

2011 Bayfield Apple Festival

Dear Food Vendor:

Welcome to the 50th Bayfield Apple Festival!

It is with a warm welcome that we invite you to apply to one of Wisconsin's most celebrated festivals, the Apple Festival in Bayfield, Wisconsin.

This year will prove to be one of the greatest festival celebrations, bringing back crowds to enjoy the 50th annual Apple Festival.

Apple Festival, Bayfield's most heralded festival, began approximately 50 years ago when orchard growers brought their apples to Downtown Bayfield to sell to travelers. Over time, it has blossomed into a festival, which literally takes over the little town of Bayfield.

Please find enclosed an application for food and beverage. This year's selection will be based on quality and variety of foods, space availability, festival experience and past history with the Apple Festival. It is our desire to be selective with less repetitious food selections and higher sales for those food vendors accepted into the festival.

Apple Festival draws approximately 60,000 people each year. The festival's attractions are many: an arts and crafts fair, grand parade, kids' carnival, apple peeling and apple pie contests, raffles, staged and street entertainment, kids' contests, dances and boat parades. We are also planning for new and enriching family activities and additional promotion and advertising to attract quality customers for you, our participants.

Please direct any questions regarding food and beverage vending to Cari Obst or David Eades at the Chamber office at (800) 447-4094.

Important Dates:

Applications & deposits due: June 1, 2011

Acceptance & space notification:
July 1, 2011

Full space fees due: August 1, 2011

Festival set-up: Late Thurs. Oct. 6 & Fri. Oct. 7

Apple Festival: October 7, 8 & 9, 2011

Festival Rules & Regulations

1. Participants must be present and operational on all three days from 10 a.m.-5 p.m.
2. All participants must have a valid Wisconsin Seller's Permit.
3. Participants are permitted to sell only the items that are submitted in this application and accepted by the Apple Festival jury.

4. Items presented for sale that have not been submitted and approved may be removed at the discretion of Festival Staff.
5. Apple Festival Booth Permits must be clearly posted on all booths. All food booth locations in the City of Bayfield must have permits issued by the staff of the Bayfield Chamber & Visitor Bureau regardless of public or private location.
6. All booths must post prices of all products as presented on application.
7. **Vendors are responsible for the removal of all displays, garbage, left over products, materials, boxes, etc.**
8. All vendors must have insurance providing coverage for liability to customers and all other third parties, and their property. Certificates of insurance must be furnished to the Bayfield Apple Festival prior to September 1, 2011 and include the Bayfield Chamber of Commerce & Visitor Bureau as covered on the policy.
9. All food vendors must submit a \$150 damage/security fee per booth with the application. This fee will be refunded following the festival on condition that all vendor material is removed and there is no damage to the festival grounds. This fee will not be refunded if you are accepted into the 2011 Festival and cancel after you have been notified.
10. Once space fees are paid, this is your commitment to participating in the Apple Festival and fees will not be refunded if you are unable to attend.

Booth Information & Rates

Food booths are located in specific areas on Rittenhouse Ave. (sidewalk and pavement set-up), Manypenny Ave. and Broad St. (pavement set-up only) during the Apple Festival. The festival encompasses a seven-block area of downtown Bayfield.

15' x 10' spaces are allocated for each food booth. This includes tongues, overhangs and storage. If more space is needed or wish to vend from the side of your space you may purchase more space in 5' increments (if you need 18' then you must pay for 20')

Food Booth: \$1,250

(sandwiches, burgers, gyros, hot dogs, etc.)

Snack Booth: \$875

(ice cream, popcorn, drinks, desserts, etc.)

Waste Disposal & Recycling

- There is a \$50 trash removal fee for all food booths. This fee **covers trash that you hand out to consumers. It does not your food booth's preparation, supply containers, grease, etc.**
- **If you would like your booth trash removed by festival personnel, you may contract for its removal prior to the festival or on-site.** Contact information will be provided in your follow up material.
- **Apple Festival trash containers are not provided for your food booth. They are for use by the consumer and must remain on the street.**
- **All food booth vendors must bring their own containers for the collection of their booth waste.**
- **Grey water, compost and grease will also be picked up nightly if needed.** Contact information will be provided in your follow up material.

Electricity

The Bayfield Apple Festival provides 110/220 service at select, limited booth locations for \$75 per booth.

If hardwiring is required for electrical services, it must be approved prior to acceptance and costs an additional \$35 or \$110 total.

If you require electricity, you must state your needs for voltage, amperage, number of items to be plugged in on your application.

A licensed electrician will be on site during set-up on Thursday and Friday. You will be responsible for paying the electrician directly for any special requirements you have.

Permits and Licensures

To participate in the Apple Festival you must have a valid WI Seller's Permit. Your permit number must be submitted to the Chamber of Commerce by September 1. Permit numbers not submitted by this date will result in forfeiture of your application and booth payments.

To receive your WI seller's permit:

- Wisconsin Department of Revenue, Income, Sales Inheritance & Excise Tax Division
P.O. Box 892
Madison, WI 53708-8902
(608) 266-2776

For questions regarding food licensing and serving procedures:

- Bayfield County Health Department
P.O. Box 403
Washburn, WI 54891
(800) 390-3604

Please note: Wisconsin food vendor regulations are different from other states.

Insurance

To hold a valid Apple Festival vendor permit, all vendors are required to have, in force, adequate liability insurance. Adequate liability limits means minimum limits of One Hundred Thousand Dollars (100,000.00) per occurrence for bodily injury and minimum limits of Fifty Thousand Dollars (\$50,000.00) per occurrence for property damage. Proof of insurance must be submitted to the Bayfield Chamber of Commerce & Visitor Bureau no later than Sept 1. The Bayfield Chamber of Commerce & Visitor Bureau must be included as covered in this policy.

Jury Process

All applicants must provide at least one photograph of the booth display. An additional photograph showing food items is also helpful. Please label each photograph with your name.

A complete description of your proposed menu along with a price list **MUST** accompany all applications. Menu items and prices may not change from what you have submitted for the Festival without prior approval.

VENDORS SELLING APPLE PRODUCTS MUST USE BAYFIELD APPLES

The following orchards may be contacted:

- Apple Hill Orchard (715) 779-5425
- Bayfield Apple Company (715) 779-5700
- Blue Vista Farm (715) 779-3698
- Erickson Orchards (715) 779-5438
- Hauser's Superior View Farm (715) 779-5404
- Hillcrest Orchard (715) 779-5756
- Homestead Gardens (715) 373-2770
- North Wind Organic Farm (715) 779-3254
- Rabideaux's Bayfield Fruit Co. (715) 779-5509
- Sunset Valley Orchard (715) 779-5510
- Weber Orchard (715) 779-5448

Registration & Set-Up:

Please check in at the Bayfield Chamber of Commerce & Visitor Bureau office (on the corner of Manypenny Ave. & Broad St. in downtown Bayfield) upon arrival. Festival staff will accompany you to your assigned space. Other than booths located on Rittenhouse Avenue, set up will be allowed for all booths Thursday evening. Booths located on Rittenhouse Avenue will set up Friday morning. Further information will be provided prior to the festival.

Further information will be mailed to you prior to the festival after you are accepted. Please feel free to contact Cari Obst or David Eades if you have further questions: (800) 447-4094.