



Melbourne Art Festival 2023 April 22 & 23, 2023, Wickham Park Food/Drink Vendor Information

Thank you for your interest in offering food vending services to Melbourne's premier Art Festival. This year, the Melbourne Art Festival is celebrating its 38th anniversary by transforming Wickham Park into a celebration of art, inspiration, and imagination complete with one-of-a-kind artwork, live music, an array of beverages, and a spectacular collection of food. Spectators will fill the park to purchase unique artwork and dine on amazing food.

Overview

- Melbourne Art Festival, Inc is accepting food and drink vendor applications for the 38th Annual Melbourne Art Festival (MAF) to be held at Wickham Park on Saturday and Sunday, April 22-23, 2023. Hours of operation are 9am-5pm Saturday and 9am-5pm Sunday.

Vendor Application

- It is the sole discretion of the MAF to approve applications.
- The Application form should be printed out and completed by hand. Scan the completed document and email it to the Point of Contact listed at the end of this document.
- The vendor application must be filled out in its entirety - incomplete applications will be rejected.
- Unsigned forms will not be accepted.
- Failure to meet deadlines for providing information and payments will result in a rejected application.
- The following is required to be submitted with this application:
 - \$100 non-refundable Application fee
 - Map, sketch, or photos of booth/set-up including details of electrical requirements (if applicable, see discussion later)
 - A copy of your menu of items to be sold
 - Signed Indemnification Agreement (*Print the Indemnification Agreement, enter the required information, sign the "Agreed to by" section, scan the completed document, and return electronically and return to the MAF. A representative of the Melbourne Art Festival will complete and sign the "Witnessed by" section and acknowledge doing so by returning a copy to you.*)
- Upon Application submittal, the MAF committee will respond with acknowledgment of application receipt, verify status, negotiate food style/menu if necessary, and verify the amount of the fee/tax.
- Vendor fees are required to be paid in full by March 15, 2023. Make checks payable to Melbourne Art Festival, Inc. Other methods of payment are negotiable.
- Only vendors who have completed the application process and paid fees by the designated date will be sent an acceptance email and parking pass.
- At no time will any vendor who has not submitted a completed application, failed to pay fees in full, and/or does not possess a hard copy of the acceptance email and parking pass be considered an authorized vendor at the 2023 MAF and will not be allowed to enter the festival site, set up for operations, and/or perform business at the 2023 MAF. Violators will be escorted off the premises.

Fees and Sales Tax

- The fee structure has changed from previous festivals. Please read carefully. Fee distinction between “Food Court”, “Concession” and “Food Truck” no longer applies.
- Fees listed are for both days of the festival and include electricity and water as applicable and noted in later discussion.
- All vendor fees include applicable taxes.
- Vendor space fees are Tier based only on size of space requested. Note: The frontage length includes the *FULL length of set-up including vehicle appendages and trailer tongue*.
 - Tier 1 (10-foot frontage for small cart/single product foods with no utilities): \$428
 - Tier 2 (up to 20-foot frontage; includes utilities in some locations): \$642
 - Tier 3 (20+ foot frontage) fees to be negotiated depending on size if event space is available; contact Sal D’Amato, (321) 408-8445
 - A width/depth no greater than 10 feet is required in many locations and strongly preferred elsewhere; see later discussion

Set up and tear down of Vendor spaces

- **Set Up**
 - Food vendor space set-up will only be available from 10am to 3pm on Friday, April 21, 2023, unless an exception is negotiated.
 - No set ups will be allowed on the days of the event (April 22 & 23, 2023) unless an exception is granted.
- **Tear Down**
 - Food vendors must vacate Wickham Park as soon as practical on Sunday afternoon, however the *tear down of Vendor spaces will not be allowed until a minimum of 30 minutes after the end of the event (5:30pm) on April 23.*
 - Under no circumstances will vendor vehicles (cars, trucks, trailers, carts, RV’s, etc.) be allowed to enter, leave, or drive through the festival except for specified set up and tear down times. This stipulation is intended to ensure the safety of the attending public, participating artists and the artists’ property.
- **Exceptions**
 - Although not guaranteed, arrangements may be requested for special arrival and set-up times. Tear down times are not negotiable. Contact Sal D’Amato, (321) 408-8445 for more information.

Vendor Site Assignment Information

- Although you *may* request a specific festival location, vendor locations will be assigned in accordance with the best interest of the festival, which the MAF Board, at its sole discretion, shall have the right to decide. Once assigned, vendor location is not negotiable.
- Vendor agrees to occupy only booth space as assigned.
- Vendor booth must be open, operational, and staffed during all regular festival hours.
- Vendor spaces will be available in dedicated food areas (“Food Courts”) and in standalone spots distributed around the festival site (“Concessions”).
 - As noted above, set-up width/depth no more than 10 feet is strongly preferred and is required in many cases.
 - Vendor set-up requiring a depth of more than 10 feet MUST be negotiated with the MAF
 - Standalone spaces with greater than 10 feet frontage may be available but limited in number. Contact MAF.
 - Vendors with cooking surfaces or apparatus NOT located within a self-contained trailer or vehicle MUST be in a Food Court (MAF will provide an additional 5 feet of depth for location of cooking surfaces in order to comply with City of Melbourne fire code; fire code verbiage can be provided upon request).
 - Vendors are NOT allowed to park their storage vehicles or personal vehicles next to their set-up. MAF will make every effort to provide designated parking within reasonable distance of your set-up.
- Space is limited. We encourage you to apply early and to meet all deadlines.
- MAF committee members will direct accepted vendors to their designated location(s) and to dedicated parking areas for transportation/storage vehicles.

- The vendor's location will be based on the size of the set-up. The Vendor Application requires the width, length, and height of the set-up vehicle to be stated.
- MAF prefers to limit individual space frontage to 20 feet to maximize the number and variety of vendors, however additional frontage may be available at a Tier 3 fee (to be negotiated).
- Do not request more space than your normal set-up requires. This will allow us to accommodate the maximum number of vendors.
- Only one point of sale/vendor/applicant/corporation may occupy a single space for which a fee is calculated. Multiple points of sale within a single space in an obvious attempt to reduce fees will not be allowed.

Menus

- It is the sole discretion of the MAF to approve vendor menus.
- MAF will not guarantee vendor exclusiveness of any food type or variety.
- Potential vendors must submit a menu of the food/beverages they will be selling at the festival.
- Prices for available menu items must be prominently displayed during festival operating hours.

Beverages

- Accepted vendors may sell NON-ALCOHOLIC beverages from their point of sale. Sale of ALCOHOLIC beverages is the exclusive right of MAF.

Utilities

- Electric power and water will be available in the Food Court and electric power may be available in other selected locations (concessions). Vendors must indicate their desire for utilities on the application and provide DETAILED information regarding their power requirements. MAF's ability to honor requests for utilities will be communicated as early as possible, but utilities will not be possible in all locations.
- Electricity is available in Wickham Park at limited locations and in limited quantities. Vendors must provide detailed information on power requirements including voltage (120V or 240V), approximate maximum current usage (amperage) and a description of the required connectors (photographs or standard part numbers). Please avoid making unusual or unreasonable requests as these affect our ability to service the maximum number of vendors.
- Vendors may provide their own power using generators. Those doing so MUST use an inverter type, QUIET generator that does not disturb other nearby food and art vendors or the public.
- Water will only be available in the main Food Court.
- MAF will run electric and water distribution to the rear of each applicable Vendor location. Vendors are NOT allowed to connect to utilities using their own equipment unless previously arranged.

Insurance, Licensing, and Permits

- Our insurance carrier requires that ALL exhibitors and vendors appearing at the MAF have Commercial General Liability Insurance including Products Liability Coverage. The minimum amount of coverage for General Liability is \$1M. We must receive a proper and completed Certificate of Insurance (Accord 25 COI) with Melbourne Art Festival listed as the Certificate Holder within 1 week of application submittal. **This form MUST be sent electronically and directly from your insurer to Melbourne Art Festival at one of the points of contact listed below. HAND-CARRIED OR HARD COPY WILL NOT BE ACCEPTED.**
- Accepted vendors MUST comply with all State and Local health and safety regulations, and obtain all required licenses, permits and insurance. Proof of license is required with application submittal.
- The MAF site (Wickham Park), including independent food vendor locations, is subject to City of Melbourne Code Compliance. *An inspection will take place on Saturday morning before operation is allowed.* You may be required to produce documentation of compliance.

Address and Points of Contact

Direct questions or submit documentation to the points of contact listed below.

Melbourne Art Festival mailing address

Melbourne Art Festival

PO Box 611

Melbourne, FL 32902

Committee Points of Contact

- For general information, questions and negotiations of fees, locations, etc. please contact Sal D'Amato, (321) 408-8445, sal@melbournearts.org
- Please submit completed applications and other paperwork to Carol Fischler, carol.fischler@gmail.com