



## **INTERNATIONAL FESTIVAL COMMITTEE OPERATING OUTLINE 2017**

### **I. STATEMENT OF PURPOSE -**

The International Festival Committee is organized and operated to utilize a combination of funding from the City of Peabody and private contributions to provide the maximum benefits to the entire Peabody Community. The Committees goals are to:

1. Highlight the ethnic diversity that comprises and strengthens the City.
2. Present examples of the various ethnic groups' art, culture, music, dance, literature and food.
3. Provide an opportunity for diverse individuals and groups to work together on a community project that positively contributes to the quality of life in Peabody.
4. Provide a showcase of artists of all cultures and expertise (for example: fine arts, sculpture, music, dance, narrative arts etc.) to present their work to the community.
5. Provide a day of total enjoyment and entertainment for young and old, to highlight the educational and historical culture of the community.

### **II. ELIGIBILITY REQUIREMENTS FOR BOOTHS/EXHIBITS -**

Groups meeting the following criteria will be considered for general participation in the International Festival 2017. (NOTE: There may be ADDITIONAL eligibility requirements established for specialized participation.) ALL groups/applicants must complete an International Festival 2017 application form, which is subject to approval by the International Festival Committee. Consideration for general participation will be given in the priority order listed below:

- 1) A non-profit ETHNIC group representing a Peabody ethnicity, and based in Peabody (PRIORITY 1).
- 2) A non-profit ETHNIC group representing a Peabody ethnicity not already represented by a Peabody group and not based in Peabody (PRIORITY 2).
- 3) A non-profit CIVIC/COMMUNITY group based in Peabody (PRIORITY 3).
- 4) A profit making BUSINESS organization/entity in Peabody representing an appropriate ethnic activity (PRIORITY 4).

If space permits, other groups meeting the International Festival criteria may be allowed to participate upon approval of the International Festival Committee.

**\*\*\*THE INTERNATIONAL FESTIVAL COMMITTEE RESERVES  
THE RIGHT TO REJECT ANY APPLICATION\*\*\***

### III. APPLICATION REQUIREMENTS -

In order for an eligible individual/group/organization to be considered for participation in the International Festival 2017, they must adhere to the following criteria:

- A. Complete an Official International Festival 2017 application form and submit it within the required time parameters. It must be complete, with check, and submitted by Friday, June 30, 2017. This application must:
  - a. Be signed by the individual applying or by an authorized member of the group/organization.
  - b. Provide all pertinent information requested re: the individual/group/organization as requested on the application.
  - c. Provide contact name(s), address(es), phone number(s) (day/evening/work) and email addresses.
- B. Provide details – in writing – of the extent of the participation:
  - a. Activities (for example: food, art, entertainment, etc.).
  - b. How these activities will comply with the purpose/intent of the Festival.
  - c. Amount of space requested.
- C. Menu must be completed by June 30, 2017 and returned with the application. This may be updated through August 1, 2017.
- D. Application Fees:
  - a. Non-Profit booths - \$100.00 (double booth fees, if space is available, will be \$200).
  - b. For-Profit booths - \$175.00.
  - c. Arts Galleria, Entertainers – No charge.

\*(Late applications will be considered at the discretion of the International Festival Committee and only if space is available.)

**NO APPLICATION WILL BE CONSIDERED COMPLETE WITHOUT ALL OF THIS INFORMATION. YOUR CHECK MUST ACCOMPANY YOUR COMPLETED APPLICATION.**

Please make your check payable to: INTERNATIONAL FESTIVAL COMMITTEE.

Booth application fees are not refundable.

### IV. PARTICIPATION REQUIREMENTS -

Once an eligible individual/group/organization has been notified by the International Festival Committee that their participation in the International Festival 2017 has been approved, they must communicate with the appropriate liaison individuals and comply with the following requirements:

#### GENERAL

- A. Participants must be willing to provide publicity information when requested. Participants should also be available for photographs (or photographs can be provided) as requested by the International Festival Committee.
- B. Participants must attend any open public meetings at City Hall prior to the Festival. The purpose of these meetings is to disseminate appropriate information concerning location, set-up, traffic and other Festival details.
- C. Participants must provide the resources required for participation.

## **BOOTHS**

- A. All booths must reflect the unique features of the ethnic group which they represent.
- B. No raffles or gambling of any kind will be allowed at booths.
- C. Signage for booths will be provided by the International Festival Committee. Signs must be returned at the close of the International Festival or a fee will be assessed. **NO COMMERCIAL SIGNS ARE ALLOWED AT BOOTHS.** Booths may only display/sell those items previously listed on application and approved by the International Festival Committee.
- D. Booth sizes are limited to 15 feet by 10 feet. If more space is needed, it must be requested from the International Festival Committee on your application.  
\*\*\*Only food and non-alcoholic beverages can be sold at booths\*\*\*
- E. Price lists for items sold (food and beverages) must be submitted with your completed application to the International Festival Committee and be clearly posted at the booth.
- F. No balloons are allowed at the booths or within the perimeter of the International Festival.
- G. Groups must provide their own extension cords (12-3), tables, chairs, booths, trash receptacles and cooking facilities.
- H. No alcoholic beverages are allowed at any booths.
- I. Staffing must be sufficient to meet crowd needs throughout the Festival.
- J. Booths should provide sufficient goods to meet crowd needs throughout the Festival.
- K. Booths cannot be broken down until the conclusion of the International Festival. Vehicles will not be allowed in the Festival area until after the Festival has concluded.
- L. The purchase of double booths will only be allowed if there is sufficient space available.
- M. The International Festival Committee will only supply 120 volt power.
- N. **TRAILERS, FOOD CARTS OR ANY FREE-STANDING VEHICLES ARE NOT PERMITTED WITHIN THE FESTIVAL PERIMETER FOR USE AT THE BOOTHS.**
- O. Anyone serving food of any kind, *MUST* provide plastic gloves for all workers.

## **EXHIBITS/DISPLAYS**

- A. All exhibits must reflect the unique features of the ethnic group which they represent and may not include the selling of items.
- B. No raffles or gambling of any kind will be allowed at exhibits.
- C. Signage for exhibits will be provided by the International Festival Committee.
- D. Exhibits may not sell food items unless they have paid an entrance fee.
- E. Exhibit sizes are limited to 15 feet by 10 feet. If more space is needed, it must be requested from the International Festival on your application.
- F. No balloons allowed at the exhibits.
- G. Groups must provide own tables and chairs.
- H. Exhibits cannot be broken down until conclusion of the International Festival. Vehicles will not be allowed in the Festival area until after the Festival has concluded.
- I. Any display booths not assessed any entrance fee will be billed at the conclusion of the Festival if they have sold food/items at their booths.

## **ENTERTAINMENT**

- A. All entertainment should reflect the unique characteristics of the ethnic group which is represented.
- B. Entertainers must provide the International Festival Committee with a brief, written fact sheet with their completed application to be used for introductory purposes.
- C. Dressing rooms will be provided. Advance notice requesting dressing room space is required.
- D. All audio system needs, including cassette player and microphones will be provided by the International Festival Committee. You must make your needs clearly known on the application.

- E. All entertainers must be willing to perform on the scheduled rain date, if necessary.
- F. Entertainers will be limited to the time assigned them for performance.
- G. Entertainers are not allowed to solicit contributions from the audience.
- H. A piano will not be available.
- I. Entertainers may NOT go into the audience nor invite audience members on stage.

**GALLERIA**

- A. A photograph of the artwork to be displayed is required with the completed application.
- B. Each piece of artwork should be clearly labeled and priced.
- C. Crafts are not allowed in the Arts Galleria.
- D. All exhibits must have the prior approval of the Galleria Coordinator before being displayed.
- E. Artists may sell their works, but cannot remove any pieces until the conclusion of the Festival.
- F. The Galleria Coordinator will provide all necessary display materials. Please do not bring easels, stands, etc.
- G. The Galleria Coordinator will hang and arrange all artwork.

**V. INFORMATION AND APPLICATION**

- A. Completed entertainment, gallery, food/exhibit booth applications are due by Friday, June 30, 2017. Food booth fees are due at the same time.
- B. Applications should be returned to:

**BOOTH & ENTERTAINMENT:**                      **MARY BELLAVANCE**  
**MAYOR’S OFFICE**  
**24 LOWELL STREET**  
**PEABODY, MA 01960**

**GALLERIA:**    **LISA GREENE**  
**COMMUNITY DEVELOPMENT**  
**24 LOWELL STREET**  
**PEABODY, MA 01960**

For more information or questions, please call: Mary Bellavance at 978-538-5704.

**\*\*THE INTERNATIONAL FESTIVAL WILL BE HELD ON SUNDAY,  
 SEPTEMBER 10, 2017 FROM 12:00 P.M. TO 6:00 P.M.\*\***

**RAINDATE: SUNDAY, SEPTEMBER 17, 2017**