



Enrichmond Festival Vendor Handbook Festival Rules & Regulations

The Enrichmond Foundation will produce five Festivals in 2019 with the goal of providing our diverse surrounding neighborhood with engaging and entertaining events that inspire creativity and a strong sense of community. Our events are family-friendly. A registered 501(c)(3), the Enrichmond Foundation uses its annual Festival season to support Enrichmond's mission of serving the People, Parks and Public Space of the City of Richmond. We enact this mission by supporting the Department of Parks, Recreation and Community Facilities through citizen involvement, education and fundraising.

CONTACT INFORMATION:

Enrichmond.org

<https://www.facebook.com/17thStreetFarmersMarket/>

Mailing Address:

17th St. Farmers Market

100 N. 17th St., Richmond, VA 23219-3610

Event Manager: Liza Newell

Office Phone: (804)234-3905, ext. 104

Direct: (804) 506-3079

Email: lnewell@enrichmond.org

Event Manager's Role: The Event Manager or their representative will be present at all Festivals. All operations at the Festival are at the discretion of the Event Manager or their appointed representative. They have the final authority to resolve any issues in a civil and efficient manner, including enforcing all rules and regulations.

2019 FESTIVAL SCHEDULE & APPLICATION DEADLINES:

FESTIVAL	EVENT DATE	APPLICATION DEADLINE
Richmond Dog Festival	Saturday, September 21, 2019	August 26, 2019
Stew & Stout	Sunday, October 27, 2019	October 1, 2019
Cider Celebration	Saturday, November 9, 2019	October 20, 2019

Festival Descriptions:

We are seeking menus that showcase creative uses of the key ingredient:

- **Richmond Dog Festival, 11am-4pm:** Dog treats, human treats, we all love treats. Make tails wag!
- **Stew & Stout, 11am-4pm:** From Brunswick Stew to Vegan Stew, this year's event is an invitation to stew masters of all culinary backgrounds to join us in a celebration of fall favorites.
- **Cider Celebration, 11am-4pm:** The kick-off event for Cider Week Virginia, we will showcase cider tastings from our State's cideries. Chefs – we are looking for oyster dishes to complement our selection of craft ciders.

Vendor/Product Eligibility:

- Enrichmond Festivals strive to showcase the best of Virginia's creative culinary talent and products.
- All products must comply with State, County and City regulations.
- All vendors must be in good standing with the City of Richmond, Dept. of Finance.
 - Please note Vendors from outside of City of Richmond are responsible for payment of Richmond City required taxes on any items sold at Festivals within the city limits.
 - As the Festival Operator, we submit a list of participating vendors to the Dept. of Finance 10 days prior to the event date.
 - For more information on submitting tax to the City of Richmond:
900 E. Broad St., Room 103 Email: Ask Finance:
Richmond, VA 23219 finance@richmond.gov
Phone: (804)646-7000
- All pricing and source information must be prominently displayed at all times.
- Hardcopies of relevant inspections and certifications must be provided to the Event Manager in advance of the event.
- All Vendors must carry Liability Insurance listing the Enrichmond Foundation on the COI. The benefits to the Vendor far outweigh the modest cost of such policies. Please contact the Event Manager if you have any questions.

Vendor Application Process & Fee:

- The application fee is due seven (7) business days before the festival date. Checks are made payable to “Enrichmond” and “<name of Festival> App Fee” should be in the memo line. Vendors who fail to submit payment seven (7) days before the festival date forfeit their spot and will not be allowed to participate in the event.
- Applicants will be reviewed by the Event Manager to determine whether the products offered meet Festival guidelines, product variety and space availability. Acceptance and inclusion into the Festival is at the Event Manager’s discretion. Vendors not accepted will have their application fees returned. Once accepted into the Festival, Vendor fees are non-refundable.
- Priority is given to Food Vendor applicants who most creatively incorporate the Festival’s theme into their menus. ***Think outside the box and WOW us!***
- Mission aligned nonprofits may also request market space to promote their organizations. *Interested participants should contact the Event Manager for more information and guidelines related to their participation.*
- All Vendors must provide copies of relevant licenses and certification including but not limited to their business license, tax ID number, liability insurance and most recent health inspection. *As applicable to their products.*
- All Vendors must provide proof of insurance and a COI listing the Enrichmond Foundation as an additional insured. All Vendors are required to have vehicle liability insurance for any vehicle used for business at the Festival and must be prepared to present proof of insurance upon request.
- ***Any application missing accompanying documents and/or fees will not be reviewed until complete.***

Vendor Space:

- Spaces are available in two sizes: 10’ x 10’ and 10’ x 20’. All displays must be kept within the confines of the assigned space. Vendors wishing to change their space size must notify the Event Manager at least 5 days prior to the Festival. **All Food Trucks and Concessions Trailers fall into the 10’x20’ category.**
- The safety and convenience of customers or vendors shall not be compromised in any way by a Vendor’s display. Displays cannot obstruct views or right of way to any of the Market’s surrounding stores and businesses.
- All displays must be maintained in a hygienic, orderly manner. We encourage all Vendors to research best practices for merchandising and marketing to enhance their stall’s appeal and sales volume.
- Vendors must provide their own tent, tent weights, tables, chairs and display pieces. All equipment and materials must fit within your 100 or 200 sq. ft. space. Tables, chairs, and tents with weights can be rented from Enrichmond if needed. ***To prevent wind related accidents, all vendors must weigh down their tents (weight guidelines: 25# per leg, 50# per umbrella).***

- The Vendor's name, signage and pricing must be clearly displayed at the stall at all times. All signage should be in lettering large enough to be easily read from a reasonable distance.
- If you require a generator, it must be under 65 decibels or less (UL rated, low frequency, low VOC).
- Vendors **may not** share or sublease stall space. *Violation of this policy will result in removal from the Festival.*

Festival Operations:

- Accepted Vendors will be notified of event set-up and breakdown times the week prior to the event date
- Food Vendor set-up begins three (3) hours prior to start time. **All Food Vendors must arrive onsite at least two hours prior to event start time and must be ready for health inspections one (1) hour prior to start time.** Merchant and Corporate Vendor set-up begins two (2) hours prior to event start time.
- Due to the event footprint, any Vendor arriving late may not be permitted to set-up. This will be at the Event Manager's discretion. If refused admittance, **NO APPLICATION FEES WILL BE REFUNDED.**
- The Enrichmond Foundation endeavors to create green, sustainable venues and events. We ask vendors to take sustainability into consideration when selecting materials and packaging for their products. **No glass or Styrofoam containers are permitted. Please review our Greening Guide for more information and resources.**
- No selling to the general public shall begin before the opening of the Festival. Upon the closing of the Festival Vendors must begin packing up to leave the venue. Vendors may sell to other Vendors and Festival staff before and after the event. **All Vendors must be off the premises within one (1) hour of Festival closing.**
- All Vendors are required to have a Virginia State Sales and Use Tax Certification number. Vendors must collect these taxes at the event and are responsible for recording all sales and the payment of applicable taxes generated from sales to the taxing authority.
- All Vendor areas must be cleaned up and the premises vacated within one (1) hour of event end time. Any Vendors whose stall is still in place 1 hour after Festival closing **will not** be permitted vehicle access to the venue.
- All garbage must be removed from the premises and any liquid waste (ice, grease trap contents etc.) must be removed and disposed of appropriately. Vendors shall **not** use public trash receptacles for disposal of boxes and/or unsold product. Disposal of product or excessive trash by vendors in public cans or failure to remove trash will be considered a Festival infraction and grounds for removal from future events. *Please learn and use the appropriate precautions to avoid spillage onsite. Any charges resulting from the clean-up of grease will be charged to the participating Vendor.*
- **Enrichmond Festivals are outdoor rain-or-shine events.** Our attendees expect continuity and rely on our Vendors to be present. Any event cancellations are at the discretion of the Event Manager. *Please plan ahead and equip yourself to handle inclement weather.*

- Accidents or Injuries on the Festival venue must be reported to 911 and the Event Manager immediately. Attendance and participation in Enrichmond Festivals is done at the attendee/participant's own risk.

Vendor Fees:

The Enrichmond Foundation endeavors to run well-managed Festivals with loyal, consistent following. Our fees help us fund our nonprofit endeavors serving the people, parks and public spaces. Fees are listed by Vendor type on the application.

Disputes:

Vendors are asked to settle minor disputes on a one on one basis outside of Festival hours. Under no circumstances will open conflict on Festival grounds before, during, or after event hours be tolerated. Conflict detracts from the Festival's atmosphere, discourages attendance, and lowers sales for all Vendors. Where needed, the Event Manager may facilitate a discussion and resolution. Any conflicts, disputes or questions should be brought to the Event Manager outside of event hours. The Event Manager's decision is the final decision.

Market Advertising & Promotions:

Marketing and promotion of the Enrichmond Festival is vital to our efforts to develop a well-managed and successful event.

- Enrichmond utilizes social media updates to promote upcoming Festivals and participating Vendors. Vendors who give their consent on their Vendor Application may be included in these updates. We currently have 12,000+ followers on Facebook.
- Enrichmond's website and facebook page will have event updates, including Vendor lists, menus, and vendor map.
- A monthly newsletter will be sent to subscribers highlighting the Festival schedule and participating Vendors.
- Additional advertising/press coverage in traditional outlets (print, radio, TV etc.) will be pursued where appropriate.

Best Vendor Practices:

- Vendors are encouraged to stand through the hours of Festival operation. Standing has been shown to improve sales and generally creates an impression of engagement and interest. Vendors whose health limitations require them to sit, should consider using a stool so they are above table height and interacting with consumers at eye level.
- Attractive, colorful, well-labeled displays on tables intrigue the consumer and help drive sales. Displaying any items on the ground is discouraged as it presents a walking hazard and may be viewed by the public as unsanitary.
- Vendors and their Festival staff should be well-versed in the products they are selling and provide positive customer service.
- Please do not incorporate any musical components in your set-up as it elevates noise levels and can detract from customer interactions. Musical entertainment will occur during the Festival and contribute to the atmosphere of the venue.

Code of Conduct/Management Expectations:

Enrichmond Foundation events are family friendly, open-air, all-weather events promoting the best of Richmond. We value transparency, safety and a shared atmosphere that exceeds all participants' expectations. We assume and ask our vendors and staff to share the following code of conduct:

- **COURTEOUS AND PROFESSIONAL:** Vendors shall maintain a courteous and professional manner at the Festival. The following is viewed as inappropriate conduct: sexual innuendoes, lewd remarks, threats, belligerence, epithets, profanity, derogatory comments, visual depictions, unwelcome jokes, teasing, or use of social media to slander or disparage. Use of inappropriate conduct will be grounds for termination of selling privileges and immediate dismissal from the Festival.
- **HONEST, TRUST-BASED ATMOSPHERE:** Vendors shall demonstrate integrity with customers, fellow Vendors, Festival staff and the community. Any Vendor who willingly deceives, uses acts of omission, or exploits customers, and/or Festival Staff concerning Festival business shall be subject to removal from the event.
- **CLEAN AND HEALTHFUL ENVIRONMENT:** Each Vendor shall maintain a clean and healthful condition within vendor area and leave that area free of debris prior to leaving each event. Vendors shall maintain themselves in a clean, attractive manner. Failure to maintain stall cleanliness could be grounds for exclusion from future Festivals.
- **NO SMOKING/NO DRINKING:** Smoking, the use of alcohol or illegal substances is prohibited. Permitted special events and wine vendors who provide samples are exempted from this rule. If you or your staff appear to be under the influence, you will be asked to leave the event.
- **NO WEAPONS:** To ensure Enrichmond's festivals maintain an environment safe and free of violence for all participants, the Foundation prohibits the possession or use of dangerous weapons on event grounds.
- **PET POLICY:** In the best interest of the Festivals, Vendors *MAY NOT* bring pets to the venue. Exceptions will be made for service dogs. Vendors must speak to the Events Manager before bringing any service dogs to the venue. Customers who choose to bring their dogs to a festival must follow the city's laws. All pets must be on leash, under the control of their owners and owners are responsible for cleaning up after their dogs and providing the appropriate pick-up gear. Dogs should be well socialized and owners must make best efforts to keep them away from produce and prepared foods.
- **DISCRIMINATION POLICY:** The Enrichmond Foundation prohibits discrimination in all its programs and activities on the basis of race, color, creed, national origin, age, disability,

gender, marital status, familial status, religion, sexual orientation, veteran status, or socio-economic status including discrimination or harassment because all or part of an individual's income is derived from any form of public assistance.

- VIOLATION OF FESTIVAL RULES & REGULATIONS WILL NOT BE TOLERATED: A vendor or customer will be notified once both orally and in writing of a violation and if repeated that vendor or customer may be asked to leave. Repeat offenders are at risk of losing their place at future festivals.
- The Enrichmond Foundation and the Event Manager has the authority to enforce all rules and regulations within the festival venue.
- By becoming a festival vendor you will be held to the Enrichmond Foundation's "Hold Harmless" Agreement: The Vendor verifies that all information is accurate and will hold the Enrichmond Foundation, the Enrichmond Foundation Board of Directors, Event Manager, their agents and representatives from and against, any and all claims and demands, whether for injuries to persons, loss of life, or damage to property, on or off the premises, arising out of the use or occupancy of the premises by Vendor and shall defend at Vendor's own expense any action brought against the 17th Street Market, the Enrichmond Foundation or its agents or employees as a result of the Vendor's acts or omissions.

Modifications:

The Enrichmond Foundation reserves the right to revise the Festival Rules and Regulations at any time they deem appropriate. These rules are hereby adopted and valid as of March 15, 2019.
