



Town of Apple Valley

# Town of Apple Valley 2018 Special Event Retail Vendor Applications

Hello Retail Vendor!

2017 was a great year for events! We really appreciate all the feedback and hard work you provided throughout the year, and we are working hard to make 2018 one of the best years yet. Reminder: ALL Apple Valley parks are SMOKE-FREE. For the health and safety of patrons, NO smoking is allowed anywhere on the park properties.

We have enclosed the retail applications for the **FREEDOM FESTIVAL and HOLIDAY CRAFT FAIR**. We will accept applications on the following dates:

- **Apple Valley residents/businesses:** April 16-17
- **Returning vendors:** April 18-19
- **Open to all vendors:** April 23

Special Events is in the main  
Town Hall building in Recreation

This year we continue the practice of giving preference first to Apple Valley vendors. We also will continue to limit the number of booths selling any one type of item at one event.

\*Food vendor applications are included elsewhere. Contact Special Events for more information.

## Applications & Policies for *Non Food Vendors*

**All vendors selling new items MUST provide a copy of your Resale License Permit with submitted application. This permit is free to obtain from the BOE. See page 2 for details.**

**Freedom Festival: Wednesday, July 4**

2-9 pm at Brewster Park. Family-fun activities, a beer garden and great music attract over 12,000 people! **See application for more details. There will be a vendor meeting on June 19, 6-7 pm in the Town Hall Council Chambers. Attendance is mandatory for event participation.**

**Holiday Craft Fair: Saturday & Sunday, November 3 & 4**

9 am-3 pm at the Apple Valley Conference Center located in the Town Hall Development Services Building. All items must be **100% handcrafted**. Mass produced items are prohibited. This event brings in up to 1,000 visitors. Free crafts are provided for children and Santa will be available for pictures.

**Events at a glance:**

**Rockin' Flea Market: May 12 & August 18**

Yard sale type vendors however, exceptions do apply. For more information contact Special Events or visit [www.AppleValleyEvents.org](http://www.AppleValleyEvents.org).

The Town of Apple Valley has set the standard for community events in the High Desert and we look forward to continuing this tradition in 2018. For information or questions contact:

**Town of Apple Valley Special Events**

14955 Dale Evans Parkway, Apple Valley, CA 92307

[jgilmer@applevalley.org](mailto:jgilmer@applevalley.org) • [www.AppleValleyEvents.org](http://www.AppleValleyEvents.org) • (760) 240-7000 X 7071 or X 7073



Town of Apple Valley

## Town of Apple Valley Event Retail Vendor Policies 2018

By submitting a vendor application for a Town of Apple Valley special event, you agree to abide by all requirements of the **Town, Fire District and Board of Equalization Department** provided on this form, event applications and other information provided by the Town or other agencies. **You may be denied participation** on the day of an event by representatives of the Town, Fire District and/or BOE Department for failure to comply with any of the stated conditions.

**Vendors who fail to comply with any of the conditions herein are subject to removal from the area without a refund of vendor fees and may not be invited to participate in future events.**

### Vendor Acceptance Policies & Payment Schedule

- Vendor acceptance is on a first-come first-served basis; and we limit the number of vendors selling the same item. Once you have turned in an application you will receive a copy that confirms your acceptance.
- You will receive a confirmation via mail or email including event details no later than one week prior to the event.
- Exclusivity and space location cannot be guaranteed. See "Town Requirements" on next page for more details.
- All payments must be received 30 days prior to the event to secure space reservation. If payment is not paid within two weeks of the event, you will be charged a \$10 late fee.
- Refunds are not issued for no shows or cancellations within 30 days of an event, unless the event is cancelled by the Town. No refunds are given for claims of duplicated items, location, lost profits, etc.

### Board of Equalization Requirements

You are responsible for adhering to requirements of the Board of Equalization. A Resale License Permit is free to obtain. Below is a summary of these rules. For more details or questions, contact the BOE at (951) 680-6400 or [www.boe.ca.gov](http://www.boe.ca.gov) website.

The same Resale Permit can be used for all events in the same location: but a new permit is needed for each new location. For example, you will need a sellers permit for the Freedom Festival, and a separate one for the Holiday Craft Fair.

- Your Resale Permit must reflect the physical address to where the event is taking place.
- Forms required from BOE:
  1. Marketing/Non-sales- No Permit needed
  2. Used items- 410-D form
  3. New items- Resale Permit
  4. Non-profit:
    - \* New items: Resale Permit
    - \* Used items: No Permit needed
  5. Non-Taxable food items- No permit unless event requires entry fee.
  6. Civic (School/Church)- No permit needed
  7. Mary Kay, Tupperware, Origami Owl, etc.- 410-D form
- Exempt Sale/Used items- Garage Sale/Flea Market type vendors are allowed (2) Non-Taxable garage sales per year
- **The Town may be fined \$1,000 for each vendor without the proper permits.**



Town of Apple Valley

## Town of Apple Valley Event Retail Vendor Policies 2018

### Town Requirements & Permits

Following is general information applicable to all events. Additional requirements and information is included on the various applications for each individual event.

#### **FEES & PERMITS**

1. **LATE FEES:** All vendor spaces must be paid in full 30 days prior to each event to guarantee your space. **A \$10 late fee will be added for payments within two weeks of the event.**
2. **REFUNDS:** Fees are **non-refundable** with less than 30 days cancellation prior to an event.
3. **RESALE LICENSE PERMIT:** By order of the State Board of Equalization, you must possess a free resale number permit if you are a non-food, new item vendor. The Town requires this permit be visible at all events. See event application for more details.
4. **NON-PROFIT RATE:** Organizations requesting the non-profit vendor rate must attach proof of non-profit status, including your tax ID number, to each event application. Vendors participating under a non-profit rate assert that all money raised through their participation is going to the non-profit organization listed. Not all events have a non-profit rate.
5. **BUSINESS LICENSE:** Vendors who operate a business in the Town of Apple Valley, or participate as a vendor in three or more Town events, must get a Town business license (see application). Each Sunset Concert date is considered a separate event.

#### **MERCHANDISE & BOOTH LOCATION**

1. **EXCLUSIVITY:** No vendor is guaranteed exclusivity for an item although efforts are made not to duplicate certain items. All categories of items sold must be listed on your application, and the Event Coordinator must be notified of any changes to the list.
2. **SPACE ASSIGNMENT:** We will consider requests for a specific space, however it cannot be guaranteed. Spaces are assigned to maximize traffic flow, avoid placing similar items together and meet vendor needs for access, electricity, fire and health department requirements and other factors.
3. **SET UP/CLEAN UP:** Vendor booths must be completely set-up and all vehicles removed from the event area at least 30 minutes before the event begins, or by the time stated on the event application. Vendors are required to remain set-up until the posted ending time of each event.
4. **ACCEPTABLE ITEMS:** All booths and merchandise must be maintained in good condition, in good taste, and appropriate for family viewing. The Event Coordinator reserves the right to order the removal of any items deemed inappropriate, disruptive, hazardous or not listed on your application. For example, "Silly String", "poppers" and "cap guns" are not allowed at any event.
5. **MULTIPLE SPACES:** Each vendor may operate only one of any one type of booth. For example, one vendor cannot rent two separate booths selling the same item at an event. If a vendor needs more than one space they must be adjacent to each other.



## Power, Water Supply & Equipment

**AVAILABILITY:** At some events electricity **may not** be available. Please read the event application carefully for availability. If you use electricity strictly for lighting purposes, we **strongly encourage** battery powered lanterns and lights as they are low cost, reusable and energy efficient.

**ACCESSORY EQUIPMENT:** When power and water is available, vendors must supply their own extension cords, surge protectors, hoses and any other equipment needed. All equipment must be in good condition (no frayed wires, leaky hoses, etc.).

**SPACE REQUESTS:** You must clearly indicate on your application whether you need power or water (when offered), as spaces are assigned based on this information. If you do not make the appropriate request on your application, the Town will not be responsible if lack of access to water or power

## Booth Operation & Appearance

1. Vendors may not conduct business outside their booth space or by walking about the event.
2. Booths shall have professional looking signs. Handwritten signs are not permitted.
3. Vendors may not vary items sold from those listed on the application without prior notice and approval from the Event Coordinator.
4. Each booth must have someone 18 years of age or older present at all times. All workers must maintain appropriate attire and appearance.
5. All vendors must have an EZ-Up type canopy. No makeshift tenting or swap meet style booths. **(Inside vendors Holiday Craft Fair vendors may not use canopies unless approved by the event coordinator.)**
6. \*All extra product and supplies stored in the booth shall be covered or screened from view.
7. \*All tables must have skirting or tablecloths.

## A.V. Fire District Requirements

1. **Fire Extinguishers:** All vendors must have one easily accessible 2A10BC minimum rating fire extinguisher with a current service tag by a licensed California company.
2. **All canopies:** must be composed of flame-resistant material or treated with a flame retardant in an approved manner. All canopies must have a permanently affixed California Marshal label attesting to such.
3. **No smoking:** All vendors must have “No Smoking” signs posted in an obvious place.
4. **Cooking tents:** shall be separated from other tents and canopies by a minimum of 20 feet.
5. **LP-Gas containers:** shall be located outside tents and canopies, separated by a minimum of 5 feet.
6. **Generators:** and other internal combustion power sources shall be separated from tents and canopies by a minimum of 20 feet and isolated from contact with the public.

**If you do not adhere to these requirements you may not set up and no refund will be given.  
For more details please contact the AV Fire Protection District at (760) 247-7618.**



# 2018 Vendor Freedom Festival

For Town Use Only: 2510-6790-5525

Last Name: \_\_\_\_\_

Space #: \_\_\_\_\_ Gen: \_\_\_\_\_

## Vendor Information—Please PRINT CLEARLY using black or blue ink

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_ Type (retail/ civic/ sponsor): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### General event rules

- Water hook ups are limited and electricity is not provided.
- All applicants selling new items, must have Resale License attached when accepted.
- Payment is due 30 days before the event. At 2 weeks before, a \$10 late fee will apply and your space may not be guaranteed.
- Cancellations: No refunds less than 30 days before the event.
- Event set-up and space assignments are subject to change at any time.
- We reserve the right to accept applicants with similar or the same products for the same event if we feel the size of the crowd warrants it.
- NO set up prior to 11 am; set up must be complete by 1:30 pm.
- DO NOT pack up prior to 9 pm.
- We strongly encourage patriotic decorations.
- No bake sale, snack items or beverages may be sold, except by approved food vendors.
- All booth lighting must be off from 9-9:20 pm for the fireworks.
- **Mandatory meeting** – June 19, 6-7 pm; Town Hall Council Chambers. You will not be allowed to participate in this event if a representative does not attend. No refunds will be issued.

## Freedom Festival

Lenny Brewster Sports Center  
21024 Otoe Rd.

**July 4**

**2-9 pm**

15' x 15' space

\$90

Or two spaces

\$150

\$20 or \$50 Civic/Non-Profit

### Items Sold/Information Provided

You must describe all items that you will sell and services or information you will provide. These descriptions assist us as we try to avoid placing someone with similar items next to you, or avoid too many vendors selling the same item. Items not listed will not be permitted at the event.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Number of spaces requested  
15' x 15'

Will you use an external generator?  
\_\_\_\_\_



For Town Use Only: 2510-6790-5525

Last Name: \_\_\_\_\_

Space #: \_\_\_\_\_ Gen: \_\_\_\_\_

**Help us spread the word! We will email a flyer as soon as they're ready. You can let us know then if you'd like some printed copies as well.**

**Special Events Department:** [jgilmer@applevalley.org](mailto:jgilmer@applevalley.org)  
 (760) 240-7000 X 7071 or X 7073 Fax: (760) 240-7887

**Make checks payable to:** Town of Apple Valley  
 14955 Dale Evans Parkway Apple Valley, CA 92307

**BUSINESS LICENSE:** If you are a vendor at three or more Town events you are required to have a valid Town of Apple Valley Business License. For information on business licenses please call: (760) 240-7000 X 7707.

A PHOTOCOPY OF YOUR CURRENT BUSINESS LICENSE MUST BE ATTACHED. **Business License #:** \_\_\_\_\_

**RESALE License:** **Attach a copy of your license with this application.** All event vendors selling NEW items MUST have a resale number, no exceptions. This is free of charge and is obtained through the State Board of Equalization.

The application can be downloaded at [www.boe.ca.gov](http://www.boe.ca.gov) or for more information please call (951) 680-6400.

Resale #: \_\_\_\_\_

I have read and understood the Event Vendor Requirements, Vendor Acceptance Policies, Fire and Health Department Requirements and this application and agree to abide by the rules and requirements as set forth, therein and any others that may be implemented. I understand that failure to abide may result in a non-refundable loss of fees, not being allowed to set up the day of the event, or removal from the event, and may prevent my participation in future events held by the Town of Apple Valley.

Sign Here: \_\_\_\_\_ Date: \_\_\_\_\_

\*ALL Apple Valley parks are now SMOKE-FREE. For the health and safety of patrons, NO smoking is allowed anywhere on the park property.

Late fee applies 2 weeks prior to the event.

**TOWN USE ONLY:**

Event	# of Spaces 15' x 15'	Late Fee +\$10	Total Due \$90 per space or \$150 for two \$20 or \$50 civic/NP	Total Paid	Date Paid	CK # CASH CC/ATM	Initial	Receipt #
Freedom Festival July 4 2-9 pm								

**Town of Apple Valley notes only:**

Added to Database  
  Added to Business License log  
  Resale License Attached  
  410-D Form  
  Added to Spread Sheet