



aka Grand Avenue Festival (Spring)

To our Festival Vendor Community,

This is Alex MacLachlan / President / Escondido Downtown Business Association, the founding organization of the Escondido Spring Street Fair, later known as the Grand Avenue Festival, and now renamed the Escondido Street Festival.

For nearly 30 years, this event has been organized by Kennedy and Associates. The Escondido Downtown Business Association intends to give our vendors the same professional event management you've come to expect through Kennedy. With this in mind, we would like to formally invite you to join us on Sunday, May 22, 2022, from 10am-6pm, as a vendor for the Escondido Street Festival.

This year will usher in the professional live music elements that were planned for the 2020 and 2021 Festivals canceled due to covid restrictions. We hope to build this event into a more modern experiential street festival that local customers look forward to attending year after year, bringing more business to our loyal vendors.

While we build that public perception, we have lowered some vendor fees to properly recognize the challenges event vendors have experienced in the last two years, and the inflation they are currently experiencing.

We look forward to partnering with you to build the Escondido Street Festival into an event of which we can all be proud.

Sincerely,

Alex MacLachlan

President | Escondido Downtown Business Association
Event Co-Owner & Organizer | Escondido Tamale Festival

Email: Alex@EscondidoTamaleFestival.org | Web: www.EscondidoTamaleFestival.org



20,000+ attendees seeking International Food, Hand-Craft, Retail & Art Vendors like you, plus Professional Live Music & Beer/Wine Garden. Don't miss this FREE family event!

APPLICATION DEADLINE & PRIORITY:

Vendor Application Due by 5/1/22. All applications must be complete and accompanied with a check, money order or credit card authorization. Applications should also include Certificate of Insurance (COI), and sellers permit and health permit, if required.

Space assignments and priority system based on deadlines and postmark and participation in most recent festivals. Booth Space Request/Preference can only be accommodated after the booth fee is paid.

SPACES:

Spaces are 12' wide(across front) x 10' deep. Food Court booths are 15'x10'. Corners are 2 adjacent sides and a space between you and another vendor. See map for booth space layout.

ELECTRICITY:

Must request electricity on application – Availability limited. electricity charge(\$50) must be included with application. All cords must be provided by vendor and commercial grade and taped down. Personal “whisper” type generators allowed only with prior Festival Manager approval.

HOURS/SCHEDULE:

Public Festival hours are 10am – 6pm. Setup time as assigned on confirmation. Space forfeited if not occupied by 9:30am. All spaces cleared and streets will reopen by 8pm.

PARKING:

All vehicles removed from Festival area by 9:30am. Parking only on periphery of Festival area. Park in legal areas only – no alley parking.

SELLER PERMITS & SALES TAX:

State Franchise Seller’s Permit number must be on application. Vendor responsible for collecting and reporting own sales tax.

HEALTH PERMITS & SAFETY REQUIREMENTS:

Food Booth Vendors responsible to obtain San Diego County health permits and must be displayed in food booth. All Vendors required to use fire retardant canopies. Certified fire extinguisher also required by fire marshal in food booths.

CONFIRMATION / REFUNDS:

Your canceled check or credit card charge is your tentative acceptance to event, pending receipt of required document (permits, COI’s and payment). If your application is rejected for any reason, you will be notified within 14 days of our receipt of your application. An email including space assignments and event day instructions will also be sent approximately 2 weeks prior to Festival date. No refunds will be made within 30 days of the Festival. No refund in case of inclement weather, acts of nature or restrictions by government agencies to cancel event, over which the Escondido Downtown Business Association or Event Organizers have no control. Booth cancellations by vendor, for any reason, received more than 30 days from the event date are assessed a \$60 cancellation fee.

OTHER:

The Escondido Downtown Business Association reserves the right to limit the number of applications for any one particular type of good/service, thereby protecting all vendors and maintaining diversity for the festival, the personnel of the Festival and it’s participants. No stolen merchandise, fire arms, ammunition, explosives, fireworks, party poppers, bomb bags, snap caps, alcoholic beverages. No drugs, tobacco, tobacco/drug paraphernalia or items that promote the use of any Federally Controlled Substances, including Marijuana. No double edge, switch blade, throwing or butterfly knives. No potato guns. Merchandise should be displayed as colorfully and tastefully as possible.

In order to enhance and improve future Festivals, the Festival committee reserves the right to alter the format or character of the Festival at the committee’s discretion.



Presented By:
 Escondido Downtown Business Association
 Web: www.downtownescondido.com/events
 FB: www.facebook.com/EscondidoStreetFestival
 Email: amaclachlan1@gmail.com
 Phone: (760) 207-6321

Escondido Street Festival
 aka Grand Avenue Festival (Spring)
Sunday, May 22, 2022
 10am-6pm

VENDOR APPLICATION

Event Day Contact Information

Business Name		Date:	
Contact:	<i>First Name</i>	<i>Last Name</i>	
Email:			
Phone:	<i>Event Day / Cell #</i>	Phone:	<i>Other</i>
Address:	<i>Street Address</i>		<i>Apartment/Unit #</i>
	<i>City</i>	<i>State</i>	<i>ZIP Code</i>

Vendor Type

Vendor Type	Booth Size	\$ Per Booth	# of Booths	Total
<input type="checkbox"/> Intersection Sponsors	12 x 10	\$500		
<input type="checkbox"/> Food/Drink (vendor provides 3-compartment sink)	15 x 10	\$250		
<input type="checkbox"/> Food/Drink (fair provides 3-compartment sink)	15 x 10	\$300		
<input type="checkbox"/> Food/Drink (pre-packaged)	12 x 10	\$150		
<input type="checkbox"/> Food Truck (Size: _____)		\$250		
<input type="checkbox"/> Retail (including Arts & Craft & Non-Profit)	12 x 10	\$150		
<input type="checkbox"/> Marketing & Information only (no \$ collected)	12 x 10	\$150		
Electricity?	NO <input type="checkbox"/>	YES <input type="checkbox"/>	+\$50	Amps/Volts:
Premium Corner / Intersection?	NO <input type="checkbox"/>	YES <input type="checkbox"/>	+\$50	Preferred location:
TOTAL AMOUNT DUE (# of Spaces x Vendor Booth Fee, + Electricity, + Premium):				\$

If 2 or more booths, specify:	Side-by-side <input type="checkbox"/>	Separate <input type="checkbox"/>	Back-to-back <input type="checkbox"/>
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Booth Sales, Promotion & Marketing

List ALL items to be sold OR promoted and all activities in booth.

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Send

Please send completed application along with payment & the items below to: amaclachlan1@gmail.com or Escondido Downtown Business Association, 243 S Escondido Blvd, #701, Escondido, CA 92025

<input type="checkbox"/>	Payment: Credit Card Authorization OR Money Order OR Check made payable to "Escondido Street Festival".
<input type="checkbox"/>	Certificate of Insurance (COI) naming 1.) Escondido Downtown Business Association @243 S. Escondido Blvd., Ste. #701, Escondido, CA 92025 AND 2.) The City of Escondido #321 N. Broadway, Escondido, CA 92025, as additional insureds. Insured date must include event date. (Food Vendors Only)
<input type="checkbox"/>	Health Permit (Food Vendors Only) OR If pre-packaged food vendor - please provide your DEH TFF permit #.
<input type="checkbox"/>	Sellers Permit # _____ if selling anything. (If exempt from sales tax, please explain)
<input type="checkbox"/>	Photo of booth and products. If you have a food truck, please indicate size & layout. _____

Comments

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Disclaimer and Signature

By signing below, you agree you have read all terms and conditions of the event, including the cancellation policy. I agree to indemnify, defend, waive, release and hold Escondido Downtown Business Association, Event Organizers and the City of Escondido harmless from any and all liability, claims and causes of action for injuries to person or property arising out of or related to this Street Faire, specifically including, without limitation, injury or damage to booth and contents, merchandise, employees, contractors, guests, customers, invitees and all other third parties. No refunds in case of inclement weather, acts of nature or restrictions by government agencies to cancel event, over which the Escondido Downtown Business Association, Event Organizers and the City of Escondido has no control.

IMPORTANT: ALL FOOD VENDORS AGREE TO PROVIDE CERTIFICATE OF INSURANCE (COI'S) NAMING 1.) ESCONDIDO DOWNTOWN BUSINESS ASSOCIATION AND 2.) THE CITY OF ESCONDIDO, AS ADDITIONAL INSURED. Covid 19/Virus Release: The above parties do not assume any responsibility for the risk of contracting COVID 19 or any other disease. Risk reduction measures have been applied to safeguard vendors and participants as best as possible. Vendors and attendees assume all the risk in participating and/attending the event where they may be unknowingly exposed to viruses and other causes of illness that may lead to injury, illness, disability, or death. I also understand that this waiver cannot be modified or changed. I certify that all the information submitted in this application is accurate to the best of my knowledge.

Signature: X		Date:	
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(Typed name equivalent to personal signature and consent)

For Office Use Only: Application Rcvd: _____

Ck Amt: _____ Ck# _____ Deposit Date: _____ Rcvd by: _____

CC Amt: _____ Rcpt Snt: _____ Process Date _____ Prcsd by: _____

- Health Permit
- Ins w/ adtl Insrd
- Sellers Permit
- Payment
- Fully Compliant**



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CREDIT CARD AUTHORIZATION

Cardholder Information

Business Name:		Date:
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Full Name:	
(As it appears on credit card)	

Email:	
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Phone:	
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Credit Card Info

Card Type:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Card Number:			
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Expiration Date	3 Digit Security Code	Billing Zip Code
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Authorization

By signing below, I hereby authorize the Escondido Downtown Business Association (aka Escondido Street Festival) to charge my credit card in the total amount of:

	Total: \$
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Authorized Cardholder Signature:	X	Date:	
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