



# 26<sup>th</sup> Annual Watsonville Strawberry Festival

Saturday & Sunday August 1 & 2, 2020

Thousands of Visitors ♦ Limited Competition ♦ Easy Application Process



## COMMERCIAL VENDOR APPLICATION

[www.celebratestrawberries.com](http://www.celebratestrawberries.com)

**Location:** Downtown Watsonville

**Vendor Operation Hours:** Saturday, 8/1-11am to 8pm and Sunday, 8/2 -11am-7pm

Returning Vendor from 2019?  Yes  No

Business name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Day Phone: (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

**All vendors must have a valid Seller's Permit issued by the California State Board of Equalization**

**To obtain a Seller's Permit, please contact the California State Board of Equalization:**

**Website: [www.boe.ca.gov](http://www.boe.ca.gov) or Telephone (800) 400-7115**

Seller's Permit Number: \_\_\_\_\_

**(Required to sell) (ex: ch101-123456)**

Contact Person at Event: \_\_\_\_\_

Phone numbers of contact person at event

Day Phone: (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_

**Commercial vendors are vendors who collect or distribute product or services information, or sell items that are imported, manufactured, mass-produced or mass-marketed.**

Please list all Items and prices you are requesting to sell. Photographs of the items should also be included with the completed application. All items are subject to approval.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**Vendor Space Fee**

**All space fees are based on a 10ft x 10ft booth area**

**Vendor space fee includes required business license to conduct sales on 8/1/20 & 8/2/20**

**If postmarked with deposit payment by June 10, 2020**

**\$522.00 Corner Space:** Provides two sides for sales or to display merchandise: QTY: \_\_\_x\$522= \_\_\_  
 (Common wall with another vendor with no adjacent booth to one side)

**\$495.00 End Space:** Provides two sides for sales or to display merchandise QTY: \_\_\_x\$495= \_\_\_  
 (Common wall with another vendor with 10ft gap between next vendor)

**\$467.00 In-Line Space:** Provides one side for sales or to display merchandise QTY: \_\_\_x\$467= \_\_\_

**Space Lay-Out Example**

Corner Space	In-Line Space	End Space
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End Space	End Space
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End Space	In-Line Space	Corner Space
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**If postmarked with deposit payment by July 8, 2020**

**\$547.00 Corner Space:** Provides two sides for sales or to display merchandise: QTY: \_\_\_x\$547= \_\_\_  
 (Common wall with another vendor with no adjacent booth to one side)

**\$520.00 End Space:** Provides two sides for sales or to display merchandise QTY: \_\_\_x\$520= \_\_\_  
 (Common wall with another vendor with 10ft gap between next vendor)

**\$492.00 In-Line Space:** Provides one side for sales or to display merchandise QTY: \_\_\_x\$492= \_\_\_

**Phone Quote Space Fee:** Should you require any additional space, please phone for QTY: \_\_\_x\$ \_\_\_  
 additional space fee quote. Contact Desiree Moya at 831-768-3240.

**Electrical Fee (Optional)**

**No Generators Allowed!** The Festival will be open during daylight hours only. Booths will need to supply their own power cords, power strips, light fixtures, and bulbs. If you have your own battery powered light source and require no electricity, there will be no electrical fee.

**Warning:** Anyone caught with power hooked-up to the festival power grid without paying the electrical fee will be immediately expelled from the festival area! All power must be hooked-up by festival staff.

**\$50 Electrical Hook-up Fee:** I want to purchase electricity. Please check: \_\_\_ Yes \_\_\_ No

**Electrical Equipment (Required if purchasing electrical power)**

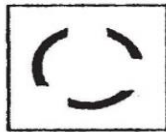
Please indicate the number of Volts & Amps by selecting from the diagram below. List the number of appliances that will require electricity. All electrical equipment used MUST be UL approved.



**20 Amp  
Standard**



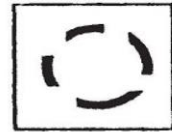
**15 Amp  
Standard**



**20 Amp 3 Pole  
Twist**



**20 Amp 4 Pole  
Twist Center Ground**



**30 Amp 4 Pole  
Twist**

Number of Appliances:

\_\_\_\_\_

**Equipment**

**Please list all electrical equipment that will be used at the event**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Commercial Booth Additional Requirements**

### **MANDATORY WASTE REDUCTOIN AND RECYCLE FOR ALL EXHIBITORS, CONCESSIONAIRES, VENDORS**

In an effort to address environmental concerns, reduce waste-related expenses, and promote an environmental ethic to the public, the City of Watsonville maintains a policy of mandatory waste reduction and recycling for all exhibitors, vendors, and concessionaires. Violation of the policy can be grounds for revoking your participation in this event.

### **POLYSTYRENE PROHIBITED**

City ordinance (W.M.C. Sec. 6-6.102): Food vendors are prohibited from serving prepared food in or on food service ware that contains polystyrene or other plastic foams. Food providers must use food service ware that is biodegradable, compostable or recyclable. Acceptable food service ware includes: paper, cardboard, cornstarch, sugarcane, and all types of plastic except polystyrene or other plastic foams.

### **WASTE REDUCTION REQUIRED**

Food vendors are encouraged to use the least amount of packaging and food service ware possible to reduce garbage generations. For example, an inexpensive paper plate creates much less waste than a clam shell container. When purchasing supplies for use at this event, please look for products made from recycled-content materials.

### **RECYCLING REQUIRED**

Vendors are REQUIRED by State and local law to recycle: cardboard, clean paper, newspaper, program flyers and advertisements, glass, metal, all plastics except polystyrene and other plastic foams, clean shrink wrap and film plastic using City-provided containers.

Please break down (flatten) all corrugated boxes and keep them in your vendor area for pickup by facility staff, or place them in any recycling bin marked "cardboard." Do not place them in public view or in walkways. Non-corrugated cardboard (thin cardboard) can be flattened and recycled along with the corrugated cardboard. Food contaminated cardboard is not recyclable

### **LITTER MONITORING AND REMOVAL**

Vendors are REQUIRED to monitor the area surrounding their booth for litter, garbage and recycling problems. Vendors should remove litter immediately and regularly. If problems are noted with garbage or recycling containers, vendors must notify the event coordinator immediately.

### **GARBAGE**

Food waste should be placed in the garbage. Also, plates, bowls, etc that contain leftover food should be placed in the garbage. Paper cups and plates go in the garbage. Plastic (non-polystyrene) cups, plates, utensils without food residue can be placed in the recycling containers.

**Commercial Vendor Liability Waiver**

Business Name: \_\_\_\_\_

**INSURANCE:** A Certificate of Insurance naming the city as an additional insured in the general aggregate amount of \$1,000,000 is required for all vendors. In addition, the Watsonville Strawberry Festival must be named on the certificate. Upon approval of your vendor application, an original copy of the certificate of insurance and an endorsement will be due at least 21 days prior to event date. The endorsement must be a CG 20 26 or equivalent. No vendor will be allowed to sell at the Festival without meeting these insurance requirements.

**GENERAL RULES:** Festival staff will screen vendor applications to avoid any duplication that is not in the best interest of the event, although multiple vendors may be selected to sell identical or similar items. Vendor applications are accepted on a first come first serve basis. Past participation does not guarantee approval or given priority. Space assignment will be made by staff. Vendors will be expected to supply everything necessary for their operation including: lights, power strips cords, tables & chairs. Vendors caught using the Festival's tables & chairs in their booth area may be expelled from the Festival grounds. If you should need to rent, tables, tents, or chairs they are available by advance order only in the EQUIPMENT RENTAL SECTION on page 2 of this application. Access to electricity & water is only available through prearrangement with staff. Anyone caught with electrical power hooked up to the Festival power grid without paying the electrical fee will be expelled immediately from the Festival grounds. All power must be hooked up by festival staff. Vendors will be expected to supply everything necessary for their operation including gray water tanks, tables, utensils, garbage cans, and tarps on the ground to catch grease spills. Vendors will be responsible for set up and clean up of booth area. **Each space rental is only 10 X 10 unless additional space is rented. Vendors are prohibited from using any area in front, to the side or behind the space rented to them for any activities including, but not limited to, food prep, cooking, BBQ, storage or dining.** The Festival will be held regardless of weather unless staff determines that weather conditions could be harmful to Festival participants. In any and all cases, there will be **NO REFUNDS, NO GUARANTEES.** This event has a no refund for cancellation policy.

**LIABILITY and INDEMNIFICATION:** Vendor shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from activities at the Festival. The undersigned, in consideration of participation in this event, agrees to indemnify and hold harmless the City of Watsonville and release the City of Watsonville, its elected and appointed officials, officers, employees, volunteers, agents and sponsors and their employees, agents and volunteers from any and all liability for any injury to person or damage to property arising out of, or in any way connected with participation in this event, including any injury or damage caused by negligence of the City of Watsonville, its officials, officers, employees, volunteers, and/or agents.

***I have read the above and voluntarily sign this release and waiver of all liability and indemnity agreement. As a participant in the Festival, I understand the following regulations and agree to comply with them. The City of Watsonville and its staff reserves the right to deny any requests for any reason.***

Hand Written Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

**All booths require full payment. Upon receipt of payment, the application will go to the review committee for review and approval. If your application is not accepted by the committee, a full refund will be issued. Refunds typically take 3 to 4 weeks to process. Once application is approved, no refunds shall be given.**

Business Name: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_ Credit Card Type: Visa \_\_\_\_\_ MC \_\_\_\_\_

Credit Card #: \_\_\_\_\_ CVC# (On back of card): \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

I hereby authorize the City of Watsonville to charge my credit card in the amount of \$ \_\_\_\_\_

Hand Written Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

**Make checks payable to City of Watsonville**

A \$30 processing fee will be applied to accounts for checks/credit cards that are returned unpaid.

Mail To:

Israel Tirado

City of Watsonville

231 Union Street

Email: Israel.tirado@cityofwatsonville.org

*www.celebratestrawberries.com*