

THE ESCONDIDO CHAMBER OF COMMERCE  
Proudly sponsors

# THE GRAND AVENUE FESTIVAL ESCONDIDO

## 3rd Sunday in May

Live Entertainment · Over 400 Booths · Crafts  
Arts & Crafts · Pancake Breakfast · Rides

Food From Around the World  
Third Sunday in May and October

Fun for the whole family!  
9:00 am to 5:00 pm

*Presented in cooperation with the City of Escondido,  
the Escondido Police, and Fire Department.*

**ATTN VENDORS:** New venue redesign effective October 21, 2018 Festival  
Format subject to change as needed

Booth size 12-ft frontage; 10-ft deep  
Food Courts 15-ft frontage; 10-ft deep



THE CHAMBER OF COMMERCE and  
THE DOWNTOWN BUSINESS ASSOCIATION  
PRESENT

ESCONDIDO GRAND AVENUE  
FESTIVAL

California Center  
For The Arts

ESCONDIDO  
CITY HALL

(ONE WAY) VALLEY PARKWAY

CENTER CITY PKWY

ESCONDIDO

BROADWAY

VALLEY

(ALLEY)  
The Gateway  
Heritage Park

CHASE BANK  
PANCAKE  
BREAKFAST

CHASE BANK  
STAGE

COMMUNITY  
STAGE

CHASE BANK  
STAGE

CHASE BANK  
STAGE

CHASE BANK  
STAGE

(ALLEY)

SECOND AVENUE (ONE WAY)

# FESTIVAL INFORMATION

## VENDORS - KEEP THIS PORTION OF THE APPLICATION

The Grand Avenue Festival is part of a series of year-long events being presented by the Escondido Chamber of Commerce. The Festival is held the 3rd Sunday of May and October. Located in Downtown Escondido, with over 400 booths and a wide variety of food and family entertainment, the Festival draws large crowds and provides everyone with a successful and enjoyable day, and has been ongoing since 1988.

1. APPLICATION DEADLINE: **There is no application deadline**, however, **Downtown Merchants must apply** by March 15 to secure space in front of their storefronts. All applications must be complete. All applications must be accompanied with a check, or money order. After April 15, money orders, or cash only. **APPLY ON LINE: For your convenience, we recommend that you apply on line at [www.kennedyfares.com](http://www.kennedyfares.com)**
2. APPLICATION PRIORITY: Downtown merchants have 1<sup>st</sup> priority for one (1) space for their product(s) in front of their business. Space assignments and priority system based on deadlines, postmarks, product type and/or prior participation in most recent Festival.
3. SPACES: Spaces = 12' wide (across front) x 10' deep. Some limited special curb spaces are "split level" which means a curb is part of your space or less than 12' frontage. Food Court booths are 15' x 10'.
4. ELECTRICITY: Must request electricity on application - availability limited. Electricity charge (\$75) must be included with application with a separate check or MO. Personal "whisper" type generators allowed only with prior Festival Manager approval. Cords must be commercial type and taped down.
5. HOURS/SCHEDULE: Public Festival hours are 9:00a.m. to 5:00 p.m. Setup time as assigned on confirmation. Space forfeited if not occupied by 8:30 a.m. All spaces cleared and streets open by 7:30 p.m.
6. PARKING: All vehicles to be removed from Festival area by 8:30 a.m. Parking only on periphery of Festival area. Park in legal areas only – no alley parking.
7. TAXES: State Franchise Seller's Permit number must be on application. Vendors responsible for collecting and reporting sales tax.
8. PERMITS/CERTIFICATES: Food vendors responsible for San Diego County health permits. "additionally insured" certificates required for food product booths. Certified fire extinguisher required by fire marshal (food booths). If using canopy, it must be fire retardant (all vendors).
9. CONFIRMATIONS/CANCELLATION/REFUNDS: Confirmations mailed 21-30 days before Festival. No refunds within 30 days of Festival. No refunds in case of inclement weather, acts of nature or restrictions by government agencies to cancel the event, over which the Chamber of Commerce has no control. Cancellations prior to 30 days of the event, requires a \$30 cancellation fee.

OTHER: The Chamber of Commerce reserves the right to limit the number of applications for any one particular type of good/service, thereby protecting all

vendors and maintaining diversity. We reserve the right to change or substitute vendor spaces for the good of the Festival and its participants. No stolen merchandise, fire arms, ammunition, explosives, fireworks, party poppers, bomb bags, snap caps, alcoholic beverages or drugs on Festival grounds. No potato guns or other items that could cause injury. Sale of tobacco, tobacco/drug paraphernalia or any item that promotes the use of any Federally Controlled Substance, including Marijuana, is not permitted. Merchandise should be displayed as colorfully and tastefully as possible.

## SPACE RENTAL SCHEDULE

Intersection Sponsors (3 sides open to public)	\$750.00
Food (faire provides 3-compartment sink)	\$375.00
Food (vendor provides 3-compartment sink)	\$275.00
Arts & Crafts (Grand Avenue) or Downtown Merchant on Grand	\$150.00
Business/Corporate (Grand Avenue)	\$230.00
Corners (limited) (separate check)	additional \$ 50.00
Electric (limited) (separate check)	additional \$ 75.00
Single Food Pre-Pak only	\$150.00

NOTE: Only a space is provided—Tables, etc, are vendor responsibility

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**DOWNTOWN MERCHANTS DEADLINE.**  
**March 15 in order to get 1 space in front of storefront**

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**APPLICATIONS MUST BE COMPLETELY FILLED IN!**  
Include a check, or money order. If you apply on line, the Chamber will send you an invoice to pay.  
Make Checks Payable To: Escondido Chamber of Commerce

**Apply on line at [www.kennedyfares.com](http://www.kennedyfares.com) OR**  
**Mail Application To: The Grand Avenue Festival Escondido**  
**P.O. Box 2817**  
**Vista, CA 92085**

**Event Site Manager: Kennedy & Associates**  
**760-945-9288 (ph) 760-305-7750 (fx)**  
**[www.kennedyfares.com](http://www.kennedyfares.com)**  
**[info@kennedyfares.com](mailto:info@kennedyfares.com)**



**Escondido Spring** **FOR OFFICE USE ONLY**

R# \_\_\_\_\_ Date Rec'd: \_\_\_\_\_ \$: \_\_\_\_\_ Chk #: \_\_\_\_\_

NOTE: \_\_\_\_\_

Previous Space #?: \_\_\_\_\_ Move? (Y or N) \_\_\_\_\_

Tel # \_\_\_\_\_ Fax # \_\_\_\_\_

Email \_\_\_\_\_ Mobile # \_\_\_\_\_

Business Name): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

# of Spaces Desired: \_\_\_\_\_ Electric Required? (amps/volts) \_\_\_\_\_

(or prior space #, if returning)

Product(s) to be sold or information provided: (must be completed) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Health Permit No. & Expiration Date: \_\_\_\_\_

(Required for Food Vendors)

State Franchise Seller's Permit No: \_\_\_\_\_

(Sellers Permit No. Required unless exempt)

Please check all that apply.

- |                          |                          |                                 |
|--------------------------|--------------------------|---------------------------------|
| I Prefer                 | I Can Accept             |                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Street Center 12' x 10'         |
| <input type="checkbox"/> | <input type="checkbox"/> | Split Level Curb/Street 12'x10' |
| <input type="checkbox"/> | <input type="checkbox"/> | Less than 12' x 10'             |

I agree to indemnify, defend, waive, release and hold the Escondido Chamber of Commerce, The Downtown Business Association, the City of Escondido, and Kennedy & Associates harmless from any and all liability, claims and causes of action for injuries to person or property arising out of or related to this Street Faire, specifically including, without limitation, injury or damage to booth and contents, merchandise, employees, contractors, guests, customers, invitees and all other third parties. No refunds within 30 days of the event. \$30 cancellation fee applies prior to 30 days.

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

Once your application is reviewed and approved, the Escondido Chamber of Commerce will send you an invoice via email. Please pay invoice upon receipt in order to reserve your space. Spaces will not be reserved until booth fee is paid.