



*"A Mainstreet Celebration"*

# 2010 Marketfest Vendor Application

Welcome, as Marketfest celebrates its 20<sup>th</sup> year we hope to maintain the tradition of being a hometown, family-friendly event that showcases our beautiful downtown area and businesses. In 2009 approximately 3,500-5,000 visitors attended each night of Marketfest. Feedback from community members, festival attendees, local businesses and vendors was very positive, so this year we plan to again offer many of the same features and events including free live music on two stages, a petting zoo, the classic car show, a climbing wall and many children's activities.

Here are some highlights for Marketfest 2010:

- Vendor fees will NOT increase in 2010 for the second year running
- Marketfest will again run SEVEN weeks beginning **Thursday, June 17 and ending July 29, RAIN OR SHINE!!**
- All vendors will be juried by committee. Completed applications will be reviewed for acceptance between April 1<sup>st</sup> and May 1<sup>st</sup>. Applications received after May 1<sup>st</sup> will be considered only if space permits
- We will have a limited number of single night spots available for Arts, Crafts, Merchants & Services vendors.
- Food vendors may sell non-alcoholic beverages. Marketfest will not provide ice; however we will have information for an ice service available to any vendors who are interested, when approved with your application.
- The street layout for Marketfest this year will be similar to last year. Store fronts will not be blocked without permission from the businesses. A vendor map is available online at [www.marketfest.org/vendormap.htm](http://www.marketfest.org/vendormap.htm).
  - While the event officially runs from 6:00 p.m.-9:00 p.m., vendors may begin to sell their goods at 5:30 p.m.
  - Vendor set-up will begin at 3:30 p.m. for Washington Ave. & the Back Lot, and 4:30 p.m. on 3<sup>rd</sup> St. and Banning Ave.
  - All vehicles must be clear of the event area by 5:30 p.m. No vendor will be allowed to drive into the event area after 5:30 p.m. before the event starts, and until after 9:15 p.m. following the event.
  - From 5:30-9:00 p.m., 4<sup>th</sup> Street from Washington Ave. to Banning Ave. will be one way limited access for use as handicap parking. No vendors will be located in this section.
  - 4<sup>th</sup> St. between Banning Ave. and Cook Ave. will be closed from 5:30-9:00 p.m. for the Classic Car Show.

Additional information is available at [www.marketfest.org](http://www.marketfest.org). Feel free to contact me if you have any questions, and thank you in advance for helping us make Marketfest 2010 a success!!

Sincerely,

Angela Homic, Marketfest Director  
[info@marketfest.org](mailto:info@marketfest.org)

#### 2010 Marketfest Board

Chair: Dale Grambush, Farmer's Insurance; John Lundstrom, Lundstrom Chiropractic;  
Bill Kruse, Domino's Pizza; Bill Foussard, WB Country Inn/Rudy's Red Eye Grill & Explore White Bear;  
Tom Frazer, Frazer Automotive; Ed Michaud, White Bear Lake Resident and Triad

4701 Highway 61, White Bear Lake MN 55110 • 651-429-8537 • [info@marketfest.org](mailto:info@marketfest.org) • [www.marketfest.org](http://www.marketfest.org)

# Marketfest 2010

## Guidelines & Fee Schedule

**FOOD VENDORS** Any vendors preparing and selling food products and/or beverages

All food vendors must have NSF Approved equipment and product produced and prepared under Ramsey County Health Department Rules and Regulations. **Prior to June 1<sup>st</sup> all accepted food vendors must:**

1. Acquire a temporary food establishment license from the Ramsey County Department of Health. More information and an application can be found at [www.co.ramsey.mn.us](http://www.co.ramsey.mn.us).
2. Provide a Certificate of Liability Insurance and list the following as ADDITIONAL INSURED:  
**Marketfest and the City of White Bear Lake**  
**4701 Hwy 61, White Bear Lake, MN 55110**

**FEE: \$700 (seven nights)**

- 25% discount for City of White Bear Lake taxpayers (must provide proof of residency or business location in White Bear Lake)
- 50% discount for White Bear Lake Special Service District Businesses

**ARTS, CRAFTS, MERCHANTS & SERVICE** All products and services offered for sale or promotion

Arts and Crafts applicants – please include 2-3 non-returnable photos for judging purposes. If you have a relationship with a White Bear Lake business selling your product, you must obtain and provide written permission from the business owner to sell the product at Marketfest. Also, please indicate on the application if your product is handcrafted.

**Option A - FEE: \$420 (seven nights)**

- 25% discount for City of White Bear Lake taxpayers (must provide proof of residency or business location in White Bear Lake)
- 50% discount for White Bear Lake Special Service District Businesses

**Option B - FEE: \$65 per night (one or more nights)**

- No additional discounts apply
- Limited spaces available – please indicate which nights you are interested in participating.

**FARMER'S MARKET** Products sold must be grown or produced by vendor

Participants must provide the same documentation as a Food Vendor (requirements stated above).

**FEE: \$210 (seven nights)**

**NON-PROFIT ORGANIZATIONS** Organizations must be able to show proof of 501(c)3 status

**FEE: \$210 (seven nights)**

**POLITICAL PARTIES** Due to space limitations only one booth will be allocated to each political party

**FEE: \$420 (seven nights)**

### PLEASE READ THE FOLLOWING INFORMATION

1. All applicants will be juried and selected by Committee.
2. The application and waiver must be signed in order to be considered for acceptance to the festival.
3. Notification of acceptance will be via mail. Payments will be returned if vendor is not accepted.
4. There will be no refund after an application is accepted or for any nights not attended.
5. Vendors must commit to the entire seven (7) weeks unless assigned to specific night(s).
6. Vendors must be ready to start no later than 6:00 p.m. and remain open for business until 9:00 p.m.
7. Participants must abide by the rules for set-up times as specified in the acceptance letter.
8. The space available is 12' x 12'. Marketfest does not furnish any tents, tables, chairs, etc...
9. Flyers, promotional items, etc. may be handed out at vendor booths. No one, including vendors, may walk around distributing flyers, promotional items etc. on Marketfest grounds before, during or after the event.



<i>Office use only:</i>	
Date	_____ / _____ / _____
Paid	_____
Ck. #	_____
Booth Loc.	_____

## Marketfest 2010 - Application Form

**2010 Festival Dates : Thursdays, June 17 - July 29, 6:00p.m. - 9:00p.m.**

**Business/Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_ (cell) \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Web:** \_\_\_\_\_

**Refer to Marketfest 2010 Guidelines & Fee Schedule and check the appropriate fee amount**

**FOOD VENDOR - 7 Weeks** Any vendors preparing and selling food products and/or beverages

Standard \$700       WBL Taxpayer \$525       WBL Special Service District \$350

**ARTS, CRAFTS, MERCHANTS & SERVICE** All products and services offered for sale or promotion

\_\_\_\_\_ *Please check here if you make your own products*

**Option A      7 Weeks**

Standard \$420       WBL Taxpayer \$315       WBL Special Service District \$210

**Option B      1 - 6 Weeks** (Limited Spaces Available)

Number of Weeks: \_\_\_\_\_ @ **\$65.00 per night** = Total Fee \$ \_\_\_\_\_

Preferred Date(s): \_\_\_\_\_

**Other Vendors - 7 weeks**

\_\_\_\_\_ **Farmer's Market \$210**      \_\_\_\_\_ **Non-Profit \$210**      \_\_\_\_\_ **Political Party \$420**

**Electricity ? (Limited Space Available)**     **YES - \$100 Additional Charge**     **NO**

If YES, amount of amps: \_\_\_\_\_ 110 Volts -OR- \_\_\_\_\_ 220 Volts

### Total Amount Due

Vendor Booth Fee	\$
Electricity Fee	\$
<b>Total Amount Due</b> (Make checks payable to Marketfest)	<b>\$</b>

# Marketfest 2010 - Application Form (cont.)

Were you a Marketfest participant in the past? YES NO

If YES, How many years total have you participated? \_\_\_\_\_

Did you participate in 2009? \_\_\_\_\_

Requested Set-up Time (*choose one*) 3:30-4:30 p.m. 4:30-5:30 p.m.

**(All vehicles must leave event area by 5:30 p.m.)**

Is there a special location you would like to request? *Please indicate your preference with the understanding that there is no guaranteed space assignments, although we will do our best to accommodate your request.*

1<sup>st</sup> preference \_\_\_\_\_ 2<sup>nd</sup> preference \_\_\_\_\_

What do you intend to sell, demonstrate or display? Include descriptions, prices, photos, menus, etc. if applicable. If you are a non-profit or service organization describe any activities or games you will offer. All applicants will be juried by committee.

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Please note any special needs or considerations.

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## WAIVER

I understand that Marketfest does not allow any products in its festival that could be deemed pornographic or otherwise offensive, racist, sexist, ageist, etc. or products that in any way could be used as a weapon, offensively or defensively. I understand that displaying any of the above mentioned products for free or for sale will result in dismissal from Marketfest without refund. I understand that the determination of what is appropriate for the festival is strictly up to the Marketfest Director, without exception.

I, the undersigned vendor, agree that Marketfest, Main Street, Inc., the City of White Bear Lake, and building owners and tenants are not responsible for damage, loss or theft of goods related to my business or organization. I hold the above-mentioned entities, their volunteers and their assigns, harmless from any liability relating to my participation in the Marketfest event. Further, I am aware that I am responsible for all appropriate Federal, State and local taxes. If vending food, I agree to have the proper licensure and insurance coverage. I agree to adhere to the set-up times as determined in my acceptance letter and remain in the space assigned to me during the hours of operation from 6:00 p.m. to 9:00 p.m. Vendors who are ready may begin selling products at 5:30 p.m. Vehicles will not be allowed in the event area after 5:30 p.m. and may return no sooner than 9:15 p.m. after the event.

I will abide by all guidelines stated in my application, acceptance letter and the code of conduct. Failure to comply with any of these guidelines may result in my dismissal from Marketfest without refund.

**Business Name:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Applications must be signed, accompanied by full payment and include required documentation in order to be considered for Marketfest 2010. The Marketfest Board will review and accept applications April 1st - May 1st. Applications received after May 1st will be considered if space permits. Please send application, payment and required documentation to:

**Marketfest**

Attn: Vendor Application Committee

4701 Highway 61

White Bear Lake, MN 55110

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