



21st Anniversary Potter's Bridge Fall Festival

Saturday, October 2nd, 2021

11:00AM – 5:00PM

APPLICATION AND EVENT INFORMATION:

2021 Festival Fee: **\$50.00**

Festival Website: www.myhamiltoncountyparks.com

Festival Phone: 317.770.4407

Festival E-Mail: christopher.gullion@hamiltoncounty.in.gov

SUBMISSION DEADLINE: **JULY 30th, 2021 (earlier if maximum reached)**

Festival Fee Includes the Following:

- One (1) 10x10 spot at the 2021 Potter's Bridge Fall Festival

Hamilton County Parks and Recreation Department does not provide electricity, canopies, chairs, tables, water or food service to applicants, or booth sitting services.

Make Checks Payable To:

Hamilton County Parks and Recreation Department
15513 South Union Street
Carmel, Indiana 46033

FESTIVAL AND APPLICATION RULES AND GUIDELINES:

- **Reservation:** Applicant may reserve a maximum of two spots. Each spot costs \$50.00. These spots must be located together. Late requests will be harder to accommodate.
 - Requested locations and spaces are *never* guaranteed and can be changed at any point leading up to the festival date. Requests for placement near another specific vendor will be considered but no guarantees of placement can be made. All efforts will be made to contact applicant of this change.
- **Location Descriptions and Rules:** All applicants will receive a 10x10 space. If you have a canopy with legs that extend beyond 10 feet – your canopy will not fit, and you may be asked to take down the structure. If a spot becomes too narrow for you to set-up, you will be moved on-site to an accommodating location.
 - **Covered Bridge – NEW FOR 2021.** Due to concern for pedestrian traffic flow and safety there will not be any vendor spaces located on the covered bridge.



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- **Woods** – located mostly in areas with trees. Ground is either grass or dirt. Some pavement spots are available in this area. Trees may restrict canopy usage – but this is typically not a problem. This location is directly accessible via sidewalks. Electricity is available but is typically reserved only for food and entertainment vendors and exhibitors.
- **Grass** – located on open grass with no trees. Usually reserved for special exhibitors requiring large space. Not accessible via sidewalks and includes uneven terrain. Only a handful of these spots are available. Electricity is available but is typically reserved only for food and entertainment vendors and exhibitors.
- **Flower** – located on the main parking surface. This area can accommodate a vast variety of exhibitor types. Hard surface with some sidewalk accessibility. Electricity is available but is typically reserved only for food and entertainment vendors and exhibitors.
- **River** – located on the lower (west) parking surface. This area can accommodate a vast variety of exhibitor types. Hard surface with some sidewalk accessibility. Electricity is available but is typically reserved only for food and entertainment vendors and exhibitors.
- **Kid Zone** – located near the lower (west) parking surface. This is the large grass area surrounding the shelter building. This area is reserved for vendors with kids' activities, crafts, and unique children's products. Electricity is available per request.
- **Electricity:** Applicants may request electricity; however, this is typically reserved only for food, entertainment, and recreation vendors and exhibitors. Generators are only allowed after approval from event coordinator and are typically reserved only for food, entertainment, and recreation vendors. Hamilton County Parks and Recreation Department is not responsible for maintenance of generators allowed on-site. Please provide all electrical cord needed if approved for electricity.
- **Canopies:** No tents or canopies are allowed on the historic covered bridge. This reduces sight lines for safety and enjoyment for festival attendees on the narrow bridge. Canopies may be used at all other locations. Please provide your own equipment to secure canopies to the ground. Canopies are not provided by Hamilton County Parks and Recreation Department.
- **Tables and Chairs:** Hamilton County Parks and Recreation Department does not provide exhibitors and vendors chairs or tables unless approved by the event coordinator. This request is typically reserved only for exhibitors and vendors that have been contracted by Hamilton County Parks and Recreation Department.
- **Cancellation:** Potter's Bridge Fall Festival is a rain or shine event and will not be rescheduled. All efforts will be made to not cancel the festival unless circumstances arise that would be harmful to guests, vendors, exhibitors, and staff. Vendors and exhibitors can expect to be contacted before the event if a cancellation occurs via email. It is impossible to notify all vendors and exhibitors via phone. If weather is appearing inclement on the day of the event – please call 317.770.4400 for event updates beginning at 8:00AM. No refunds will be given for cancellations due to inclement weather, flooding, pandemic, epidemic, war, and riot.
- **Photography:** Hamilton County Parks and Recreation Department may photograph and videotape any and all vendors / exhibitor staff, booths, products, and services and post to Hamilton County social media and websites. These photographs and videos may be used for promotional purposes by Hamilton County Parks and Recreation Department.



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- **Payment:** Applicant fees must be rendered to Hamilton County Parks and Recreation Department and the application must be approved by a staff member in order to participate in this event. **All fees must be included with application to receive approval.** Payment via credit or debit via our online reservation system is preferred. Check, money order, and cash payments mail be mailed to our office or dropped off in person.
- **Set-Up and Tear-Down:**
 - Vendors and exhibitors are not allowed to park in any booth space other than your own for unloading or loading purposes – this includes unoccupied parking spaces. Vehicles and trailers may not be left unattended during set-up or tear-down. Vehicles and trailers must be unloaded and parked before you begin set-up.
- **Vendor and Exhibitor Selection:**
 - Vendors and exhibitors are selected based off products and services rendered. Potter's Bridge Fall Festival is an arts and crafts festival; thus, priority is given to arts and crafts vendors and exhibitors. Duplication of styles, type, and creation of various arts and crafts goods will be allowed. However, this is monitored by the event coordinator and adjustments to this duplication allowance will be made as necessary. When possible vendors and exhibitors selling the same type of goods/services will be separated from each other as much as possible.
 - **Arts and Crafts Vendors:** Arts and crafts vendors are defined as vendors and exhibitors selling goods that are primarily hand-made and/or at least 75% hand-made, constructed at home (or workshop), and are not generally available locally at brick & mortar shops. Online sales of hand-made goods are allowed under this definition.
 - **Commercial Vendors:** Commercial vendors and exhibitors will be allowed but only a very small number will be admitted. Commercial vendors and exhibitors are defined as vendors and exhibitors whose products are less than 75% hand-made and/or whose products are commercially available from other sellers at brick & mortar locations throughout Hamilton County, the State of Indiana, and throughout the United States of America. No guarantees of non-duplication will be made to prospective vendors and exhibitors.
 - **Direct Sales Companies:** Direct sale companies will be allowed but only a very small number will be admitted. Direct sale companies are defined as single-level marketing, in which a direct seller makes money by buying products from a parent organization and selling them directly to customers. Furthermore, direct sale companies can be defined as multi-level marketing, in which the direct seller may earn money from both direct sales to customers and by sponsoring new direct sellers and potentially earning a commission from their efforts. No guarantees of non-duplication will be made to prospective vendors and exhibitors.

COVID-19 Pandemic Statement:

Hamilton County Parks, in conjunction with Hamilton County Health Department, will be following all recommended State and Federal guidelines concerning COVID-19. We will be monitoring the pandemic and if the decision is made to cancel the event we will do so as soon as we can make an accurate decision. We will be taking steps during the planning process to safely hold this event for all involved.