



# 27<sup>th</sup> Annual Lemon Festival Merchandise 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 merchandise. You may 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 onto the street until the close of the event. No early departures.
- Vendors:** Examples of **merchandise vendors** include booths selling home décor, clothing, accessories, arts & crafts, beauty supplies, and pre-packaged food to be consumed later. Vendors with lemon themed merchandise and activities 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. Approval notice will be sent within 2 weeks.
- 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 prior to 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:** Vendors serving or selling consumable items (including prepackaged food), must submit a TFF health permit with this application. Please call the SD County Dept. of Environmental Health & Quality (DEHQ) Temporary Events at 858-505-6809 if you have any questions. Describe all food items to be sold on this 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, 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 is available for vendors at an additional cost of \$150. You will be required to supply a plug or UL adapter, plus 100 feet of heavy-duty cord. Each vendor is responsible for taping down their own extension cords.
- Clean Up:** Vendors are responsible for cleaning up their booth space and for being courteous festival neighbors. Spaces 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			

### Merchandise Description

Describe all merchandise, promotional, or concession items to be sold or distributed (photos required for all vendors).

### Lemon Theme

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

### Please provide a copy of each permit with this application:

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

### MERCHANDISE VENDOR SPACE FEES

Standard Vendor Space Fees <small>(Vendors bringing own tent must have certified fire-retardant tent.)</small>	DCVA Vendor Space Fees <small>(Business license holders within Third Avenue)</small>
10'X10' Space Only - \$300	10'X10' Space Only - \$250
10'X20' Space Only - \$575	10'X20' Space Only - \$475

### Additional Fees

Late Registration (After July 16 <sup>th</sup> ) - \$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](mailto:hannah@fuseevents.com)

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, 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 27<sup>th</sup> 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 lead 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 DVCA 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: \_\_\_\_\_