



FIRST
FRIDAY

3 | Introduction

4 | Operations

5 | Who May Sell

6 | Guidelines

7 | Booth Fees

8 | Compliance

9 | Emergency Guidelines

11 | Map

INTRODUCTION:

Downtown Bentonville, Inc. produces over 300+ hours of community events, parades, festivals, concerts and exhibits to enhance the vitality of downtown Bentonville and showcase the unique aspects of the community. First Friday is a once a month event that transforms the Bentonville Square into a block party filled with live music, great food and lots of fun for the family. Each celebration is different and generally based on the following themes:

April 5 - Going Greener

May 3 - Power of Music

June 7 - Living Local

July - The Great Outdoors

August 2 - Back to School

September 6 - International Festival

October 4 - Chalktoberfest

GENERAL OPERATIONS:

- First Friday will operate on the first Friday of every month starting April 5, 2019 and ending November 1, 2018.
- All applications must be submitted to the DBI office no less than four weeks' prior the event date requested. Applications are by month, not by season. Each applicant must apply monthly for the event they are wanting to participate in.
- Vendor setup can take place in the morning or afternoon on event days during the setup times listed below. No vendors may load-in during the hours of 11:30 am and 1:00 pm.

Morning Set-up:

- 9:00 am- 11:00 am
- Ready to sell by 11:30 am
- Must have a representative present at booth for the duration of the day until load-out at 8:00 pm.

Afternoon Set-up:

- 1:00 pm-4:00 pm
- Ready to sell by 4:30 pm
- Must have a representative present at booth for the duration of the day until 8:00 pm load-out
- For public safety reasons, vendors may not leave early unless given approval by a DBI representative.
- According to City of Bentonville Vendor Ordinance (Ord. 2005- 128), no selling is permitted without onsite DBI representation or before or after the official event times.

WHO MAY SELL AT THE EVENT:

- Vendors approved to participate by DBI. (All vendors must complete & return a vendor application to the DBI business office). Applications must be approved and on file no later than two weeks in advance of the event date.
- Prepared food vendors with a current mobile food service license, with approved application on file.
- For profit commercial and nonprofit organizations with approved application on file with DBI office.
- All vendors wishing to sell any product must have a valid AR sales tax permit and provide that ID # to the DBI office.

GUIDELINES FOR VENDORS:

- All food sales and/or product sampling must be approved in advance by DBI.
- All food trailers will require a certified electrical inspection. Contact DBI for electrical guidelines.
- All spaces must be swept clean at the end of each day. Vendors are responsible for removal of trash at the end of the event.
Recycling is encouraged and containers are provided.
- All vendors must have a sign clearly showing the name of business or company.
- Each vendor will be responsible for their equipment and supplies for setup of a booth.
- Displays should be constructed in such a way that they do not block street traffic, emergency access lanes and walkways, nor pose any hazard to customers.
- Vendors who provide samples and/or products that will result in waste material must provide containers for waste disposal in the booth and remove waste material at the end of the event.
- All food vendors must provide a Benton County Health certificate to the DBI office with application.
- Food and ride vendors will be required to provide a certificate of general liability insurance with a coverage limit of at least \$1 million aggregate and \$1 million each occurrence as well as name DBI as additionally insured.
- Sellers must post prices for all merchandise or food sales. All prices must be clearly marked and visible to patrons. It is expected that prices will be fair to consumers, the seller, and fellow vendors; collusion among sellers to attempt to influence prices is strictly prohibited.
- All products offered for sale must be of good quality and condition. The DBI Event Manager reserves the right to direct any inferior goods to be removed from display.
- Failure to remove products deemed inferior may result in loss of event privileges.
- Each vendor must be knowledgeable about the products/services or organizations being sold/promoted at the event.
- Vendors are responsible for the action of their representatives, employees, or agents.
All sales tax collections and A&P reporting obligations are the sole responsibility of the vendor.
- Vendors are allowed and encouraged to create fun, entertaining, interactive activities in and around their booth in correlation with the monthly event theme.

BOOTH FEES AND ASSIGNMENT:

- Vendor locations will be assigned by DBI. Moving locations is not permitted unless approved by the DBI Special Events Manager.
- Fees and payment schedule will be determined annually by DBI staff. Space Rental fees will be due in full at least two weeks before the event. No space is deemed secured until base fee is paid in full.
 - Non-Profit \$35.00
 - Commercial non-food \$75.00
 - Commercial food \$75.00 + 10% commission
- Commissions will be due and payable to the DBI Special Events Manager by end of the event day unless prior arrangements have been made with the DBI business office.
- Base fees include booth space and limited access to electricity only. Electric supply is limited to one of the following per booth IF AVAILABLE: (please note your needs on your application)
 - 20 amp/110v
 - 50amp/220v (All 50 amp/220v users are required to have a current electrical inspection displayed before setup)
- All vendors are welcome to provide their own booth equipment/furnishings.
- First Fridays will be held rain or shine. Severe weather decisions will be made on site and appropriate emergency procedures will be given by the DBI Special Events Manager. No fee refunds will be given in the event of rain/snow/inclement weather cancellation or delay.
- No subletting of vendor space is permitted without DBI approval.
- To ensure the safety of the event patrons, vendors arriving after event opening may be prohibited from participating at the discretion of the DBI Event Manager.
- Vendor space is not guaranteed after the start of the event. Vendor may be required forfeit their spot and/or setup in another location after the start of the event at the discretion of the DBI Special Events Manager.
- No refunds will be given to vendors that arrive late and are moved to a different location or denied access to event setup.
- No refunds will be given to vendors who do not show up for their scheduled booth reservation.
- Vendors may cancel booth reservation two weeks prior to the event for a full refund.

COMPLIANCE:

- All complaints must be addressed in writing to the DBI Special Events Manager.
- The submission of an application to DBI for First Friday is not a guarantee for participation.
- Once invited by a DBI representative, this document and the signed vendor application serve as a contract between DBI and the vendor to abide by the rules/policies of the event.
- Violations of these guidelines may be grounds for dismissal from the event.
- DBI retains the right to grant or decline vendor space at First Friday events without explanation.
- By signature on the vendor application, I release Downtown Bentonville Inc., hereafter referred to as "DBI," to publish photographs taken of me at DBI produced events, my name and likeness, for use in DBI's print, online and video-based marketing materials, as well as other DBI publications.
- My presence at the event is considered to release and hold harmless DBI from any reasonable expectation of privacy or confidentiality associated with the images specified above.
- I further acknowledge that my participation is voluntary and that I will not receive financial compensation of any type associated with the taking or publication of these photographs or likeness in DBI marketing materials or publications. I acknowledge and agree that publication of said photos confers no rights of ownership or royalties whatsoever.
- I hereby release DBI, its contractors, its employees, and any third parties involved in the creation or publication of marketing materials, from liability for any claims by me or any third party in connection with my participation.
- Documents Needed for Completion of Application:
 - Mobile food service license (as applicable)
 - Certificate of Liability Insurance (as applicable)
 - Booth Rental Fee
 - Electrical inspection (as applicable)
 - Arkansas Sales Tax ID #

Questions regarding First Friday should be directed to:

Evan Gray at: (417) 439-8500, evan@downtownbentonville.org

EMERGENCY GUIDELINES:

First Fridays, produced once per month by Downtown Bentonville, Inc., are community events that transforms the Bentonville Square into a large scale block party for residents and visitors of Northwest Arkansas.

Occasionally, situations occur that require coordinated action or reaction. As a vendor, business owner, staff member, volunteer or board member you have a responsibility to know how to react to these situations. The following measures are meant to be helpful in guiding your response:

Please report all incidents to a DBI staff members, emergency services, or the DBI office located at 102 E Central Ave.

Bentonville Fire Department Emergency Medical Technicians will be on site for all events in the square. Please locate their station prior to the start of the event. If you need assistance locating them, please let a DBI staff member know.

Medical Emergency:

1. For minor medical incidents bring patron to the DBI office or send them to the nearest Medical Technician. Report the incident to staff in the DBI tent. DBI staff can help locate EMT's if needed.
2. For major medical emergencies dial 911 first and report your situation. Then report the incident to staff in the DBI tent.

Missing or lost persons:

1. Report the incident to staff at the DBI tent on NE A street.
2. Ask reporting patron to go to the DBI tent, or escort them there.
3. Report the matter to local life safety personnel, BFD, BPD, EMT if they can be quickly located.
4. Gather what information you can, including a description of the lost or found person to include in your report to first responders.

Lost or missing articles:

1. Bring the found article or send the person seeking a lost item to the DBI office.

Acts of Violence/ Robbery/ Hostage or other police matters

1. If you feel that your personal safety is at risk, exit the area. Remember that your personal safety is the number one priority.
2. If the situation warrants immediate attention dial 911.
3. If the situation warrants non-emergency police attention dial (479) 271-3170 or (479) 273-2455 and report the incident to the dispatcher. Then report the incident to the DBI office.
4. If the situation is does not require immediate police attention, please report the incident to the DBI office.
5. Write down all details you can remember as soon as it is safe to do so.

Suspicious package or letter; unattended items:

1. If you suspect an item may be a threat, contact staff in the DBI tent or local law enforcement. Do not touch, move, alter, open or examine the article.
2. Move away from the area and move all non-essential persons and visitors away from the article. Establish a controlled area surrounding the article.

Fire/Explosion:

1. Stay calm.
2. Dial 911 and report.
3. Contact DBI staff and any nearby Life Safety personnel, BPD, BFD.
4. If you are not familiar with the use of a fire extinguisher, do not attempt to put a fire out.
5. If you feel your personal safety is at risk, leave the area.

Tornado/Severe Weather:

1. If you feel your personal safety is at risk, don't wait for announcements, clear the square and seek shelter away from doors and windows. Examples: Arvest Bank, Phat Tire, back of Table Mesa, Chamber of Commerce, Visit Bentonville, 5 & 10 museum, 21 C main ballroom or conference rooms, lower level of parking garage or in your car. Again, move to the back of the building away from windows and doors.
2. Listen for announcements from DBI staff or life safety personnel on site.
3. Listen for severe weather sirens or announcements.
4. If warned, take shelter in the nearest weather safe building nearby. **DO NOT REMAIN OUTDOORS IF POSSIBLE.** Know your weather safe areas. Do not attempt to drive, stay in your car in a sheltered area if possible.
5. Once inside, stay away from exterior walls and windows. Know your danger spots.
6. Encourage those around you to protect themselves further by assuming the tornado safe position: Sit and bend the torso forward to rest on the upper legs and knees, put your head down, clasp hands and fingers together and place over the back of the head, facing away from oncoming weather. Wait for the all clear signal

FIRST FRIDAY VENDOR MAP



