

Downtown Thursday

Food Music Shopping Art

2019 Vendor Guidebook

MAIN STREET



• HISTORIC DOWNTOWN •

OWATONNA

Let's meet in Downtown.

~Outside Event~

Dates: June 6, July 11, and August 1 2019

Time: 5 pm – 8:30pm

Table of Contents

Section 1: General Event Information.....	3
Section 2: Application Process.....	3
Section 3: Accepted Vendors.....	4
Section 4: Cancellations and Reimbursement.....	5
Section 5: Event Day Procedures.....	5
Section 6: All Food Vendors.....	6
Section 7: Commercial/Small Business Vendors	7
Section 7.1 Non-Profit Vendors	7
Section 8: Handmade Goods Vendors	8
Section 9: Additional Information	8

Thank you for your interest in the Downtown Thursday events! We are very supportive of our vendors and sponsors. We are excited to be bringing back this event for a 2nd year!

Section 1: General Event Information

1. **Dates and Time:** Thursday; June 6th, July 11th, and August 1st, 2019 from 5:00 to 8:30 pm
2. **Location:** Central Park and the 100 and 200 blocks of N. Cedar Ave.
3. **Expected Attendee Information:** Based on the 2018 event, we expect to have 3,000-5,000 attendees from the ages of 25-40 per event date.
4. **General Schedule per event:**

1:00 pm	MainStreet Team arrives on-site
3:00 – 4:30 pm	Load-in & Setup
5:00 pm	Market Opens
5:00 – 8:30 pm	Band/Entertainment
8:30 - 9:30 pm	Teardown and Load-out
5. **Street Closure:** 2:00 pm – 9:30 pm
6. **Event Contacts:**

Shirley Schultz, MainStreet Director	sschultz@owatonna.org 507-451-4956
Emily Volkmer, Group Tour Planner and Events Director	evolkmer@owatonna.org 507-451-7970
7. Additional Information can be found at <https://owatonna.org/downtown-thursdays/> or Downtown Owatonna Facebook Page

Section 2: Application Process

1. **Applications:** Applications will be considered if; the application is filled out completely, available dates are listed, contact information is filled out, and pictures of products/services are shared with Mainstreet Staff.
 - a. You can share pictures by emailing them to evolkmer@owatonna.org or sschultz@owatonna.org, dropping off a picture to the Owatonna Area Chamber of Commerce and Tourism, or call 507-451-7970 for additional options.
2. **Deadline:**
 - a. Priority Deadline is May 15, 2019
 - b. Will accept vendors up to 2 weeks before each event. If submitting application after May 15; know you will be on at the bottom of the list for booth placement or you might not be accepted as vendor if no more spaces are left. You do not have to pay to send in an application. Vendors who are selected to participate in the 2019 season will receive an approval letter and invoice.
 - c. If you plan to attend 2 or more Downtown Thursday events, please submit 1 application and specify which dates you will attend.
3. **Acceptance Date:** Final decisions will be made as listed below.
 - a. Final decisions will be made May 15, 2019
 - b. If there are not enough vendors signed up to do an event, we will accept applications and make final decisions on the following dates:

- i. For July 11th: Final decisions will be made June 12, 2019
- ii. For August 1st: Final decisions will be made July 10, 2019

4. **Categories:**

- a. **Food Vendors:** All vendors who sell food that are a restaurant or licensed food vendor
 - i. See **Section 6** for more details
- b. **Homemade Food Items:** All vendors who sell food that are **not** a restaurant or licensed food vendor
 - i. See **Section 6** for more details
- c. **Handmade Goods:** All vendors who sell products or services that are handmade by the person vending the products
 - i. See **Section 8** for more details
- d. **Commercial Business:** All vendors who sell products or services that are **not** handmade by the person vending the products
 - i. See **Section 7** for more details

5. **Business Elements Considered**

- a. Uniqueness and creativity
- b. Appeal to market
- c. Availability of space
- d. Electricity needs
- e. Availability for Events
- f. Photos of products/services

Section 3: Accepted Vendors

- 1. **Approved:** If selected vendors should receive each of the following documents; Vendor Guidelines and Rules Contract, Approval Letter through email, and an Owatonna Mainstreet Market Vendor License. All the documents except the approval letter, can be picked up at the Owatonna Area Chamber of Commerce and Tourism. Call 507-451-7970 to set up other arrangements.
- 2. **Payment:** Fees are listed below for each tier and/or vendor category. Payment must be received by the **Monday before** the event. Failure to do so will result in a \$5 late fee that is accepted up through the consecutive week. If the vendor does not pay by the date of the event, it will result in loss of booth space.

Licensed Food Vendor (Restaurants/Food Trucks)	\$100/ per event
Craft Home/Handmade Goods and Foods Vendor	\$25/ per event
Commercial/Small Business	Call for information- 507-451-7970
Non-Profits	Call for information- 507-451-7970
Sponsorship Opportunities	Call for information- 507-451-7970

- 3. **Payment cont.:** Do not submit payment with vendor application materials. Vendors who are selected to participate in the 2019 season will receive an approval letter and invoice. Payment

may be made by check, credit card, or cash no later than May 30, 2019 or a date agreed upon between Mainstreet staff and vendor.

4. **Agreements:** A verbal conversation without filling out a vendor application will not guarantee a booth at the event. You must fill out a Vendor Application and receive an acceptance documents to have a booth at Downtown Thursdays.
5. **Booth Area Assignment:** MainStreet will assign booths based on the following parameters:
 - a. Overall quality and diversification of the event layout
 - b. Proximity to vendor's establishment
 - c. Proximity to similar vendors
 - d. Electricity needs
 - e. Photos of products/services
6. **Electricity provisions:** If electricity is requested on the application, it is not guaranteed. Vendors will be notified what their electricity provisions will be. Plan on alternative options for your booth.
7. **Products Sold:** All products sold in a vendor's booth **MUST** have been initially approved through the application process. Vendors may not add products without approval.
8. **Sales Tax:** Vendor's responsibility

Section 4: Cancellations and Reimbursement

1. **Refunds:** All payments are non-refundable.
2. **Weather**
 - a. Event will occur rain or shine. Vendors must be prepared for outdoor weather elements.
 - b. Cancellations or delays may occur due to heavy rain, hail, high winds, lightning, or dangerous weather.
 - c. Communications will be sent via email to vendors the Wednesday before the event date if the weather looks threatening. The final decision will be made by the Wednesday before event date at 10:00 am.
3. **Vendor Cancellations:** A vendor must provide advance notice of cancellation so that MainStreet can fill the booth space. No refunds will be given.
4. **Termination:** MainStreet reserves the right to terminate any vendor in violation of any policy or procedure, including ill-behavior towards others, without warning. No refund will be given.

Section 5: Event Day Procedures

1. **Arrival:** Upon arrival all vendors must check-in with Mainstreet staff before setting up your booth. You will receive your booth assignment location by Mainstreet check-in staff only. You must show the Owatonna Mainstreet Vendor Night Market License when you check-in.
2. **Downtown Businesses:** If you are putting up a booth outside your business, please check-in with staff BEFORE setting up your booth to ensure no one will move into your assigned location. You may not set up your booth until 3:30pm unless approved by Mainstreet staff before the event.
3. **Event Hours Policy:** All vendors must be set up to take sales during event hours. If a vendor sells out of product, booth must still be staffed throughout the duration of the event. This ensures a full and safe market area.
4. **Booth Setup:** All vendors must provide the following:

- a. 10' x 10' or 10' x 20' (Depending on assigned space) canopy tent. The tent must be weighted with at least 30 lbs. per leg. (Concrete blocks for example)
 - b. Seating for booth staff is highly recommended. It will get long and tiring if you plan to stand the whole event. We will not provide any seating for your booth.
 - c. A sign or banner with your business' name is highly recommended. All signage must only be affixed to the vendor's tent.
 - d. Business cards
 - e. Marketing coupons, giveaways, selfie stations, vouchers, etc.
 - f. Tables, stands, chairs, etc.
 - g. Creativity and style- make your booth stand out! If your business does not have a handmade product to sell, consider engaging the customer with giveaways, vouchers, and/or games.
- 5. Load-In & Setup**
- a. No vehicles will be allowed in the market area until 3:00 pm.
 - b. Food vendors may begin load-in at 3:00 pm. They may do so beforehand if previously communicated AND authorized by MainStreet.
 - c. Other vendors may load-in at 3:30 pm.
 - d. Load-in procedure
 - i. Slowly drive to assigned booth (you will be directed by staff)
 - ii. Quickly unpack vehicle
 - iii. Slowly drive out of event area to designated parking area before beginning to set up
 - iv. Display Owatonna Mainstreet Market Vendor License given to you by Mainstreet staff.
- 6. Teardown & Load-Out**
- a. Pack up all product, booth equipment, and tent
 - b. Retrieve vehicle from parking area and drive slowly to booth space
 - c. Load vehicle and slowly drive out of event area
- 7. Parking**
- a. No vendor vehicles or trailers will be allowed to remain in event area during event hours.
 - b. Vendor parking will be available in the back lot of Owatonna Area Chamber of Commerce and Tourism (320 Hoffman Dr).
- 8. Sanitation:** The provided waste/recycling containers in the event area are for attendees only. Vendors must collect all their own trash and haul it away upon load-out.

Section 6: All Food Vendors

1. **Sampling:** All vendors that plan to sample food items **must** comply with the Minnesota Department of Agriculture. Failure to do so may result in discontinuation of operation.

2. **Selling Homemade Ready to Eat Foods:** A sign **must** be posted that food items were not produced in a commercial kitchen and consumers are eating at their own risk. Products **must** have a label that includes a list of ingredients and the vendor name and address.
3. **Price:** If you are not a licensed food vendor/truck/restaurant, your products are homemade, and/or your product is prepackaged, you qualify to be a Handmade Food Vendor.
4. **Licensing:** All food and beverage vendors **must** have licensing required by the City and State as it pertains to outdoor markets and festivals. Vendor Caterers selling alcohol must provide their own liquor liability insurance to MainStreet staff by May 31. MainStreet staff will provide copies to the City of Owatonna.
 - a. Vendors must also display Owatonna Mainstreet Market Vendor License.

Section 7: Commercial/Small Business

1. **Product:** You may not sell any products or services that you yourself have not handmade. Instead of selling product, consider having a giveaway (keychains, bottles, etc.), limited time vouchers, flyers encouraging foot sales, interactive games or stations, bags with logos on them, etc. Encourage customers to check out your store and products during and/or after the event.
 - a. If you do want to sell product at this event, they must have been approved by Mainstreet staff.
 - b. Check these websites to help get ideas for what to provide at your booth:
 - i. <https://tigriseventsinc.com/effective-trade-show-booth-ideas/>
 - ii. https://blog.volunteerspot.com/volunteer_guru/2014/06/11-ways-to-make-your-booth-stand-out.html
 - iii. <https://blog.hubspot.com/insiders/how-to-create-a-trade-show-booth>
2. **Sponsorship Opportunities:** Downtown Thursdays does have sponsorship opportunities for commercial/small businesses. If you are interested in your brand/business having more visibility during the events, please contact Mainstreet Staff for more information.
3. **Booth Expectations:** If you have a business downtown and plan to have a booth, you must have someone stationed at your booth for the entire event. Do not leave product or giveaways unattended.
4. Vendors must also display Owatonna Mainstreet Market Vendor License.

Section 7.1: Non-Profits

1. **Product:** You may not sell any products or services that you yourself have not handmade. Instead of selling product, consider having a giveaway (keychains, bottles, etc.), limited time vouchers, flyers encouraging foot sales, interactive games or stations, bags with logos on them, etc. Encourage customers to check out your store and products during or after the event.
 - a. If you do want to sell product at this event, make sure to approve them with Downtown Thursday staff
 - b. Check these websites to help get ideas for what to provide at your booth:
 - i. <https://tigriseventsinc.com/effective-trade-show-booth-ideas/>
 - ii. https://blog.volunteerspot.com/volunteer_guru/2014/06/11-ways-to-make-your-booth-stand-out.html
 - iii. <https://blog.hubspot.com/insiders/how-to-create-a-trade-show-booth>

2. **Sponsorship Opportunities:** Downtown Thursdays does have sponsorship opportunities for non-profits. If you are interested in your brand/business having more visibility during the events, please contact Mainstreet Staff for more information.
3. **Booth Expectations:** You must have someone stationed at your booth for the entire event. Do not leave product or giveaways unattended.
4. Vendors must also display Owatonna Mainstreet Market Vendor License.
5. **Pricing:** Please call 507-451-7970 to discuss pricing options.

Section 8: Handmade Goods

1. **Booth Expectations:** You must have someone stationed at your booth for the entire event. Do not leave product or personal items unattended. If you run out of product, feel free to use this time to promote your product and encourage future visits from customers.
2. Vendors must also display Owatonna Mainstreet Market Vendor License.
3. **Product:** All product must be approved by Mainstreet Staff beforehand. You must handmake your products yourself.

Section 9: Additional Information

1. You must be 18 years or older to be a vendor.
2. MainStreet staff is not responsible for any damages or accidents that take place due to the event.
3. Vendors are expected to attend all markets for which they are scheduled/listed on application.
4. Vendors must notify Mainstreet staff if they are NOT coming to the event. Notice must be given in one of the following ways NO LATER than 11 :00 a.m. on event day:
 - a. Call 507-451-7970
 - b. Send an email to evolkmer@owatonna.org or sshultz@owatonna.org
5. All authorized vendors participating in the event shall be individually and severally responsible to MainStreet for any loss, personal injury, deaths and/or any other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees and all vendors hereby agree to indemnify and hold MainStreet harmless from any loss, cost, damages and other expenses, including attorneys' fees suffered or incurred by MainStreet by reasons of the vendors' negligence or that of its servants, agents and employees, provided that the vendors shall not be responsible nor required to indemnify MainStreet for negligence of the City, its servants, agents or employees. No insurance is provided by MainStreet to participate in the street market.
6. MainStreet reserves the right to make changes to event procedures and information within this guidebook.
7. Failure to comply with rules may result in losing your booth location for future Downtown Thursday events.

Feedback

The Mainstreet Staff encourages feedback about Downtown Thursday. Both positive comments and constructive criticism about all aspects of each event may be sent the following ways:

1. By phone: 507-451-7970
2. By email: evolkmer@owatonna.org or sschultz@owatonna.org
3. By mail: Shirley Schultz, 320 Hoffman Dr, Owatonna, MN 55060
4. A vendor may be asked to provide their comments in writing.