



## City of Pismo Beach

Conference & Visitors Bureau  
760 Mattie Road  
Pismo Beach, CA 93449  
(805) 773-7034

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# 2017 Pismo Beach Clam Festival

## Vendor Application

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The Clam Festival is one of the largest annual events held in Pismo Beach, with attendance reaching 15,000 people and greater for the three-day event.

Dates: October 20-22, 2017, *Rain or Shine.*  
Times: 5:00pm-7:30pm Friday – Chamber Hosted Wine Walk  
10:00am-6:00pm Saturday  
10:00am-5:00pm Sunday  
\*Set-up at 7:00am, must be completed by 10:00am\*  
Where: Pismo Beach Pier Parking Lot and Surrounding Areas  
Admission: FREE! Unless participating in a premium scheduled activity.  
Entertainment: Live Bands, Beer Garden, Best Local Clam Chowder Contest, Clam Bake, Clam Dig, Family Friendly Games and More!

### FOR ALL VENDORS

- Booth space is 10' wide by 10' deep. Food trucks can be accommodated.
- Clean up is your responsibility.
- Vendors MUST currently hold or obtain insurance.
- Vendors MUST purchase a City of Pismo Beach Business License.
- Vendors MUST have a current California Seller's Permit.
- Food vendors MUST obtain a San Luis Obispo County Healthy Department Permit.
- Vendors must submit in full an items list of what you will be selling with application.
- Trash cans must be provided at your booth.

### BOOTH SPACE COST

City of Pismo Beach Vendor: \$250.00  
Non-City of Pismo Beach Arts & Crafts Vendor: \$350.00  
Non-City of Pismo Beach Commercial Vendor: \$500.00  
Non-City of Pismo Beach Food Vendor: \$500.00  
Non-City of Pismo Beach Ride & Games Vendor: \$400.00  
Premium Booth: Add \$50.00 to booth space cost, includes a corner or premier location.  
Electricity: \$30.00 (1 simple hook-up)

Note: Only 110 volt is available. If you need additional electricity, you must bring your own 12-gage commercial grade 100-foot cord. Electricity may not be available to all vendors. You MUST indicate on this application if you will need electricity.  
LPG/Propane will be limited to 10 gallons per booth.

RETURN TO: City of Pismo Beach CVB, Attn: Kristin Huebner  
760 Mattie Road, Pismo Beach, CA 93449.

EMAIL: [khuebner@pismo beach.org](mailto:khuebner@pismo beach.org)





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# 2017 Clam Festival Category Descriptions

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*City of Pismo Beach vendors will get top priority in each category.*

### **ARTS AND CRAFTS**

We will accept Arts and Crafts vendors on a first-come, first-serve basis, after City vendors receive priority. All arts and crafts will be juried by photo. Please email at least four photos representing the arts or crafts you will be selling at the Clam Festival. At least 50% of the arts and crafts must be handmade by the seller. Decision of the jury is final. You must list in full all the items you will be selling. If the jury decided that your merchandise does not fit into the Craft category, you will have to apply as a Commercial vendor. You may not sell any items out of character to those that you have represented in the photo. Inspections will be conducted to verify products being sold.

### **COMMERCIAL**

We will accept Commercial vendors on a first-come, first-serve basis, after City vendors receive priority. The commercial category includes items for resale, items that were made by someone other than the vendor and items not deemed artistic. This category also includes for profit businesses who want to promote their business through handouts or information. Political and religious booths are not permitted. We endeavor to limit the sale of same-type articles. Inspections will be conducted to verify products being promoted or sold.

### **FOOD**

We will accept Food vendors on a first-come, first-serve basis, after City vendors receive priority. You must submit a complete menu with your application. The Festival limits duplication of food items.

Food vendors are required to:

1. Have a San Luis Obispo County Health Department Permit
2. Meet the Cal Fire / Pismo Beach Fire Department rules and regulations
3. Supply a proof of insurance certificate naming the City of Pismo Beach as Additional Insured with a minimum limit of liability at \$1,000,000.

**Non-Profit Organizations Selling Food** must provide a Non-Profit Taxpayer ID#, and must have a California resale number, if required. Same rules apply as for general food vendors.

### **RIDES AND GAMES**

We will accept Rides and Games vendors on a first-come, first-serve basis, after City vendors receive priority. To apply, send an email describing your ride or game along with a photo of the setup to be juried and we will contact you once we have approval.

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# 2017 Clam Festival Rules and Regulations

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**Deadlines:** Applications including payment must be received by September 15, 2017. All applications received, that qualify, will be accepted on a first-come, first-serve basis, after City vendors received priority, according to space availability.

**Method of Payment:** Personal Checks, Money Orders, MasterCard, Visa and Discover will be accepted. Please do not email, fax or mail applications without payment, we will not process it and it will be returned to you. The processing fee for a returned check is \$50.

**Cancellations, Refunds, Rain:** No refunds will be given after August 15, 2017 for any reason. Rain does not cancel this event. You may cancel before August 15, 2017 for ANY reason, but there will be a \$50 processing fee that will not be returned to you.

**California Resale Number:** All vendors selling goods other than cold food must provide a copy of their California Resale certificate with their application. We will not process your application without a valid Sellers Permit. By law we are required to send a complete list of vendors and their permit numbers to the California Board of Equalization at the end of the Festival. To apply for a resale number, visit their website, [http://www.boe.ca.gov/permits\\_licenses.htm](http://www.boe.ca.gov/permits_licenses.htm) .

**Insurance:** Food and Commercial vendors giving out samples MUST provide proof of liability insurance including the City of Pismo Beach as additional insured on the policy for the event. Please contact your insurance agent for their requirements to add us to your policy. Most other vendors are not required to carry us as additional insured, but will be notified of any insurance requirements should it be necessary.

**Electricity and Water:** We have limited availability of electricity for the event and it is almost exclusive to food vendors. If you have a need for electricity or water and you are not a food vendor please email with a request so we can try and accommodate you.

**PA Systems:** ARE NOT ALLOWED.

**NOT ALLOWED TO BE SOLD:** Weapons, Swords, Blades or Scissors with more than a two inch blade, Guns, Animals, any product made with an endangered animal, anything pornographic or obscene in nature, or anything drug related. Judgment will be up to the discretion of the Festival Committee, and violations will cause immediate expulsion from the Festival with no refund.

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# 2017 Clam Festival Policies and Procedures

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**Recycle:** Please place all clean cardboard products in the large recycle roll-off as marked.

**Trash:** All vendors are responsible for taking care of their own trash, recyclables and greywater. You will be notified of special grease cans where you MUST dispose of your grease. The City will provide dumpsters and greywater containers for you to dispose of your garbage in. Do not put your trash in the public trash bins.

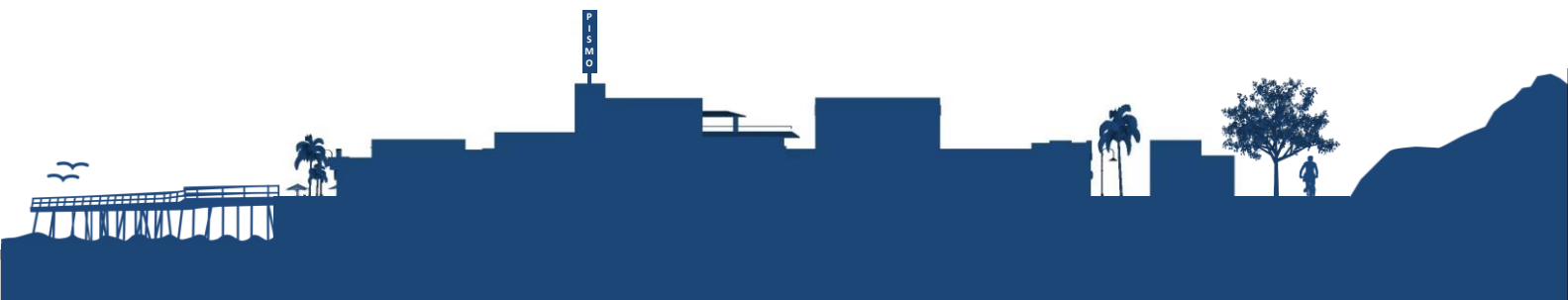
**Security:** Overnight security is provided. If you leave your booth structure up, please remove all merchandise you are concerned about. Although security is provided, the City is not responsible for stolen or damaged items.

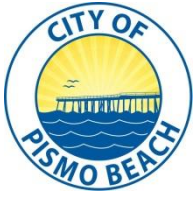
**Booth Information Packet for set up:** Booth Information Packets for set up will be mailed out to you after September 15<sup>th</sup>. You need to bring this packet and its contents with you when you come to the Clam Festival. The packet will include your booth number and location, maps, instructions for set up and tear down, entrance pass and your Booth Number Placard. It is required that you post your Booth Number Placard on the upper right corner of your booth as soon as your easy-up is in place. Your Booth Number Placard must be in place for the entire Festival, NO EXCEPTIONS. If you do not use an easy-up please contact the Conference & Visitors Bureau for instructions on where to post your Booth Number Placard.

**Booth Assignments:** Best efforts will be made to assign the desired booth space to vendors. We will guarantee a booth space, but we will not guarantee where the location will be. Assignments of booth locations for both new and former vendors are made by the Festival Committee, and although vendors may request certain areas, availability will dictate the final location. Once the Festival Committee has assigned you a booth number, and your packet has been mailed, no changes will be made without approval and will be subject to a \$50 relocation fee, payable in advance.

**Booth Sharing:** Sharing a booth is permissible if BOTH applicants have provided the appropriate information, signed and dated the applications and are approved by the Jury.

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## 2017 Pismo Beach Clam Festival Vendor Registration Form

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Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Company: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City / State / Zip: \_\_\_\_\_  
Seller's Permit or Non-Profit ID Number: \_\_\_\_\_  
City of Pismo Business License Number: \_\_\_\_\_

### PAYMENT INFORMATION

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_ CVV: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City / State / Zip: \_\_\_\_\_  
Signature: \_\_\_\_\_

### VENDOR TYPE

Arts & Crafts: \_\_\_\_\_ Commercial: \_\_\_\_\_ Food: \_\_\_\_\_ Ride & Games: \_\_\_\_\_

Cost of Booth Space [+ \$50 for Premium Space + \$30 for Electricity]: \$ \_\_\_\_\_  
Amount Enclosed: \$ \_\_\_\_\_  
Balance Due: \$ \_\_\_\_\_

\*Please note if you pay by credit card, a 2.5% service fee will be added to your transaction\*

Description of Booth: \_\_\_\_\_

Complete Menu or List of Items to be sold from your booth space: \_\_\_\_\_

All items to be sold MUST be listed on this page. Items not included CANNOT be sold from your booth space. Photos must be submitted with this application. No exceptions.

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# 2017 Pismo Beach Clam Festival Vendor Agreement

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I understand that I assume all risks for loss, theft, damage, liability, injury, cost or expense of whatever description that I may incur during the 2017 Pismo Beach Clam Festival. I further agree that I will indemnify, defend, and hold harmless the City of Pismo Beach and its council members, officers, employees, agents and volunteers from and against any liability, actions, claims, damages, costs or expenses, including attorney's fees and costs of suit, that may be asserted by any person, including myself, from any cause whatsoever, directly or indirectly, arising out of or in connection with my participation in the Pismo Beach Clam Festival, whether or not there is concurrent passive negligence on the part of the City. My indemnification does not extend to claims occurring as a result of the City's sole negligence or willfully wrongful acts or omissions. I further assume full responsibility for the safety and insurance of my own exhibit, for all sales tax occasioned by its use, and for picking up any and all trash in the area assigned to me. I further understand and agree to the following rules:

- To conspicuously display copies of my seller's and Department of Public Health permits at my exhibit space and give copies of these items with my application.
- To observe all fire, safety, and public health regulations as communicated to me by the City of Pismo Beach, Cal Fire / Pismo Beach Fire Department, and the County of San Luis Obispo.
- To obtain a City of Pismo Beach Business License.
- To obtain insurance and have a copy with on hand at the festival.
- To sell **only** those items listed on my application.
- To allow no pets, loud audio equipment, Styrofoam, or alcoholic beverages within or around my assigned space.
- To not exceed my assigned space size.
- To clean my assigned space and dispose of my trash and greywater at the end of the event in the designated bins.
- To not infringe on walkways or neighboring booth spaces, and not move to another location without official permission.

**I also understand that refunds will not be granted on fees paid after August 1, 2017** and that entry fees are nontransferable without written City authorization. In addition, I understand that selected spaces cannot be guaranteed and changes in the vendor space arrangement may occur. I understand that if I fail to comply, I can be asked to leave the event and prevented from being a vendor at City of Pismo Beach events in the future. I certify that the information on my application is true and correct, and that I have read the above rules and understand and agree to abide by them.

Signed by: \_\_\_\_\_ Date: \_\_\_\_\_

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