



VENDOR SELECTION CRITERIA

All festivals produced by the City of Glendale Special Events Department are evaluated and reviewed through our Vendor Selection Process. Each vendor applicant will go through the process to determine their potential participation. In some instances, more information that is not contained in the application, may be requested to make a determination. This process has been set in place to ensure that we maintain a balance of products and services as well as to further the vendors' success and to provide a well-rounded and exciting variety to our festival patrons. Below are the main criteria in which you will be evaluated.

- Menu items / services along with their prices
- Photos of your products along with a photo of your booth set up
- Unique, interesting products that are appropriate for these types of festivals and attendees/demographics
- Past festival experience

Additional Criteria Considered

Once the selection of qualified vendors has been made, below are the other details that are considered when making final selections.

- The number of booth requests for each size; how many 10' x 10' vs. 10' x 20's. We only have space for so many 10' x 20' booths given the park layout and the full service food area
- The amount and type of power requested
- The number of vendors with similar products and services
- Past experience with City of Glendale Festivals
- As it applies to full service food vendors; Experience operating in high volume festivals and events where the amount of product purchased for sale is commensurate with the potential counter traffic that each full-service food vendor could potentially end up serving over the course of a one, two or three day festival of these sizes.