



Dear Potential Music on Maxwell Street Vendor:

The Downtown West Bend Association is excited to announce Music on Maxwell Street for 2018. This event combines Music on Main, which brings a built-in audience of 800-1200 each Thursday, with a vendor fair. The vendor fair will start at 11am and continue through Music on Main till 9:30pm on August 2, 2018.

The selling hours of the event will be from 11am until 9:30pm and continues rain or shine. Ideally the Downtown Businesses will participate in front of their physical locations and then a portion of Main Street and 6th Ave will be closed for outside vendors. There is limited availability and it will be done on a first come, first serve basis with a limit to the number of similar vendors. Live music will be scheduled throughout the day and culminating with a live performance by 5 Card Studs – a hugely popular group that draws a large following.

Enclosed you will find the Rules and Regulations for the event along with the Vendor Agreement Form. Please review the enclosed information and return as soon as possible as space is limited. If you have any questions, don't hesitate to contact our office.

Sincerely,

Anna Jensen
Events Director
Downtown West Bend Association
215 N. Main Street, Suite 109
West Bend, WI 53095
Ph: (262) 338-3909
Email : anna@downtownwestbend.com





**Downtown West Bend Maxwell Street Day
2018 Vendor Agreement**

Business Name: _____ Contact: _____

Address: _____ City: _____

Phone: _____ Email: _____

Website: _____

Specific Items to be sold (be specific, include all products and if needed, use back of sheet to list additional items)

Stall Size & Cost (Each space is size of a parking stall which is 17 feet deep by 9 feet wide and designated by white lines, there is a limited number of spaces for the event) The cost per stall is \$50.00.

_____ of stalls requesting (MAXIMUM 3) \$ _____ Total amount due

I have read and agree to the terms of the enclosed Downtown West Bend Association Maxwell Street Day Rules and Regulations.

Signature of Vendor

Date

Return contract and payment (checks can be made out to: DWBA) to:

Downtown West Bend Association
Anna Jensen
215 N. Main Street, Suite 109
West Bend, WI 53095



Vendor Information & Rules/Regulations – Maxwell Street Day

Location:	Old Settler's Park in Downtown West Bend & closure of part of Main Street and 6 th Ave
Date:	Thursday August 2, 2018
Cost:	\$50.00 per stall
Set-up, Hours, Teardown:	Set-up may begin at 9:30 am. You must be completely set up by 11 am when the event starts. Teardown may begin at 9:30 pm and the streets will be opened to traffic again at 10 pm. No early teardown will be allowed.
Space usage:	Your booth may be used to promote, distribute literature and samples, sell goods and services. (Proper permits for your business are required and your responsibility to obtain and provide our office with a copy prior to event)
Event Contact:	Anna Jensen, Events Director: (262) 338-3909 email at: anna@downtownwestbend.com

Licenses/Permits/Insurance

- Vendor is responsible for obtaining all licenses or permits required for the sale of their product to the public and will need to supply a copy to our office prior to the event.
- Vendor is responsible for their own insurance

Set-Up Procedures

- Barricades will be in place at 10:00 am. Selling hours are from 11 am until 9:30 pm. You must be in place before 10:30 am as no traffic will be allowed in the closed road area after that. If you arrive late or absolutely must leave prior to 9:30 pm you will be required to carry your goods in or out of the area as no traffic will be allowed in during the event hours.
- There will be no parking on the street in the selling area that day and you may not park on Main Street. There are nearby lots available to vendors to park their vehicles in. A map will be included with your confirmation.

Closing Procedures

- The event will close at 9:30 pm.
- Please clean around your selling area frequently during selling hours and completely at the end of the event. The road will open to thru traffic at 10 pm.
- Unsold products must be removed from the area and the stall should be cleaned up, taking all waste and garbage with you.
- No vehicle movement may take place before 9:30 pm because there will be crowd from Music on Main.



Stall Assignments

- Stalls are assigned by and at the discretion of the DWBA. Location of assigned stall will normally not be changed during the event. However, the DWBA reserves the right to make changes if necessary due to safety or other concerns. The DWBA reserves the right to allow or deny any application.
- Due to limitations on available space, we cannot guarantee booth space for all applicants.
- Each vertical stall will be one parking spot as designated by the white lines.
- Stall(s) are not transferrable. You are not allowed to subcontract out part or all of your stall(s).
- No spaces will be reserved prior to receiving the completed form and fee.
- You will receive a confirmation letter with location map upon acceptance of your application.
- Priority for space will be given on a first come, first served basis. There will be a limit to the number of similar vendors allowed at the event.
- If you are admitted and are not present, you forfeit your vendor fee and are subject to not returning to future events.

Stall Usage

- Vendors must **furnish their own equipment, including tables, chairs, lights and canopies.**
- **No electricity will be available.** Any power needs must be the responsibility of the vendor. Only whisper quiet generators are permitted. If a non-whisper quiet generator is used, vendor may be asked to leave event. Those not complying with this guideline will not be allowed to participate in future events even if they are allowed to remain at the present event.

Products Sold

- All items for sale must be listed and approved by the DWBA on your contract. If you have items not listed in the contract, you will be asked to remove them and discontinue their sale during the event.
- If an item that is offered for sale is not in keeping with the DWBA and the City's idea of the purpose, atmosphere or quality suitable for this event, you will be asked to remove and discontinue selling it.
- All efforts will be made by the DWBA to limit the number of vendors selling duplicate or identical items.
- Items that cannot be sold include: live animals, pets, weapons, explosive devices or other articles not approved by the DWBA.

Weather Policy

- Event will be held rain or shine. In the event of inclement weather, the DWBA has the discretion to delay, close early or cancel the event.
- No refunds will be given due to weather cancellations and/or delays.
- Vendors are advised to bring their own rain protection (i.e. tarps or umbrellas)

The Downtown West Bend Association has established these Rules and Regulations. Any complaints or concerns regarding Music on Maxwell Street should be addressed to the DWBA.