Thursdays
DOWNTOWN
Rochester, Minnesota

Bar/Restaurant Vendor Handbook & Contract

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Section 1 – Event Overview

Thursdays Downtown is a summer market and music festival occurring every Thursday, June through August in downtown Rochester. The event features vendors representing more than 11 categories of products, with most items being handmade. Thursdays Downtown also features live music on two stages, three times a day. Average event attendance is 20,000 to 30,000 people per week, with an estimated seasonal attendance of 220,000 people.

Thursdays Downtown brings together people from all walks of life, from Mayo Clinic patients, downtown employees, life-long Rochester residents, and everyone in between, to unite them with arts, music, and food.

- **2020 dates:** Every Thursday, June 4 through August 27 (13 dates in 2020)
- **Location**: 1st Avenue Southwest from 2nd Street to 6th Street, Historic 3rd Street Southwest, and 5th Street Southwest in downtown Rochester. Click here for a Thursdays Downtown 2020 proposed layout map.
- **Event hours**: 11 a.m. - 8:30 p.m.
- **Event web page**: DowntownRochesterMN.com/ThursdaysDowntown

Section 2 – Application Process

- **2020 Application Open:** March 5, 2020
- **2020 Application Deadline**: March 30, 2020
- **2020 Acceptance Letters Emailed:** the week of April 13, 2020

The Rochester Downtown Alliance (RDA) gives priority to any **Special Service District (SSD) Bar/Restaurant** that applies by March 30, 2020. There is a bar/restaurant cap for the market to avoid oversaturation. If SSD bar/restaurant applications fall under the cap, spaces for other bars/restaurants from within the City of Rochester are given second priority.

To be considered an **SSD Bar/Restaurant**, your business' primary operating address must be located within the Special Service District or be located in a building that pays into the SSD.

1. **To Apply:**
    a. All vendor applications are completed online through **Manage My Market**
        i. Applicants must be 18 years of age or older
        ii. Applicants must list all products intended to sell on the application
        iii. For information about applying, visit: DowntownRochesterMN.com/ThursdaysDowntownVendors
    b. Once a vendor applies to the market, no switching of dates will be allowed under any circumstances.

2. **Participation Fee**:
    a. **SSD Food only vendor**: $280 per date per 10' x 10' space
    b. **SSD Alcohol only vendor**: $290 per date (includes cost of up to three boxes of branded cups for alcohol per season) per 10' x 10' space
    c. **SSD Food & alcohol vendor**: $325 per date (includes cost of up to three boxes of branded cups for alcohol per season) per 10' x 10' space
    d. **Non-SSD food, alcohol, or food & alcohol vendor:** $425 per date (includes cost of up to three boxes of branded cups for alcohol per season) per 10' x 10' space
        i. No cups will be provided for non-SSD food only vendors
    e. **NEW THIS YEAR**:
        i. **SSD non-alcoholic beverage vendor:** $125 per date per 10' x 10' space
        ii. **Non-SSD non-alcoholic beverage vendor:** $135 per date per 10' x 10' space

    Vendors requesting and subsequently assigned a corner booth space will be charged an additional $20 per vendor space.

3. **Cups**:
    a. Vendors will be provided with up to three (3) boxes of complimentary RDA branded cups per 10' x 10' booth space.
        i. This only applies to alcohol only, food and alcohol, and non-SSD bar/restaurant vendors.
        ii. Vendors complimentary cups come in 12- and 16-ounce sizes. Vendors may choose three boxes of any combination of sizes or all three boxes of either size only.
    b. Vendors needing more than three boxes total must pay the cost per box of cups above three boxes. **Note: these are not provided for non-alcoholic beverage vendors.**

4. **Application Fees:**
    a. Upon applying to Manage My Market, vendors will be required to pay an upfront fee of $25. This fee will only be waved for SSD businesses.
    b. **An invoice will be sent to you through email once the RDA has received your application. Paying this fee is the final step to complete your application, and your application will be considered incomplete until the RDA receives this application fee.**
    c. NOTE: Paying the application fee does not guarantee entrance into the market.

5. **Jury Process:**
    a. Applications will be reviewed by an unbiased jury. RDA staff facilitates the jury process but do not serve as jurors.
        i. Jury Criteria:
            1. Originality and uniqueness of products (i.e. new menu items)
            2. Quality of presentation
            3. Ties to the local community (ex. carrying a Minnesota produced beer or including locally grown ingredients)
            4. Business statement

a. Provide 50-75 words describing new products being offered and how your business would enhance the market's offerings.
b. Statements longer than 75 words are subject to editing before the jury reviews.

5. Two to four (2-4) color images of the menu items and of your booth space at previous public events.
   a. If more than four pictures are provided, it will be at the discretion of RDA to provide selected images to the jury.

b. Failure to meet all guidelines or provide a business statement and color images will result in an incomplete application and will not be reviewed.

Section 3 - Accepted Vendors

1. **Booth Placement**
   a. **You will be asked for your top two (2) preferred spaces on the Manage My Market application, and we ask that you please choose a booth space on both the north and south side of layout.**
   b. RDA staff will use the following considerations to assign booth locations:
      i. The overall quality and diversification of the event layout
      ii. Special Service District (SSD) business vs. non-SSD business
      iii. Proximity to competing/similar vendors and/or downtown businesses
      iv. Those with the greatest power needs will be placed near power sources
      v. Total number of event dates requested by the vendor applicant
      vi. Overall flow of the event
   c. Vendors are provided a 10' x 10' space and must stay within the assigned allotted area. Sidewalks and walkways may not be used for products, displays, signage, or storage.

2. **Products Sold**
   a. All items being sold at the market must have been initially approved by the RDA. Vendors may not add products later in the season unless the RDA approves them.
      i. If a vendor is found to be selling products that did not originate with their application and did not receive permission by RDA staff, the vendor may be
      suspended for the remainder of the market season.

3. **ST19 Form**
   a. Event organizers are required to collect this form from all vendors. Access a blank form by clicking here. Forms MUST be submitted with application prior to March 30, 2020.
      i. Disclaimer: Submitting the ST19 form does not guarantee acceptance into the market. Please do not send payments prior to receiving the Thursdays Downtown welcome packet from the RDA. (Only payment exception to this is the $25 application fee that must be paid to be considered for market.)

4. **Sales Tax**
   a. This is each vendor's responsibility.

5. **Payments**
   Vendors have two options for paying vendor fees:
   a. **Payment in full (only applies to vendors selecting all 13 dates)**
      i. Full payments are due in advance of the market by **May 11, 2020.**
      ii. Vendors who secure all dates of the market will be offered a 10% discount off the total invoiced amount.
   b. **Two Payments**
      i. This plan is only available to those who have secured at least seven (7) market dates.
      ii. An initial payment of 50% of your total will be due in advance of the market by **May 11, 2020.** Payment of your remaining 50% balance will be due mid-season **June 18, 2020**.
         1. **If the remaining balance is not paid by June 25, you will forfeit the remainder of the market dates.**
      iii. There is no discount offered for the two-payment plan.

Please do not make any payments until receiving an invoice from RDA.

6. **Late Fees**
   a. Any payment not received by the deadline is subject to a late fee. Late fees are added to the original invoiced amount and are structured as follows:

1-15 Days Late*	16-30 Days Late*	31-45 Days Late*	46+ Days Late*
5% of amount due	7% of amount due	10% of amount due	12% of amount due

* Please see payment options section above for due dates.

Note: Each late payment past 30 days counts as one "risk". If a vendor accumulates two "risks" and does not submit past due payment in full, the vendor will be eliminated from the market via email. There are NO exceptions for late payments.

Thursdays Downtown vendors that have outstanding balances from previous markets will not be considered for the current market.

7. **Rebuttal Rule**
   a. If you are not accepted into the market by the RDA, no rebuttals are allowed.

8. **Wait List Additions**
   a. If a vendor from the waiting list agrees to fill a vendor space at the market, payment will be received over the phone upon acceptance of the dates (subject to a 3.65% processing fee) or during load-in time on event site prior to setting up.

Section 4 – Cancellations & Refunds

1. All outstanding invoices or payments received are non-refundable unless specifically stated otherwise by the RDA.

2. **Weather**
    a. RDA staff will work with the City of Rochester and the National Weather Service to track severe weather throughout the summer. While this is a rain or shine market, factors that impact safety like hail, high winds, and/or lightning can be cause for delay or cancellation of Thursdays Downtown. Prolonged heavy rain may also cause cancellations.
    b. Communications will be sent via email to vendors Wednesday afternoon with an update when weather looks threatening. Most often, the final decision to delay or cancel the event due to weather is decided at 6 a.m. Thursday and communicated to vendors via email.
    c. Day of emergency communications will be communicated via Textify, the Thursdays Downtown text alert platform.
        i. Sign up for alerts by texting **THURSDAYSDOWNTOWN** to 34444.
    d. Thursdays Downtown is an outdoor market, which means rain and other unpredictable factors remain a possibility. Vendors should be prepared for outdoor weather elements. The event is immediately over when evacuation orders have been issued by RDA staff or the City of Rochester.

3. **Cancellations & Refunds**
    a. **RDA Cancellations**
        i. **No refunds** will be applied to event dates cancelled by RDA because of weather or other unpredictable factors.
    b. **Vendor Cancellations**
        i. If a vendor decides to cancel any market dates, the vendor must provide advanced notice so that staff can fill the booth space from the waiting list.
        ii. **No refunds will be given if the vendor cancels for any reason.**

4. **Termination**
    a. The RDA reserves the right to terminate any vendor in violation of any policy or procedure, including negative behavior toward RDA staff and volunteers, event attendees, and/or other vendors, without warning. No refunds will be issued.

Section 5 – Market Day Operations

1. **Sale Hours:**
    a. Vendors must be set up to take sales from 11 a.m. to 8:30 p.m.
        i. If a vendor sells out of product, they must remain at the event until 8:30 p.m. to present a full market and to maintain safe exit procedures.
        ii. Should a vendor start 'shifting' their allocated space or taking down booth earlier than 8:30 p.m., the vendor will be asked to remain in their assigned (clearly marked out) spaces or forfeit deposit and miss the next Thursdays Downtown market date at no refund.

2. **Canopies & Signage:**
    a. Each vendor must provide a fire or flame rated canopy (an EZ Up 10' x 10' tent is highly recommended), tables, and signage for their booth.
        i. The canopy must be weighted down with at least 30 lbs. per leg. Weights must be actual tent weights and singularly attached to each tent leg.

ii. Use of propane tanks, tables, or other equipment as weights is prohibited and RDA reserves the right to enforce this regulation. If the vendor does not comply, vendor will be asked to halt sales until proper weights are secured.

b. A sign or banner with your business name is highly recommended to easily identify the booth.
   i. The signs/banners are to be affixed to your canopy. No signs or banners can be hung or posted on light towers or adjacent buildings. In addition, no sandwich boards are allowed outside of the booth space.

Vendors who apply for any space must comply with the City's temporary membrane, structures, tents, and canopies policy.

3. **Electricity:**
   a. There is limited electricity for vendor usage. Food vendors will be accommodated first for electrical needs. Those with the greatest power needs will be placed near power sources located close to the stages. If electricity is needed for your booth, specify the voltage request including why electricity is needed on the application. The RDA will assign you a power source. If you utilize a source not assigned to you, you will be asked to remove your hook up. **Note: electricity is not guaranteed to all vendors**. Contact the RDA if you have any questions regarding power on site.
      i. You may **not** bring your own personal generator unless it is a "whisper" generator and noise emitted is less than 70 decibels (dB). If you must use more power than originally provided to you, please contact Monika Kopet at mkopet@rdowntownallience.com or 507-216-9884.
      ii. Dessert/bakery and handmade artisan vendors will have access to street pole outlets based on availability.

4. **Propane Tanks:**
   a. Because the event's vendor spaces are close together, Thursdays Downtown does not allow propane tanks onsite. The Rochester Fire Department's fire code says tanks be cannot be within 20' from other tents or membrane structures, measured from the tie-down anchor rope to the next tie-down anchor rope of the next tent. Requirements will be strictly enforced.

5. **Sound:**
   a. You may **not** play sound from your vendor booth. Thursdays Downtown is a music and art festival, and RDA programs the event area with both live and recorded music.

6. **Load-In Procedure**
   a. The vendor welcome packet will detail specific load-in times based on your booth location. Here is a general overview of the process:
      i. Check-in with event staff and drive to booth space.
      ii. Quickly unpack products from vehicle and park vehicle off-site.
      iii. Return after parking to set up the tent and product displays.

iv. Any vendor unloading or parking in an unauthorized area will be asked to move and vendors must.

b. Disclaimer: **The RDA is not responsible for vendor parking,** and any trucks and trailers must get in and out of vendor loading area as quickly as possible.

7. Load-Out Procedure

a. The vendor welcome packet will detail specific load-out times based on your booth location. Here is a general overview of the process:
   i. Pack up all product and take down tent before retrieving vehicle.
   ii. Retrieve vehicle from parking.
   iii. Follow directions from event staff to drive to designated booth space.
   iv. Quickly pack vehicle.
   v. Follow directions from event staff and slowly drive out of the event.

b. Vehicles are not allowed within the market space until event staff open the street barricades. Under no circumstances should a vendor move the barricades or enter the event site without staff approval.
   i. Event staff will open the barricades after the music ends and most attendees have cleared from the event site.
   ii. If barricades are closed, vendors must circle the block until event staff opens the street.
      a) Do NOT interfere with traffic by parking on the street outside of the barricades. Violators may be ticketed by law enforcement.
   iii. Use the utmost caution when entering the market space with your vehicle.

c. Streets will be re-opened to through traffic promptly at 10 p.m. **All vendors must be packed up and out of the event site by 10 p.m.**

8. Vendor/RDA Relations

a. If any vendor is found to be mistreating RDA staff, inclusive of all employees (direct staff or third party) or ignores their instruction, the vendor will receive one (1) written warning. If misconduct is repeated, no second warming will be given, and the vendor will be removed from the market for the entirety of the season. RDA reserves the right to terminate a vendor if the conduct is deemed severe enough for removal from the market. If misconduct occurs a third time, vendor is subject to removal from market.

b. No smoking is permitted by any vendors/employees on the event site. This is a health department rule and will be strictly enforced for all event vendors.

9. Vendor-Generated Trash:

a. Vendors must remove any trash created by their space and haul away upon load-out. The trash containers set in the market area are for attendees' use and are not intended to handle vendor-generated trash.

b. Vendors are NOT allowed to use OnSite Sanitation cans rented by the RDA. All vendors must take away their own garbage and dispose of properly.

c. If a vendor is found to be using event-specific garbage cans, RDA reserves the right to write up the vendor.

Section 6 - Parking

1. The RDA is not responsible for vendor parking. Parking must be arranged directly with Reef Parking at 507-282-4545. A variety of parking options for both vehicles and trailers/oversized vehicles are available in downtown Rochester. Visit **rochesterparking.com** to review options and make appropriate accommodations.

2. To accommodate more vendors, no vehicles or trailers will be allowed to remain within the market or behind your booth space. Personal vehicles and trailers will be allowed into the market street space during load-in and load-out times only.

Section 7 – Additional Information

1. The RDA or any associated businesses or sponsors are not responsible for any accidents or damage that take place as a result of vending at the event.

2. The RDA is not responsible for any goods or services the vendor sells that in any way cause harm to the purchaser.

3. In the event a vendor is either unable or unwilling to fulfill contracted participation in the event for any reason, the vendor must notify RDA Director of Events & Strategic Partnerships, Monika Kopet (mkopet@rdowntownalliance.com) immediately and RDA reserves the right to fill that vendor space with another vendor from the wait list.

4. All authorized vendors participating in the event shall be individually responsible to the RDA for any loss, personal injury, deaths, and/or any other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees, and all vendors hereby agree to indemnify and hold the RDA harmless from any loss, cost, damages, and other expenses, including attorneys' fees, suffered or incurred by the RDA by reasons of the vendors' negligence or that of its servants, agents and employees; provided that the vendors shall not be responsible nor required to indemnify the RDA for negligence of the City, its servants, agents or employees. No insurance is provided by the RDA to participants in the street market.

5. A Thursdays Downtown vendor is responsible for complying with all federal, state, and local laws and ordinances at its own cost.

For any questions, please contact the RDA Director of Events & Strategic Partnerships, Monika Kopet at mkopet@rdowntownalliance.com or 507-216-9884.

Note: Information is subject to change at the discretion of the Rochester Downtown Alliance.

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Thursdays Downtown Vendor Application Checklist

	Apply on ManageMyMarket.com
	Ensure the dates you select are the dates you can be at the market. Once a vendor applies to the market, no switching of dates will be allowed.
	Fill out an ST19 form. Click HERE to download and complete the ST19 form. Email to mkopet@rdowntownalliance.com.
	Pay your vendor application free by due date listed on sent invoice An invoice will be emailed to you once RDA receives your application.
	Review and agree to all terms set in vendor handbooks By signing up on Managemymarket.com, you are agreeing to all terms listed in vendor handbooks.
	Verify that RDA has a valid contact information for you on file Please verify the email address and phone number listed in your Manage My Market profile is correct.

For any questions, please contact the RDA Director of Events & Strategic Partnerships Monika Kopet at mkopet@rdowntownalliance.com or 507-216-9884.