



# 27<sup>th</sup> Annual Watsonville Strawberry Festival

Saturday, Aug. 6 & Sunday, Aug. 7 2022



Thousands of Visitors ♦ Limited Competition ♦ Easy Application Process

## ARTS AND CRAFTS VENDOR APPLICATION

[www.watsonvillestrawberryfestival.com](http://www.watsonvillestrawberryfestival.com)

**Location:** Downtown Watsonville

**Vendor Operation Hours:** Saturday, 8/6-11am to 8pm and Sunday, 8/7 -11am-7pm

Returning Vendor from 2019/2021?  Yes  No

Business name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone 1: (\_\_\_\_) \_\_\_\_\_ Phone 2: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**All vendors must have a valid Seller's Permit issued by the California State Board of Equalization**

**To obtain a Seller's Permit, please contact the California State Board of Equalization:**

**Website: [www.boe.ca.gov](http://www.boe.ca.gov) or Telephone (800) 400-7115**

Seller's Permit Number: \_\_\_\_\_

**(Required to sell) (ex: ch101-123456)**

City of Watsonville Business License Number: \_\_\_\_\_

Contact Person at Event: \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_

**Arts & crafts vendors are vendors who sell items that they personally create. No items that are imported, manufactured, mass-produced, or mass-marketed will be accepted in the festival's arts or crafts vendor area.**

Please list all items and prices you are requesting to sell. Photographs of the items should also be included with the completed application. All items are subject to approval.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**Vendor Space Fee**

**All space fees are based on a 10ft x 10ft booth area**  
**Business license to conduct sales on 8/6/22 & 8/7/22 required**

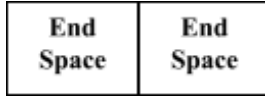
**If postmarked with deposit payment by July 15, 2022**

**\$350.00 Corner Space:** Provides two sides for sales or to display merchandise: QTY: \_\_\_x\$350= \_\_\_  
 (Common wall with another vendor with no adjacent booth to one side)

**\$325.00 End Space:** Provides two sides for sales or to display merchandise QTY: \_\_\_x\$325= \_\_\_  
 (Common wall with another vendor with 10ft gap between next vendor)

**\$300.00 In-Line Space:** Provides one side for sales or to display merchandise QTY: \_\_\_x\$300= \_\_\_

**Space Lay-Out Example**



**If postmarked with deposit payment by July 22, 2022**

**\$400.00 Corner Space:** Provides two sides for sales or to display merchandise: QTY: \_\_\_x\$400= \_\_\_  
 (Common wall with another vendor with no adjacent booth to one side)

**\$375.00 End Space:** Provides two sides for sales or to display merchandise QTY: \_\_\_x\$375= \_\_\_  
 (Common wall with another vendor with 10ft gap between next vendor)

**\$350.00 In-Line Space:** Provides one side for sales or to display merchandise QTY: \_\_\_x\$350= \_\_\_

**Phone Quote Space Fee:** Should you require any additional space, please phone for QTY: \_\_\_x\$ \_\_\_  
 additional space fee quote. Contact Monica Galvan at 831.254.5969.

**Electrical Fee (Optional)**

**No Generators Allowed!** The Festival will be open during daylight hours only. Booths will need to supply their own power cords, power strips, light fixtures, and bulbs. If you have your own battery powered light source and require no electricity, there will be no electrical fee.

**Warning:** Anyone found utilizing the festival power grid without paying the electrical fee will be immediately expelled from the festival area! All power must be hooked-up by festival staff.

\$50 Electrical Hook-up Fee: I want to purchase electricity. Please check: \_\_\_ Yes \_\_\_ No

**Electrical Equipment (Required if purchasing electrical power)**

Please indicate the number of Volts & Amps by selecting from the diagram below. List the number of appliances that will require electricity. All electrical equipment used MUST be UL approved.



**20 Amp  
Standard**



**15 Amp  
Standard**



**20 Amp 3 Pole  
Twist**



**20 Amp 4 Pole  
Twist Center Ground**



**30 Amp 4 Pole  
Twist**

Number of Appliances:

\_\_\_\_\_

**Equipment Rental (Optional)**

10'x10' Canopy Tent \$150.00 Quantity \_\_\_\_\_ x \$150.00 = \$ \_\_\_\_\_  
 Tent Rental includes delivery, set-up and strike of each 10'x10' canopy. (No walls)

**Total Fees Due: \$ \_\_\_\_\_**

## **Arts & Crafts Booth Additional Requirements**

### **MANDATORY WASTE REDUCTION AND RECYCLE FOR ALL EXHIBITORS, CONCESSIONAIRES, VENDORS**

In an effort to address environmental concerns, reduce waste-related expenses, and promote an environmental ethic to the public, the City of Watsonville maintains a policy of mandatory waste reduction and recycling for all exhibitors, vendors, and concessionaires. Violation of the policy can be grounds for revoking your participation in this event.

### **CITY BANS - Polystyrene/Plastic Foam/Styrofoam**

As per City Ordinance #1245-09 the use and distribution of products containing polystyrene/plastic foam/ styrofoam is prohibited. Food providers must use to-go food service ware that is biodegradable or compostable and clearly labeled with the BPI compostable logo (as defined by ASTM standards). Single-use plastic is prohibited, as is the use and distribution of straws, unless specifically requested by customers. Straw must be biodegradable and not wrapped in plastic. Inspections will be conducted during event and fines will be administered if non compliant. The use and distribution of single-use plastic bags is prohibited unless used for produce or cooked food.

### **WASTE REDUCTION REQUIRED**

Food vendors are encouraged to use the least amount of packaging and food service ware possible to reduce garbage generations. For example, an inexpensive paper plate creates much less waste than a clam shell container. When purchasing supplies for use at this event, please look for products made from recycled-content materials.

### **RECYCLING REQUIRED**

Vendors are REQUIRED by State and local law to recycle: cardboard, clean paper, newspaper, program flyers and advertisements, glass, metal, all plastics except polystyrene and other plastic foams, clean shrink wrap and film plastic using City-provided containers.

Please break down (flatten) all corrugated boxes and keep them in your vendor area for pickup by facility staff, or place them in any recycling bin marked "cardboard." Do not place them in public view or in walkways. Non-corrugated cardboard (thin cardboard) can be flattened and recycled along with the corrugated cardboard. Food contaminated cardboard is not recyclable.

### **LITTER MONITORING AND REMOVAL**

Vendors are REQUIRED to monitor the area surrounding their booth for litter, garbage, food waste and recycling problems. Vendors should remove litter immediately and regularly. If problems are noted with garbage or recycling containers, vendors must notify the food vendor coordinator immediately.

### **FOOD WASTE**

Food waste should be placed in a food scraps bin.

### **GARBAGE**

Plates, bowls, etc. that contain leftover food should be placed in the garbage. Paper cups and plates go in the garbage. Plastic (non-polystyrene) containers without food residue can be placed in the recycling containers.

## Arts & Craft Vendor Liability Waiver

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

**GENERAL RULES:** Festival staff will screen vendor applications to avoid any duplication that is not in the best interest of the event, although multiple vendors may be selected to sell identical or similar items. Past participation does not guarantee approval or priority. Space assignments will be made by staff. Vendors will be expected to supply everything necessary for their operation including: lights, power strips, cords, tables & chairs. Vendors found using the Festival's tables & chairs in their booth area may be expelled from the Festival grounds. Access to electricity & water is only available through prearrangement with staff. Vendors found with electrical power hooked up to the Festival power grid without paying the electrical fee will be expelled immediately from the Festival grounds. All power must be hooked up by festival staff. Vendors will be responsible for setting up and cleaning up their booth area. **Each space rental is only 10 X 10 unless additional space is rented. Vendors are prohibited from using any area in front, to the side or behind the space rented to them for any activities including, but not limited to, food prep, cooking, BBQ, storage or dining.** The Festival will be held regardless of weather unless staff determines that weather conditions could be harmful to Festival participants. In any and all cases, there will be **NO REFUNDS, NO GUARANTEES.** This event has a no refund for cancellation policy.

**LIABILITY and INDEMNIFICATION:** Vendor shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from activities at the Festival. The undersigned, in consideration of participation in this event, agrees to indemnify and hold harmless the City of Watsonville and release the City of Watsonville, its elected and appointed officials, officers, employees, volunteers, agents and sponsors and their employees, agents and volunteers from any and all liability for any injury to person or damage to property arising out of, or in any way connected with participation in this event, including any injury or damage caused by negligence of the City of Watsonville, its officials, officers, employees, volunteers, and/or agents.

***I have read the above and voluntarily sign this release and waiver of all liability and indemnity agreement. As a participant in the Festival, I understand the following regulations and agree to comply with them. The City of Watsonville and its staff reserves the right to deny any requests for any reason.***

Handwritten Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

**All booths require full payment. A 3% fee will be charged for all credit card transactions. Upon receipt of payment, the application will go to the review committee for evaluation and selection. If your application is not accepted by the committee, a full refund will be issued. Refunds typically take 3 to 4 weeks to process. Once the application is accepted, no refunds shall be given.**

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

Card Expiration Date: \_\_\_\_\_ Credit Card Type: Visa \_\_\_\_\_ MC \_\_\_\_\_

Credit Card #: \_\_\_\_\_ CVC# (On back of card): \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

I hereby authorize Arte del Corazon LLC to charge my credit card in the amount of \$ \_\_\_\_\_

Handwritten Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

### **Make checks payable to Arte del Corazon LLC**

A \$30 processing fee will be applied to accounts for checks/credit cards that are returned unpaid.

Mail To:  
161 Los Robles CT.  
Watsonville, CA 95076

Email: artedelcorazon831@gmail.com

