



# Pony Express Days Festival Vendor Guidelines/Requirements 2017

**Read before completing your application**

McKinleyville Chamber of Commerce  
P.O. Box 2144, McKinleyville, CA 95519  
(707)839-2449  
heather@mckinleyvillechamber.com

Application deadline is Friday, May 19, 2017  
Make sure your application is filled out in its entirety. Mark items that are non-applicable with NA.

Date: Saturday, June 3, 2017  
Time: 12:00 p.m. to 4:00 p.m.

**Booth Set-up:** 8:00 a.m. to 10:30 a.m.

Vehicles must be off the park grass by 11 a.m. The roads are blocked off for the parade at 10:30 a.m. so you must be in the perimeter before then or you will be blocked out.

**Booth Clean-up:** Booth break down is from 4:00 p.m. to 5:00 p.m., please do not break down until the festival is over.

## Insurance

All vendors including non-profits are required to submit a Proof of Insurance with a \$1,000,000 minimum liability coverage with their application. If you have an existing policy, please request a certificate of insurance naming the McKinleyville Chamber of Commerce as an "Additional Insured". The certificate must show proof of Comprehensive General Liability of \$1,000,000, \$1,000,000 aggregate, including products completed operations, personal injury, fire legal \$50,000, and medical payments of \$1,000.

### Insurance Rider Information

Additional Insured: McKinleyville Chamber of Commerce  
P.O. Box 2144, McKinleyville, CA 95519  
Pony Express Days Festival at Pierson Park, McKinleyville

## Booths

*Dimensions:*

Booth spaces measure 11' across by 11' deep. Booths (including chairs, supplies, poles, etc.) must fit within these dimensions. If a larger space is needed, you may apply for two spaces. All vendors provide their own booth structure. Food vendors must have a fully enclosed booth. Safety first! You will be assigned a spot and need to check in when you arrive.

### *Booth Locations:*

Food Booths will be located near the gazebo in Pierson Park.

The Kid's Zone will be located on the south side of Azalea Hall.

All other booths will be face-to-face and located on the north east corner of Pierson Park.

We are require to have "walkways" spaces so that visitors can have access to the surrounding merchants. This layout conforms to all fire laws and ADA requirements.

### *Decorations:*

This is a family-focused event, thanks for decorating your booth appropriately. No drugs or controversial themes will be allowed. Chamber officials will check decorated booths before opening. Any vendor found in violation of this requirement will be asked to take down their decorations and/or leave the event and will forfeit their booth fee.

## **Booth Types**

Non-Profit Information Only: (5 available) available for certified non-profit organizations. These are for organizations that do not provide retail products for sale, but would like to promote their services and participate in the festivities.

Kid's Zone Vendors: Available for vendors in the kid's zone providing family-friendly activities, crafts or entertainment.

Arts and Crafts Vendors: Products need not be handmade.

Food Vendors: For those preparing and selling food or beverages.

## **Food Booths**

All food and beverage booth vendors are required to submit an application for temporary food facility permit to the Humboldt County Environmental Health Department. Contact them for your application at 100 H Street, Suite 100 Eureka, CA or (707)445-6215.

- Your application can take up to two weeks to process – turn it in early!
- Applications turned in less than 10 weeks days before the event may have the fees doubled.
- Display the approved temporary food facility permit along with your business license at your booth the day of the event.

Food and beverage booths must also adhere to the Arcata Fire District's Street Booth Regulations. See the copy of the regulations. Should you have any questions before the event, contact the Arcata Fire District at 2149 Central Ave., McKinleyville, CA 95519 or (707)825-2000.

## **California Sellers Permit**

If you will be selling anything that is taxable, you must fill in your California Seller's Permit Number on your application. If you do not have a CA Seller's Permit and need one, you can apply with the State Board of Equalization in one of the following ways:

1. Use the electronic registration at [www.boe.ca.gov/info/reg.htm](http://www.boe.ca.gov/info/reg.htm)
2. Call the BOE at 1(800)400-7115
3. Apply in person – look up the nearest field office at:  
[www.boe.ca.gov/info/phone/htm](http://www.boe.ca.gov/info/phone/htm)

### **Allow four weeks to process your California sellers permit application.**

According to the Board of Equalization Office, any food or beverage items requiring preparation are taxable. Additionally, all carbonated beverages are taxable. Prepackaged foods and non-carbonated prepackaged beverages are not taxed.

## **Water and Electricity**

You will need to bring your own bucket to transport the water available from Azalea Hall. The water is located near the eastern entrance to Azalea Hall. We will not have electricity. If you need electricity, you must provide your own approved, quite, smoke-less generator.

## **Cancellations**

If you choose to relinquish your space after your application has been processed, twenty percent of your payment will be retained as a processing fee. No partial refunds will be given after **Monday, May 22, 2017**.

The festival takes place rain or shine. **There are no refunds for inclement weather.**