



KERR COUNTY MARKET ASSOCIATION

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February 24, 2010

ANNOUNCING 2010 JULY 4TH HEAT WAVE

Dear Vendor:

Kerr County Market Association is now accepting vendor applications for the second annual “July 4th Heat Wave.” This event will be held on July 4th in conjunction with the City of Kerrville’s annual fireworks display at Louise Hays Park on the Guadalupe River in downtown Kerrville. This event will bring lots of families to spend the whole day in the park with more coming in the afternoon to get good places to watch the evening’s fireworks display, which is recognized as one of the best in South Texas.

We have begun working with City staff and hope to be able to expand and realign the vendor area for smoother flow of customer traffic and greater visibility of all vendor booths. We will also be seeking sponsorships by local businesses for new shade canopies/tents to hopefully make the day more comfortable for us all. If this effort is successful, registered vendors will be contacted about these spaces as the information becomes available.

The “Heat Wave” will be in addition to the regular June 26 and July 24 Market Days at the Courthouse and will be a little different from the regular Market Days. For this July 4th event only, we will allow a few vendors who offer retail/resale merchandise. Regular 2010 Market Days vendors will also be allowed, for this one event only, to include some non-handmade items in their booth. However, all applications will be screened for quality and appropriateness of the products to be offered for sale and we may decline participation by any vendor whose product, in our opinion, does not meet the standards for this event. We also limit the number of vendors offering the same or very similar products. After acceptance, any change or addition to your product inventory must be pre-approved by KCMA.

GENERAL INFORMATION

- ▶ The fee for the “Heat Wave” is \$60 per booth (except Non-Profit organizations, \$40) and must be paid no later than June 30, 2010.
- ▶ Limited electricity is available for \$15; call for availability.
- ▶ Limited canopies are available for rental for \$25; call for availability.
- ▶ There are no refunds if the event is cancelled and no refunds for inclement weather.
- ▶ Booth spaces will be assigned at the discretion of the Market Managers.
- ▶ Booth spaces will not be reserved until fees are paid.
- ▶ Applications will not be processed until all required information is provided.
- ▶ The event “officially” begins at 1:00 p.m. Vendors may choose to leave at 6:00 p.m. or may remain until the conclusion of the fireworks display. For those who stay, all lights must be turned off when the fireworks begin.

VENDOR IDENTIFICATION: Vendors will be issued an ID tag for this event to allow access to “Heat Wave” restricted areas, including parking areas not accessible to the general public. Also, each vendor is required to display at their booth, in clear view, their name or the name of their business. Any vendor who accepts payment or a deposit for future delivery of a product must give the customer written contact information.

PARKING: Food Vendors must be set-up and ready for Health and Fire inspection no later than 10:00 a.m. All other vendors may arrive as early as 8:00 a.m. and must arrive no later than 10:00 a.m. in order to have access to the booth area for unloading vehicles and trailers. All vehicles and trailers must be removed from the booth area no later than 11:00 a.m.

MISCELLANEOUS:

- ▶ Anyone wishing to sell prepared food items **MUST** complete a **FOOD VENDOR** application and obtain a City of Kerrville Health Permit (Kerrville Health Dept. 830-792-8352).
- ▶ Canopies may be staked and/or weighted with weights you provide and both canopies and displays must be sufficiently secured to prevent them from blowing over (it always gets windy).
- ▶ State Sales Tax Permit is required and must be displayed at your booth. For information, please call 1-800-252-5555 (State Controller’s Office).
- ▶ Primary communications are by email so if you have an email address please include it on your application and **CHECK YOUR EMAIL FREQUENTLY**.
- ▶ Applications are processed in the order received. Faxed applications will be accepted if the original form and check are received no later than five days after the fax.
- ▶ You may call to confirm that your application has been received. You will be contacted if any questions arise regarding your application; otherwise you may assume your application has been accepted and you have a reserved space unless you are notified otherwise.
- ▶ Booth assignments are made on Thursday preceding the event and staff will be available when you arrive to direct you to your site.

And, finally, KCMA continues to seek new opportunities to develop and operate quality events that offer family activities for our community while providing additional sales venues for our vendors. The atmosphere of friendliness, helpfulness and courtesy which is the keystone of our events will continue with this new venture. We look forward to a day of fun and profit for everyone.

If you need additional information, please feel free to call. Otherwise, payment in full must accompany your application. We all look forward to having you there to celebrate Independence Day

Sincerely,

Jackie & LuAnn

Executive Directors

Kevin & Deena

Event Managers