



25th Annual Lemon Festival Vendor Application

Saturday, August 13, 2022 (11AM – 6PM)

Chula Vista has a juicy history with lemons. In the early 1900s, the town's boom in citrus growth gave it the title, "Lemon Capital of the World." For the past two and a half decades, we've celebrated that legacy with the Lemon Festival: a citrus-centric community event, welcoming tens of thousands of attendees to Downtown Chula Vista. This free-to-attend festival features lemon-infused activities, live music, lemon themed contests, lemony snacks and beverages, and countless other sweet and sour vendors and activities to enjoy with family and friends.

Space is limited. Register early!

Early Registration Deadline: July 1st, 2022, or until spaces are filled. No walk-on vendors will be accepted.

Late Registration Fees: After July 1st, 2022, add \$50.00

Event Hours and Set Up: **Saturday August 13 from 11AM to 6PM.** Set up is between 6AM and 9AM. Vehicles will be allowed to drive onto Third Avenue to unload merchandise. You may not begin assembling your booth until after your vehicle has been removed from the street. All vehicles must be removed from the street by 9AM. Cars will not be allowed back onto the street until the close of the event. No early departures.

Vendors: Examples of vendors include home décor, clothing, accessories, arts & crafts, beauty supplies, and pre-packaged food to be consumed later. Vendors with lemon themed merchandise and activities will be prioritized.

Parking: Free, ample parking is available. Load In information will be sent 3 weeks prior to the event.

Review Process: Space assignments will be made on a first come, first serve basis, and will go through a review process for acceptance or denial. All vendors are subject to review and TAVA reserves the right to refuse space to anyone. Photos of your booth and items sold are required by all vendors. Approval notice will be sent within 2 weeks.

Space Assignments: TAVA (Third Avenue Village Association) will place all vendors. You may request a space on your application but there will be no guarantees. Vendors will receive a space assignment number and map ahead of the festival.

Sales Information: TAVA reserves the right to determine if a business, organization, or activity is suitable for the Lemon Festival. Please list all items that you will be selling on the application. TAVA reserves the right to request removal of items that are not listed on the pre-approved vendor application.

Health Permits: Grocery concessionaires must submit health permits with this application. Please call the SD County Dept. of Environmental Health & Quality (DEHQ) Temporary Events at 858-505-6809 if you have any questions. Describe all food items to be sold on the application.

Fees: Fees vary by space size and are non-refundable. **Upon acceptance each vendor will be emailed an invitation and invoice from Square.com. Payment via Square includes a 3.5% Credit Card Processing fee.** If you prefer to mail a check, please make checks payable to: Fuse Events, 2210 Columbia Street, San Diego, CA 92101.

Sales Tax: Vendors must submit a copy of your valid California Sellers Permit (state sales tax license) with application. Vendors are responsible for collecting and reporting sales tax.

Electrical: Electrical power is available for vendors at an additional cost of \$100. You will be required to supply a plug or UL adapter, plus 100 feet of heavy-duty cord. Each vendor is responsible for taping down their own extension cords. To control the safety of all electrical hook ups, vendors may not to bring their own generators. **Electricity is only available through event rental.**

Clean Up: Vendors are responsible for cleaning up their booth space and for being courteous festival neighbors. Spaces not returned to original conditions will be denied entrance next year.

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Business / Organization Name					
Contact Name					
Address					
City		State		Zip	
Phone Number		Email Address			
Website Link					
Social Media Link					
Merchandise Description					
Describe all merchandise, promotional, or concession items to be sold or distributed (photos required for all vendors).					
Lemon Theme					
Describe proposed lemon themed activity or product. Lemon component is required for this cheerfully themed festival.					

Please provide a copy of each permit with this application.

Applications will not be accepted, and a space will not be reserved, without the following permit copies:

San Diego Country Health Permit #	
Sellers Permit # (Required)	
Certificate of Insurance: Name Third Avenue Village Association as additionally insured for \$1,000,000 per occurrence, \$2,000,000 aggregate.	

Standard Vendor Space Fees	TAVA Vendor Space Fees (Business license holders within Third Avenue)
*If you need to rent a tent, please select additional \$150 fee below. Vendors bringing own tent must have certified fire-retardant tent.	
10'X10' Space Only - \$300	10'X10' Space Only - \$250
10'X20' Space Only - \$575	10'X20' Space Only - \$525
10'X30' Space Only - \$850	10'X30' Space Only - \$800
10'X40' Space Only - \$1100	10'X40' Space Only - \$1050

Non-Profit Vendor Fee	
10'X10' Space Only - \$200	
Applicable only to certified 501c3 organizations	

Additional Space Fees	
Late Registration (After July 1 st) - \$50	
Electrical Hook Up - \$100	
Equipment Bundle: 1 Table & 2 Chairs - \$50	
10'X10' Pop Up Rental (no walls) - \$150	
10'X20' Pop Up Rental (no walls) - \$300	
10'X30' Pop Up Rental (no walls) - \$450	
Corner Location - \$200	
*Not a Guarantee. Only if available at time of assignment	

Please send completed application, booth photo, and copies of required paperwork to:
events@thirdavenuevillage.com.

Upon acceptance each vendor will be emailed an invitation and invoice from Square.com. Payment via Square includes a 3.5% Credit Card Processing fee. If you prefer to mail a check, please make checks payable to: Fuse Events, 2210 Columbia Street, San Diego, CA 92101. All fees must be paid to confirm participation.

The Third Avenue Village Association and Fuse Events assume no responsibility for any loss, damage, injury or claim arising out of the participant's acts or omissions in the 25th Annual Lemon Festival. Further, participant (indemnitor) shall defend and indemnify the Third Avenue Village Association and Fuse Events (indemnitee) for the negligence, fault, misconduct and liabilities caused by the participants (indemnitor) should said negligence, fault and/or misconduct lead to the filing of a claim or legal action, including but not limited to attorney fees and court costs. **Once a vendor has been accepted, there will be absolutely NO REFUNDS of vendor fees.** The no refund policy includes situations in case of inclement weather, acts of nature or restrictions by governmental agencies to cancel the event over which TAVA has no control. All vendor applications are subject to review and receipt of application does not guarantee a space. We are not responsible for stolen or damaged items. The applicant agrees that it is his/her responsibility to carry appropriate insurance.

Applicant Signature: _____ Date: _____