

MAIN ST. Fort Worth Arts Festival
2017 APPLICATION FOR NOVELTY BOOTH SPACE

(Please print and continue on a separate sheet if necessary)

Name: _____ Title: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Phone: (_____) _____ Fax: (_____) _____

Email (mandatory) _____

Have you participated at MAIN ST. previously? YES NO If, "yes," please indicate the year(s): _____

Novelty Booth Space must provide an **interactive, hands-on art experience**. Please provide a *detailed* description of your proposed activity:

Please provide specific information regarding the *cost* of your proposed activity to event participants:

FESTIVAL FACTS

Dates: April 20-23, 2017 **Hours:** Thursday – Saturday, 10:00 AM to 9:00 PM. Sunday, 10:00 AM to 6:00 PM

Location: Downtown Fort Worth, between Weatherford Street and 1st Street (MAIN ST. Creates! Area).

Sales Method:

The Festival operates on a coupon basis.

- All sales are made by coupon only – any Participant who accepts cash at any point during the festival will have their contract terminated immediately.
- There are multiple coupon sales locations throughout the Festival, staffed by professionals.
- 2017 retail sales price are strips of ten coupons for \$10.00, with \$2.50 of the strip purchase going to the Festival for festival amenities, and to maintain our free admission policy. The value of the coupon for redemption purposes is therefore \$.75. Novelty contractor receives 75% of this value, with 25% going to Festival as a Participation Fee.
- Final checks will be available for pick-up at the offices of Downtown Fort Worth, Inc., 777 Taylor Street, Suite 100, 76102, after 1:00 PM on the Monday following the Festival.
- Coupons are weighed and/or counted throughout the Festival.
- **Redemption Value for each coupon will be \$.75 per coupon redeemed, no matter whether it sold as an individual ticket or in a strip, less the appropriate Festival Participation Fee.**

Participation Guidelines:

Decisions for participation are based on the following guidelines:

1. **Space requirements.** Please note our space is limited, and tents (provided by Festival or Approved by Festival) are required to be used, with few exceptions.
2. **Aesthetic design and presentation** of your space.
3. **Variety and pricing.** The Festival continues to seek a well-rounded menu of programs for our guests and we are looking for more diverse alternatives. Understand the public sees a price of \$1.00 per coupon. Redemption Value is \$.75, less Participation Fees of at least 25%. The price to the public **MUST** be reasonable, and will be carefully reviewed by staff.
4. **Compliance with safety regulations.** It is the Festival's goal to exceed any and all safety code specifications, thus providing our guests a quality and safe experience.
5. **References.** The Festival will check references of all new applicants.
6. **History of cooperation** with Festival officials, policies, guidelines, and health department restrictions.
7. **History with MAIN ST.** All things being equal, the Festival considers the Participant's history with this Festival.
8. ALL DECISIONS ARE FINAL.

Festival Participation Fees:

The Festival operates on a guarantee against a percentage of gross sales. The guarantees are as follows for EACH LOCATION, payable in advance:

- MAIN ST. Creates! Area: \$750 for each 10' x 10' space.

The 2017 Festival percentage is 25% of gross sales of REDEMPTION VALUE (\$0.75) of each coupon turned in. This percentage may be higher based on types of products sold. Sales tax, if any, is the responsibility of the Festival.

Insurance:

The Festival requires \$1,000,000 of product liability insurance. A certificate must be on file prior to commencing operation.

Electric and Other Services:

One, 20 AMP service will be provided. Additional electric is charged at \$50 for each additional 20 AMP service.

Generators will be turned off each evening. Any operation requiring overnight operation of generators for freezers or refrigeration will pay an overnight generator operation surcharge of \$100 per night per location. If you need overnight refrigeration you may arrange for a separate use of a portable generator to provide service.

Storage:

There is absolutely no parking available for trucks or service vehicles anywhere within the Festival grounds, defined as from Weatherford to 9th Streets, and from Throckmorton to Calhoun Streets.

Festival will provide dry space storage in trucks located near the MAIN ST. Creates! Area, based on demand in advance. Absolutely no storage on these units will be allowed without advance reservation, which will be a part of the Participant's Participation Packet. Space in these units will be distributed on a first come, first served, basis, and will be based on 6' x 8' increments within the unit, at \$100 per 6' x 8' space. Management of the space within these units will be the responsibility of the area manager, and their decisions will be final.

Tent Rentals:

Tent rentals are additional at \$250 per 10' x 10' tent. **Participants are not allowed to accept tips.** Applicant is responsible for submitting taxes not collected by Festival.

RULES: No merchandise sales are permitted. No sales of food or beverages are permitted. All participants must occupy the space provided by Festival during festival hours. Upon application approval, all participants must enter into a contract with Festival. All participants must abide by the rules and regulations of the festival. This is an application only, and not a guarantee of space. **Please return the completed application no later than January 31, 2017**