



**FALL FOR GREENVILLE
FOOD VENDOR INFORMATION
2017**





2017 FOOD VENDOR INFORMATION

Deadline: Friday, June 23, 2017

VENDOR FEES

\$350 – Standard Registration Fee (Required)

- The standard registration fee includes:
 - One 15' x 15' tent
 - Three 8' tables
 - One 110 volts/ 15 amp single plug outlet

\$300 – Additional 15' x 15' tent & 3 tables

\$150 – Café space (10' x 20' space, no tents/tables)

- In addition to the standard 15' x 15' tent space

\$100 – Additional power (110v/15 amp plug in)

\$50 – Service fee (required if cooking onsite)

Please limit additional space request to one: either additional tent or café space, not both. Vendors are restricted to selling out of the standard tent space only. Additional tents or café space cannot be used to sell. Due to space limitations, only a limited number of café areas will be available.

FOOD TRUCK FEES

Friday, October 13 (5:00 pm – 11:00 pm) - **\$40 Fee**

Saturday, October 14 (11:00 am – 9:00 pm) - **\$80 Fee**

Sunday, October 15 (12:00 am – 7:00 pm) - **\$80 Fee**

You may sign up for more than one shift during the festival. Shifts will be assigned on a first-come-first-serve basis. Please note that food trucks are not allowed to leave the event site prior to the end of their shift, even if they sell out early. Vendors are allowed to take breaks during the festival to restock their truck; however, they must have signage to say that they are closed.



SELECTION GUIDELINES AND MENU INFORMATION

Applications will first be evaluated based on uniqueness, quality and price of menu items. Additional focus is placed upon full-service restaurants located within the city of Greenville and Greenville County.

Full-Service Restaurants are defined as brick and mortar businesses whose primary business is providing meals for immediate consumption primarily on premise. **Full-service restaurants may sell up to two menu items at eight tickets and all remaining food items must be sold at six or less tickets.**

Specialty Restaurants are defined as brick and mortar businesses whose primary business provides snacks, desserts, specialty drinks, etc. Patrons do not typically visit a specialty restaurant to consume a meal, but rather to accompany a meal or serve as a snack. **Specialty restaurants may sell up to two menu items at eight tickets and all remaining food items must be sold at six or less tickets.**

Menu Guidelines

- Only three restaurants will be allowed to serve the same menu food items.
- A maximum of six menu items (including drinks) are allowed per vendor.
- Vendors may not combine individual menu items into 'combo plates' and charge more than the eight tickets (full service restaurants) or six tickets (specialty restaurant) limit.
- All items must be from the restaurant's regularly available menu.
- Food vendors may only sell approved menu items.
- Products and prices may not change before or during the event.
- Beverages sold must be produced at the restaurant, such as homemade iced tea, coffee, homemade lemonade, milk shakes or similar beverages. All beverages must be priced at four tickets or less.
- Food items may only be listed once. Variation in the preparation of a menu item constitutes a separate menu item. Condiments and sauces added by the customer are not considered a variation in preparation.
 - Tea (Sweet or Unsweet) – two items
 - Coffee (Hot or Iced) – two items
 - Cake (Traditional or Gluten-free) – two items
 - Flavors of gelato, smoothies, ice cream, cupcakes, etc. – each flavor is a separate item
- Item descriptions must be specific. General listings will not be accepted.
 - Bleu cheese slider, chicken slider, pulled pork slider, etc., not slider(s)
 - Chocolate chip cookie, peanut butter cookie, etc., not gourmet cookie(s)
 - Red velvet cupcake, chocolate cupcake, etc., not cupcake(s)
 - Strawberry smoothie, peach smoothie, etc., not smoothie or fruit smoothie(s)
 - Cheese pizza, pepperoni pizza, etc., not pizza
- The intent of Fall for Greenville is to provide patrons a "taste of Greenville." In creating their menus, vendors are encouraged to limit portion sizes accordingly.

All food and beverages will be sold by tickets. Tickets will be sold at the festival ticket booths and select advance purchase locations. Price per ticket is \$0.625 each and sold in sheets of eight (8) tickets for \$5. Please note: No cash transactions will be allowed. Violators will be asked to leave the festival, with no refund of fees (entry, space, power). **Food vendors will retain 72% of ticket sales, with 28% returning to the event.**



FOOD VENDOR RULES AND REGULATIONS

Vendor Hours

Food vendors must be open and staffed for service the full duration of the three-day Fall for Greenville event. There are no exceptions to this rule. Festival hours are as follows:

Friday, October 13	5:00 pm to 11:00 pm
Saturday, October 14	11:00 am to 9:00 pm
Sunday, October 15	12:00 pm to 7:00 pm

Rain Date

There is no rain date for Fall for Greenville, and there are no refunds due to inclement weather.

Tickets

All food and beverages will be sold by tickets. Tickets will be sold at the festival ticket booths and select advance purchase locations. Price per ticket is \$0.625 each and sold in sheets of eight (8) tickets for \$5. No single tickets will be sold. Please note: No cash transactions will be allowed. Violators will be asked to leave the festival, with no refund of fees (entry, space, power). **Food vendors will retain 72% of ticket sales, with 28% returning to the event.**

Spaces

Fall for Greenville reserves the right to assign or reassign any or all booth locations. No guarantee of a specific booth or space is given or implied by Fall for Greenville.

Food vendors may not share, assign, sublet, donate or trade any portion of their assigned space at the festival. The standard fee includes setup and breakdown of tent, tables, access to electric power source, use of an onsite refrigerated truck (if available), trash can and trash pick-up. Please note that Fall for Greenville does not provide chairs, extension cords, power strips, lighting, etc.

Food vendors are responsible for providing their own tables, chairs, decorations, set-up and clean-up, etc. for their café area. Vendors having more than the standard tent are restricted to selling food items out of one space or tent only. The additional space or tent may be used for cooking and preparation, or as a café space, but not selling.

Vendors, their staff, and all equipment must stay within their allotted space. Vendors may not walk into common/ pedestrian areas of the festival site to sell food, distribute menus/flyers/coupons/etc. or escort a mascot. Vendors are prohibited from using any form of amplified sound in their tent area or café space.

Vendor Informational Meeting

All restaurants are required to provide a representative for a restaurant meeting and package pickup on either **Tuesday, October 3, or Wednesday, October 4, at 2:00 pm** in the first floor conference room of City Hall, 206 South Main Street, Greenville. Any specific questions regarding the event will be addressed at that time.

Returning Vendor Refunds

If you have participated as a food vendor in the past, you are eligible for a partial refund (up to \$300) of the standard entry fee based upon several criteria as listed below.

- Continuous participation in previous Fall for Greenville events
- Complete application with proposed menu and liability waiver must be received by 06/23/2017
- Returning vendors must pick up their information package and access pass between Wednesday, October 5 and Wednesday, October 12, 2016, between 9:00am and 4:00pm from the first floor of City Hall
- Table covers and skirting for the tables in your customer service area must come within 2 inches of the ground
- Vendor must remain open and staffed for all hours of the three-day event
- Vendor must stay within their allotted space. Vendors may not walk into common/ pedestrian areas of the festival site to sell food, distribute menus/flyers/coupons/etc., or escort a mascot
- Vendor must abide by all the rules and regulations listed in this application
- Vendors must participate in the tent decorating contest
- Vendor must pass daily "inspection" by event staff at all times of the festival

Upon meeting the criteria, refunds will be based upon the following participation structure:

Food vendors participating in 2014, 2015, 2016	\$300 refund
Food vendors participating in 2015, 2016	\$200 refund
Food vendors participating in 2016	\$100 refund

Daily Inspections

All food vendors will be subject to daily "inspection" by event staff. Issues that are noted will require immediate corrective action. A restaurant representative will be asked to sign the daily inspection sheet along with the administering event staff member. Passing the daily inspection is a requirement for eligibility for the return of vendor entry fee.

Beverage Policy

Food vendors and their staff are prohibited from consuming or selling alcoholic beverages during the festival. With the participation of water and soft drink sponsors, you will not be allowed to sell sodas, water, sport drinks, fruit juices, canned and bottled beverages or other "brand name/commercial" beverages.

Paper Products

Food vendors must supply their own plates, bowls, cups (clear plastic preferred for cold drinks, and insulated hot drink cups for hot beverages), napkins, and utensils required for serving food to customers. Paper products may not contain any logo other than the food vendor's logo; supplier/sponsor logos are not allowed on paper products. Styrofoam products are not allowed. Fall for Greenville has adopted a "green" policy for the event. We encourage all vendors to utilize biodegradable products where possible.

Insurance

Vendors must supply Fall for Greenville with a certificate of general liability insurance listing 'Fall for Greenville' and the 'City of Greenville' as an additional insured for the dates of the event, October 13 - 15, 2017. Any vendor not supplying this document will be excluded from the event. Coverage must be at least \$1,000,000 general aggregate and \$500,000 each occurrence.

Cancellations

Any vendor wishing to withdraw from the event must notify the Fall for Greenville office by email or phone by Friday, August 25, 2017 that it is unable to participate in the event. Vendor will be reimbursed 75% of the standard entry fee only. Cancellations received after August 25, 2017 will not be entitled to a refund of any paid fees.

Questions

Please contact Mandy Watson at 864-467-4494 or awatson@greenvillesc.gov.

Make checks payable to:	Fall for Greenville
Mail application, menu, and liability waiver to:	Fall for Greenville PO Box 2207 Greenville, SC 29602

All application paperwork is due by June 23, 2017.