

2024 Special Event Vendor Guidelines

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Description

GENERAL INFORMATION

2024 SPECIAL EVENT SCHEDULE

Spring Concert Series

Location: Zebulon Town Hall

Dates: Fridays, April 12 & May 10

Event Time: 6:00 PM – 9:00 PM

Spring Fest

Location: Downtown Zebulon

Date: Saturday, April 27

Event Time: 4:00 PM – 8:00 PM

Rock the Block Concert Series

Location: West Horton Street

Dates: Fridays, August 9, September 13, and October 11

Event Time: 6:00 PM – 9:00 PM

Candy Cane Lane

Location: Downtown Zebulon

Date: Saturday, November 23

Event Time: 4:00 PM – 8:00 PM

CONTACT INFORMATION

Town of Zebulon, Parks and Recreation Department

Zebulon Community Center - 301 S Arendell Ave, Zebulon, NC 27597

Hope Mitchell

(919) 823-1867

hmitchell@townofzebulon.org

VENDOR RULES, REGULATIONS, AND INFORMATION

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VENDOR REQUIREMENTS

By entering into this agreement and submitting the application, each vendor agrees to all rules, regulations, and requests. The Town of Zebulon reserves the right to refuse vendor participation in any special event and/or to remove any vendor from any special event who does not comply with all rules, regulations, and requests.

Vendors must have an application approved by Town of Zebulon staff before the applicable application deadline, before they are able to participate in any Town of Zebulon special events. Upon acceptance, all applicable fees must be paid prior to participating in any special event. By being selected to participate in any special event, each vendor is agreeing to allow a representative from the Town of Zebulon to inspect their business at any time. Vendors that are not approved will be refunded based on the adopted refund policy.

Vendors:

Only vendors who live, produce, and or grow their products within a 100 geographic mile radius of the Town of Zebulon are able to participate in special events. Craft Artisans, value-added food vendors and growers will only sell products that are produced by the vendor only. Exceptions to this policy will be made on a case-by-case basis for existing downtown businesses that fall inside the Downtown Special Event Boundaries, as seen on the attached map. No reselling of items is allowed unless written permission is obtained in advance from the Town of Zebulon staff. The sale of manufactured, used or imported goods is prohibited.

Downtown Businesses (Located within the Downtown Special Event Boundaries):

Downtown Businesses Providing an Activity during Spring Fest & Candy Cane Lane Festival:

- Must complete the Activity Booth Business & Organization process.
- First come first serve basis.
- FREE to participate.
- Can sell commercial items.

Downtown businesses NOT providing an activity for Spring Fest & Candy Cane Lane Festival:

- Must complete the Special Event Vendor process.
- First come first serve basis.
- FREE to participate.
- Can sell commercial items.

Special events within Downtown Special Event Boundaries:

- Must complete the Special Event Vendor process.
- First come first serve basis.
- FREE to participate.
- Can sell commercial items

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Special events OUTSIDE the Downtown Special Event Boundaries:

- Must complete the Special Event Vendor process.
- First come first serve basis.
- Must pay the applicable fees listed in the fee schedule.
- Commercial Businesses: Cannot sell item, only advertise.

Craft Artisans:

A craft artisan is a vendor who creates or produces a finished product. Examples include but are not limited to ceramics, paintings, photography, jewelry, furniture, pottery, clothing, etc. All crafts sold at the market must be hand crafted by the vendor. All crafts must be of excellent workmanship both in quality and design. Preference will be given to applicants with uniquely made items constructed with locally sourced materials. Craft artisans are strongly encouraged and requested to actively demonstrate their handmade craft while participating in special events. Any product considered objectionable must be removed immediately.

Growers:

A grower is a vendor who offers a product for sale that has been grown, raised, cultivated, processed, and prepared by the vendor themselves. Examples include but are not limited to plants, fruits, vegetables, honey, eggs, meats, fresh cut flowers, etc. All products sold at events must be grown, raised, cultivated, processed, and prepared by the vendor themselves.

Exceptions to the above will be made for vendor partnerships. Vendors may partner with another North Carolina grower to bring products that otherwise would not be available in our region. Such partnerships must be specified on the application and approved by Town of Zebulon staff. Vendors will be limited to only two partnership items. Signage must be provided stating the name and location of the farm that grew/produced the item. Such partnerships are not for purchasing items wholesale to resell. Product partners may not be utilized for non-food items.

Value- Added Food Vendors:

A value-added food vendor is a vendor who sells processed foods for human consumption. Examples include but are not limited to jams, jellies, pickles, preserves, baked goods, etc. All foods sold at the market must be prepared by the vendor themselves. Exceptions to this rule include the use of a bottling company or other company to produce, package, and label your goods. All applicable documentation must be submitted and approved by Town of Zebulon Staff.

Commercial Vendors:

A commercial vendor is a vendor who does not produce, create, or craft the product they sell. Examples include but are not limited to; Mary Kay, Paparazzi Jewelry, Scentsy, etc. A commercial vendor will only be allowed to advertise their business. They will not be allowed to sell any products during the events. Limits may be put in place for the amount of similar commercial vendors allowed at each special event.

Exception for Commercial/Business Vendors located in Downtown Special Event Boundaries:

Applies to Spring Fest & Candy Cane Festivals ONLY-

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Downtown businesses inside the Downtown Special Event Boundaries that complete the Activity Booth Business & Organization Application, will be permitted to setup, on the street in an assigned vendor space and sell their products.

Insurance and Liability:

Each vendor participating in Town of Zebulon special events shall be responsible for any loss, personal injury and/or damage that may occur as a result of the vendor's actions. Vendors are highly encouraged to maintain their own liability insurance. By submitting a signed application, you have released the Town of Zebulon of any liability.

SPACE RENTAL

Communication:

Upon acceptance, vendors will receive an email or phone call. Booth location, schedule of activities, and general event information will be sent to vendors via email the week of the scheduled event. The Town of Zebulon staff reserve the right to cancel any event. In the event the Town cancels an event, all vendors will be reimbursed their rental fee for the day.

Booth Space: All events will operate outdoors. Vendor fees entitle each vendor to a 10' x 10' space. Vendors may rent an additional 10' x 10' space for an additional fee. Tents are permitted during TOZ Special Events. ZPRD will be providing additional lighting via light towers; the light towers produce overhead lighting that will be limited by the use of a tent. Please plan accordingly when setting up for your booth. The vendor must provide their own tables, chairs, table covering, signage, additional lighting etc.

Loading / Unloading/ Parking / Cleaning Up Directions:

Loading, unloading, and parking instructions will be sent the week of the event. Vendors are required to follow these instructions for loading and unloading.

Vendors must arrive early enough to ensure that they are completely set up and ready for business 15 minutes prior to the start of the event. Once the event time has started, no vendor shall remove their equipment until the event is officially over. When setting up or breaking down, please follow the event loading/unloading directions sent via email. Each vendor is responsible for cleaning up his/her immediate area during the event and upon closing. Failure to do so will result in a \$10 fine.

Professionalism and Housekeeping:

Vendors (families and staff) must conduct themselves in a courteous and professional manner. Vendors must treat all customers, Town of Zebulon staff, and fellow vendors with respect at all times. No loud or aggressive promotion is permitted. Non-compliance with rules will result in loss of vendor privileges. ZPRD reserves the right to reject a vendor for any reason or to remove any item deemed inappropriate. Security of merchandise is the vendor's responsibility. Vendors must have permits and certifications posted at all times during event hours. Vendors must keep their area neat, clean and free from debris.

Vendor Absence:

The strength of events depends on both vendors and customers supporting the efforts of the Zebulon Parks and Recreation Department. We ask that vendors consider carefully when committing to the

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events and cancel only in the case of an emergency. No vendor will be permitted to leave early without prior approval. If a vendor must open his/her booth late, close the booth early, or needs to be absent from their space, the vendor must notify the Event Coordinator at least one week in advance, except in the case of an emergency situation. A refund or a credit will not be issued for vendors who do not attend the event.

Weather Policy:

In the event of severe adverse weather situations, including extreme heat or heavy rainfall, the Event Coordinator will follow procedures set in place by the Zebulon Parks and Recreation Department Inclement Weather Policy. Vendors will be notified of any changes to the schedule by the Event Coordinator via email.

Electricity:

There is no access to electricity during the events, please plan accordingly.

PARTICIPATION

Single Event Pass: Cost \$10 PER event.

Vendors can choose to apply for single event dates. Vendors will be required to apply for each event in which they would like to participate in.

Full Season Pass: Cost \$60 for 7 events.

Vendors have the option to apply for a Full Season Vendor Pass. The Full Season Pass will allow vendors to participate in all events listed below:

- Spring Concert Series – April 12 & May 10
- Spring Fest – April 27
- Rock the Block Downtown Concert Series – August 9, September 13, and October 11
- Candy Cane Lane & Downtown Tree Lighting Festival – November 23

Vendors should only apply for the Full Season Vendor Pass if they plan to participate in all events. Zebulon Parks and Recreation guarantees participation for six of the eight events. In the event, that Zebulon Parks and Recreation has to cancel more than two events, vendors will be provided with a prorated reimbursement.

STATE LAWS, CERTIFICATIONS, AND PERMITS

Anyone wishing to sell crafted items, produce, prepared foods, baked goods, canned goods, meat, poultry, eggs, seafood, or dairy products must meet North Carolina Department of Agriculture and North Carolina Department of Revenue regulations. If you do not have the proper inspection, registration, certification, etc. you will not be allowed to sell these products. Certifications must be in a visible place during all events. Copies of paperwork must be on file with the Event Coordinator.

Documentation:

It is the vendors responsibility to comply with all applicable laws with respect to the production of their goods. Zebulon Parks and Recreation requires documentation supporting all goods that are subject to regulation. Copies of all certifications must be emailed to hmittchell@townofzebulon.org (even if you've submitted in years past). Any additional items added to your product line during the year must have

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supporting documentation on file with the Event Coordinator. Please refer to State Laws, Certifications, and Permits Reference Guide for further information.

Scales:

For products sold by weight, vendors will provide scales that have been inspected for accuracy by N.C. Dept. of Agriculture, Standards Division. Any scale used for determining price must display a current NCDA&CS standards division administered legal inspection sticker.

Informational Signs and Product Pricing:

Vendors must have an in-depth knowledge of each product. For example, a vendor must be able to inform a consumer on the type of product, when, where and under what conditions it was produced. All products must be of top quality.

Vendors must use truthful and accurate descriptors (“organic”, “natural”, etc.) to advertise their products. The Town of Zebulon staff reserve the right to compel changes to questionable marketing claims.

NC Markets Sales Tax Information:

Legislation adopted by the NC General Assembly clarifies existing state statutes regarding the collection of sales taxes by vendors who sell products at markets/events and imposes new requirements on those who manage markets/events.

Vendors who sell unprocessed agricultural products that they themselves produce are not required to collect sales tax from their customers. Vendors who sell items other than unprocessed agricultural products they themselves produce must provide a copy of their NC Department of Revenue “Certificate of Registration”.

Please refer to State Laws, Certifications, and Permits Reference Guide for further information.

Cross Contamination:

Vendors are responsible for strictly segregating the foods handled at events to ensure there is no cross contamination. Vendors selling meat, poultry, seafood, eggs, compost, or ready to eat foods must take precautions to ensure that cross contamination does not occur. No ice or water that comes in contact with meat, poultry, fish, seafood, milk, cheese or eggs may be deposited or allowed to drain on event premises.

Food Based Business:

Home Processors: Are required to submit a copy of their Inspection Results or Notice of Inspection (Form #04 – FDPD) showing what the processor is intending to produce from the home. Home Processors are limited to only produce low-risk shelf stable products. Additional information may be required depending on the products being produced. Go to www.nchomeprocessing.com for more information.

Commercial Processors: Are required to submit a copy of their County Health Department - Establishment Inspection Report or their exemption email from the Department of Agriculture- Food and Drug Division. All mobile food units must apply as a Mobile Food Vendor and meet the listed requirements on the Food Truck Interest Form.

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APPLICATION PROCESS

Online Submission

1. Please visit zebulon.recdesk.com. You will find the 2024 Special Event Vendor Application listed under programs. There is an option for Single Event Pass or a Full Season Pass; vendors should select the pass that best suits them.
2. Please create a profile or login. Then follow the application process. You must submit all applicable forms and payments for your application to be considered. An automated confirmation email will be sent upon successful completion of the application.
3. Applicants must commit to participate in the event specified on the application. Applications are reviewed on a first come, first-serve basis. To avoid excessive duplication of products, applications are reviewed for product quality and uniqueness, as well as verification of required documents. Vendors will be notified via phone or email of their acceptance status.

2024 Season Fees and Payments

Single Event Vendor Pass – One Event \$10.00 per event

Full Season Vendor Pass – All 7 Events \$60.00 total

Commercial Vendor Single Event Vendor Pass – One Event \$25.00 per event

Commercial Vendor Full Season Event Pass – All 7 Events \$170.00 total

Additional Booth Space \$5.00 per event

*Businesses that are located within the Downtown Special Events Boundaries will be able to participate in events hosted Downtown at no cost. Businesses must complete the applicable process and paperwork.

**Print Signature
(Required):** _____

Date (Required): _____

**Signature - I have read and understand all terms and requirements listed in guidelines
(Required):**