



WHERE CULTURE & COMMUNITY MEET

27th Annual Lemon Festival Food Vendor Application

Saturday, August 17, 2024 (11AM – 6PM)

Chula Vista has a juicy history with lemons. In the early 1900s, the town's boom in citrus growth gave it the title, "Lemon Capital of the World." For the past two and a half decades, we've celebrated that legacy with the Lemon Festival: a citrus-centric community event, welcoming tens of thousands of attendees to Downtown Chula Vista. This free-to-attend festival features lemon-infused activities, live music, lemon themed contests, lemony snacks and beverages, and countless other sweet and sour vendors and activities to enjoy with family and friends.

Space is limited. Register early!

- Registration Deadline:** **Weds, July 17th, 2024**, or until spaces are filled. No walk-on vendors will be accepted.
- Late Registration Fees:** After July 17th, 2024, add \$50.00
- Event Hours and Set Up:** **Saturday August 17 from 11AM to 6PM.** Set up is between 6AM and 9AM. Vehicles will be allowed to drive onto Third Avenue to unload. Do not begin assembling your booth until after your vehicle has been removed from the street. All vehicles must be removed from the street by 9AM. Cars will not be allowed back on the street until the event ends. No early departures.
- Food Vendors:** Vendors with lemon themed drinks and food offerings will be prioritized.
- Parking:** Free, ample parking is available. Load In information will be sent prior to the event.
- Review Process:** Space assignments will be made on a first come, first serve basis, and will go through a review process for acceptance or denial. All vendors are subject to review and DCVA (Downtown Chula Vista Association) reserves the right to refuse space to anyone. Photos of your booth and items sold are required by all vendors.
- Space Assignments:** DCVA will place all vendors. You may request a space on your application but there will be no guarantees. Vendors will receive a space assignment number and map ahead of the festival.
- Sales Information:** DCVA reserves the right to determine if a business, organization, or activity is suitable for the Lemon Festival. Please list all items that you will be selling on the application. DCVA reserves the right to request removal of items that are not listed on the pre-approved vendor application.
- Health Permits:** All food vendors must have current and up to date San Diego County Health Permits, Seller's Permit and Certificates of Insurance. Please call SD County Health Department at 619-229-5400 if you have any questions. Describe all food items to be sold on the application.
- Fees:** Fees vary by space size and are non-refundable. **Upon acceptance each vendor will be emailed an invoice from Square.com. Payment via Square includes a 3.5% Credit Card Processing fee.** If you prefer to mail a check, please make checks payable to *Fuse Events* and mail to 2210 Columbia Street, San Diego, CA 92101.
- Sales Tax:** Vendors must submit a copy of your valid California Sellers Permit (state sales tax license) with application. Vendors are responsible for collecting and reporting sales tax.
- Electrical:** Electrical power will be available for all vendors at an additional cost of \$150. You will be required to supply a plug or UL adapter to match, plus 100 feet of heavy-duty cord. Each vendor is responsible for taping down their own cords. DCVA has the authority to remove unsafe set ups.
- Clean Up:** All vendors are responsible for cleaning up their booth space and for being courteous festival neighbors. Those vendors whose spaces are not returned to original conditions will be denied entrance next year.

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Business Name					
Contact Name					
Address					
City		State		Zip	
Phone Number		Email Address			
Website Link					
Social Media Link					

Food Product Description

Please include a photo of your food booth, menu items, and pricing with your application.

Lemon Theme

Describe proposed lemon themed product. Lemon component is required for this cheerfully themed festival.

Please provide a copy of each permit with this application:

San Diego County Health Permit #	
Sellers Permit #	
Certificate of Insurance: <i>Name Downtown Chula Vista Association as additionally insured for \$1,000,000 per occurrence, \$2,000,000 aggregate.</i>	

Food Vendor Space Fees

- 10'X10' Space Only - \$500
- 10'X20' Space Only - \$975
- 10'X20' Food Truck Space - \$975

Additional Fees

Late Registration (After July 16 th) - \$50	
Electrical Hook Up - \$150	
Equipment Bundle: 1 Table & 2 Chairs - \$50	
10'X10' Pop Up Rental (no walls) - \$150	
10'X20' Pop Up Rental (no walls) - \$300	
Corner Location - \$200	
<small>*Not a Guarantee. Only if available at time of assignment</small>	

Please send completed application, booth photo, and copies of required paperwork to: hannah@fuseevents.com

Upon acceptance each vendor will be emailed an invitation and invoice from Square.com. Payment via Square includes a 3.5% Credit Card Processing fee. If you prefer to mail a check, please make checks payable to *Fuse Events* and mail to 2210 Columbia Street, San Diego, CA 92101. All fees must be paid to confirm participation.

The Downtown Chula Vista Association and Fuse Events assume no responsibility for any loss, damage, injury, or claim arising out of the participant's acts or omissions in the 27th Annual Lemon Festival. Further, participant (indemnitor) shall defend and indemnify the Downtown Chula Vista Association and Fuse Events (indemnitee) for the negligence, fault, misconduct, and liabilities caused by the participants (indemnitor) should said negligence, fault and/or misconduct led to the filing of a claim or legal action, including but not limited to attorney fees and court costs. Once a vendor has been accepted, there will be absolutely **NO REFUNDS** of vendor fees. The no refund policy includes situations in case of inclement weather, acts of nature or restrictions by governmental agencies to cancel the event over which DCVA has no control. All vendor applications are subject to review and receipt of application does not guarantee a space. We are not responsible for stolen or damaged items. The applicant agrees that it is his/her responsibility to carry appropriate insurance.

Applicant Signature: _____ Date: _____