

A night scene at the Scottsdale Waterfront. In the foreground, the silhouettes of a crowd of people are visible as they watch the event. The middle ground shows a canal with several fire fountains erupting from small platforms, creating tall, bright orange flames that reflect on the water. In the background, there are trees and a building illuminated with warm lights.

Become a Food Vendor at
CANAL CONVERGENCE
REFLECTIONS

NOVEMBER 8-17, 2024
AT THE SCOTTSDALE WATERFRONT

arts
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canal convergence

Canal Convergence Food Vendor Information

Scottsdale Arts invites you to sizzle and spice up our free light-art festival, Canal Convergence, with your creative culinary concoctions! Learn all about the event, its audiences, and how you can sell your delicious dishes at this year's event below.



Canal Convergence 2023. Photos: David Blakeman

Who We Are:

- Canal Convergence is an award-winning, free, light-based public art event that takes place each November at the Scottsdale Waterfront. This outdoor, interactive art event features large-scale, light-based public artworks created by local, national, and international artists.
- In addition to engaging public art experiences, Canal Convergence features nightly live music, performances, educational workshops, family-friendly activities, a mini film festival, food trucks, and beer, wine, and canned cocktail options!
- Canal Convergence is created and produced by Scottsdale Arts, a multidisciplinary nonprofit arts organization that offers a variety of art exhibitions and programming for residents and visitors through Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art (SMoCA), Scottsdale Public Art, Scottsdale Arts Learning & Innovation, Canal Convergence, and Civic Center LIVE.

What to Expect at Canal Convergence 2024:

- Dates: November 8–17, 2024
- Hours: Fridays and Saturdays: 6–10 p.m., Sundays and Monday–Thursday: 6–9 p.m.
- 2024 Event Theme: Reflections
This year's event will exhibit artworks and performances that utilize physical and psychological reflections to inspire introspection and dialogue.
- Light-based public art installations located in, above, and along the banks of the Arizona Canal at the Scottsdale Waterfront.
- Live music at the Herberger Stage and dance performances throughout the event, including nightly fire shows set to music.
- A two-night, indoor Mini Film Festival located within walking-distance of Canal Convergence.
- The return of the One Water Brewing Showcase beer tasting event in partnership with Scottsdale Water and local breweries.
- Family-friendly activities, workshops, art tours, and more to come with new experiences and programming added throughout the year!

Canal Convergence 2023 Food Vendor Testimonials and Event Data:

*“We had a great experience this year at Canal Convergence. We got **really positive feedback** from the guests about the entire event. These are definitely **the type of guests that we want to be in front of**, especially as we build the catering part of our business. Plus, this year, **our sales were up almost 50% over last year’s event!**”*

— Fogo & Soul

*“We had an absolute blast, as always, and **we beat our sales projection** by about \$1,500 (which is obviously awesome!). I couldn’t have asked for a better location, and we’d be thrilled to join you guys again next year if you’d be gracious enough to have us back.”*

— Greg Golden, Mustache Pretzels

*“It was a fantastic event. **Our sales were great, the vibe was awesome**, and the location was super convenient. We enjoyed being there, and I can’t think of anything that could have been improved to make our experience better.”*

— Davis Larsen, Donut NV



175,000+ attendees visited Canal Convergence over the 10 days of the event.



145+ instances of press coverage with print, online, radio, and television.



1,000,000+ impressions from Canal Convergence 2023 social media posts.



300,000+ page views on CanalConvergence.com over the 10 days of the event.



The One Water Brewing Showcase
Canal Convergence 2023. Photo: David Blakeman.

Participation Information and Requirements:

Who is eligible?

Food Vendors who can provide the following:

1. Valid City of Scottsdale and State of Arizona tax licenses. These are required to collect and pay appropriate sales tax.
2. A Temporary Food Service Special Canal Convergences Permit, Mobile Food Unit Permit, or Catering Permit.
 - ◇ If you are a mobile food vendor, you must be licensed in the city of Scottsdale to serve. More information can be found here: Scottsdaleaz.gov/licenses
3. Proof of general liability insurance, including product liability insurance, with a minimum value of \$1,000,000 (one million dollars) is required.
 - ◇ Your insurance provider provide a Certificate of Insurance listing Scottsdale Arts (7380 E 2nd St, Scottsdale, AZ 85251) and the City of Scottsdale (3939 N. Drinkwater Blvd Scottsdale, AZ 85251) are named as additional and primary insured.
 - ◇ A copy of the certificate of insurance must be received prior to set-up. If a complete certificate is not on file, you will not be permitted to operate your booth, and all deposits and fees will be forfeited.

All Arizona State Board of Health codes and all Scottsdale fire code regulations must be followed.

Vendor Participation Fees

Canal Convergence is open for ten nights and features food service operators each day. All scheduling is subject to availability. For more information, please contact Canal Convergence Event Coordinator, Kiara Brown, KiaraB@ScottsdaleArts.org.

Weekend Rate

- Friday–Sunday: \$250 per weekend
- Vendors must commit to the full weekend

Weekday Rate

- Monday–Thursday: \$85 per day,
- Vendors are not obligated to commit to each day. If they do, there is a discount, and the cost for all four weekdays is \$300. This is subject to availability.

Power Fees

It is highly encouraged that mobile vendors supply their electricity and can accommodate their own power needs. If a mobile vendor does need the Canal Convergence team to provide power, the rates are as follows:

- Available Electrical Premiums (per night):
 - ◇ Electrical over 20 amps or 2000 watts: \$55
 - ◇ Electrical over 40 amps or 4000 watts: \$80
 - ◇ Electrical over 60 amps or 6000 watts: \$100

In the case of inclement weather, premium fees are nonrefundable.

Full payment of the participation fee is required prior to set up. Payments to be made to Scottsdale Arts via cash, check, or Visa, MasterCard, or AMEX through Square.

Product Distribution

Food service operators are required to abide by sustainability and recycling goals as set out by Scottsdale Arts. These include:

- All to-go containers, plates/cups/bowls, utensils, etc., must be compostable. (If possible, they should be certified or plant-based.)
- If possible, minimize water bottle sales and encourage guests to utilize refillable serving stations. Aluminum cans (canned sodas, sparkling waters, etc.) can be recycled.
- Use plant-based, compostable straws (paper-based, sugar-based, etc.).

To get a list of acceptable sustainable goods, please contact Gina Azima, Scottsdale Solid Waste.

Event Setup

Food service operators are required to set up no later than your designated time before Canal Convergence opens each day (6 p.m.) and remain open until it closes each day. Canal Convergence continues rain or shine. Scottsdale Arts and Canal Convergence, or any of their affiliates do not guarantee revenue/success for vendors.

- You will be allowed to sell only the products you have been contracted to sell. Food service operators may not serve or sell alcoholic beverages, CBD, THC, or similar products of any kind.
- Food service operators must provide their own ice. No ice will be available on site.
- Food service operators must provide their own equipment and extension cords.
- The distribution of glass products of any kind is not allowed.
- Each assigned space, the Scottsdale Waterfront, Soleri Plaza, and the Scottsdale Arts Roundabout area must be left in the same condition in which they were found. All waste must be disposed of properly as directed. If not, the food service operator will be responsible for compensating Scottsdale Arts in the amount required to return the area to its original condition.

Canal Convergence 2024 Food Vendor Contract:

Event Dates

November 8–17, 2024
Fridays and Saturdays, 6–10 p.m.
Sunday–Thursday, 6–9 p.m.

You will be allowed to sell only the products you have been contracted to sell. Food service operators may not serve or sell alcoholic beverages, CBD, THC, or similar products of any kind.

Full payment of your participation and electrical fee is required prior to setup. Payments should be made to Scottsdale Arts via cash, check, Visa, MasterCard, or AMEX through Square.

Name of business

Name of contact individual(s)

Address

City/State/Zip

Phone

Best number to contact you during the event

Email

Size of vendor booth or mobile food truck (length/width) _____

Location of service window (if using a food truck) _____

Sample menu items:

Price: _____

Price: _____

Price: _____

Do you require power from the Canal Convergence Team? Yes ____ No ____

Choose one or fill in the amperage require 110V 220V

Electrical requirements: vehicle or booth? _____

_____ amps or _____ watts

Please list all items that will require electricity supported by the Canal Convergence team:

Are you setting up any cooking or serving equipment outside of your tent or food truck? Yes ____ No ____

If additional electricity is required, please note in the space indicated above. Additional electric premiums may apply. There are no guarantees that set-up outside of the truck can be accommodated, as it will be based on truck placement and space. Potable water is limited at Canal Convergence. If you want your business to be listed on our website and promo materials, please submit a logo*, description, and website/social by October 1, 2024.

*Logo Requirements:

■ Vector file (EPS or AI) required for print ■ PNG format is suitable for web use ■ Provide both color and black and white ■ All fonts used in the file must be outlined

Release/Booth Regulations

I hereby release and discharge the Scottsdale Arts and the City of Scottsdale—along with all officers, employees, and volunteers of both—and all sponsoring organizations and their directors from any responsibility, personal liability claims, loss, or damage arising out of or in conjunction with my participation in the 2024 Scottsdale Arts Canal Convergence. Scottsdale Arts will not be responsible for any injury sustained by the food vendor and its employees or guests while within the space designated for food service operation.

By signing this contract, you are agreeing to the guidelines as defined in the 2024 Canal Convergence Food Vendor Opportunity Packet.

You are also agreeing to provide necessary food vendor documentation, including but not limited to the following:

- Valid City of Scottsdale and State of Arizona tax licenses
- A Temporary Food Service Special Canal Convergences Permit, Mobile Food Unit Permit, or Catering Permit.
- Proof of general liability insurance

I hereby apply to be a food service operator and agree to abide by the rules and regulations outlined in this application.

Name of business

Contact

Date

Please email your application to Kiara Brown, KiaraB@ScottsdaleArts.org



Reflections by Immerge Interactive, Canal Convergence 2022. Photo: David Blakeman.

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