



Heritage Festival 150th Anniversary
May 9th – 11th, 2019

Vendor Guidelines and Procedures

There are two levels of vendors.

- Full Festival- Signs up for the event span. Pays in full at the time of acceptance. Designated spot for the duration of the festival. Vendors must participate in online registration, and are subject to the adjudication process outlined below. The Booth Fee for this vendor level is a total of \$500 which is non-refundable nor prorated at any time.
- Daily - Daily vendors **cannot** register on site. Vendors must participate in online registration and select the day(s) they would like to vend. Daily vendors and are subject to the adjudication process outlined below. The Booth Fee for this vendor level is \$250 per day per business accepted. This fee is non-refundable and cannot be split among multiple vendors.

Please note: Electricity is in short supply and will not be guaranteed to any vendor. Requests for electricity must be made on during the online registration application but are in no-way guaranteed.

Heritage Festival 150th Anniversary will operate regardless of weather.

Applications are accepted online beginning *February 1st, 2019*. The application deadline is *March 5th, 2019*. Each of the applications will be reviewed by festival management. Selected vendors will be notified of their acceptance on *March 15th, 2019* via the email provided on the application. Prior participation in the Ogden Downtown Alliance events does not guarantee acceptance nor does it provide specific placement within the Heritage Festival 150th Anniversary.

There is a \$15 Vendor Application Fee that is required at the time of application. This fee is nonrefundable and will not be refunded at any time. The Vendor Application Fee is not incorporated into the booth fee for the festival.

Booth fees are due in full upon selection notice. Deadline for payment is *May 1st, 2019* vendors who have not made payment will not be admitted to vend during the festival. Each accepted vendor is responsible for the booth fee of their business, and cannot split, share, or pro-rate their fee to any additional vendors.



Accepted vendors must acquire written permission from Ogden Downtown Alliance or Heritage Festival 15th Anniversary management prior to allowing additional businesses or vendors from their booth.

Once accepted, vendors can display and sell those items described in their original application. Changes to saleable items and any activities are to be approved by the festival management team in advance. Failure to receive such approval may result in removal from festival, without refund.

Point Distribution and Jury Process

Vendor applications go through a jurying process to ensure quality of vendors and overall event success. We believe a strong festival is made of high level vendors who support one another and showcase local talents.

Point distribution and jury process discussion are closed to the public, and will not be shared with vendor applicants at any time.

Resale, imported items and multi level marketing groups will not be accepted into the Heritage Festival 150th Anniversary at any time. Should a misrepresentation of products, services, or goods be discovered and/or items, services, etc. found as resale, imported, or multi level marketing, consequences may result in removal from festival without refund.

Selection of vendors will include a points system as well as adjudicated through a jury process administered by Ogden Downtown Alliance and/or their affiliates.

Criteria for point distribution is as follows:

In order to achieve the mission, purpose, and goals created for the Heritage Festival 150th Anniversary, points will be administered as follows to a maximum of 25:

- Preference is given to local (regional) vendors. Vendors registered and based within the state of Utah will automatically receive 5 points, additionally vendors registered and based within Weber County will automatically receive 2 points.
- Points will be allotted to artisan vendors based on quality, quantity, thematic relevance to festival, and any additional element deemed relevant to the festival.
- Points will be allotted to prepared foods vendors based on quality, quantity, thematic relevance to festival, and any additional element deemed relevant to the festival.
- Points will be allotted to services based vendors based on quality, quantity, thematic relevance to festival, and any additional element deemed relevant to the festival.



-Points will be allotted to non-profit vendors based on quality, quantity, thematic relevance to festival, and any additional element deemed relevant to the festival.

Once the points have been awarded, all vendor applications will be reviewed and adjudicated through a jury process administered by Ogden Downtown Alliance. This jury may include affiliates of Ogden Downtown Alliance.

Applicants may be asked to submit photos of the items they are selling to help with the jury process.

Some vendors may meet all requirements but conflict with other vendors, or on-street businesses. In the interest of viable festival vendors, multiples may not be accepted at the discretion of the jury and all decisions will be final.

Ogden Downtown Alliance and Heritage Festival 150th Anniversary management reserve the right to refuse any vendor application or merchandise.

Vendor Responsibilities and Disclaimers

All accepted food and prepared food vendors are required by the festival to be permitted by the Ogden-Weber Health Department and/or the Utah Department of Agriculture and Food prior to participation in the festival.

Vendors assume full responsibility for the products they market and sell. Ogden Downtown Alliance, their employees, sponsors, and affiliates will be held harmless against any claim of injury or damage by any buyer, seller, or other persons resulting from the use, consumption, display, or marketing of vendors' products.

Vendors are responsible to provide their own booth, table, shade/canopy. Selected vendors will receive a 10x10' space within which to display their goods. All displays/booths must stay within the designated space. Failure to comply with placement may result in additional fees and/or expulsion from festival, at the sole discretion of festival staff.

Heritage Festival 150th Anniversary is not a forum for political, commercial, or religious organizations to recruit, market and/or advertise. No political, commercial, or religious vendors will be accepted into the Heritage Festival 150th Anniversary at any time.

A Special Event Temporary Business License from Ogden City is required for all vendors. **The business license fee is collected as part of the registration fee and will be paid to the city on your behalf.** There are two options for this required license:

- One day license - \$5.00 daily rate. A new license is required for each day that you participate.



- Full festival license - \$15.00 for full festival vendors. Nonprofits are the same rate, regardless of selling or not selling items.

On-Site Procedures

Selected vendors will receive a detailed information packet including sales tax information, health department requirements, additional information for setup and teardown procedures, and designated parking areas.

Information included below is a general overview.

Full festival vendors selected will receive an email with their festival placement as well as all the general information including check in procedures with parking information, set up and teardown timelines. Vendors are required to notify either by email or phone 48 hours in advance if they will not be attending the festival. Non-compliance or repeated absences without proper notice may result in forfeiture of spot.

Vendors can drive down the street to drop off their items in preparation of booth set up, but then need to move to designated parking areas. All vehicles need to be off the street prior to 8:00am. Vendors are expected to have their booth set-up and be ready to vend by 8:45 am, with the festival opening at 9:00 am.

Vendors are required to stay the duration of the festival, teardown to begin at 9:00 pm, with all vendors to be completely removed and off street no later than 9:30 pm. Vendors will not be allowed to leave prior to the teardown time for any reason, and should have make arrangements to accommodate this in advance.

Full Festival vendors are welcome to leave their booths on the street overnight. Please keep in mind though the street is closed to traffic, the street is still open to walking public. There will be security to patrol the location, but we recommend that you do not leave items of value. Ogden Downtown Alliance and their affiliates are not responsible for lost, stolen, or missing items at any time.

All vendors will be given a Heritage Festival 150th Anniversary Vendor Information Packet with festival guidelines and information for setup and teardown. It is the responsibility of the vendor to ensure that all employees are aware of, and abide by, these procedures.

Vehicles must be unloaded quickly to give space for others to unload. Vehicles will not be permitted within the festival boundaries after 8:00 am or the designated load in time outlined in the vendor information packet. Additional information and designated vendor parking locations will be included in the pamphlet provided.



Vendors are responsible for their own garbage. Vendors must clean up their selling spaces at the end of each day - this includes all paper, liquid, etc. waste. Vendors are responsible for keeping their area clear of debris and garbage throughout the festival day. There is a green team working to keep the street clean and to empty garbage and recycling, but designated vendor space is the vendors storefront for the day, and vendors are responsible for the maintenance and appearance of it to festival standards as outlined in the vendor information packet.

Why it's important

We want everyone, including our vendors, to have the most enjoyable and successful event as possible. We truly believe that vendors are the most important part of the event and these guidelines help ensure that we are being fair to all of our vendors in maintaining a high quality event, reducing overlapping vendors and providing a strong festival.

We look forward to a successful event with you!