



Octoberfest Celebrates 30 Years in 2011

The Octoberfest Committee is committed to providing you with as much help as possible to assure your local NORTHEAST WISCONSIN charitable organization has a fun, successful, and a profitable day.

A great deal of hard work and planning is put into this event by your organization, and we are here to offer advice, answer questions and work to assure your day is trouble free. Please take advantage of our knowledge.

The Octoberfest Committee is asking for a commitment from you – our food vendors, to help us make Octoberfest 2011 the best event in the state!

To assure a consistent, smooth-running operation, we have established some guidelines for booth participants. Our request to you is that you respect these guidelines. It benefits your organization in assuring a safe, fun atmosphere for people who attend Octoberfest. It shows everyone who attends, that this is a class act!

Thank you for your participation. If you've been at Octoberfest before, you know what to expect. If your organization has never been here, you're in for a very special day, and hopefully the weather will cooperate this year. Where else can so many non-profit organizations gather for the benefit of everyone?

***PLEASE READ through all of this information carefully.
If you have questions, please contact us or the representatives
from the City Departments.***

All Food Vendors who participate in either License to Cruise or Octoberfest MUST have a representative at one of these meetings. You must have at least one person in your booth at all times that has attended the vendor meeting. Experience has taught us that problems occur when the people running the booths are not the same people who attended the meetings and therefore have no idea what the rules are.

***Please know that this document and the Power Point presentation
are available on the Octoberfest website www.octoberfestonline.org – click
on the Vendor tab and scroll to the bottom of the page.***

Vendors must stay for the ENTIRE meeting and must SIGN IN when you arrive and SIGN OUT before you leave. Vendors who do not attend the entire meeting and SIGN IN and SIGN OUT WILL NOT BE ALLOWED TO SET UP ON THE AVENUE. There will be no exceptions.

Speakers for the vendor meetings:

- Susan Vanden Heuvel, Octoberfest Executive Director – 920-734-7101
- John Kafura, Electrical – 920-734-8215
- Brian Noel, Fire Department – 920-832-5810
- Sgt. Andy Miles, Police Department – 920-832-5500
- Steve Kihl / Michelle Roberts, Health Department -- 920-832-6429
- Eric Maggio, Health Department Weights & Measures -- 920-832-6429

OCTOBERFEST 2011 BOOTH INFORMATION/INSTRUCTIONS

STREET CLOSING

- Vendors may not come on the avenue and begin setting up absolutely no earlier than 6:00 a.m. Octoberfest officially runs from 9:00 a.m. to 6:00 p.m.
- Your booth must be set up and all cars off the Avenue by 8:30 a.m.
- Cars will be allowed back on the Avenue until after 6:00 p.m. Please be sure you have enough supplies at your booth for the day or you will have to carry them in from another location.
- If your booth runs out of food, or you stop selling products before 6:00 p.m. you may **NOT** take down or remove your booth until after Octoberfest is officially over. Booth tear down and removal during the event is dangerous to festivalgoers and places your organization and Octoberfest at legal risk if someone is injured.
- The Arts & Crafts Vendors may breakdown their booths prior to the event closing – Food Vendors are not.
- Booths can not extend more than 12 feet into the street. 12 feet is measured from the curb into the first lane of traffic.

FOOD VENDORS

- All vendors are **REQUIRED** to attend a vendor meeting.
- If your organization plans to sell food at more than three events throughout the year, we suggest calling the Appleton Health Department (920-832-6429) to determine whether a restaurant license is required.
- The Health Department will inspect booths on the day of Octoberfest so please be sure that your booth is in compliance with all regulations.
- Vendors are not permitted to sell any alcoholic beverages or non-alcoholic beer and will not display any alcoholic beverage signage in their booth.

BLOCK CAPTAINS

- Block captains will be assigned to each block along College Avenue. They will be wearing bright orange T-shirts for 2011.
- Block Captains are there to help Vendors with problems and also to assure the smooth operation of the event.
- Block Captains will introduce themselves to you - they will be equipped with radios and can reach headquarters, first aid, etc., quickly - so if you have any concerns go to them.
- We ask that you respect direction given by the Block Captains during set up and take down - please listen to them and treat them with respect. They are also volunteers just like you are.

SECURITY

- The Appleton Police Department is on the Avenue the day of Octoberfest to make sure the event is safe and orderly for all.
- Don't hesitate to call on a police officer to handle any situation you feel may get out of control.
- Block Captains are in radio contact with the police, so they can summon help quickly.

FIRST AID/HEADQUARTERS/LOST CHILDREN

- Octoberfest Headquarters is inside the main entrance of City Center Plaza (Avenue Mall).
- Issues concerning first aid, lost children, etc. should be directed to Headquarters.
- You can also contact a Block Captain or a police officer and someone will come to you.
- All entertainment stages will make announcements of lost children. If someone is looking for a child, please direct them to the Headquarters.

BLOCK ICE

- If you use block ice to cool your food product, you may NOT leave chunks on the Avenue after teardown. It is preferred that you take it with you and dispose of it.
- If ice is left, it must be broken into small pieces.
- City street cleaning machines cannot clean the street properly if large chunks of ice are left behind.

CHARCOAL

- Anyone using charcoal must make arrangements to dispose of it off the Avenue.
- Do not place it in the cardboard trash containers or put it in the dumpsters.
- You may not leave it on the Avenue.

ELECTRICAL POWER

- Our purpose is to insure that your Octoberfest operation is trouble free of electrical malfunctions and that your workers, and the general public that are patronizing your booth, are protected from potential electrical hazards.
- The power outlets on College Ave. available for use during Octoberfest are equipped with a 20-amp duplex ground fault protected receptacle. Ground fault protection eliminates shock hazards that may be created by defective equipment you are using.
- 20 amps is the power adequate to operate one large power usage appliance (coffee maker, roaster, skillet, toaster oven) and one small power usage appliance (mixer, crock pot, fan, heat lamp). The application you submitted listed the equipment you would be using and was checked for the sufficient power outlets were required you were notified and given the option to either acquire additional outlets or eliminate some of the equipment you listed. Do not attempt to use more equipment than that listed on your application.
- To determine the amount of power you will need by checking the electrical ratings label on the equipment you will be using, and total their electrical usage. It should not exceed 20 amps or 2400 watts. (1 amp equals 120 watts). If your total exceeds these limits, you will need an additional power source. Over loaded circuits will cause the fuses to blow and you will be unable to keep cooked foods hot or it will allow cold food to thaw until you electricity can be restored.
- Test your appliances and equipment before Octoberfest. Connect them to a GFCI outlet at home to insure their operation. This includes equipment you may be borrowing, renting or leasing. Octoberfest day is NOT the time to find out your equipment is faulty.
- **All extension cords supplying electricity to Octoberfest booths must be 12 gauge 3 conductor cords. Their length shall not exceed 25'.**
 - Booths not having the required 12 gauge sized –25' cords will have their power disconnected until the proper cords are obtained and installed.
 - This is the size cord necessary to safely carry a 20 amp load.
 - All cords must be complete and in good condition. This is a requirement made necessary by the number of inadequate cords being used that overheated and created dangerous conditions in and around the booths. Longer cords create tripping hazards and also do not conduct electricity as well.
 - If the cords are not correct you will not be permitted to continue to set up until you have the correct cord(s). Power strips with 15 amp breakers are still recommended.
- Check for your booth location and locate your power source. Also don't wait until the last minute to acquire your cord—you may find them hard to get.
- DO NOT use tape to hold cords onto poles. Use twine or rope to secure your cords if necessary. Tape leaves a sticky residue on the poles and becomes a dirt catcher.
- Place cords around your booth in a manner they do not become a hazard to your workers or your customers.

- Keep excess cord coiled or folded neatly so no one trips on them. The last thing you want to happen is a worker or customer tripping on a cord and pulling hot coffee or other hot material on them or falling against a sharp corner of the booth.
- Electrical cords that run through doorways must have the door blocked open to prevent cutting or pinching the cord. Damaged cord insulation will create a shock hazard.
- Do not place cords on the sidewalks. Electrical cords running over the sidewalks must be at least 8' over the sidewalk and securely fastened at either end to prevent sagging.
- In case of rain, unplug your cords from the outlets. Place cords up out of the gutter area and cover areas where the cords are plugged together. Plastic bags work well for this.
- Cord safety applies also to those who have permission to use generators. Generator safety rules are covered under fire dept. rules.
- Locate and identify your power source location now. It is listed in your packet. Don't wait until the morning of Oktoberfest.
- In case you do have a power problem, notify your block captain and they will notify an electrician in your area.
- During booth set-up time we will be roaming the avenue to check your hook-ups, inspect for any potential safety hazards, checking for potential overloads, and answer any questions you may have. REMEMBER THE
- Questions about whether or not you would exceed your power limits, please call John Kafura (920) 734-8215.

GARBAGE

- Vendors are responsible for removing all of your garbage from College Avenue.
- Do not leave your trash in the middle of the street or at your booth space.
- Nothing is allowed to be left on the street.
- Put garbage in the dumpsters that are located on the side streets or take it home with you.
- Failure to comply with this rule may jeopardize your being allowed to participate next year.
- Vendors should bring garbage containers to be used INSIDE YOUR booths – and please do not remove the ones in the middle of the street for use in your booth.

MISCELLANEOUS

- Raffles, drawings and donation/tip jars of any kind are prohibited in all vendor booths, wristband booths and other areas.
- All booth activity – food sales, distribution of materials – must take place from inside your booth.
- Nothing can be sold or handed-out outside your booth. No activities are permitted outside of your booth parameters, such as standing on ladders to make announcements or display signage; human acrobatic displays or other activities that will disrupt neighboring booths.

- Octoberfest is a rain-or-shine event, so please be prepared to cover your booth.
- All entertainment stages are covered, so bands will perform, rain or shine, and our experience has been that people do stay—even if it is raining.
- PLEASE NOTE CHANGE --Octoberfest will no longer issue bankcards. All vendors are responsible for obtaining their own change. It is our understanding that the drive up window at Chase Bank will be open, but we do not know the hours. It is a good idea to have adequate change before the day of the event.

NO ANIMALS ARE ALLOWED ON THE AVENUE

- This is a City ordinance (#10-47 – a fine will be assessed), except those directly related to your booth and kept inside booth areas and Seeing Eye / Service dogs.
- Even though your animal may be trained, some children are afraid and are unsure of themselves around animals.
- Application process will again be online.
- Please pay attention to the website (www.octoberfestonline.org) for when the application will be available – typically in May.
- Apply early – applications are taken on a first come, first serve basis – we number them in the order they come in.

APPLETON FIRE DEPARTMENT

REQUIREMENTS FOR BOOTHS AND STANDS DURING THE 2011 OCTOBERFEST ACTIVITIES

1. A minimum of one 2A10BC U/L Listed fire extinguisher (properly serviced within the last 12 months) must be available in every stand or booth using a heating/electrical device for the purpose of heating or cooking.
 - Anyone using deep fat fryers or other grease in-depth appliances shall also have a minimum of one 40BC dry chemical or K-Rated wet chemical U/L Listed fire extinguisher (properly serviced within the last 12 months). No open flame shall be within 16" of any grease in-depth appliance unless approved by the department.
 - The temperature of the grease needs to be maintained at a safe temperature not to exceed 400 degrees; this must be monitored at all times with use of a thermometer per each cooking container.
 - All equipment used for this purpose must be listed and/or approved for the specific use. Appliance area must be properly secured and monitored by an adult at all times.
 - Personnel manning the stands or booths should have working knowledge of the proper use of fire extinguishers.
 - Caution must be taken when using fire extinguishers on grease fires to prevent the spread of the fire and injury to personnel.
 - All combustibles must be kept a safe distance from cooking devices.
 - Any appliances exceeding 2 square feet surface area needs prior approval from the Appleton Fire Department before use.

NOTE: Octoberfest will not have fire extinguishers for sale or to rent this year.

2. Electrical cords should be plugged directly into the outlets provided by the City of Appleton on College Avenue. Cords should not run from College Avenue businesses unless absolutely necessary. Precautions shall be taken to prevent damage to all electrical cords. Precautions shall also be taken to prevent tripping and falling hazards. No electrical cords are to run on the sidewalks or where individuals may walk on them.

3. The use of generators for power should be avoided if at all possible. If you absolutely must use a generator, keep in mind that generators can only be re-fueled while the generator is not running and has had sufficient time to cool. Fuel tanks on generators must be original manufacturer installed tanks, and no modifications can be made to increase fuel tank size. A minimum separation of 20' must be maintained between generators and tents or canopies and shall be isolated from public contact.

4. Storage of flammable/combustible liquids is prohibited within 50' of any tent/booth or other combustibles. Therefore, the use/storage of flammable/combustible liquids during Octoberfest is restricted to generator fuel tanks only. No gas/fuel cans or other storage of flammable/combustible liquids permitted.

5. A minimum separation of 20' must be maintained between all cooking appliances and an occupied tent; a tent is defined as a structure capable of being enclosed at least 75%. Canopies open on at least three (3) sides a minimum 75% may be used for cooking purposes to cover charcoal or propane cooking appliances. All canopies in excess of 200 sq. ft. shall be constructed of a fire resistive material and should have a label affixed indicating such. All cooking fuels shall be allowed to fully cool before proper disposal and shall not be disposed of in dumpsters provided for trash.

6. All compressed gas cylinders (CO2 tanks for dispensing soda, LP fuel tanks, etc.) must be properly secured to prevent tipping. Consideration needs to be given to the location of all LP tanks. LP cylinders used to fuel cooking appliances placed under canopies will be considered on an individual basis.

7. No stand, booth, ride, or display shall extend more than a maximum of 12' from the curb. To maintain proper emergency vehicle access on College Avenue, no obstructions should project beyond this point.

8. For tents or canopies exceeding 200 square feet, or tents/canopies combined to create one area exceeding 200 square feet, a permit must be obtained from the Appleton Fire Department.

9. Any set-up that does not fall within the guidelines stated above must be submitted to the City of Appleton Fire Prevention Division for individual approval prior to setting up for the event.

If you have any questions, comments, or concerns regarding the above requirements, please contact the Appleton Fire Department, Fire Prevention Division, at (920) 832-5810.

APPLETON POLICE DEPARTMENT

TIME TABLE FOR LICENSE TO CRUISE 2011

The Following guidance for License to Cruise is presented for your information and benefit. As a vendor or exhibitor, you share both the opportunities and responsibilities associated with the celebration. While the City of Appleton and its support entities, including the Police Department, are truly supportive of this event, it goes without saying that certain practices and procedures must be followed to ensure a viable, safe, and enjoyable occasion.

FRIDAY, SEPTEMBER 23, 2011:

3:00 PM	No traffic will be allowed to enter onto College Ave.
3:30 PM	ALL vehicles parked on College Avenue (including show cars) will begin to be towed at owner's expense.
3:45 PM	Volunteer vehicles, Theme cars and food vendors enter.
4:20 PM	Vendors must have vehicles off the avenue.
4:30 PM	Show vehicles are allowed on College Ave.
9:30 PM	License to Cruise officially ends. After the crowd disperses, ALL vehicles must be removed from those portions of College Avenue that are remaining closed for the evening. Any vehicles remaining in those areas will be towed at owners' expense. Vehicles in other areas of downtown must be legally parked.

CITY ORDINANCES OF INTEREST

- #10-14 -- Drinking or possession (open) alcohol beverages on streets/highways are prohibited. A fine will be assessed.
- License to Cruise is strictly a non-alcoholic event. Absolutely no open intoxicants are allowed on city streets, sidewalks, or parking lots. This includes inside show cars and in the show area.
- #10-47: Animals at special events prohibited. Animals are prohibited on public property located within the Downtown District (Richmond St. to Drew St./south side of Lawrence St. to north side of Washington St.) for special events. Violators will be fined.
- #12-81g: Squealing tires are prohibited. Fine will be assessed. Please drive responsibly to and from License to Cruise.
- #16-6: Unauthorized moving of a barricade is prohibited. Fine will be assessed. Only police are allowed to move barricades.
- #19-1(A): Loud radios and other electronic amplification devices are prohibited. Fine will be assessed. In accordance with state statutes, a vehicles radio is considered loud if it can be heard, under normal conditions, from a distance of 75 feet. Please listen responsibly to and from License to Cruise.

**POLICE DEPARTMENT
APPLETON POLICE DEPARTMENT**

TIME TABLE FOR OCTOBERFEST 2011

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SATURDAY, SEPTEMBER 24, 2011:

- 5:30 AM: Vendors will be allowed onto College Avenue at approximately this time to begin booth set up.
- 6:00 AM: Vendors are allowed to start setting up displays. Vendor vehicles may be parked to facilitate set up on College Avenue or cross streets. The two middle lanes must remain open to allow access and egress of the Avenue by all participants. Any vehicle that blocks or inhibits traffic on or off the Avenue is subject to tow by the police department at owner's expense.
- 8:30 AM: Set up for the event **MUST** be complete. All vehicles must be legally parked **OFF** the Avenue. No vehicles will be allowed on the Avenue after this time. Any still on are subject to tow as well as any illegally parked that inhibit the event or public safety. All barricades are in place and will not be moved without police/fire/ambulance permission.

Ordinance #16-5, states there is a fine will be assessed for unauthorized personnel moving a barricade.

- 9:00 AM: Octoberfest officially begins. Alcoholic beverages may be served in designated areas and consumed on College Avenue. Beer will be sold only by the Octoberfest liquor license holder in special cups to persons checked for ID purposes who pay a fee/donation to Octoberfest. There will be ID check areas that will sell the bracelets to people. No beer will be sold to anyone without a bracelet & a stamp. Carry-ins are not allowed. People who purchase beer in a downtown bar must consume it there.

The APD Command Post will be located at College Avenue and Appleton Street (next to Chase Bank)

- 5:00 PM: All ticket sales must be stopped. Ticket areas will be cleared.
- 5:30 PM: All entertainment and beer sales end.
- 6:00 PM: Octoberfest officially ends. Vendors may start to tear down their areas. No vehicles are allowed on the Avenue until the crowd is dispersed. Priority of access is to the heavy trucks.

- 6:15 PM: (Or when crowds are dispersed) Vehicles will be allowed on the Avenue, again, leaving the two middle lanes open for vehicles to come and leave.
- 6:30 PM: (Or when crowds are dispersed) City Department of Public Works crews start clean up.
- 9:00 PM: Avenue is cleaned, barricades removed, and turned back to the public.

NOTE: Appleton Street and Morrison Street will close to all traffic from mid-morning until approximately 6:00 p.m.

If the above procedures are followed, the event will start and finish on time with a minimum of inconvenience to everyone concerned. Your booth must be set up and your **vehicle off the Avenue NOT LATER THAN 8:30 AM**. If you can do so SAFELY, you can **start to dismantle your booth at 6:00 to 6:30 PM, but you cannot drive a vehicle on the Avenue until police personnel open up the barricades**.

It is unfortunate, but true, most early traffic problems with Octoberfest have been with vendors. It seems that there are always a few who think rules and timetables apply to all others except themselves. As one of the Officers in Charge, it is my responsibility to insure that the event is safe. To that end, I or any of our assigned officers will not hesitate to remove and/or arrest if necessary, anyone who cannot or will not follow the lawful orders of the police. Given the sheer magnitude of the area, the involved entities, and participants, I will not normally have the time nor the inclination to debate the fairness of decisions made with vendors, particularly if they have violated the rules or laws and seemed inclined to continue that aberrant behavior.

Hopefully, all will adhere to the events necessary procedures.

Sgt. Andy Miles

OPERATIONS COORDINATOR SPECIALIST
APPLETON POLICE DEPARTMENT
920-832-5500