



## Arroyo Grande Village Improvement Association

P.O. Box 1526, Arroyo Grande, CA 93421

Phone toll free: (888) 473-2250 • Fax: (805) 473-0345

e-mail: [info@arroyograndevillage.org](mailto:info@arroyograndevillage.org) (please use SBF-12 for subject)

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### FACT SHEET

<b>Date of Event:</b>	Saturday & Sunday, May 26 & 27, 2012 (Memorial Day Weekend)
<b>Hours of Operation:</b>	Saturday: 9:00am to 6:00pm Sunday: 9:00am to 5:00pm
<b>Location of Festival:</b>	In the Village of Arroyo Grande. Arroyo Grande is located on the Central Coast of California, off of Highway 101, midway between Los Angeles and San Francisco.
<b>Projected Attendance:</b>	150,000
<b>Admission Fee:</b>	Free
<b>Advertising:</b>	Local newspapers, television, radio, tabloids
<b>Total Vendor Spaces:</b>	400
<b>Space Size:</b>	10' x 10'
<b>Vendor Categories:</b>	Arts and Crafts, Commercial, Food, Non-Profit Food, Ad and Promotional, Rides and Games
<b>Corner Booths:</b>	All booths on East Branch St. will be on a corner with at least two open sides. All other booths will be lined up with at least one open side.
<b>Entertainment:</b>	8 Entertainment Stages plus Rides and Games
<b>Event Organizers:</b>	Arroyo Grande Village Improvement Association P.O. Box 1526, Arroyo Grande, CA 93421 Phone toll free: (888) 473-2250 • Fax: (805) 473-0345 e-mail: <a href="mailto:info@arroyograndevillage.org">info@arroyograndevillage.org</a> (use SBF-12 for subject)



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## STRAWBERRY FESTIVAL 2012

### Dear Prospective Vendor:

Thank you for your interest in participating in the 2012 Arroyo Grande Strawberry Festival that will take place in the Village of Arroyo Grande on May 26 and 27, 2012. This is the premier Festival on the California Central Coast with over 150,000 people attending.

Enclosed is information on the Festival. Please note that the application is NOT included if you are a Craft or a Food vendor. Your crafts/food items need to be approved BEFORE we send you an application. **Once you receive your actual application, you have been approved to apply to the Festival.**

This is a juried show. If you are interested in attending as a **Crafts Vendor**, please send, or e-mail, at least 4 photos representing the crafts you wish to sell that are made by you. Be sure and include your name and address. If you are interested in applying as a **Food vendor**, send a menu with a photo of your booth. It is a good idea to send, or e-mail, a second choice of a food item as we try not to duplicate. Photo's will not be returned. (If e-mailing, use SBF-12 for subject).

**All Commercial vendors** new to the Strawberry Festival will be accepted subject to the number of booths with same type articles. To avoid too many vendors selling the same product, we find it necessary to limit the number of booths in each category. Inspections will be conducted during the Festival to verify that all products being sold are as listed.

Since new vendor applications are accepted in the order they are received, it is important that you mail your application back as soon as you receive it. Applications will not be accepted without payment.

It is very important that you follow these instructions, as no deviations will be made from this procedure. If you have any questions, please call toll free (888) 473-2250, or e-mail us at [info@arroyograndevillage.org](mailto:info@arroyograndevillage.org) (use SBF-12 for subject).

***The Arroyo Grande Strawberry Festival Committee***



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**SCHEDULE OF FEES**

All booths are 10' x 10'

<b><u>Crafts</u></b> .....	<b>\$400</b>
<b>Commercial</b> .....	<b>\$500</b>
<b>Cold Foods</b> .....	<b>\$550</b>
<b>Hot Foods</b> (no wood barbecues allowed) .....	<b>\$650</b>
<b>Not-for-Profit Cold Foods</b> .....	*
<b>Not-for-Profit Hot Foods</b> (no wood barbecues allowed) ..	*
<b>Ad and Promotional</b> .....	<b>\$650</b>
<b>Rides and Games</b> .....	<b>\$650</b>

\* Please Call

<b>Electricity:</b>	See "Electrical Needs Form"	
<b>Whisper Generator:</b>	ONLY IF APPROVED .....	<b>\$75</b>
<b>Water hook up</b>	<b>Free</b>	



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## **CATEGORY DESCRIPTIONS**

### **Arts and Crafts**

All arts and crafts will be juried by photo. Please send or e-mail at least 4 photos representing the arts or crafts you will be selling at the Festival. All arts and crafts must be handmade by the seller. No resale will be allowed. Decision of the jury is final. You must list in full all the items you will be selling. If the jury decides that your merchandise does not fit into the Craft category, we will send you an application for a Commercial vendor. You may not sell any items out of character to those that you have represented in the photo. Inspections will be conducted to verify products sold. Photos will not be returned.

Booths on East Branch Street (runs east and west through the Village) will be set up either in "quads," or straight in line meaning that all arts and craft booths are corner locations. All booths should be colorful and all signage should be professional looking. PA systems are not allowed at the Festival.

### **Commercial**

We will accept new Commercial vendors on a first-come, first-serve basis after January 31. The Commercial category includes items for resale, items that were made by someone other than the vendor and items not deemed artistic. NO Ad or Promotional activities allowed without the Ad & Promotional fee. We endeavor to limit the sale of same-type articles.

### **Food**

You must submit a full menu with your application. The Festival limits duplication of food items. We will accept new vendors on a first-come, first-served basis after January 31. Food Vendors must:

- Have a San Luis Obispo County Health Department Permit.
- You must meet the Arroyo Grande Fire Department rules and regulations (enclosed).
- **You must supply proof of insurance, naming the Arroyo Grande Village Improvement Association as additionally insured, for a minimum of \$1,000,000.**

All booths should be colorful and all signage should be professional looking. **No wood fire barbecues are allowed.**

### **Not-for-Profit Organizations Selling Food**

Not-for-Profit organizations selling food must provide a Non-Profit Taxpayer ID#, and must have a California resale number, if required. Same rules apply as for general food vendors.

### **Ad and Promotional**

We will accept new Ad and Promotional vendors on a first-come, first-served basis after January 31. The Ad and Promotional category includes for profit businesses who want to promote their business through handouts or information. Ad and Promotional may have their product on display and take orders for that product to be delivered at a later date. Political and religious booths doing Ad and Promo are not permitted.

### **Rides and Games**

A limited number of Ride and Game booths are accepted. To apply, send a letter describing your ride or game along with a photo of the setup. If there are no other like-activities, and we have space, we will send you an application. Once the application, fee, and proof of insurance are received in our office, you are accepted as a participant.



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## **FESTIVAL RULES AND REGULATIONS**

**Deadlines:** Applications and payment from 2011 Vendors **must be received by January 31, 2012.** After January 31, all applications received, that qualify, will be accepted on a first-come, first-served basis, according to space availability.

**Method of Payment:** Personal checks, money orders, Mastercard and Visa will be accepted. Applications and credit card number may be faxed, but no faxed applications will be accepted without a credit card number and expiration date. If a credit card number is rejected, application will not be considered as received. The processing fee for returned checks is \$50. **New vendors** must provide a copy of both sides of their credit card and a copy of their driver's license.

**Cancellations, Refunds, Rain:** No refunds will be given after May 1, 2012, for any reason, including rain. Rain does not cancel this event. You may cancel before May 1 for ANY reason, but there will be a \$50 bookkeeping fee.

**California Resale Number:** All vendors selling goods other than cold food must provide a copy of their California resale certificate. To apply for a number, call the State Board of Equalization at 1-800-400-7115. The process takes 3 to 4 weeks. We submit a listing to the State of all vendors with related details.

**Insurance:** Food, and Ride and Game vendors **must** provide proof of insurance naming the AGVIA as additional insured. Most other vendors are exempt, and will be notified of any insurance requirements.

**Electricity and Water:** If you need electricity, it is available in most areas except on Branch St and Bridge St. (See attached "Electrical Requirements" form.) Water hookups are free, but **must** be requested on the application form.

**Generators:** Only Whisper Generators are allowed, **with permission.** There is a \$75 generator fee.

**PA Systems:** Vendor public address systems, radios, announcement systems, or amplification systems are NOT allowed without prior approval.

**No Wood Fire BBQ's:** Open flames are not permitted. All food vendors are required to have a minimum 5-pound ABC approved fire extinguisher in their booth at all times.

**Animals:** No dogs, reptiles, turtles, birds, or other animals of any kind are allowed, except seeing-eye dogs or canine companions.

**Items NOT ALLOWED to be sold:**

- Knives, swords, blades or scissors with more than a 2-inch blade
- Any type of gun
- Any product made from an endangered animal
- Anything pornographic and/or offensive and/or obscene
- Anything drug-related

Judgment will be up to the discretion of the Festival Committee, and violations will cause immediate expulsion from the Festival, with no refund.



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## **POLICIES AND PRODEDURES**

**Recycle:** Please place all clean cardboard products in the large recycle bins as marked.

**Trash:** You will be notified of special grease cans where you **MUST** dispose of your grease. You will be provided with plastic garbage bags. Bag your trash and leave it in front of your booth. The maintenance crew will pick it up. **Do not** put your trash in the public trash bins.

**Security:** Overnight security is provided. There will be one guard Friday night and two Security guards Saturday Night. If you leave your booth structure up, please remove all merchandise if you are concerned about it.

**Booth Information Packet for set up:** **Booth Information Packets for set up will be mailed out after the week of April 30.** The packet will include your booth number and location, maps, instructions for set up and take down, and entrance pass. **Your booth location will not be given out by phone** - please wait for your packet.

**Booth Assignments:** Best efforts will be made to assign the same booth to returning vendors from the 2011 Strawberry Festival. Returning vendors wishing to be relocated must request it in writing **at the time of application.** We will guarantee a location change, but **we will not guarantee** where the location will be. Booth changes will be made after February 1, 2012. Assignments of booth locations for both new and former vendors are made by the Festival Committee, and although vendors may request certain areas, availability will dictate the final location. ***Once the Festival Committee has assigned you a booth number, and your packet has been received, no changes will be made without approval and subject to a \$50 relocation fee, payable in advance.***

**Sharing a Booth** is permissible if BOTH applicants have provided the appropriate information, signed and dated the application and are approved by the Jury Committee.

**Theme:** The Festival organizers have requested that all booths incorporate strawberries into their design.