRISTINE HARRIS, Coordinator  
Black History Parade and Festival

**22<sup>nd</sup> ANNUAL BLACK HISTORY FESTIVAL**

***Souvenir Booklet Ad Request Form***

Full Page \_\_\_\_\_ \$250.00  
Half Page \_\_\_\_\_ \$125.00  
Quarter Page \_\_\_\_\_ \$100.00  
Business Card \_\_\_\_\_ \$ 35.00

**PLEASE ATTACH AD COPY IF POSSIBLE OR WE CAN ASSIST YOU**  
**(Camera Ready artwork preferred)**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Contact Person/Title \_\_\_\_\_

Phone #(s) \_\_\_\_\_

**AD REQUESTED DEADLINE: FRIDAY, JANUARY 09, 2004 ONLY CASH OR CASHIER' S WILL BE ACCEPTED ON THE DEADLINE DATE.**

*Please make check payable to the **City of Pasadena**, and submit this form to Christine Harris, Coordinator, Jackie Robinson Center, 1020 North Fair Oaks Ave., Pasadena, CA 91103, (626) 744-7300.*

**BUSINESS LICENSE FEES**

(Vendor must pay both fees before applying for license)

**SPECIAL EVENTS FEES AND REQUIREMENTS**

**Business License Section, 100 N. Garfield Ave., Room 121, Pasadena CA 91109**

**Telephone No. (626) 744-4659 Fax (626) 744-6744**

**These fees are as follow:**

☺ **GENERAL MERCHANDISE VENDOR**

(Business license fee only)

Basic (Business License Fee) .....\$ 39.63

Each employee, partner or relative..... \$ 7.92

**Must have resale #, copy of permit, and list of items to be sold**

Rides(Business License Fee) ..... \$189.68

For each ride in excess of 5 ..... \$ 47.40

☺ **SPECIAL EVENT FOOD VENDOR**

(Must pay **both** business license AND health license fees)

Food Booth (Business License Fee).....\$79.26

Each additional employee, partner or relative.....\$ 15.85

Food Booth (Health License Fee).....\$ 75.00

Mobile Food Vehicle (Health License Fee).....\$ 167.00

Health license fee.....\$ 75.00

**The Environmental Health Division Staff must approve all food items/menus sold at the event. Vendors must have the approval of the Public Health Department before a PERMIT can be issued.**

**\* THESE FEES DO NOT INCLUDE COST FOR PORTABLE HOT & COLD SINKS. Portable sinks can be ordered through Dolphin Party Rentals (626) 795-5131.**

☺ **NON-PROFIT**

Must provide proof of non-profit status, and a seller's permit number from the California State Board of Equalization.

No business license is required for Federal 501(c)(3) status

NEED HEALTH PERMIT (IF SELLING FOOD).....\$ 75.00

*A Federal Identification Number and a seller's permit number from the California State Board of Equalization (copy) must be submitted with each original vendor business license application.*

***Applications and payments for all participants must be completed no less than 10 working days prior to the event. Fees listed on this page are to be paid in CASH, MONEY ORDER or CREDIT CARD on or before, Monday, February 2, 2004, at Pasadena City Hall, 100 N. Garfield Ave., Room 121, in Pasadena.***

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**22<sup>nd</sup> ANNUAL BLACK HISTORY FESTIVAL**

**Robinson Park  
Saturday, February 21, 2004  
12 Noon - 4:00 p.m.**

**FUN FESTIVAL 2004 RESERVATION FORM**

Food Booth\_\_\_\_\_ \$275.00

VendorBooth\_\_\_\_\_ \$200.00

Ex booth (No Sales)\_\_\_\_\_ \$100.00

Name:\_\_\_\_\_

Address:\_\_\_\_\_

City/State/Zip Code:\_\_\_\_\_

Contact Person/Title:\_\_\_\_\_

Phone #(s):\_\_\_\_\_

Space: ALL ARE 10" X 10"\_\_\_\_\_

Equipment/Assistance Needed:\_\_\_\_\_

Additional Information:\_\_\_\_\_

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**See Next Page for Business License Information.**

**Reservation Deadline – Friday, January 23<sup>rd</sup>, 2004/(Depending on Space Availability)**

**ONLY CASH, CASHIER CHECKS OR POSTAL MONEY ORDERS ARE ACCEPTED FROM PERSONS WHO HAVE HAD A RETURNED CHECK IN THE PAST OR ARE PAYING ON THE DEADLINE DATE.**

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