

Dear Vendor,

Thank you for your interest in the Cap & Town Festival. The Cap & Town Festival will be held on May 14, 2010 in recognition of all Merced area graduates. We anticipate many people, especially families in Downtown on May 14, 2010. To ensure everything runs smoothly, please note the following:

- A Special Events Business License is required only if you do not already have a business license within the City of Merced; the cost is \$12.50.
- Vendor registration fees are payable to the City of Merced Redevelopment Agency at 678 W. 18th St. Merced, CA. 95340.
- Completed Vendor applications are to be submitted to Merced Visitor Services, 710 W. 16th Street, Merced, CA. 95340.
- Food Vendors must secure a Food Facility Permit through Merced County and abide by all County Health regulations.
- Producers must possess a Certified Producer's Certificate to participate.
- Set up time is from 3:00 pm to 4:45 pm. Booths must be set up by 5:00 pm.
- Confirmation of location and space number will be sent to you prior to the event.
- Applications will be taken on a first paid, first served basis.
- All Vendors will be required to bring their own tables, chairs, table coverings, canopies, signage and display material. Booth spaces must be well represented.
- Vendors requiring electricity must bring their own extension cords and generators. The City will not provide electricity.
- Booth space is 10'x 10'
- All Vendors will be required to stay for the entirety of the Cap & Town Festival (5:00 pm – 11:00 pm).
- Downtown businesses and restaurants within the City of Merced Downtown Business Improvement District have participation priority.
- The City of Merced reserves the right to reject any vendor and cancel any application without cause.
- The City of Merced reserves the right to locate vendors at it sees fit.
- Deadline to turn in application and payment is **May 5, 2010.**
- There are NO REFUNDS for NO SHOWS, rain or shine.

Again, thank you for your interest in being a vendor at the Cap & Town Festival. We look forward to working with you in creating a very memorable downtown experience. Should you have any questions, please call me at (209) 724-8105.

Sincerely,

Karen Baker
Development Associate, Merced Visitor Services



Cap & Town 2010

Date: May 14, 2010

Time: 5:00 pm—11:00 pm

City Application Form~ PRODUCER/GROWER

Name _____

Please list your products and price range:

Address _____

_____ \$ _____

City _____ State _____ Zip _____

_____ \$ _____

Phone _____

_____ \$ _____

Fax _____

_____ \$ _____

Email _____

***Vendor fee is \$35.00**

There are NO refunds for no shows.

Include a copy of your City of Merced Business License. A Special Events Business License is required only if you do not already have a business license with the City of Merced. The cost is \$12.50. A Special Events Business License Application is attached for your convenience.

Due to a limited number of vendor spaces, applications will be taken on a first paid, first served basis. All vendors will be required to bring their own tables, chairs, table coverings, canopies and signage. Booth spaces must be well represented. Any booth needing electricity must provide their own extension cords and generators.

Eligibility: Farmers/Producers must obtain a Merced County Certified Producer's Certificate and abide by all Merced County Department of Agriculture regulations.

Booth Space is 10' x 10'

Confirmation of location and space number will be sent to you prior to the event. Set up time begins at 3:00 pm and all booths must be set up by 5:00 pm on May 14, 2010.

Deadline: May 5, 2010

***Businesses within the City of Merced Downtown Business Improvement District have participation priority. The City of Merced reserves the right to reject any vendor and cancel any application without cause. The City of Merced also reserves the right to locate vendors as it sees fit.**

I understand that the City of Merced shall not be liable for the results of any accident, damage theft or any other loss to the Vendor, or to any person or article employed by or in the possession of the Vendor while on the grounds of the Cap & Town Festival, whether such occurs during the time of preparation, the period of occupancy or at the time of removal from the Cap & Town Festival grounds.

I understand that if I am accepted as a participant in the Cap & Town Festival, I agree that photographs or slides of me, and/or my work/produce may be used by the City of Merced for promotional and publicity purposes.

Signature _____ Printed Name _____ Date _____

Checks and money orders are to be made payable to the City of Merced Redevelopment Agency, 678 W. 18th Street, Merced, CA 95340. Applications are to be delivered in person to: Merced Visitor Services, 710 W. 16th St. Merced, CA. 95340 (209) 724-8105, FAX (209) 723-1780

How to Participate: PRODUCER

*** Producers must have a Certified Producer's Certificate to participate.**

1. Contact Karen Baker at (209) 724-8105 to inform her of your intent to participate and to reserve your space.

2. Complete and submit the Cap & Town Festival application form to the address listed below, no later than **May 5, 2010. Participation fees must be included. (Make check or money order payable to: City of Merced Redevelopment Agency)**

Please return the Cap & Town Festival application form to:

Merced Visitor Services
710 W. 16th Street
Merced, CA. 95340
P: (209) 724-8105
F: (209) 723-1780
bakerk@cityofmerced.org

3. The Special Events Business License Fee form and payment must be taken in person to the City of Merced Finance Department at 678 W. 18th St. Merced, CA. 95340. The \$12.50 Special Events Business License Fee has to be paid before May 14, 2010.

***If you already have a Business License to sell your products within the City of Merced, the Special Events Business License Fee does not apply.**

Additional Information:

- Make checks payable to "City of Merced Redevelopment Agency"
- Set up time begins at 3:00 pm. Booths must be set up by 5:00 pm.
- The registration fee includes an insurance policy
- There will be security during the festival though no guarantee as to the security of your possessions can be made
- Participants are required to stay for the entire event (5:00 pm – 11:00 pm)
- Confirmation of location and space number will be sent to you prior to the event.

Please contact Karen Baker at (209) 724-8105 or bakerk@cityofmerced.org for more information.

*Applications will be taken on a first paid, first served basis. Businesses within the City of Merced Downtown Business Improvement District have participation priority. The City of Merced reserves the right to reject any vendor and cancel any application without cause.



CITY OF MERCED

Finance Department - Business License Application - Special Events

678 West 18th Street
Merced, California 95340
(209) 385-6843

Business Name _____ Date of Application _____

Business Address _____ City _____ Zip _____

Mailing Address _____ City _____ Zip _____

Type of Business (Give Full Description) _____

Type of Organization: Corporation Partnership Sole Owner Other _____

Federal Tax ID # _____ State Tax ID # _____ State Sales Tax # (Required) _____

Name of Owner _____ Home Phone (____) _____
Address _____ Social Security # _____
City/State/Zip _____ Date of Birth _____

Name of Owner _____ Home Phone (____) _____
Address _____ Social Security # _____
City/State/Zip _____ Date of Birth _____

Name of Owner _____ Home Phone (____) _____
Address _____ Social Security # _____
City/State/Zip _____ Date of Birth _____

Emergency Contact (Primary) _____ Phone No. _____

Emergency Contact (Secondary) _____ Phone No. _____

Name of Event _____

Event Date(s) _____

NOTE: If you are a food vendor, a copy of your health certificate is required.

The undersigned applicant does hereby agree to indemnify and hold harmless the City of Merced, its officers, agents, and employees from any and all liability, costs, damages, or injuries to persons and damage to property which may arise out of or in any way be connected with the business.

Signature _____ License Fee \$ _____

Title _____ Date _____ Penalty \$ _____

Total Due \$ _____

License # Issued _____

(FOR FINANCE OFFICE USE ONLY)

Date Billed _____ Classification _____

Total Due \$ _____ Account No. _____

Verified By: _____