



VENDOR APPLICATION MUSIC FEST

Event Manager: **Sallie O'Hara** (904) 540-0402 Email to: Sallie_OHara@vilanobeachfl.com

The MUSIC FEST is an annual promotional event specifically staged within the boundaries of Vilano Beach Main Street, a designated Florida State Main Street community since 2003. The festival blends historic preservation and economic revitalization with activities including tunes, tastes, and talents for fun celebrations. Music, food, drinks and dancing fill the venue as an expected 1000 attendees enjoy the festivities in the Town Center. Arts, crafts, entertainment, and vendors complement food and beverage offerings.

The Vilano Beach Main Street website (www.vilanobeachfl.com) hosts lodging partners offering discounts for visitors encouraging weekend stays to explore the historic neighboring St. Augustine area. www.vilanobeachfl.com displays activities and ticket sales.

This event is a collaborative fundraising partnership with the Florida Restaurant and Lodging Association (FRLA) as part of the Great Florida Events promotions, Vilano Beach Main Street and, a partner of VISIT FLORIDA, raises awareness of the coastal community and area cultural benefits for visitors and residents.

This year use of the public Vilano Beach Oceanfront Park highlights civic green space for destination visitors. Area wine, spirits and craft beer will be available. Entertainment will be performed by two bands in tribute to the Grateful Dead and Allman Brothers.

The Saturday Music Fest begins at 3 pm under a large tent in Vilano Beach Oceanfront Park. This will be a casual beach party atmosphere. Entry to the event is **\$5** benefitting Vilano Beach Main Street to continue supporting economic development and improvements for the Town Center and surrounding neighborhoods.

Return vendor application to Sallie_OHara@vilanobeachfl.com. For information, call 904-540-0402 or go to www.vilanobeachfl.com. Or FAX: 904.797.3688.

Hours of Operation: **May 11, 2019 (Saturday)** - 3 pm to 7 pm. Assigned space set up to begin at noon. Overnight setup is the liability of the vendor. Plan one hour for set-up and one hour for break down. The area is patrolled by area Deputy Sheriffs but security is not provided.

Location: **Vilano Beach Oceanfront Park** (located at the East end of Vilano Town Center)
See attached map – vendors may park along Vilano Road or at designated private lots.

Food Truck/Station Fee: **PAYMENT: \$225 due upon application acceptance.** Truck space on hard top may not exceed 25 ft. First come first served. 10X10 foot space; no electricity provided; quiet generators allowed for other food stations. Fees payable in full upon registration in advance **ONLINE at www.vilanobeachfl.com**

Arts/Craft/Other Vendor Fee: **PAYMENT: \$125**
10X10 foot space. Shared allowed. Space reservation is authorized by Event Manager only. **ONLY DAY OF SET UP ALLOWED.**

DEADLINE FOR ALL PAYMENTS – 4/30/2019



VENDOR APPLICATION MUSIC FEST

Event Manager: **Sallie O'Hara** (904) 540-0402 Email to: Sallie_OHara@vilanobeachfl.com

PARTICIPANT AGREEMENT AND REGULATIONS

LICENSES / INSURANCE / REGULATIONS

- It is the Vendor's responsibility to collect and remit state sales tax to the State of Florida on those items subjected to state sales tax.
- Vendors must comply with all federal, state, local and special statutes and ordinances regarding public health, safety and welfare.
- Prepackaged food must be properly prepared, packaged, labeled and subject to inspection according to law.
- Scales used to weigh products must meet the standards of the Florida Dept of Agriculture and Consumer Services.
- Food can be prepared on site for consumption with proper licensing. (FL Dept of Restaurants & Hotels).
- Vendors are responsible for their own personal liability and product liability. Vilano Beach Main Street is not responsible for any liability arising out of negligent acts of the Vendor or their employees, or for any injuries sustained by employees or Vendors. Vendors should obtain appropriate adequate property, liability and workman's compensation insurance.

VENDOR SET UP

- Check in with Event Manager before setup time at designated location.
- Participants will be assigned spaces by the Event Manager.
- Set up should begin at least one hour before the event, completed by sunset.
- Vendors will have designated parking after unload and setup.
- Vendors are expected to remain in their area until dusk even if they have sold out of product.
- Cancellations of the event will be under hurricane watch or extreme weather conditions.
- Vendors are required to properly secure tents against wind and rain.
- Access to electricity is not guaranteed by the Event.

VENDOR RESPONSIBILITIES

- Vendors are required to bring their own tables and setup, portable tent/canopy, chairs, etc.
- Vendors are to take their garbage away at the end of the event. Bring own garbage receptacles as needed.
- Vendor parking is located in designated areas.
- All products must be priced individually or have signage with prices.
- Vendors are to maintain their spaces in clean, sanitary and attractive conditions.
- Vendors should be prepared to have bank bags and change available.
- All signs and merchandise must remain within the limits of the specified space.
- No animals are permitted within the specified selling space, unless permitted by the Event Manager.
- Vendors are expected to remain in their area until dusk. Break down is not permitted before dusk.

VENDOR CODE OF CONDUCT

- Vendors are expected to be courteous to customers, other vendors and Main Street Staff.
- Any disagreements should be handled in a constructive and civil manner.
- Inappropriate behavior (such as loud angry conversation or obscenities) is cause for immediate and/or permanent removal from the Event.
- Alcoholic beverages are not allowed for sale on the venue site. Delineated areas define allowable sales. See site map.
- Appropriate attire is required, including shoes and shirts.
- Smoking is not allowed in Event areas by vendors. Take smoking breaks elsewhere.

ENFORCEMENT OF RULES

- Any grievance regarding the actions of other vendors should be brought to the attention of the Vendor Manager, and not directed to the Vendor in question.
- Behavior that is disruptive to Event activities will not be tolerated and will result in immediate termination of the Vendor Agreement.
- Any dishonest practice will constitute immediate removal from the Event.
- Any violation or non-compliance is cause for immediate termination of this Agreement.



VENDOR APPLICATION MUSIC FEST

Event Manager: **Sallie O'Hara** (904) 540-0402 Email to: Sallie_OHara@vilanobeachfl.com

Food Trucks, Tent Stations positioned in inset parking area as designated and on grassy areas as designated. Alcohol and Beverage stations are located behind the seating tent. Venue is fenced and regulated for alcohol age compliance.

VILANO BEACH MUSIC FEST 2019

**Vilano Beach Oceanfront Park
2750 Anahma Drive
St. Augustine, FL 32084**

Event Footprint

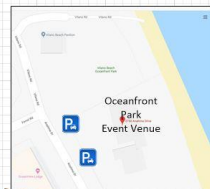
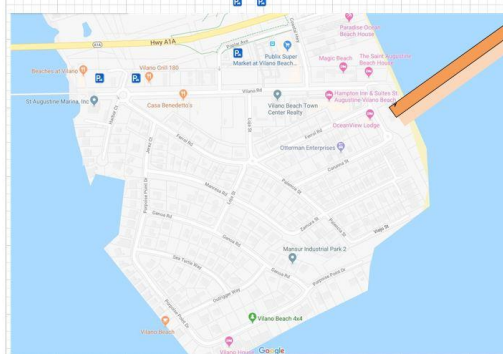
- NO Street closure.
- Vendors and food trucks will assemble in the existing 14 slot parking area – hard surface
- Fencing will preclude open admission for seating under the tents
- No use of Pavilion will be obstructed; No access to beach obstructed
- No blockage of round about at the park entrance
- Adequate ADA accessibility – open parking spaces preserved
- Where existing parking identified will house the FOOD TRUCKS (4) and a few vendors (10) (29' x 100') Parking area insert will be remove 14 slots for time limit of event. 4 remaining slots will be left open at the south entrance. 3 handicapped slots remain.
- Using Fiddler Green footprint for the event; will be fenced for admission access.
- Time duration limited
- PSA (2) for traffic monitoring planned
- Traffic Control and Alternative Parking Planned (private vacant lots)
- Additional restrooms to be positioned on premises
- Signage will convey parking areas and entrance



Vilano Beach Main Street – Promotional Event – Town Center

MUSIC FEST – PARKING and TRAFFIC PLAN Vilano Beach Oceanfront Park 2750 Anahma Drive St. Augustine, FL 32084

Private property owners in and around the Town Center offer additional parking for events. 4 additional locations.



- 100 Free Street spaces along Vilano Road
- 15 parking slots immediately in front of planned venue (2 handicapped spaces)
- Additional 15 free spaces located in front of OceanView Lodge
- NO Public area parking for this event
- Great Florida Event – VISIT FLORIDA & FRLA encouraging overnight stays; hotel parking available to those people
- TRAFFIC FLOW will not be interrupted.
- Water Shuttle Service will be encouraged from downtown.
- Trolley Service will be additional if available.



**VENDOR APPLICATION
MUSIC FEST**

Event Manager: **Sallie O'Hara** (904) 540-0402 Email to: Sallie_OHara@vilanobeachfl.com

MUSIC FEST VENDOR APPLICATION & AGREEMENT

Vendor Acceptance to the MUSIC FEST is based on APPROVED PARTICIPATION by the Event Manager for the Event.

Application Dated: _____ Business Name: _____

Responsible Business Owner(s) : _____

Contact Address: _____

City / State / Zip: _____

Phone(s): _____ Cell Phone: _____

Email Address: _____

SELLING THE FOLLOWING ITEMS IS PROPOSED:

Include List of Products to be Sold, Description, What is Special About Them, How Displayed and Why Good for the Event (on attached separate page with photos if desired)

Return vendor application (PAGE 4) to Sallie_OHara@vilanobeachfl.com . For information, call 904-540-0402 or go to www.vilanobeachfl.com. Or FAX: 904.797.3688.

FEE SUMMARY:

PAYMENT: Food Stations: \$225; Other Vendors \$125

All fees due no later than 4/30/2019.

Check, cash or Online; Registration required.

NO DAY OF EVENT PAYMENT

NON-REFUNDABLE

THE VILANO BEACH FESTIVAL VENDOR AGREEMENT:

By execution of this Agreement hereof, the undersigned releases and discharges and agrees to hold harmless the Vilano Beach Main Street, Inc. from any and all claims, demands, action or right of action arising out of or by reason of the use of the venue site. The Vendor agrees to protect, defend, indemnify and hold harmless the Vilano Beach Main Street, Inc., its officers, Board members agents and volunteers from and against all claims demands, expense and liability arising out of injury or death to any person or the damage, loss or destruction of any property which may occur or grow out of any act or omission of the Vendor and its agents, or any and all costs, expenses and attorney fees incurred by the Vendor as a result of any claim, demands or causes of action arising out of operating as an organizer of the Vilano Beach Festival event.

I have received, read and understand the terms and conditions described on this application and agree to comply with regulations applicable to products. I assume all responsibility for investigating and complying with said regulations. By signing below, I agree to all of the rules and regulations of the Vilano Beach MUSIC FEST.

Authorized Signature (s) : _____

Print Name (s): _____ Date: _____