

2014 Foothills Fall Festival

October 17 – 19, 2014

Food and Concessions Rules and Regulations



Dear Prospective Vendor,

Thank you for your interest in the 15th annual Foothills Fall Festival! We are looking forward to another great year.

The following is information on our show. Completing the application does not guarantee acceptance. If you have additional questions, please do not hesitate to contact me at 865-983-9244.

Best regards,

Chris Clark
Foothills Fall Festival Food Vendor Coordinator

A. 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 much 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.

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.

B. Locations and Placement

There are three locations from which to choose. The Theater in the Park, The Children's Adventure Land, and the Downtown ArtWay.

If accepted, all attempts will be made to place you in your preferred area. If space is not available, your alternate choice will be given to you. You will be notified of the area you have been selected for in your acceptance package.

C. Fees

The Fee Structure is outlined on the application. The fee for each space includes the following:

- Vendor Space
- Blount County Health Permit
- Electricity as stated below
- Trash Fee (Dumpsters and recycling containers are supplied in the vicinity of the food areas.)
- Blount County Vendor Fee

D. Menu Choices

On your application, please fill out your top three menu choices (including additional items you would like to serve in case of inclement 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 vendor's best interests for profit and not in the Guests best interests for variety, but we will duplicate some items in order to meet crowd demands. **You must include menu pricing per item.**

Very unique items have always been the subject of special stories with our local news media, especially TV hosts. This is a great way to get the word out about your product. You are encouraged to be creative with your menu.

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

E. Beverage Policy

The Maryville- Alcoa- Blount County Parks and Recreation department will be the only entity selling soft drinks and bottled water. Vendors are not allowed to sell any soft drinks or bottled water. Vendors may sell hot beverages, iced tea, lemonade, and some specialty vendors will sell other types of beverages or frozen drinks.

The City of Maryville strictly prohibits the sale of alcoholic beverages.

F. Quality and Presentation

- Menu and pricing must be posted so that it is visible to the public prior to waiting in your line. **No exceptions.** **You will not be allowed to open until prices are posted.**
- We ask that you send two photos 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!

G. Operating Hours

Vendor must be set up and ready for business at the designated time for vendor's location and must remain open until the designated closing time for the vendor's location. Operating hours are outlined on the application.

H. 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, a flame resistant certification on tents, and comply with Fire Marshal codes and regulations.
- An inspection will be done by the City Risk Manager, Fire Marshall, and Blount County Health Department. Vendors must be in compliance with all safe operating procedures, rules and regulations prior to operating.
- Standard food service practices including handwashing buckets, hair containment and plastic gloves are festival policy.
- 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.

I. Insurance

Vendors are required to have a minimum \$1,000,000 (one million dollar) general liability policy. Your application is not complete until this policy is received. It must be in place **prior to application being considered. If your insurance expires prior to the Festival, you must send us a copy of the updated certificate prior to the Festival. Failure to do so could forfeit your invitation to participate.**

You will be required to name The City of Maryville as "Additionally Insured" on the policy. (Being named "Certificate Holder" **does not** qualify as being named "Additionally Insured.") Under the description, policy should state "In regards to concessions operations for the Foothills Fall Festival October 17-19." This **cannot** be hand written. **No binders will be accepted as proof of insurance.**

Please include your agent's name and phone number. Agents will be contacted to verify the validity of the certificate of insurance. Falsification of any document will forfeit your ability to participate in any City of Maryville event. For more information on insurance requirements, contact Leland Blackwood at 865-273-3430.

J. Application Deadline, Notification of Acceptance, and How to Apply

Priority Deadline is April 1, 2014. Notifications will be mailed by May 1. Deadline to submit fees and insurance will be July 1. Any space available after this deadline will be filled at the discretion of the festival committee. Early applications are appreciated and will be considered upon receipt.

Please do not include the fees in your application. **Any checks received will be shredded upon receipt and you will need to mail another one if accepted.** Upon acceptance, you will receive a notification along with additional

insurance information, booth set up times, vehicle access times. You must complete the information and send it back to us immediately with your full booth fee payment to the address on the application. Rules and Regulations - Page 3 of 3

Thirty days prior to the festival, you will receive your participant packet with all set up information provided that we have received your completed information and insurance. **If we have not received this information, you will forfeit your space in the festival.** There are no refunds. This is a rain or shine event.

K. Ice

Ice will be available in twenty pound bags. Vendors need to pre-purchase vouchers at \$4.00 per bag for the weekend. Please use the best estimate the number of bags you will use during the event. Additional vouchers will be available while ice supplies last for each day. There will be NO REFUNDS for unclaimed vouchers. **Ice boxes will not be allowed in vendor spaces.**

L. 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.)

Dumpsters and recycling containers are provided. Vendors are required to recycle all cardboard and plastic products in the provided receptacles. All vendors are required to have 2 garbage cans and supply own garbage bags. All vendors will be responsible for site clean-up and removal of surplus products, equipment, oil, pallets, and break down and disposal of boxes and other cardboard, 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.

Vendors not enclosed in trailers who use deep fryer, grills or any equipment using oil or grease will be required to pre-treat the cooking area in order to protect from damage and grease. It is recommended that you use the black felt paper to pre-treat your space.

Failure to remove equipment/trash by the time required will result in impoundment and/or disposal by City of Maryville. Vendor will be imposed a \$500.00 penalty and will not be considered for future Festival events.

M. Electricity

All extension cords should be of 12-gauge copper with no splices and no longer than 50' for the 120 volt service. There will be no hard tail hookups allowed. All plugs must have OSHA approved ends. **All electrical outlets** are of the GFCI type. Please check to see if your equipment will operate on a GFCI before coming to the Festival. No exceptions will be made in regards to the safety of the public. 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.

The City of Maryville Electric Department will have staff on hand at all times for electrical problems as they arise and will strive to accommodate the electrical needs of our vendors and make every effort to maintain a safe and productive event.

N. Water Access, Grey Water Disposal

Please Note: If water restrictions are in place due to drought conditions, vendors will be given restriction guidelines. Failure to adhere to the guidelines will result in fines and dismissal.

You are required to dump Grey Water according to City policy. Grey water dump will be available in all areas as needed. Times will be included in your acceptance letter.

We look forward to receiving your application and hope that you will be able to join us for this award winning event! If you have any questions, please do not hesitate to call Chris Clark at 865-983-9244.