



The City of Alexandria's 275<sup>TH</sup> Anniversary

## Alexandria Birthday Event Food Vendor Selection Guidelines

The City of Alexandria's Birthday Celebration is an annual event managed by the City of Alexandria's Special Events Office. This year, it shall be on July 13, 2024, from 6 – 9:45 PM and feature FOUR locations: Oronoco Bay Park, Canal Center Plaza, George Washington Masonic National Memorial, and New Waterfront Park. The purpose of this document is to set parameters for the selection of food vendors at the event, both food trucks and tents.

**Selection Process:** To ensure a diverse range of food options for Alexandrians, the food vendors will be selected based on the following criteria:

1. High standard of food excellence will be top priority. This includes:
  - Awards
  - Time in the business
  - Presentation of food
  - Customer reviews
2. Vendors proximity to Alexandria and region, with a focus on local vendors.
3. A focus on the culinary history of Alexandria or cultural demographics will be considered but not required.
4. History of serving at large outdoor events.

The selection outcome is designed to serve the culinary enjoyment of Alexandria residents and other attendees at a live in-person event.

Applicants are selected through a citizen-led Food Vendor Task Force and City Staff. The city reserves the right to make the final decision on selections. The expected number of vendors in 2024 shall be between 7 and 13 vendors.

**Fees & Requirements:** Selected food vendors shall pay the **\$175 flat-rate vendor fee** to the City of Alexandria prior to event date. Selected food vendors must be fully licensed to vend in the City of Alexandria. They will also be required to pass all inspections and have all up-to-date permits in keeping with what is required for food vendors at any public Alexandria event. Selected Food vendors shall also disclose total sales during the event to the City of Alexandria

at the request of City. For all food vendor permit questions, visit <https://www.alexandriava.gov/EnvironmentalHealth> under the section “Health Permits and Licenses.”

**2024 Special Allowance:** In 2023, a new policy, whereby vendors could not vend at the City Birthday in two consecutive years, was put into effect. This policy was to ensure that a diverse range of food vendors are selected for the Birthday each year. This policy will **NOT** be in effect for 2024 in celebration of the City’s ALX275 Birthday but will be observed in subsequent years. The policy resumes in 2025 but does not apply to vendors that sell this year.

#### **Timeline of Vendor Process 2024:**

- **Friday May 31, 2024:** Vendor submits application through online city portal no later than 11:59PM
- **Monday, June 10, 2024:** Vendors are notified of selection and, if selected, placement at one of 4 locations for ALX275 Celebration
- **Friday, June 21, 2024:** Selected vendors submit registration payment (\$175), proof of Alexandria Food Vendor License, and flame permit (if applicable).
- **Friday, June 28, 2024:** Selected vendors confirms final menu and setup logistics with City Staff
- **Saturday, July 13, 2024:** ALX275 Celebration (rain date: Sunday, July 14, 2024), 6 – 9:45 PM (Sales end at 9:15 PM).
- **Monday, July 15 – Friday, July 19, 2024:** Vendor and City Staff one-on-one debrief sessions and lessons learned via phone/ virtual conference/onsite options.
- 

For questions, or to request reasonable accommodation, contact Daniel Guzman, Director of Special Events: [daniel.guzman@alexandriava.gov](mailto:daniel.guzman@alexandriava.gov) or 703.749.5419