



# 2020 Blue Moon Arts Festival

## Vendor Rules & Guidelines

**August 29, 2020**

**Open to the public 5:00 – 10:00 p.m.**  
(1 hour shorter than last year due to heat)

We anticipate approximately 5,000 visitors based on last year's attendance.

### **Important 2020 information!**

We are currently planning to hold the Blue Moon Festival and will follow all health-related protocols that are in place for mass gatherings at the end of August. If we are compelled to regulate crowd capacity or cancel the festival, we will do so in strict accordance with federal, state and local mandates.

- Your \$20 application fee is still *non-refundable* **unless** we have to cancel the festival due to coronavirus health concerns, in which case it will be entirely refunded. This policy also applies to the late application fee of \$35.
- If you are accepted into the festival, booth fees will be due by **June 15, 2020**. These will **be 80% refundable until July 15<sup>th</sup>**, after which they will not be refundable – **unless** we have to cancel the festival due to coronavirus health concerns, in which case booth fees will be entirely refunded.
- We have the following openings for vendors: **Arts vendors** (28); **Pre-packaged food vendors** (4) – located on grass with arts vendors; **Food trucks/carts** in parking lot – (7) for meals; (2) for desserts.
- **New this year!** For arts vendors, we are only accepting work made by YOU and your business partners. You may include components of pre-manufactured items in your work, but the work has to be substantially created by you. Giclee prints or other kinds of reproductions are acceptable.

## Deadlines

**April 1 - May 8** – applications due; \$20 *non-refundable* fee (see above for exception)

**May 15** – notification of acceptance

**May 9 - June 15** – late applications accepted; \$35 *non-refundable* fee (see above for exception)

These applications will be reviewed on a case-by-case basis as we receive them and the vendor will be notified as to their acceptance as soon as possible after submission. If we are full and you are accepted, we will place you on our waiting list (which we have used in past festivals). If you are on the waiting list, you will not be asked to pay the booth fees until you are officially accepted into the festival. Late applications may not receive the same amount of marketing due to press and printing deadlines.

**June 15** – booth fees due; \$65 for arts and pre-packaged food vendors; \$150 for food trucks/booths

**July 15** – last day to withdraw from festival with 80% refundable booth fees (see exception above)

**August 29** – Blue Moon Festival!

## General Information

**Location:** 4580 South 2300 East Holladay, Utah 84117

**Sales Tax:** All vendors are fully responsible for the collection and payment of sales tax arising from sales. Sales tax forms will be included in the Vendor packet on the day of the Festival.

**Tax Forms:** The Holladay Arts Council is required to submit a form to the State of Utah listing vendor name, business name, address, phone number, and social security number or tax ID number. This information will be compiled from your application forms – with the exception of the latter, which will be required upon check in.

**Vendor Set-Up Time:** Arts vendors will be located on the grass and may begin setting up between 1-4 PM and must be finished by 4:45 PM. Food vendors will be located in the west parking lot and may check in between 2:00 – 4:00 PM.

**Vendor Load-Out:** 10:00 pm – 11:30 pm. All vendors must be off the property by 11:30 pm. All vendor items must be removed at the end of the market and spaces must be free of all trash. There will be a \$25 fine for leaving any garbage and items in your vendor space after the event.

**Space:** Arts vendors and food vendors will not be assigned specific spaces on the grass or in the parking lot. Spaces are allocated on a first-come, first-served basis, but there will be space for everyone who has registered and been accepted. This is a small

**venue and there aren't really any "bad" spots, so don't worry!** We will have a volunteer escort you to your booth/food truck location after you check in.

**Garbage:** There will be many garbage and recycling bins at the event. Please recycle if possible! Garbage and recycling bins will be clearly marked. Please do not throw away any glass. A recycling bin for glass is located in the southeast corner of the park.

**Cash:** We encourage all vendors to bring change for buyers – ones, fives, and tens. Vendors are responsible for all transactions with buyers, whether by cash or personal payment system. There will be an ATM machine on the premises.

**Food and Water:** We encourage vendors to bring their own water. We will have water available for sale at a minimal price and there will be free water stations. You are welcome to bring your own snacks, but there are food trucks on site and we encourage you to support them.

**Restrictions:** No outside food, drink or edible items for resale unless you are a registered food vendor. Also, no weapons, animals, drug paraphernalia, illegal or questionable items, physical or cosmetic services (massage, piercing, teeth whitening, etc.) will be allowed. If you bring any of these items, you will be asked to leave the festival. The Holladay Arts Council reserves the right to prohibit sales of illegal and inappropriate merchandise.

**No smoking.** Smoking is prohibited on the festival grounds and within 25 feet of the park boundaries.

**No outside alcohol.** Beer and wine will be for sale within fenced festival grounds, and it must be consumed on premises.

**All vendors and vendor merchandise are subject to review and approval by the Blue Moon Festival committee. We reserve the right to refuse any vendor application or merchandise.**

### [Arts Vendors & Pre-packaged Food Vendors](#)

- **Each arts vendor space is 11 feet x 11 feet and will be marked on the grass.**
- **You must provide your own tables, chairs, tents, shade umbrellas, and items to sell.** Tents and umbrellas are optional, but highly encouraged due to the heat. The maximum tent size allowed will be **10'x10'**. All tents and large umbrellas must be weighted down on all four corners with 40 lbs per corner (you can use sandbags, buckets of sand, etc.). Weights must be fastened to EACH leg of the tent with zip ties or secure fasteners. ALL unsecured tents and large umbrellas will be immediately removed as per the Fire Marshall. This is for safety reasons for vendors and the public.

- **Vendors will have access to one power outlet in their booth for lighting.** You may use any combination of **LED lights** or battery powered lighting for your booth. **Lighting will not be supplied by the Holladay Arts Council, except for large light towers on the grass and parking lot.**

## Food Trucks and Booths

- **You will need to supply your own power through a QUIET generator.**
- **You are responsible for obtaining in advance all appropriate licenses and permits.** The application form requires that you upload a copy of your current Salt Lake County Health Department Permit. If you need a temporary food handlers permit, please click here and follow the steps to obtain one. <https://slco.org/health/food-protection/temporary-food-events/>

## Signage and Marketing

You are welcome to hang banners or signs in your booth space which promote your goods or services, and you may hand out business cards. ***However, any posters, banners, signs, tents, or distribution of marketing material promoting outside businesses, organizations, and events is strictly prohibited and will only be available to official sponsors of the Blue Moon Festival.***

If you have any questions, please email Sheryl Gillilan, Executive Director of the Holladay Arts Council: [Sgillilan@cityofholladay.com](mailto:Sgillilan@cityofholladay.com)