



October 6-8, 2017

## 2017 Food and Drink Merchants Prospectus

### EVENT SUMMARY

The 73rd Annual Waterford Fair, Traditional American Crafts and Historic Homes Tour, takes place in the National Historic Landmark village of Waterford, Virginia.

The Fair attracts approximately 20,000 visitors, a well-educated and loyal clientele. We are looking for exceptional food trucks, stands, and carts to make the Waterford Fair a destination for delicious food and drink, as well as the best in handmade artisan craft. We want savory and sweet offerings, traditional fair and gourmet options, as well as coffee, tea, and other refreshing drinks to keep our crowds fed and happy!

The Waterford Foundation is a 501(c)(3). Proceeds from the Fair benefit the preservation and education efforts of the Foundation, increasing the public's knowledge of life and work in an early American rural community.

A truly unique event, the Fair encompasses the entire historic village of Waterford. There are five (5) retail/entertainment areas and Food and Drink Merchants are grouped together in the three (3) main ones. If you have not visited or participated in the Fair before please take a few minutes to watch this short video: <https://www.youtube.com/watch?v=v1XmEv9EDSs>

### APPLICATION INFORMATION and DEADLINES

Application opens	January 24, 2017
Application closes	June 30, 2017
Notification of acceptance	July 11, 2017
Fee & documents due	Aug 8, 2017
Mandatory Set up day	Thursday, October 5, 2017; 9 am to 5 pm Food Trucks arrive before 9 am; daily

### SHOW DATES AND HOURS

Friday, October 6, 2017	10 am to 5 pm EST; must be set up by 9 am
Saturday, October 7, 2017	10 am to 5 pm EST; must be set up by 9 am
Sunday, October 8, 2017	10 am to 5 pm EST; must be set up by 9 am

### LOCATION

Waterford, Virginia 20197

### SUBMISSION INSTRUCTIONS

#### MENU

Food and Drink Merchants offering an attractive menu with appealing presentation will receive first consideration. On the application, please describe your business, what you make/sell and provide a brief menu proposal. Remember that you must serve the accepted menu. The Fair Director must review any changes made after approval, prior to setting up your stand/cart.

## SALES TAX

Virginia Sales tax must be collected by each vendor. The necessary forms for vendors who do not have a Virginia sales tax license number will be included in your welcome packet along with information regarding how the sales tax should be deposited with the Virginia Department of Revenue.

## LOUDOUN COUNTY DEPARTMENT OF HEALTH PERMIT

All food vendors must obtain a Loudoun County Department of Health Temporary Food Permit for this event. There is an application fee of \$40 for your first Temporary Food Permit. A new application and permit are required for all special events however, no additional fees are required.

- If you have already paid the Virginia Department of Health \$40 Application fee for 2017, enclose a copy of the receipt with the Temporary Food Permit application. All applications for the Temporary Food Permit are to be submitted to the Waterford Foundation. *Do not mail your application to the Health Department.*
- **If this is your first Temporary Food Permit application in the calendar year (January 1-December 31 2017),** include a check for your \$40 fee (**payable to the VDH**) with the Temporary Food Permit application and mail both the check and the application to the Waterford Foundation. *Do not mail your application to the Health Department.*

## FACILITIES AND SET UP

### SETUP AND TAKEDOWN

All food stands must be set up by 5 p.m., Thursday, October 5 and open for business by 9:00 a.m. on Friday, October 6. **Stands may not be dismantled until 5:00 p.m. on Sunday, October 8.** Stands are to be staffed and open for business daily from 10 am to 5 pm. Failure to comply with these requirements may result in non-participation the following year. Food Trucks may set up each morning of the Fair but set-up **MUST** be complete by 9:00 am each morning and can not exit the Fair until after 5:00 pm.

### BOOTH PLACEMENT

As always, the Food Committee decides the placement of booths. Every effort is made to place a wide selection of different food options in each of the three main exhibit areas at the Fair. At times items of a food vendor's menu may overlap another's in the immediate area such as two vendors may both offer lemonade. We will make every effort not to do this but it cannot always be helped. Your patience, understanding and acceptance of this is greatly appreciated.

### BOOTH APPEARANCE AND SIGNAGE

In an effort to improve the overall appearance of the food booths at the Fair, we are asking that the signs you bring be an acceptable size in proportion to your booth. Signs also should be professional looking, easy to read and understand with prices clearly marked. For some booths the use of a table skirt is recommended to cover up storage of utensils, machinery, etc. **Signs will not be allowed above the horizontal line of the top front of your booth.** Signs may be inside the booth or on the side but **not above the booth itself.** No merchandise sales are allowed (i.e., t-shirts, hats, etc.)

*New applicants must submit a photo of the booth as it will appear at the Fair.*

### ELECTRICITY

Electricity for standard outlets will be provided for those who need it. **We must know your requirements in advance.** Make sure you list the number of each of the different appliances you are bringing so we have an accurate idea of how much wattage is required. You may bring only those appliances which have been listed on your application. All food and drink merchants must supply their own heavy-duty grounded extension cords.

## **PARKING**

No cars or trucks can be in the retail area during the Fair. You may refresh your supplies before or after hours but the supply vehicle must also be removed from the area during Fair hours. Enclosed with your information packet will be a vehicle-parking permit and directions to the lot(s) closest to your space.

## **SECURITY**

Loudoun County Sherriff's Office is onsite during the show's hours of operation only. Waterford is a residential area, so reasonable precautions should be taken to ensure the safety of you and your property.

## **RULES AND INFORMATION**

### **PAYMENT**

A 25% Commission on **GROSS SALES or a fee of \$800 (whichever is less)** is collected from Food and Drink Merchants with a \$250 deposit fee is due initially. The balance (25% gross sales or \$800 less \$250) is to be submitted along with the Food and Drink Sales Verification form by October 24, 2017.

The deposit fee you pay includes costs of electricity, trash collection and recycling, is due no later than **August 8**, and is to be submitted along with the other items on the checklist (see application page 2). **Participation in the Fair is not guaranteed until all items are received by the Fair office.**

Your signature on the application form signifies your contractual agreement to abide by the terms laid out in this document and will be held by Waterford Foundation, Inc. to be binding. Please make check payable: Waterford Foundation. Mail with Food and Drink Sales Verification form to: Waterford Foundation, PO Box 142, Waterford, VA 20197.

### **CANCELLATION**

Merchant may cancel agreement prior to August 28, 2017. Cancellation must be in writing. The fee will be refunded less a \$50 processing fee. The Foundation also reserves the right to cancel prior to August 28, 2017 and a full refund will be made to the Vendor.

### **BAD CHECKS**

If a check is returned by our bank, you will automatically forfeit your space in the Waterford Fair and be assessed a \$40.00 fee.

### **HEALTH DEPARTMENT REQUIREMENTS**

Food and Drink Merchants are required to meet all standards of the Loudoun County Health Department and to have all the necessary permits. The application will be included with your acceptance.

***Food and Drink Merchants will be responsible for supplying their own water source for the duration of the Fair. The water source must be included on your Temporary Food Permit – see Food Permit Overview information in the Temporary Food Guidelines and Information Packet provided to each approved vendor.***

***Please note: the Health Department does not approve the use of bee spray.***

### **INSURANCE**

A Certificate of Liability must also be included with your application, naming the Waterford Foundation, Inc. as additional insured. Please submit by July 29, 2016, along with your payment and temporary food permit.

## **TRASH AND RECYCLABLES**

As you know with the number of fairgoers who attend each day, a tremendous amount of trash is generated. Food and Drink Merchants are required to provide sufficient trash cans and trash bags for their stands and to keep their stand area neat and clean.

Knock down and take with you empty boxes that are recyclables. Bagged trash and small recyclables will be picked up periodically during the three days of the Waterford Fair but not after 3:00 pm on Sunday. Any trash left in the area of your food booth will result in a charge. **We strongly encourage the use of biodegradable products for environmental reasons. Please review the GreenFair Agreement and hope you choose to participate.**

A gray water receptacle is onsite for your use. Please note on the application approximately, how many gallons of wastewater you will need to dispose of each day.

## **INQUIRIES:**

Address all correspondence, questions or inquiries to:

Waterford Fair

PO Box 142

Waterford, VA 20197

540-882-3018, ext. 4

[www.waterfordfoundation.org](http://www.waterfordfoundation.org)

[fairadmin@waterfordfoundation.org](mailto:fairadmin@waterfordfoundation.org).