



David P. O'Mary, Mayor  
Kathy Chambless, City Clerk, CPA



Brent E. McCarver, Compliance Officer  
Kaitlyn Schultz, Events Coordinator

## **FOOD VENDOR INFORMATION**

**PLEASE READ THIS APPLICATION IN ITS ENTIRETY BEFORE SUBMITTING. SUBMISSION OF AN APPLICATION INDICATES AGREEMENT TO ALL TERMS INCLUDED IN THIS DOCUMENT.**

**ELIGIBILITY:** The Coca-Cola Foothills Festival is open to vendors selling quality arts, crafts and merchandise. Each vendor must include a description of what they will be selling during the festival. Franchise rules will be followed to avoid duplication of those items for sale. The Event Committee reserves the right to refuse any vendor rental space. Items not included in the description listed on the application form will not be allowed for sale.

### **AS A REMINDER TO ALL VENDORS:**

The City of Jasper and Coca-Cola Bottling Company have entered into an agreement that provides Coca-Cola will be the title partner for the 2021 Foothills Festival. As a part of contractual agreement, **ALL** beverages inside the Foothills Downtown Jasper Foothills footprint **MUST** and **SHALL** be Coca-Cola products. **ALL** vendors serving outdoors shall purchase beverages to be sold from **ONSITE** Coca-Cola agents. This includes **ALL** vendors giving away beverages as well. Exemptions may be made at the discretion of Coca-Cola and the City of Jasper related to vendors and the specifics of their beverage product. Any exemption must be agreed to no less than 7 days prior to the event. This does not pertain to establishments serving the beverages **INSIDE** their dwelling or business.

### **EVENT DETAILS: 2021 FOOTHILLS FESTIVAL**

Courthouse Square, Jasper, AL  
Friday, Sept. 10<sup>th</sup> & Saturday, Sept. 11<sup>th</sup>, 2021  
Friday (Sept. 10): 5:30 PM – 10:30 PM  
Saturday (Sept. 11): 10:00 AM – 10:30 PM

### **VENDOR APPLICATION PROCESS:**

Applications are available at: [www.foothillsjasper.com](http://www.foothillsjasper.com)  
Jasper City Hall: 400 19<sup>th</sup> St. W., Jasper, AL 35501  
To be considered, applications must be completed in entirety, with all documentation required included, and submitted with vendor fee/additional fee(s). Vendor locations are designated in the order that the application and payment is received.

**FEES:**

- **Food Vendor Fee: \$275.00**
- **Additional Fee(s) for: Power - \$25.00      Water - \$50.00**
- \*Payment must be received before location is guaranteed.
- \*Any overpayment because of availability issues will be reimbursed to the vendor.

**VENDOR APPLICATION INFORMATION**

Applications & Fees are due **no later than Friday, August 6, 2021. No Exceptions.**  
Applications received after this date WILL NOT be accepted.

**Checks should be made payable to: City of Jasper Foothills Festival**

**STATE SALES TAX:** Each vendor is responsible for collecting and reporting sales tax of 9%. Please appropriately display your tax ID# in your booth. This paperwork will be included in your “Day Of” packet sent two weeks prior to the Festival.

**NOTE:**

1. **There will be 16 available Food Vendor spaces at the Coca-Cola Foothills Festival 2021**
  - As with any vendor this is a first come-first serve placement after completed application, required documentation, ALL fees paid, and Special Events has received your items.
2. **Limiting to 2 of any like kind(s) of food items being sold**
  - BBQ Vendor
  - General Foods Vendor
  - Seafood Vendor
  - Concession – Carnival-Fair Type Foods Vendor
  - Frozen Refreshment Vendor
  - Ice Cream Refreshment Vendor
3. **Change of entrance to some vendors**
  - “Day Of” letter packets will be mailed out 2-3 weeks prior to the festival.
  - Your “Day Of” letter will include your entrance location, space location and mapping. Please pay close attention to these details and abide by each.
  - Your entrance may not be the same as before or another vendor you know.
4. **Registration/Check-In Time**
  - Check-in times have been changed; look for yours in your “Day Of” letter packet.
  - Arrive at your scheduled entrance and time **ONLY**; there will not be personnel at your entrance location to get you checked-in until the documented registration/check-in time listed on your paperwork.

**Any vendor who fails to show up at their designated time will forfeit their space and fee!**

## **REQUIRED DOCUMENTATION**

- **Complete dimensions of unit and set-up. (If towing unit, include length of tongue.)**
- **Photos of set – up.**
- **All Licenses Numbers: i.e. Health Dept. & State Permits, Business, Serv-Safe Certification**
- **Electrical amps and voltage must be listed on application.**
- **Vendor must provide extension cords, water hoses and connections for each if needed.**

Food vendors will be provided with adequate spacing for each unit. Again, please provide dimension set-up.

All items must fit in within your designated space (unless otherwise designated). Do not intrude on your neighbor vendor(s), and tents must be properly weighted down. Division between you and the vendor next to you is your responsibility.

There will be picnic tables provided at food courts. **Food vendors are required to have a fully visible menu listing with pricing of each item(s) and/or combination(s) meals/items.**

Vendors are responsible for the security of their employees, contractors, staff, volunteers and customers within the Exhibitors' space and shall assume all responsibility for all injuries, liabilities or claims before, during or after the Event. The City of Jasper and Event affiliates assume no responsibility for said associations.

Vendors shall be responsible for the public safety, health, and welfare of your patrons, agents, vendors, sub-contractors, concessionaires and employees.

Vendors are responsible for (and agree to pay all costs of repair or replacement for) any and all damages caused by Exhibitors, or Exhibitors' agents, vendors, sub-contractors, and employees to the Event area, which may have occurred during the term of the Event in the space occupied by the Exhibitor.

The City of Jasper reserves the unilateral right to cause the interruption of the Event in the interest of public safety (or any other reason it deems necessary) and to likewise cause the termination of such Event when, in the sole and arbitrary judgment of any County, State, or Federal agency or its agents, including but not limited to the City of Jasper, if such action is necessary in the interest of public safety, health, and welfare.

Participating Exhibitors give the City of Jasper and its event affiliates permission to use submitted images of their display for promotional purposes of the event that they are participating in.

**NOTICE TO ALL VENDORS:** At the end of the Foothills Festival on Saturday night, you are required to break down your booth in its entirety and remove everything from your booth location(s) - Streets/Avenues/Parking Lots; **ALL** areas have to be completely clear for clean-up. **NO EXCEPTIONS.**

**COMPLETE THE FOLLOWING APPLICATION**  
**2021 FOOD VENDOR APPLICATION**

Name of Business/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_  
City State Zip

Phone Numbers: \_\_\_\_\_ Email Address: \_\_\_\_\_

**TYPE OF FOOD ITEMS**

BBQ Food Vendor: \_\_\_\_\_ General Food Vendor: \_\_\_\_\_ Seafood Vendor: \_\_\_\_\_

Frozen Refreshment Vendor: \_\_\_\_\_ Ice Cream Vendor: \_\_\_\_\_ Other: \_\_\_\_\_

List all items you intend to sell: \_\_\_\_\_

**ELECTRICAL OPTIONS**

Electrical Amps needed: \_\_\_\_\_ / Volts \_\_\_\_\_ (Required if Electric Requested)

No Electricity: \_\_\_\_\_ / Generator: \_\_\_\_\_ (Required to be quiet, non-smoking and/or fumes)

Water: \_\_\_\_\_

**NOTE: ALL vendors are required to bring their own electrical and water connection(s), extension cords, water hoses, any and all adapters/pigtails. These will not be provided.**

**Payment Information: (Check All That Apply)**

Amount: \_\_\_\_\_ / Check: \_\_\_\_\_ / Cash: \_\_\_\_\_ / Money Order: \_\_\_\_\_

Credit Card: \_\_\_\_\_

**CHECKS/ MONEY ORDERS SHOULD BE MADE PAYABLE TO:**

**CITY OF JASPER FOOTHILLS FESTIVAL**

Vendor's signature on this document verifies that the vendor has carefully read, understands, and agrees to all provisions in the Vendor Information/Guidelines. No guarantee of exclusivity of products are made or implied.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SEND COMPLETED APPLICATIONS, ALONG WITH VENDOR FEE TO:**

City of Jasper, AL  
ATTN: Special Events  
P.O. Box 1589  
Jasper, AL 35501

**Checks made payable to: CITY OF JASPER FOOTHILLS FESTIVAL**

**EXPECT YOUR "DAY OF" PACKET 2-3 WEEKS PRIOR TO THE FESTIVAL. THIS WILL INCLUDE YOUR ENTRANCE LOCATION, SPACE LOCATION, AND MAPPING.**

**If you have any questions and/or concerns, please contact:**

Kaitlyn Schultz  
Events Coordinator  
City of Jasper, Alabama  
400 19<sup>th</sup> Street West / P.O. Box 1589  
Jasper, AL 35501  
Phone: 205.221.2100  
Fax: 205.221-8522  
[events@jaspercitey.com](mailto:events@jaspercitey.com)

**For Office Use Only:**

Date Received: \_\_\_\_\_

Amount Paid: \_\_\_\_\_

Payment Type:

Check: \_\_\_\_\_ / Cash: \_\_\_\_\_ / Money Order: \_\_\_\_\_

Card: \_\_\_\_\_ / Card #: \*\*\*\*\_\*\*\*\*\_\*\*\*\*\_ \_\_\_\_\_

Receipt #: \_\_\_\_\_ Received By: \_\_\_\_\_

**THANK YOU FOR YOUR PARTICIPATION IN THE 2021 COCA-COLA FOOTHILLS FESTIVAL!**

Check out the following link regarding the Foothills Festival:

[https://www.al.com/expo/erry-2018/04/0acd530c4c/the\\_best\\_festival\\_in\\_every\\_cou.html](https://www.al.com/expo/erry-2018/04/0acd530c4c/the_best_festival_in_every_cou.html)