



July 10, 2019

To: Prospective Vendors

The City of Oakley will be hosting the 7th Annual "Heart of Oakley" event on Saturday, September 21st, 2019. We invite you to join us to sell your wares, market your business and share your message.

We are looking for the following type of vendors: food vendors (food trucks are preferred and will be given priority over food tents), wine-related merchandise, arts & crafts, retail, services and non-profit organizations. Vendor space is limited and applications are taken on a first-come, first-serve basis. Please note that if you are selling any wares, a current valid California Sellers Permit number or a BOE 410 issued by the California State Board of Equalization is required. Non-Profit organizations will need to supply their 501c (3) Tax ID #.

This event features live music and entertainment, art show, vendors, cultural booths, wine, beer and children's activities. Admission and parking is FREE.

The event information, rules, regulations and vendor application are attached here. Visit the event website at: heartfoakleyfestival.com for forms and information.

Submission of an application does not guarantee a spot. You will be notified by email or phone if a spot has been reserved for you. For any questions, please contact Cindy Coelho at (925) 625-7044 or email: coelho@ci.oakley.ca.us

Heart of Oakley 2019

Event Information

Date: Saturday, September 21, 2019

Location: Civic Center Plaza, 3231 Main Street, Oakley

Hours of Operation: 11:00am – 5:00pm

Setup Time: 9:00* – 10:30am *Main Street will be closed at 9am, vendors assigned a space on Main Street will not be permitted to start setting up until 9am (for safety reasons)

Projected Attendance: 4000+ **Population, City of Oakley:** 44,000+

Advertising: Event website (heartfoakleyfestival.com) Oakley Recreation Guide, City of Oakley website and marquee, Oakley Press and Contra Costa Times

Vendor spaces available: Approximately 50

Space size and information: Vendor spaces are 10' x 10'. Food trucks receive additional space as needed. Please indicate on your application if you would like to request access to electricity. Access to electricity is limited and a request does not guarantee access. You will be notified by the event coordinator if electricity is available for your booth. Tents, tables and chairs will not be provided by the City of Oakley.

Vendor categories: food, arts & crafts, non-profit organizations, retail and service organizations.

Vendor Fees:

- Food vendor CCC Health Dept. fee - \$124 (we collect and pay the fee to the CCC Health Dept.) Businesses that provide us with a valid Contra Costa County Health Services Mobile "Permit to Operate" will have this fee waived.
- Food vendor booth fee - \$100
- Retail/Service/Arts & Crafts - \$75
- Non-profit organizations - \$45

- Electricity - \$20 (limited access to electricity is available)

Make checks payable to: City of Oakley **Mail or drop off the application to:**

Oakley Recreation Division
3231 Main Street
Oakley, CA 94561
Attn: Cindy Coelho

Heart of Oakley 2019

Non-food vendor Application

Applications will be reviewed on a first-come, first-serve basis. Submission of this application does not guarantee a space at the event. Vendors will be notified by phone or e-mail of acceptance. Full payment is required to reserve a vendor spot. Space is limited – applications will be accepted until August 15th OR until all spaces are full.

Name of Business: _____

Name of Owner: _____

Address: _____

Phone: _____ Cell phone: _____

Email: _____

(The main method of communication will be email - please ensure that your email is legible)

If the owner will not be present, please indicate the name and contact information of the representative who will be attending.

Representative name: _____ Contact info: _____

Required (if selling any items) - Valid, current Calif. sellers permit # OR BOE 410

Non-profit organizations require - 501C3 Tax ID # _____

Number of (10' x 10') spaces requested: _____

Electricity requested: _____

(Access to electricity is \$20. Access is limited; your request does not guarantee access. Extension cords will not be supplied by City)

Please list the following: Goods to be sold, informational hand-outs, booth activities or games planned. The City of Oakley reserves the right to prohibit any items not listed and items that are not approved.

**Heart of Oakley 2019
Food vendor Application**

Food trucks will be given priority over food tents. Submission of this application does not guarantee a space at the event. Please indicate whether you have a food truck or tent and include a photo with the application. Applications will be reviewed and vendors will be notified by phone or e-mail of acceptance and payment will be required at that time. Space is limited – applications will be accepted up until August 15th OR until all spaces are full.

Name of Business: _____

Name of Owner: _____ **Phone:** _____

Address: _____

Email address: _____
(The main method of communication will be email - please ensure that your email is legible)

Name and phone # of Representative(s) if Owner will not be present:

Required – current California sellers license # _____

Non-profit organizations require - 501C3 Tax ID # _____

Number of spaces requested: _____ (Tent spaces are 10' x 10', if additional space is required, applicable fees will apply. Food trucks will receive extra space as needed)

Please list all the items on the menu to be sold at your booth:

In addition to this application, all food vendors are required to complete a Health and Fire Dept. temporary event permit applications. The forms will be emailed to you for completion.

PLEASE ATTACH PHOTO OF TRUCK OR BOOTH WITH APPLICATION

Heart of Oakley 2019 Rules and Regulations

1. This event will take place, RAIN OR SHINE.
2. NO OUTSIDE ALCOHOL is permitted at the event.
3. A limited number of vendors in any category will be accepted.
4. Booth space may not be shared or assigned to any other party.
5. Vendor booth cancellations must be made by August 23rd in order to receive a refund. No refunds will be granted after this date.
6. Vendors must list all items to be sold or given away on the Vendor Booth Application. Sales of pornographic materials, weapons, drugs or fireworks are prohibited. The Vendor Booth Coordinator has final approval on all items for sale or distribution.
7. The event organizer (City of Oakley staff) will assign spaces for all vendors.
8. The City of Oakley is not responsible for a vendor's financial success at the event.
9. Tables, chairs, tents, canopies and extension cords are not provided by the City of Oakley. Vendors are solely responsible for bringing these items.
10. The setup time is 9:00 – 10:30am on September 21st. Vehicles used for unloading must be off the premises by 10:30am in preparation for the event to open at 11am.
11. Vendors will not be permitted to leave until after the end of the event at 5:00pm. Vendor vehicles will not be permitted on site until all pedestrians have left the area.
12. Vendors must dispose of any trash in the appropriate receptacles. Vendors who leave trash behind will not be invited to future events.
13. No amplified music is allowed at vendor booths.

NOTE: Food vendors must also complete a Fire and Health Dept. form. ALL booths will be subject to inspection by the East Contra Costa Fire Protection District. ALL FOOD trucks/booths will also be inspected by the Contra Costa Health Services.

If you have any questions regarding regulations, you may contact the Fire District at (925) 634-3400 or the Contra Costa Health Services at (925) 692-2500.



A waiver form is required for all vendor booth representatives. Only those with a completed waiver on file will be permitted on site.

Heart of Oakley Event Waiver

This waiver, Release and Indemnity Agreement is intended to discharge in advance the City of Oakley, its officers, employees, volunteers and agents from any and all liability arising out of or connected in any way with my participation in said activity, even though that liability may arise out of negligence or carelessness on the part of the persons or entities mentioned above. It is further agreed that this Waiver, Release and Indemnity Agreement is to be binding on my heirs and assignees. I agree to assume the full risk of any injuries, damages or loss that I may sustain as a result of participating in any and all activities connected with or associated with each activity. I additionally agree to indemnify the City against any claims or rights of action for damages which I may incur. I further agree that certain marketable information may be used in accordance with State Laws and regulations. Such items include e-mail addresses, photos and press releases that include statements made by me in publication of said activities. In the event of any emergency, I authorize City Officials to secure from any licensed hospital, physician, and/or medical personnel any treatment deemed necessary for my emergency care if it be deemed to sustain life. I also agree that I will be responsible for payment of any and all medical services rendered.

I have read, understand and agree with the above conditions and guidelines.

Vendor Signature: _____