



2012 Marketfest Vendor Application

Welcome, as Marketfest celebrates its 22nd year we hope to maintain the tradition of being a hometown, family-friendly event that showcases our beautiful downtown area and businesses. In 2011 approximately 4,000-5,000 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, petting zoo, classic car show, climbing wall and many children's activities.

Here are some highlights for Marketfest 2012:

- Vendor fees will NOT increase in 2012 for the fifth year running
- Marketfest will again run SEVEN weeks beginning **Thursday, June 14 and ending July 26, RAIN OR SHINE!!**
- All vendors will be juried by committee. Completed applications will be reviewed for acceptance between March 1st and May 1st. Applications received after May 1st will be considered only if space permits
- We will have a limited number of single night spots available for Arts, Crafts, Merchants & Services and Non-Profit 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. A vendor map is available online at www.marketfest.org
 - 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 3rd 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., 4th Street from Washington Ave. to Banning Ave. will be one way limited access for use as handicap parking.
 - 4th 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. Feel free to contact me if you have any questions, and thank you in advance for helping us make Marketfest 2012 a success!!

Sincerely,

Angela Homic, Marketfest Director
info@marketfest.org

2012 Marketfest Board

Chair: Dale Grambush, Farmer's Insurance; Bill Kruse, Domino's Pizza; Anne Slanga, Fresh Face Loftique
Ed Michaud, White Bear Lake Resident and Triad; Kurt Hegstrand, Main Street Inc & Ursulas Wine Bar and Cafe
Bill Foussard, WB Country Inn/Rudy's Red Eye Grill & Explore White Bear; Roseann Kermes, Rosebud's Cottage

Marketfest 2012

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 1st 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.
2. Provide a Certificate of Liability Insurance and list the following as ADDITIONAL INSUREDS:
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 the city of 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 the city of 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 2012 - Application Form

2012 Festival Dates : Thursdays, June 14 - July 26, 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 2012 Guidelines & Fee Schedule and check the appropriate fee amount	
FOOD VENDOR - 7 Weeks Any vendors preparing and selling food products and/or beverages	
<input type="radio"/> Standard \$700 <input type="radio"/> WBL Taxpayer \$525 <input type="radio"/> WBL Special Service District \$350	
ARTS, CRAFTS, MERCHANTS & SERVICE All products and services offered for sale or promotion	
<i>_____ Please check here if you make your own products</i>	
Option A 7 Weeks	
<input type="radio"/> Standard \$420 <input type="radio"/> WBL Taxpayer \$315 <input type="radio"/> 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) <input type="radio"/> YES - \$100 Additional Charge <input type="radio"/> NO	
If YES: _____ 110 Volts -OR- _____ 220 Volts (very limited)	
<i>Note - Electricity for each booth is limited. If you have concern on the amount needed please contact us directly.</i>	

Total Amount Due	
Vendor Booth Fee	\$ _____
Electricity Fee	\$ _____
Total Amount Due (Make checks payable to Marketfest)	\$ _____

Marketfest 2012 - 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 2011? _____

Requested Set-up Time (*choose one-may affect your location as set up times on streets vary*)

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**, we will do our best to accommodate your request. Set up times are affected by the location of your booth - street closures are staggered. If you **require a 3:30 set up time**, please indicate that and we will use that as a primary preference.*

1st preference _____

2nd 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.

Please note any special needs or considerations, such as size of trailer etc...

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 2012. The Marketfest Board will review and accept applications March 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

4701 Highway 61, White Bear Lake MN 55110 • 651-429-8537 • info@marketfest.org • www.marketfest.org