



Blooms, Bluegrass, & BBQ Festival

May 1-2, 2020



Thank you for your interest in our festival! This application is for food, craft, and produce/nursery vendors. Completing the application does not guarantee acceptance. If you have additional questions, please do not hesitate to contact us and be sure to view our website at www.sweetwatertn.net. Also, our facebook page, City of Sweetwater Tennessee Government will have event information.

Best regards,

Jessica Morgan
jmorgan@sweetwatertn.net
Vendor Coordinator- 423.337.6979

Selection Criteria

The Festival strives to provide its Guests with the most variety, uniqueness, and value in the southeast throughout the festival. Our Food Vendor selections reflect this goal as well. We also give consideration to factors that will maximize your potential for profits including limiting the number of vendors selling like products, matching your price points to our audience, and others. We encourage nurseries and those selling agriculture products to apply. We will not limit the number of agricultural products in order to promote the theme of the festival. The first 5 nurseries or herb/flower vendors will be given a discounted space in a prime spot for \$10. We will not accept home improvement direct sale or information only vendors.

Vendors who have participated in prior festivals and meet all festival criteria will be given priority consideration. The remaining spaces will be filled based on a variety of criteria including variety and uniqueness of menu, quality of presentation and food, experience with large events, and value. The Vendor Coordinator will determine which vendors best meet the needs of the festival, which may include the behavior and attitude of the vendor. Decisions of the Vendor Coordinator are final, but feedback may be submitted to smpoatn@gmail.com.

Location and Placement

Each vendor space will be in downtown Sweetwater, along Main Street, at the Duck Park or Depot, or other open spaces in the downtown area.

You will be notified of the area you have been selected for in your acceptance letter.

Fees

The Fee is \$75.00 per space. Artisans and crafters fee is \$50 per space. Non-profit groups with a 501 (c) 3 status or local presence of at least 3 years have a reduced rate of \$25.00 if they choose to be in the designated Non-profit area. If they request a space outside of the non-profit area, the full \$75 fee will be required. Agricultural products (Apples, flowers, herbs, etc) have booth fees available at \$25.00. Non-power spaces are available for \$50. Space is limited, and a set number of non-profit and agricultural booths will be allowed! The fee for each space includes the following:

- Vendor space
- Electricity (except non-power spaces)
- Trash Fee
- Sweetwater City Vendor Fee (Does not include health department certification)

No refunds will be issued unless the festival is cancelled. Your space will not be reserved until payment is received.

Estimated attendance: 2019 was the inaugural year. We estimated attendance at 4,000.

Menu Choices & Sales Items

On your application, please fill out your top three menu choices (including additional items you would like to serve in case of cold weather). Please choose unique items that have less chance for duplication. We will do our best to give selected vendors their first choice, but cannot guarantee they will receive it. We do not want numerous duplications of product at the festival since it is not in the vendors best interests for profit and not in the Guests best interest for variety, but we will duplicate some items in order to meet crowd demands. Very unique items have always been the subject of special stories with our local news media. This is a great way to get the word out about your product. You are encouraged to be creative with your menu and sales items.

Once the festival has approved items, there are to be no substitutes or changes in products. Changes or substitutes may void the vendor agreement with SMPOA and violations will result in dismissal from the festival as well as forfeiture of all vendor fees.

Quality and Presentation

- We ask that you send a photo of your booth set up. The look of your booth and your unique menu is important to us and is a major factor in our selection process.
- All signs must be clean, professional and in good taste. Absolutely NO poster board, cardboard, or hand written signage. You will be asked to remove it.
- All prices must be marked prior to inspection and at all times during the event.
- Uniforms, language, and gestures of staff as well as booth displays and signage must be suitable to a family-oriented event. Inappropriate content or conduct in any booth will result in dismissal.
- NO ALCOHOL OR TOBACCO PRODUCT OR THE USE OF ANY OF THESE IS PERMITTED AT ANYTIME IN YOUR BOOTH.

Operating Hours

Vendor must be set up and ready for business no later than 11 am on Friday and must remain open until the designated closing time for the vendor's location. Required operating hours are 12 pm to 8 pm on Friday and Saturday 10 a.m. to 7 p.m. You may sell outside these hours if desired. If not all spaces are sold, we may permit vendors to sell Saturday only, but you must get permission from the vendor coordinator. Activities in downtown Sweetwater will begin at noon on Friday and include live music and the preparation for the BBQ contest. Your vendor fee includes Friday & Saturday if you wish to utilize all days. We would also encourage you to check out our year-round open air market the "Main Street Marketplace" on facebook, which hosts outdoor vendors and is available by calling city hall or registering online at www.sweetwatertn.net. Rates start at \$10 per day.

Safety and Public Health

- Prior to opening and operating, vendors must be in compliance with the following. Any safety hazards must be resolved and corrected prior to opening.
- Each booth is required to have a 2A 10 BC fire extinguisher and comply with fire Marshal codes and regulations.
- An inspection may be done by the City Building Inspector and Fire Chief and Monroe County Health Department.
- Vendors must be in compliance with all safe operating procedures, rules and regulations prior to operating.
- Vendor must comply with State Health Department Regulations. Standard food service practices including hand-washing buckets, hair containment and plastic gloves are festival policy. The Monroe County Health Dept may be reached at 423-442-3993 regarding permits and fees.
- Vendor is responsible for covering and/or taping down all electrical cords, securing awnings, etc, according to safety code and eliminating any trip hazards or other hazards to Festival Guests and staff as well as Vendor's staff.
- LP Gas containers must be anchored with chain to a post or other secure item.

Tax Liability

Vendor is responsible for all applicable state, federal, and local taxes.

Application Deadline

Priority Deadline is March 31, 2019. We will send an email around April 5 to notify you of your acceptance.

Please Include in your Package:

- Application (signed and dated)
- A copy of your Menu and Pricing for the event (your specialty items)
- Photos of your display including signage and any additional information
- A copy of your Certificate of Insurance
- A copy of your Health Department Certificate or mobile food permit (if applicable)
- Fees

Set up, Break Down, and Waste Disposal

All vendors are responsible for their own set up, break down, and all needed supplies (for example: tables, chairs, extension cords and fire extinguishers will not be provided by the festival.)

Vendors are required to have a garbage can and supply their own garbage bags. All vendors will be responsible for site clean up and removal of surplus products, equipment, oil etc.

Vendors are responsible for maintaining a clean, appealing site. Behind the booth is a festival area and should be kept in proper order. Trash should be moved to receptacles and should not be left behind booth space or stacked around the booth.

Vendor may set up as early as 8 a.m. on Friday. With permission from the vendor coordinator, Trucks and Trailers are encouraged to set up on Thursday and be left overnight, but Vendor is responsible for the security of their booths. Police will patrol the area, but there is no guarantee of stationed overnight security.

Electricity

All extension cords should be of 12 gauge copper with no splices. There will be no hard tail hookups allowed. All plugs must have OSHA approved ends. All electrical outlets are of the GFCI type. Due to limited power availability, we cannot allow the use of heaters.

Due to concerns regarding overloading circuits as well as limited available power, you will be asked to choose power requirements on the application. If your power requirements exceed these options, please indicate on the application so that we can determine if accommodations can be made.

HOLD HARMLESS AGREEMENT AND AGREEMENT TO TERMS AND CONDITIONS

The undersigned hereby releases and agrees to indemnify and hold harmless Sweetwater Merchants and Property Owners(SMPOA) Sweetwater Valley Citizens for the Arts (SVCA), the Vendor Coordinator, and the City of Sweetwater, its employees, agents and assigns, and the volunteers for the same regarding any and all liability for damages or injuries to persons or property which the undersigned, his or her agents or employees may sustain while participating in the Festival or any events leading up to the Festival or related to the Festival or related to the Festival. Such indemnification shall include reasonable attorney's fees and costs.

I have read the application and agree to abide the rules or regulations of the Festival as set forth herein and to be subject to the penalties provided for failure to comply. I understand that the Festival, SMPOA, SVCA, the Vendor Coordinator, and the City of Sweetwater reserves all rights to refuse participation based on Event guidelines. If these guidelines are not upheld and if I fail to comply timely with any of these rules or regulations I may be barred from participating in the Festivals both this year and for future years and that I may be subject to any fines or penalties set forth in this document, I also hereby consent and authorize the Festival, SMPOA, SVCA, the Vendor Coordinator, and the City of Sweetwater to use film, video, sound recordings, and or photography and written or verbal information supplied by me for the purpose of publicity and or promotion and or advertising. No claim of any nature arising out of, or connected with, said photography, publicity, promotion or advertising will be made by me, my survivors, or assigns.

I understand that all promotion of my items by me must take place within the confines of my booth. I further understand that there are no refunds or rain checks. The duplication or use of any trademarks or logos belonging to the festival is strictly prohibited.

I have read and agree to all the regulations stated above and in consideration of applying for the Festival agree to be contractually bound to the same. I understand that if litigation is necessary to enforce the terms of this contract that the Festival, SMPOA, SVGA and the City of Sweetwater shall be entitled to recover from me their reasonable attorney's fees and litigation costs.

Company Name (Please print) _____

By (Signature) _____ Date _____

This application, fees and supplemental materials should be submitted to:
SMPOA, PO Box 123, Sweetwater, TN 37874

**Blooms, Bluegrass, & BBQ Festival
Vendor Application Form**

Company Name _____ Contact Name _____

Mailing Address _____ Email Address _____

City _____ State _____ Zip _____

Work or Cell Number _____

Please describe prior Festivals/Events Experience

Describe all products to be sold: _____

List your facebook page, Instagram, and website here: _____

LOCATIONS:

Please select preferred location- all areas are highly visible with activities throughout the festival.

Main Street

Duck Park

Fee _____ Fee _____

Number of Spaces desired _____ Number of Spaces desired _____

Total Amount _____ Total Amount _____

Non-Profit Area _____

Fee _____

Number of spaces desired _____

Total amount _____

Specify the type of electrical hookup you will need:

1 (one) 50 AMP 240 Volt 4 Prong Plug _____ OR 1 (one) 50 AMP 240 Volt 3 Prong Plug _____

1 (one) 20 AMP 120 Volt 3 Prong Plug _____ NONE _____

If we no longer have power spaces left, do you want to participate and use a generator? _____

If additional power hookups are available, vendors will be able to rent an additional 20 AMP for \$25.

Are you operating out of a Trailer _____ Please specify size of trailer including the tongue of the trailer _____

Are you operating out of a Tent _____ Please specify size of tent _____

Please submit along with this application and hold harmless agreement:

- Application Fee
- A copy of your Menu and Pricing for the event (your specialty items)
- Photos of your display including signage and any additional information (if available)
- A copy of your Certificate of Insurance

Signature of Owner/Operator