



Center Street Daze Festival 2019 Vendor Guidelines and Application

<http://centerstreetdazefestival.com> - centerstreetfestival@gmail.com

414-502-9545

Saturday, August 10th 2019, 11AM to 7PM, Rain or Shine
On Center Street between Holton and Humboldt

Dear Festival Vendor:

Thanks for your interest in being a part of Center Street Daze Festival's 22nd Anniversary. We're proud to be a representation of local businesses and a strong Riverwest tradition. The last 22 years have been great fun and we look forward to another 22! But the last 22 years haven't been possible without providing festival vendors with the best guidelines, practices, and rules that we could learn to encourage a fun, safe, and welcoming time for all. As such, we do have some guidelines, rules, and reminders for you before you apply to vend at Center Street Daze:

Guidelines and Rules

We don't allow vendors to amplify music.

We already have several stages with multiple bands throughout the day, as well as music happening inside a few venues along Center Street. Not only do we not want to take away from those performing, but we want to encourage interaction from customers with your business - a blasting stereo doesn't accomplish this.

We reserve the right to limit questionable merchandise.

Center Street Daze sees festival goers of all ages. Not only do we want to provide a family friendly atmosphere, but we also strive to provide a safe atmosphere. For these reasons, if we see merchandise that we think may impinge on these goals, we reserve the right to ask you to remove it from the premises.

Food Vendors must obtain applicable city permits

We do not allow food vendors without the relevant city permits. For more information on obtaining a city permit, please call 414-286-2238.

“Day Of” Entries are accommodated as available

Sometimes, not all of our available vendor locations will be filled. Most of the time this is due to a vendor not showing up or cancelling. We do allow these spots to be filled day-of the event, with an additional \$10 fee.

Entrance Fee is Non-Refundable

Our entrance fee is non-refundable for any reason or under any circumstance.

Desired Location

We will try to accommodate your location preference; however, some blocks fill up quickly. Please address specific concerns in the comments section of the application.

Payments

Checks or money orders accepted payable to:
Riverwest Business Association % Center Street Daze Festival

Mail payments to:
PO Box 12267, Milwaukee, WI 53212

Drop payments off at:
Truly Spoken Cycles, 600 E Center St, Milwaukee, WI 53212

If you need to submit your application in person, **please submit the last two pages to Truly Spoken Cycles** or to our PO Box listed above, along with your payment.

How The Day Goes

Set Up

Set up begins at 8:30AM. When you get to Center Street, check in with festival staff at the table on Bremen or Pierce.

Vehicles must be off the road by 10:30AM

11AM: Festival Starts

7PM: Festival Closes

Your booth must be taken down no later than 8:30PM. Traffic will be allowed on Center Street after 9PM, so plan accordingly.

Tips

Bring a canopy or tent to keep cool or dry. Make sure you show up with all of the chairs, tables, displays, and necessary equipment. Make sure you bring change for cash sales. Electricity is not provided, so make sure you have a generator or other power source if necessary.

Keep the vendor guidelines for your reference.

Application

Your Name: _____

Group or Business Name: _____

Contact Phone Number: (____)____-____ Can we text you? Circle Y/N

Email Address: _____

Short Description of Food or Merchandise to be sold:

Desired Location (rank in order from 1 to 6, 1 being most preferred, 6 being least preferred)

Humboldt & Weil (1000 Block)___

Weil & Bremen (900 Block)___

Bremen & Fratney (800 Block)___

Fratney & Pierce (700 Block)___

Pierce & Booth (700 Block)___

Booth & Holton (600 Block)___

Fees

Early Bird rates applicable if paid by July 30th, 2018.

\$5 service charge if paid after August 3

\$10 service charge if paid day of

Check all that apply:

Merchandise or Service Vendor

\$55: (10x10 booth space)

\$15: (additional 10x10 space)

Food Vendors

\$70.00: (10x10 booth space)

\$15.00: (additional 10x10 space)

Non-profits

\$20.00: (10x10 booth space)

Additional Comments:

By signing this form, I, _____, agree to the following:

Your Name Here

- I have read, understand, and will comply with the guidelines and regulations established by the festival committee and the City of Milwaukee
- I have or will obtain any necessary vending permits required by the City (for food vendors)
- I understand that if I do not abide by the guidelines and regulations established by the festival committee and the City of Milwaukee that my booth may be closed without warning and without refund.
- I agree not to hold the festival committee, the festival, Riverwest Neighborhood Association, Riverworks, or any agents, officers, or employees of the aforementioned responsible for any loss or damages incurred on the day the festival occurs.
- I agree not to hold the festival committee, the festival, Riverwest Neighborhood Association, Riverworks, or any agents, officers, or employees of the aforementioned responsible of any claim, damages, costs, or cause of action which I have or may in the future have as a result of injuries or damages sustained or incurred while on and/or upon the premises of the Center Street Daze Festival as a vendor.

Applicant Signature

Date ___/___/2019