



## VENDOR APPLICATION VILANO BEACH FESTIVAL

*Event Manager:* **Sallie O'Hara** (904) 540-0402 Email to: [Sallie\\_OHara@vilanobeachfl.com](mailto:Sallie_OHara@vilanobeachfl.com)

The Vilano Beach Festival is an annual promotional event specifically staged within the boundaries of Vilano Beach Main Street, a designated Florida State Main Street community since 2003. The festival blends historic preservation and economic revitalization activities with home tours and fun celebrations. The Home Tour features historic and modern homes for trolley visitations during the one day event. Much frolicking precedes the tour as a celebration for the participating home owners. A party on the Vilano Pier known as the Sea Turtle Soiree mimics the Art Deco and Florida Vernacular development years of the 1920s. Music, food, drinks and dancing fill the bay as costumed attendees enjoy the festivities.

Complementing the tour activities is a Music Fest with the area's most popular entertainers. A culinary competition known as the Dish n Fish is held with ProStart culinary students creating special dishes for popular vote tasting and judging. Arts, crafts, entertainment, kids' zone and vendors fill the day to complement food and beverage offerings.

The Vilano Beach Main Street website ([www.vilanobeachfl.com](http://www.vilanobeachfl.com)) hosts lodging partners offering discounts for visitors encouraging weekend stays for visitors to explore the historic neighboring St. Augustine area.

This event is a collaborative fundraising partnership with the Florida Restaurant and Lodging Association (FRLA) as part of the Great Florida Events promotions, Vilano Beach Main Street and, in part funded by VISIT FLORIDA, to raise awareness of the coastal community and area cultural benefits for visitors and residents.

Numerous food stations, arts and craft stations, and kid zone areas are planned. Area wine, spirits and craft beer will be available. Entertainment ranks among the best in Northeast Florida with about nine performances from singers, dancers, and songwriters from 12 pm til the last act at 7 pm.

The Saturday Music Fest/Dish n Fish event begins at 12 pm under a large tents in Vilano Beach Town Center set up along Poplar Road across from Publix. This will be a street party atmosphere. Attendees will be able to sample and then select their favorites of dishes and drinks. Entry to the event is a **\$5 donation** benefitting FRLA and Vilano Beach Main Street. Sponsorships and sponsor tables are available and extend under the Usina Bridge along the Nature Boardwalk.

Return vendor application to [Sallie\\_OHara@vilanobeachfl.com](mailto:Sallie_OHara@vilanobeachfl.com) . For information, call 904-540-0402 or go to [www.vilanobeachfl.com](http://www.vilanobeachfl.com). Or FAX: 904.797.3688.

- Hours of Operation:** **April 21, 2018 (Saturday)** - 12 pm to 8 pm – last act ends at 7:00 pm  
Set up to begin at 8 am til noon. Plan an hour to break down  
**No vendor stations may be assembled on the site the night before.** Security not provided.
- Location:** **Poplar Road** (between the second Publix drive and Vilano Road) in **Vilano Beach**  
See attached map  
**Fees payable upon registration in advance ONLINE at [www.vilanobeachfl.com](http://www.vilanobeachfl.com)**
- Food Station Fee:** **ADVANCE PAYMENT: \$125 - After March 15, 2018 – Fee is \$225.**  
10X10 foot space; no electricity provided; quiet generators allowed.  
VBMS Town Center Business Members - **\$100. DEPOSIT \$50 to retain space.**
- Other Vendor Fee:** **ADVANCE PAYMENT: \$75.00 After March 15, 2018 – \$125.**  
(includes sales tax) for a 10X10 foot space **DEPOSIT \$50 to retain space.**  
(shared space allowed) Space reservation is authorized by Event Manager only.  
**ONLY DAY OF SET UP ALLOWED.**  
Checks for pre-approved Vendors are payable to:  
**Vilano Beach Main Street DEADLINE FOR PAYMENT – 3/15/2018**



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### PARTICIPANT AGREEMENT AND REGULATIONS

#### LICENSES / INSURANCE / REGULATIONS

- It is the Vendor's responsibility to collect and remit state sales tax to the State of Florida on those items subjected to state sales tax.
- Vendors must comply with all federal, state, local and special statutes and ordinances regarding public health, safety and welfare.
- Prepackaged food must be properly prepared, packaged, labeled and subject to inspection according to law.
- Scales used to weigh products must meet the standards of the Florida Dept of Agriculture and Consumer Services.
- Food can be prepared on site for consumption with proper licensing. (FL Dept of Restaurants & Hotels).
- Vendors are responsible for their own personal liability and product liability. Vilano Beach Main Street is not responsible for any liability arising out of negligent acts of the Vendor or their employees, or for any injuries sustained by employees or Vendors. Vendors should obtain appropriate adequate property, liability and workman's compensation insurance.

#### VENDOR SET UP

- Check in with Vendor Manager each time at designated location.
- Participants will be assigned spaces by the Vendor Manager.
- Set up should begin at least one hour before the event, completed by sunset.
- Vendors will have designated parking after unload and setup.
- Vendors are expected to remain in their area until dusk even if they have sold out of product.
- Cancellations of the event will be under hurricane watch or extreme weather conditions.
- Vendors are required to properly secure tents against wind and rain.
- Access to electricity is not guaranteed by the Event.

#### VENDOR RESPONSIBILITIES

- Vendors are required to bring their own tables and setup, portable tent/canopy, chairs, etc.
- Vendors are to take their garbage away at the end of the event. Bring own garbage receptacles as needed.
- Vendor parking is located in designated areas.
- All products must be priced individually or have signage with prices.
- Vendors are to maintain their spaces in clean, sanitary and attractive conditions.
- Vendors should be prepared to have bank bags and change available.
- All signs and merchandise must remain within the limits of the specified space.
- No animals are permitted within the specified selling space, unless permitted by the Event Manager.
- Vendors are expected to remain in their area until dusk. Break down is not permitted before dusk.

#### VENDOR CODE OF CONDUCT

- Vendors are expected to be courteous to customers, other vendors and Main Street Staff.
- Any disagreements should be handled in a constructive and civil manner.
- Inappropriate behavior (such as loud angry conversation or obscenities) is cause for immediate and/or permanent removal from the Event.
- Alcoholic beverages are not allowed for sale on the venue site. Delineated areas define allowable sales. See site map.
- Appropriate attire is required, including shoes and shirts.
- Smoking is not allowed in Event areas by vendors. Take smoking breaks elsewhere.

#### ENFORCEMENT OF RULES

- Any grievance regarding the actions of other vendors should be brought to the attention of the Vendor Manager, and not directed to the Vendor in question.
- Behavior that is disruptive to Event activities will not be tolerated and will result in immediate termination of the Vendor Agreement.
- Any dishonest practice will constitute immediate removal from the Event.
- Any violation or non-compliance is cause for immediate termination of this Agreement.



# VENDOR APPLICATION VILANO BEACH FESTIVAL

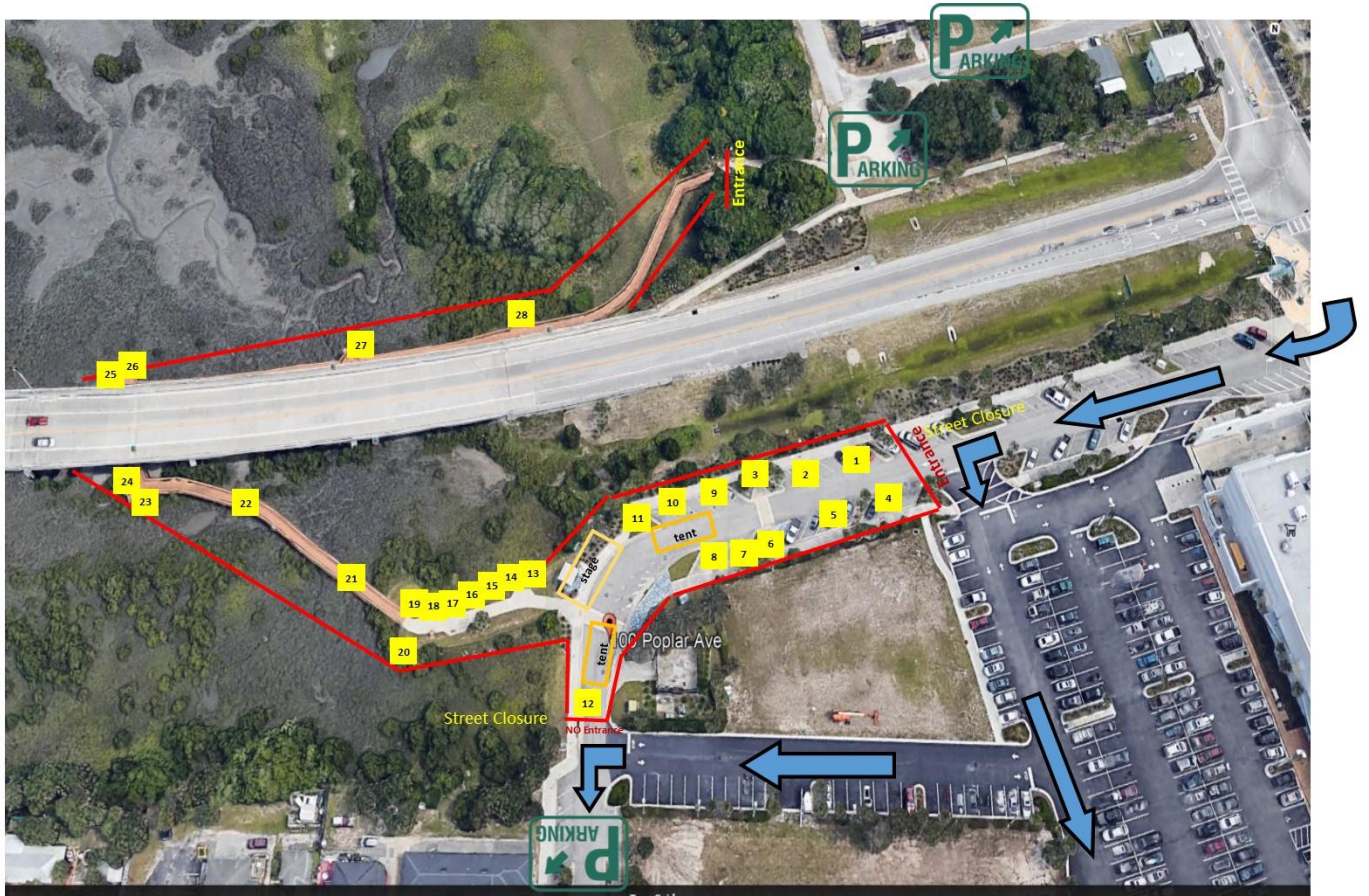
Event Manager: **Sallie O'Hara** (904) 540-0402 Email to: Sallie\_OHara@vilanobeachfl.com

## Vilano Beach Music Fest—April 21, 2018

Vilano Beach Main Street, Inc.  
904-540-0402

12 noon til 8 pm Poplar Road, Vilano Beach Town Center  
Limited road closure at Poplar Rd (one way) // fenced perimeters

Parking: Angle free parking in Town Center (100 spaces) + private vacant lots as designated



Food Trucks, Tent Stations positioned at 1 thru 10; Craft and other vendors 13 thru 28; Table only stations 21, 22  
Beverage staging at station 12



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**VILANO BEACH FESTIVAL VENDOR APPLICATION & AGREEMENT**

Vendor Acceptance to the DISH N FISH is based on APPROVED PARTICIPATION by the Event Manager for the Event.

Application Dated: \_\_\_\_\_ Business Name: \_\_\_\_\_

Responsible Business Owner(s) : \_\_\_\_\_

Contact Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone(s): \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**SELLING THE FOLLOWING ITEMS IS PROPOSED:**

Include List of Products to be Sold, Description, What is Special About Them, How Displayed and Why Good for the Event (on attached separate page with photos if desired)

Return vendor application (PAGE 4) to [Sallie\\_OHara@vilanobeachfl.com](mailto:Sallie_OHara@vilanobeachfl.com) . For information, call 904-540-0402 or go to [www.vilanobeachfl.com](http://www.vilanobeachfl.com). Or FAX: 904.797.3688.

**FEE SUMMARY:**

**ADVANCE PAYMENT:**                      **Food Stations: \$125; Other Vendors \$75.00**  
**AFTER MARCH 15, 2018**                      **Food Stations \$225; Other Vendors \$125.00**

Check, cash or Online; Registration required.

**PAYMENT DUE BY – MARCH 14, 2018**                      **NO DAY OF EVENT PAYMENT**  
**NOTE – DEPOSIT of \$50 required to secure station and participation – NON-REFUNDABLE**

**THE VILANO BEACH FESTIVAL VENDOR AGREEMENT:**

*By execution of this Agreement hereof, the undersigned releases and discharges and agrees to hold harmless the Vilano Beach Main Street, Inc. from any and all claims, demands, action or right of action arising out of or by reason of the use of the venue site. The Vendor agrees to protect, defend, indemnify and hold harmless the Vilano Beach Main Street, Inc., its officers, Board members agents and volunteers from and against all claims demands, expense and liability arising out of injury or death to any person or the damage, loss or destruction of any property which may occur or grow out of any act or omission of the Vendor and its agents, or any and all costs, expenses and attorney fees incurred by the Vendor as a result of any claim, demands or causes of action arising out of operating as an organizer of the Vilano Beach Festival event.*

*I have received, read and understand the terms and conditions described on this application and agree to comply with regulations applicable to products. I assume all responsibility for investigating and complying with said regulations. By signing below, I agree to all of the rules and regulations of Vilano Beach Festival.*

Authorized Signature (s) : \_\_\_\_\_

Print Name (s): \_\_\_\_\_ Date: \_\_\_\_\_