



KIMBERLEY DRISCOLL  
MAYOR

## CITY OF SALEM, MASSACHUSETTS

### LICENSING BOARD

120 WASHINGTON STREET  
SALEM, MA 01970  
TEL. 978-745-9595 EXT. 5648  
FAX 978-744-6775

DAVID J. SHEA, CHAIRMAN  
JOHN H. CASEY  
RICHARD C. LEE

BARBARA A. SIROIS  
CLERK OF THE BOARD

### ONE-DAY TRANSIENT VENDOR APPLICATION DOWNTOWN BUSINESS DISTRICT 2007 HALLOWEEN SEASON

#### Application Guidelines

The City of Salem shall accept applications from vendors for One-Day Transient Vendor Licenses for the 2007 Halloween season beginning August 27, 2007 through September 7, 2007 at noon.

The "Halloween season" is defined as:

Fri., Sat. and Sun. from 10 am to 10 pm on Oct. 5-7, Oct. 12, Oct. 19-21 & Oct. 26-28;  
Monday, Oct. 29 and Tues. Oct. 30 from 10 am to 10 pm;  
Wed. Oct. 31 LOCATION AND TIME LIMIT TO BE DETERMINED

The Licensing Board shall issue no more than forty (40) one-day transient vendor licenses for each day, for the Essex Street pedestrian mall. Licenses shall be issued to the following types of vendors in the limit provided:

<u>Type</u>	<u>Limit</u>
Food – Hot dogs, sausages, steak, poultry (all meats & poultry must be pre-cooked)	5
Food – chocolate, cookies, nuts, pretzels, fried dough, French fries, popcorn	5
Established non-profit agency	10
Goods, services and crafts	20

The Licensing Board will hold a special meeting for vendor applications on Wednesday, September 19, 2007.

#### Selection Criteria

Qualified vendors shall be selected by a lottery for each category listed above.

**Applications will be accepted by mail only. Applications must be post marked no earlier than August 27, 2007 and no later than September 7, 2007,** addressed to the City of Salem Licensing Board, 120 Washington Street, 3<sup>rd</sup> floor, Salem, MA 01970. Each applicant shall be limited to one license.

The Licensing Board reserves its right to deny any application for a license or to revoke a license for failure to secure required insurance and permits; upon the recommendation of the Salem Police Department; failure to pay prior year fees; violating any Massachusetts General Law, rule of regulation of the Licensing Board, Fire, Health, Police or Building Department; prior history of violating Massachusetts General Law, Licensing Board, Fire, Health, Police or Building Department rules and regulations; or felony conviction.

### Fees

The fee for a One-Day Transient Vendor License for 2007 is \$185.00 per day. In addition, a \$5 fee for a photo identification badge must be provided for each employee or vendor. The City shall no longer accept personal checks or cash. **ALL FEES MUST BE PAID BY CERTIFIED CHECK OR MONEY ORDER. Payment must be submitted with the vendor application (excluding a fee for Halloween Day). Payment shall be returned if a license is not issued.**

### Rules and Regulations

All vendors must provide evidence of insurance, naming the City of Salem as an additional insured, to cover any complaint or claim that may be filed against the vendor as a result of their doing business under the License issued by the Board. Evidence of insurance must be submitted with the vendor application.

Application and evidence of insurance must reflect the same name. A documented evidence of insurance may be applied to only one applicant.

All vendors and employees must agree to a CORI & SORI check and must be identified by a photo ID issued by the Board.

All vendor locations shall be assigned to qualified vendors by the Board through a location lottery.

All License holders shall operate from carts or booths that are neat and clean and that do not leak.

All vehicles that are used to transport carts or booths may not be parked near or adjacent to the place of business. Parking is available in the Garages. Any vehicle within the pedestrian mall or tributaries may be towed at the owner's expense.

One 10' x 10' umbrella or tent/canopy per vendor, white in color, may be used for cover only, not for display of wares. Advertising is prohibited upon tent, umbrella or canopy. Tents must display a tag indicating it has been tested for flammability.

**All transient vendors shall clearly and prominently post prices for all foods, beverages, goods, merchandise and services offered for sale.**

Vendors selling food product must contact the local Health Department at 120 Washington Street (978-745-9595 X 5654) for an inspection of the vendor cart and issuance of a permit. **Evidence of a permit must be submitted to the Licensing Board prior to the issuance of a License, but no later than one week following the Board's approval of a License or such License shall be void.**

Vendors wishing to use gas/fuel tanks must contact the Fire Prevention Office at 29 Fort Avenue (978-745-7777) for an inspection and a permit. **A copy of the permit must be submitted to the Licensing Board prior to the issuance of a License, but no later than one week following the Board's approval of a License or such License shall be void. The number of tanks on site shall be limited to the number on the permit (including empty containers).**

All vendors using gas/fuel tanks must have an ABC type fire extinguisher.

Vendors with permitted propane may not move the tanks in or out other than the established set-up and break down times.

All licenses and prices must be displayed.

All vendors are responsible for the removal of their own trash, it is not to be placed in the City receptacles or left on the ground for pick-up.

Vendors are limited to selling items listed on their application and approved by the Board.

Closing time shall be strictly enforced.

Set-up time is 8 a.m. to 10 a.m. and tear-down time is 10 p.m. to 11 p.m.

Any vendor cart or vehicle is subject to inspection by the Salem Police Department.

Fees are subject to change.

The sale of silly string will not be allowed.

The City of Salem **DOES NOT** provide electricity. Extension cords of any kind are not allowed on the pavement, poles, walls etc.

The Licensing Board reserves the right to further limit, alter, and/or expand number of licenses granted, locations of vendors, and dates and times vendors will be allowed to operate.

No vendor vehicles will be allowed into the October 31<sup>st</sup> event perimeter, which shall be defined by the Salem Police Department, until authorized by the Salem Police Department.

## ACKNOWLEDGEMENT

I have read and understood the Rules and Regulations established by the city of Salem Licensing Board relative transient vendor licenses for the 2007 Halloween season and understand that violation of any of these rules and regulations can result in revocation of my vendor license.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_

Name of Business \_\_\_\_\_



## 2007 Haunted Passport Program Benefits Package

Benefits Package • October 1, 2007- April 30, 2008 • Salem, MA

The Passport program will be promoted and sold to families, young adults, and others who spend their disposable income on entertainment, dining, and retail. The Passport program will be in effect beginning in the month of October to encourage people to come to Salem and spend their money here while enjoying America's foremost Halloween celebration. One of the many benefits of this program is that it will enable new customers to learn about your business—new customers who will come back throughout the year.

Salem is America's Halloween destination, and this is the opportunity to increase your business's income from the tens of thousands of visitors who come to Salem each October. Not only will your business benefit, but as a member of the Passport program you will be adding to the growing sense of community with your fellow business leaders and citizens within the City of Salem.

The goal of the Passport is to create a program for Salem's visitors to receive tangible discounts and benefits, while the Passport participants (retailers, restaurants, tours, attractions, boat charters, etc.) will gain exposure and incremental business in return for offering a discount or benefit of their choosing. The program is designed as a win-win proposition. The consumer gets great value, while your business receives awareness, increased sales, and new customers.

Participating businesses in the Haunted Passport Program will receive:

- A listing on the Haunted Passport web site and a link back to your website. The site will be part of a national online advertising campaign
- Your URL inclusion in three separate email blasts to over 80,000 local consumers
- Your business included in all PR efforts conducted for the Haunted Passport program
- You will receive an official in-store signage for your business to tell people you are part of the Passport program
- You will have the opportunity to advertise in The Boston Globe at a reduced rate

King Fish Media  
27 Congress Street  
Salem, Massachusetts 01970  
phone: 978.745.4140  
fax: 978.745.4725



## 2007 Haunted Passport Program:

October 1, 2007 - April 30, 2008

Benefits Package • October 1, 2007 –April 30, 2008 • Salem, MA

*continued*

Attractions/ Tours/ Museums  
Hotels and Transportation  
Restaurants & Dining  
Retail Stores

### Program Details:

You may offer any benefit or discount you like. Your offer must begin in October, your offer can end when you like up to April 30, 2008. You can change your offer after October 31, 2007, please be specific on the agreement as to your changes. You are responsible to get your offer to King Fish Media by July 16, 2007 to be included in the brochure. We can work with you to plan your promotional discount or give-a-way items if you would like our help. Your offer is then extended to any person wearing a Passport (children under the age of 13 are covered by an accompany adult with Passport). The Passport will be tamper- and counterfeit-proof for the protection of all participants. The Passport program will run from October 1, 2007 to April 30, 2008. Your offer must be received no later than September 21, 2007.

If you have specific questions regarding the Haunted Passport Program please contact King Fish Media and ask for Pita Keeney or Nichole Clarke.

**Be among the first to join and get maximum exposure for your business.**

Salem – America's Halloween Destination

Media Partners:



**The Boston Globe**

**KING FISH**  
MEDIA

Produced by:

For more information contact:

Pita Keeney

978.745.4140

pitakeeney@kingfishmedia.com

978.745.4725

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### VENDOR APPLICATION HALLOWEEN "2007"

PLEASE TYPE OR PRINT CLEARLY

NAME:

HOME ADDRESS:

street  
city  
state  
zip

HOME TELE #

D.O.B.

PLACE OF BIRTH:

OCCUPATION:

EMPLOYER:

SOCIAL SECURITY #

TAX ID #

LOCATION FOR VENDING:

DATES:

ITEMS TO BE SOLD:

**FEE: \$185.00 PER DAY**

**\$ 5.00 – PHOTO ID BADGE**

BOARD OF PROBATION INQUIRY  
REQUEST FOR CRIMINAL RECORD  
HALLOWEEN VENDOR

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PLEASE PRINT LEGIBLY

FIRST NAME \_\_\_\_\_ MIDDLE NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

CURRENT TELE # \_\_\_\_\_

MAIDEN NAME: (if applicable) \_\_\_\_\_

ADDRESS \_\_\_\_\_

DATE OF BIRTH \_\_\_\_\_ PLACE OF BIRTH \_\_\_\_\_

SOCIAL SECURITY # \_\_\_\_\_

SEX \_\_\_\_\_ HEIGHT: \_\_\_ft \_\_\_in WEIGHT: \_\_\_lbs COLOR OF EYES \_\_\_\_\_

COLOR OF HAIR \_\_\_\_\_

CITIZENSHIP \_\_\_\_\_ DATE OF NATURALIZATION (if applicable) \_\_\_\_\_

MARRIED\_\_\_ SINGLE\_\_\_ WIDOW\_\_\_ WIDOWER\_\_\_ DIVORCED\_\_\_

RACE \_\_\_\_\_

OTHER NAMES USED \_\_\_\_\_

FATHER'S FULL NAME \_\_\_\_\_

FATHER'S COUNTRY OF BIRTH \_\_\_\_\_

MOTHER'S FULL MAIDEN NAME \_\_\_\_\_

MOTHER'S COUNTRY OF BIRTH \_\_\_\_\_

WIFE'S FULL MAIDEN NAME OR  
HUSBAND'S FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

SIGNATURE \_\_\_\_\_