

# Middle Town Market

**NONPROFIT VENDOR**

## APPLICATION AND AGREEMENT

**2022 Season | June 22 – August 24 (10 weeks) | Wednesdays 5 – 9 pm**

The Rotary Club of St. Cloud (the "Rotary") is grateful to the community for embracing **Summertime by George!** An average of 11,000 people are drawn to the concert series and festival every week!

### Middle Town Market vendors invite guests to eat, shop, learn about the community and have fun!

You'll find a delicious variety of freshly prepared meals, snacks, desserts and beverages. It's a great place to shop for handcrafted items, popular brands of home-based products, art and unique clothing and fashion accessories. Nonprofit organizations promote their services through entertaining activities.

### Interested in becoming a vendor?

Please read the following information, complete the application and contract attached, and return it to:

**Summertime by George!**  
**c/o Image Builders**  
**2611 Clearwater Road**  
**St. Cloud, MN 56301**

**Note:** *Submission of the application is not a guarantee of participation.*

Someone from the *Rotary's Vendor Selection Committee* will notify applicants by phone or email if they are accepted or denied participation. The Rotary reserves sole and absolute discretion in the selection of vendors for the event and may give preference to local vendors. However, in selecting vendors, the Rotary will not discriminate based on race, color, creed, religion, ancestry, national origin, gender, sexual orientation, disability, age or marital status.



### **Fill out an appropriate application form for: Nonprofit Vendor**

#### **Read the Selection Criteria for Middle Town Market Vendors included for your convenience.**

Retail Vendors can apply for anywhere between 3 – 10 full weeks but must apply for a minimum of 3 weeks. Nonprofits can attend any number of events. There are 5 spaces for Nonprofit organizations in the market. Applicants will select their preferred dates; should one date have more than 5 requests, a lottery will be held to determine who displays on that date. The Middle Town Market Committee will review applications utilizing the Mission, Policy and Guiding Principles document (Addendum B) and Selection Criteria for Middle Town Market Vendors, both attached.

**Note to all Vendors:** The Middle Town Market is designed to showcase food vendors, artisan merchants, home-based and boutique-style businesses, and nonprofit organizations. For-profit commercial businesses are not eligible to have a booth to sell products or to distribute promotional literature, nor are vendors permitted to sell "after-market" goods or products such as bulk food/products from retail stores or wholesale vendors.



# 2022 NONPROFIT VENDOR AGREEMENT, WAIVER AND RELEASE

**Contact Person:** \_\_\_\_\_ **Nonprofit Organization:** \_\_\_\_\_  
**Mailing/Business Address:** \_\_\_\_\_ **City, State, Zip:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Cell Phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_  
**Names(s) of employee(s) who may work for you at your booth:** \_\_\_\_\_

**DESCRIPTION OF ACTIVITY:** Nonprofit organizations are asked to provide interesting and entertaining activities like fun giveaways, skill contests, games, etc.. Photos (electronic photos preferred) of your booth and/or activities are optional but appreciated. The Rotary reserves the right to use your photos on SBG social media, website or elsewhere to help promote Middle Town Market and encourage guests to shop your offerings.

## BOOTH SPACES

One space is 12' wide x 11' deep. Vendors need to pay for each space they occupy. All participants must have a canopy tent that is weighted down and not staked.

Nonprofit Organizations	1 Week	2 Weeks	3 Weeks	Each Additional Week	Nonprofit Tax ID #
<b>Fee Rates</b>	\$50	\$100	\$125	\$25 per week (Ex. 5 weeks would be \$175 [\$125 for 3 weeks + \$25 +\$25 = \$175])	

**Note:** Payments are due in full with your applications.

### FEE FORMULA

I am signing up for \_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
(space(s)) (fee rate) (your fee)

### CONFIRM YOUR # OF WEEKS

I am signing up for \_\_\_\_\_ weeks at SBG.

Using the formulas above, the fee for my space(s) for the season come to a total of: \$ \_\_\_\_\_

Indicate the dates you'd like to exhibit at SBG below:

- |                                  |                                   |                                    |                                    |                                    |
|----------------------------------|-----------------------------------|------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> June 22 | <input type="checkbox"/> June 29  | <input type="checkbox"/> July 6    | <input type="checkbox"/> July 13   | <input type="checkbox"/> July 20   |
| <input type="checkbox"/> July 27 | <input type="checkbox"/> August 3 | <input type="checkbox"/> August 10 | <input type="checkbox"/> August 17 | <input type="checkbox"/> August 24 |



**TERMS OF AGREEMENT, WAIVER AND RELEASE:**

In consideration of the opportunity to participate in *Summertime by George!* (the "Event"), and as a condition precedent to such participation, the Vendor named herein (the "Vendor") agrees to be bound by all of the terms and conditions described herein, and also agrees to release, indemnify and hold harmless the premises owner (the City of St. Cloud) and the Event sponsor, the Rotary Club of St. Cloud, a Minnesota non-profit corporation and its subsidiary Summertime by George!, LLC (collectively referred to as the "Rotary"), as well as its affiliates, members, board members, volunteers, agents and employees, from and against any and all claims, damages, medical expenses, liabilities, costs and expenses (including reasonable attorneys' fees) arising out of the Vendor's participation in the Event, including without limitation, liability for injuries, damages and/or illnesses to any employees, agents, customers, clients, invitees, guests or other members of the public that may have directly or indirectly resulted from the conduct of the Vendor, or the conduct of the Vendor's agents or employees, the products or services sold by the Vendor, the negligence of the premises owner or the negligence of the Rotary, its affiliates, members, board members, volunteers, agents and employees.

**In addition, I agree:**

- That I have read and agree to be bound by all of the terms of this Vendor Agreement, Waiver and Release, including: 1) all of the Rules and Responsibilities attached as Addendum A, and 2) Mission, Policy and Guiding Principles for Vendors attached as Addendum B.
- That the Vendor has and will maintain during the Event a Workers Compensation insurance policy, as required by law. If the Vendor believes that it is not required to carry such insurance, the Vendor agrees to furnish to the Rotary's Middle Town Market Chair a written explanation of its legal exemption from such coverage requirement. **Check here  if the Vendor intends to contact the Middle Town Market Chair to request an exemption from this requirement.**
- That the Rotary and the City of St. Cloud are not liable for any theft, losses or damage to the Vendor's property which might occur as a result of participating in the Event.
- Nonprofit Vendors are PROHIBITED from the sale of any products or services at the Event.
- That the Vendor hereby grants consent and permission to the Rotary, its affiliates, members, board members, volunteers, agents and employees, to use the Vendor's name(s), image(s), photograph(s), videotapes(s), motion picture recording(s), voice recording(s) or likeness(es), including those of the Vendor's employees and agents for any Rotary purposes, including Event publicity and promotion.
- That the undersigned is duly authorized by the Vendor names above to sign the Agreement, Waiver and Release, and to bind said Vendor to all the terms herein. By my signature below, I consent and agree to the terms of the *Agreement, Waiver and Release* and the attached *Rules and Responsibilities*.
- That the Rotary reserves the right to terminate this Agreement without prior notice or warning if the Vendor violates the *Agreement* or the *Rules and Responsibilities* or engages in conduct which, in the sole discretion of the Rotary, is considered to be detrimental to the Event, to the Rotary or to members of the public.

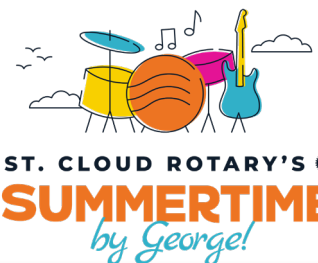
**VENDOR**

**Vendor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

Accepted by a duly authorized representative of the Rotary Club of St. Cloud, a Minnesota non-profit corporation and its subsidiary Summertime by George!, LLC.

**ROTARY CLUB**



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

Print Name: \_\_\_\_\_ Title: Co-Chair of the Middle Town Market at the Event

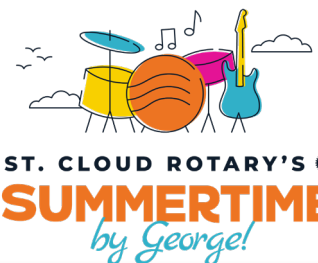
Enclosed is a check for \$ \_\_\_\_\_ payable to the Rotary Club of St. Cloud or Summertime by George!, LLC.  
(total fee for the season)

Contact the Middle Town Market Chair if you have questions regarding any requirements for your vendor space.

**Note: Total amount is due upon submission of the application.**

Send Application to:  
**Summertime by George!**  
**c/o Image Builders**  
**2611 Clearwater Road**  
**St. Cloud, MN 56301**

Questions? Email [SBGMiddleTownMarket@gmail.com](mailto:SBGMiddleTownMarket@gmail.com)



# Middle Town Market Vendor Rules and Responsibilities

## Addendum A

### VENDOR RESPONSIBILITIES:

- Vendors may be asked to remove a product on sale if it is not approved or listed in their application.
- Fireworks, firearms, knives or other types of weapons may not be sold at the Event, nor may any items be sold or distributed that are offensive or inappropriate for children, or that depict vulgar gestures, images or words.
- All Vendors must have signs displaying their name. Signage may not extend beyond the assigned space.
- Alcoholic beverages and **smoking are prohibited** in the vendor spaces.
- Vendors are not allowed to have pets near the food vendors.
- Vendors are to present themselves appropriately in dress and state of cleanliness. Shirts and shoes are required.
- Children coming with Vendors must always be supervised.
- Price, terms of sale, etc. are between buyer and seller only. All Vendors agree to abide by fair business practices.
- Any required sales tax collections and remittances are the sole responsibility of the sellers/Vendors.
- All Vendors must keep their area neat and clean while selling and ensure that the area is clean before leaving.

### PROHIBITED ACTIVITIES:

- The following activities are not allowed: faith-based proselytizing, soliciting donations (to include a donation jar), political and social campaigning, conducting surveys or raffles, asking for petition signatures or distributing sales/promotional sales materials outside of the booth space or Middle Town Market area.

### CANCELLATIONS:

- If the event is cancelled due to severe weather, Vendors will be notified by NOON on the day of the event.
- Vendors will not be reimbursed for cancellations due to weather or for not attending an Event.

### SPACE ASSIGNMENTS:

- Each Vendor is assigned **one 12' wide X 11' deep space**. Separate fees will be charged for each additional space needed, as indicated on the application.
- Assignment and placement of spaces will be determined by the Vendor Selection Committee.
- Vendors are responsible for providing tables, chairs, a weighted tent or any other items needed for their display.
- Generators need to be quiet generators. Staff has the authority to remove Vendors if disturbing noise levels or noticeable fumes and/or unpleasant smells are not mitigated.
- Tents are required and **must be WEIGHTED down** for security and safety. **NO STAKES ARE ALLOWED!**
- Staff has the authority to move and reassign stall space to enhance or facilitate operations.

### VENDOR PARKING:

- Vendors can park **ONE vehicle that fits within a car-sized stall** in the parking lot at 9<sup>th</sup> Avenue and 6<sup>th</sup>/7<sup>th</sup> Street. A **food truck used to sell products** can be



ST. CLOUD ROTARY'S  
**SUMMERTIME**  
*by George!*

located on the park grounds. Staff will determine which, if any, vehicle can be parked on the grounds. Some food vendors may be approved to use a "runner", defined as a vehicle and driver making frequent trips to and from a store location).

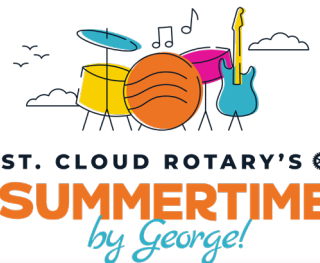
- Parking passes are not used, but parking attendants will have a list of Vendors. They will be at the entrance of the main lot. They will check in Vendors and their approved vehicle.

**SETUP/TEAR DOWN: 2:30 – 4:30 PM:**

- Large food trucks will set up first from 2:30 – 3:15 pm. Once the large vehicles are all in place, all other Vendors with tents and/or smaller vehicles can begin setting up.
- Vendors can bring vehicles onto the park grounds to unload and load products.
- **NO vehicles are permitted on the park grounds after 4:30 pm or before 9:00 pm.**
- **NO vehicle, unless approved, can park on the grounds during the Event.**
- Vendors must be ready at 5:00 pm and remain until 9:00 pm.
- Vendors must remove all materials including paper, bags, boxes or miscellaneous debris as a result of their sales from the area by 9:30 pm. Vendors must take home and dispose of any cardboard boxes, spoiled, unusable, and unsold products. Incidental garbage, such as paper items, soda cans, etc. can be disposed of in the trash and recycling receptacles provided.

**I understand, and agree to Addendum A.**

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



# Mission, Policy and Guiding Principles

## Addendum B

### MISSION:

*Summertime by George!* is a free weekly summer music festival that brings our community together for fellowship, food and fun.

### MISSION STORY:

*Summertime by George!* features a variety of great live music, delicious food, unique artistic creations and fun activities. It is a family-friendly event that is intended to build friendships and foster positive community relationships.

### POLICY:

Consistent with the Mission, *Summertime by George!* is intended to provide a relaxing and fun environment, and is not intended to be a public forum, nor a place for public speaking, debate, solicitation, proselytizing, fund-raising or literature distributions. As such, only those vendors, artisans, volunteers and sponsors that, in the opinion of the Executive Committee, will positively contribute to the mission and purposes of the event, will be selected to participate in *Summertime by George!*. The Executive Committee will develop guidelines for vendors and sponsors that will ensure compliance with these purposes, will minimize controversy and will promote a positive family atmosphere.

### GUIDELINES FOR VENDORS:

This document will be included as Addendum B in the Food Vendor, Non-Profit Vendor, and Retail Agreement, Waiver and Release. The sole purpose of being a Vendor at *Summertime by George!* is to provide our community guests with a selection of delicious food and unique artisan, market, and retail products while making a profit for your company. Vendors may have sales brochures at their Space related to their specific product (i.e. food menus, artisan/retail/farmers market products); ancillary information about your company is prohibited. Vendors that exhibit a political, social and/or religious message will be in violation of the Agreement and may have their space terminated.

**I understand, and agree to Addendum B.**

**Vendor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_





## SELECTION CRITERIA FOR MIDDLE TOWN MARKET VENDORS

A Vendor Selection Committee comprised of 2-3 Rotary members and the Chair of the Middle Town Market review and evaluate the vendor applications 2-6 weeks after they are received based on the criteria listed below. The Committee's selection receive final approval by SBG Executive Committee.

### Vendors that receive priority consideration if all other criteria are met include:

- St. Cloud Rotarians or their family members.
- Locally owned and operated restaurants, caterers, nonprofit organizations, home-based businesses and artisan or boutique-type merchants from the greater St. Cloud area. (National chains, unless grandfathered in (ex. Papa Murphy's) are not considered.)
- Products, services and/or food and beverage items offered are of high quality, unique and not overly duplicated in the Market.
- Reputation and experience participating in SBG other festivals or community events.
- Food truck or booth has a festive, attractive overall appearance as indicated by photos.
- Past rapport and good standing with SBG staff, volunteers and festival attendees.
- Vendors that participate all weeks of the event and are prompt with their payment to SBG.
- Applications are properly completed, and full payment is received prior to deadline.

### FOOD VENDORS are selected based on all the criteria listed above and the following:

- Quality of the food and beverages offered.
- Compliance with all fire, health, business and food service codes and permit requirements.
- Proof of \$1 million insurance policy naming the Rotary Club of St. Cloud as additional insured.
- Experience with serving hundreds of people in a fast, efficient and friendly manner. (Past history with SBG will be weighted heavily into the selection.)
- Depending on the applications submitted and the food/beverage items offered, COVID-19 protocols SBG will limit the number of food vendors (15-25) to assure that the guests have a varied menu and that the vendors will do well. The Vendor Selection Committee avoids duplicate food offerings. We try to avoid more than two of the same products.
- Food Vendors are required to participate all weeks.

### PLACEMENT OF VENDORS

- Large food trucks and booths with generators and grills are placed on the perimeters.
- SBG Vendor Selection Committee places the vendors in accordance with fire code and safety concerns first, consideration of traffic flow and enough spacing between booths. Placement requests are not guaranteed.

