

Vendor Guidelines: *The Mariposa Festival*

Deadline: August 20, 2023

Presented by Central Coast State Parks Association, The Western Monarch Trail, and the Latino Outreach Council



In partnership, the Central Coast State Parks Association (CCSPA), the Western Monarch Trail, and the Latino Outreach Council invite you to our 1st annual ***'Mariposa Festival: A Migration Celebration!'***, in recognition of Hispanic Heritage Month and the annual return of the migrating western monarch butterfly! We will gather at the Farmers Market in downtown San Luis Obispo on September 14th, 2023 from 5-9:30pm and we are looking for colorful vendors to fill the streets! Inspired by the the deep connection between the western monarch butterfly and Hispanic Heritage we are excited to host and bring to life our vision of an immersive and exciting event!

We are seeking vendors who are interested in highlighting not only the beauty of the western monarch butterfly but the deep connection it shares with Hispanic culture. We envision a colorful array of exciting and educational booths who will represent the best of the Central Coast!

The western monarch butterfly population has declined more than 99% since the 1990s. They are at a greater risk of extinction than their eastern counterpart due to a variety of factors including increased development, vast farming areas, climate change and environmental variation, and the use of pesticides causing the loss of milkweed - essential to the monarch's survival - along migratory routes. The Central Coast hosts critically important overwintering locations for the western monarch. Historically, San Luis Obispo County alone has as many as 55 overwintering sites, including one of the largest populations of overwintering monarchs at the Pismo State Beach Monarch Grove.

This event was sponsored by the SLO Rotary Daybreak, and we are so grateful for their partnership and generosity.

Submission Deadline

All applications are due by August 20, 2023

Guidelines

- Seeking local non profits, makers and artisans, local representatives, educators, chefs, musicians, retailers, nature lovers.
- Must highlight Hispanic heritage and culture, or the western monarch butterfly.
- *Booth space is limited and all vendors must be approved to attend.*
- **EVENT WAIVER: Every vendor participating in the event must sign the event liability waiver and submit it as soon as possible** (no later than Sept 14th). [Sign Here](#). Once the waiver has been submitted please email me confirmation so I can update my records. If this is not filed before Sept 14th you will not be able to participate in the event.
- If you're interested in joining the festivities please respond with a brief description of who you are and what you'd like to represent.
- Music must be pre-approved by the market manager. It must be family-friendly and remain at or below 75 dB at all times. Music is allowed from 6 pm to 8:45 pm (Mar-Oct)
- The market does not provide electricity to the event.
 - It is the event host's responsibility to supply electricity to all their participants or communicate to their participants what to bring.
 - We prefer electricity to be battery operated. If a generator is required, it must be whisper-silent and pre-approved by the market manager.
 - If using a gas powered generator, it has to be filled offsite and cannot be refueled onsite at any time.
- If a vendor is selling food, they will need proper permitting (or the OK from the County of SLO Health Dept that permitting is not necessary).
 - i. Single Event Permit -
[https://www.slocounty.ca.gov/Departments/Health-Agency/Public-Health/Environmental-Health-Services/Forms-Documents/Permit-Applications/Food-Program-Forms-Permit-Applications/Community-Event-and-Food-Booths-Permit-Application/Health-Permit-Application-for-Temporary-Food-F-\(1\).pdf](https://www.slocounty.ca.gov/Departments/Health-Agency/Public-Health/Environmental-Health-Services/Forms-Documents/Permit-Applications/Food-Program-Forms-Permit-Applications/Community-Event-and-Food-Booths-Permit-Application/Health-Permit-Application-for-Temporary-Food-F-(1).pdf)
 - ii. Multiple Event Permit (This is the common permit for vendors who participate in several events as part of their business model) -

<https://www.slocounty.ca.gov/Departments/Health-Agency/Public-Health/Environmental-Health-Services/Forms-Documents/Permit-Applications/Food-Program-Forms-Permit-Applications/Community-Event-and-Food-Booths-Permit-Application/Health-Permit-Application-for-Temporary-Food-Facil.pdf>

- **The Following Are Not Allowed -**

- -Food Trucks
- -Age-Restricted Products
- -Music (without pre-approval of the band by the SLO City market manager)
- -Stickers to hand out or sell
- -Competing vendors (this means vendors who directly compete with a regularly attending vendor)
- -Animals (Unless they are trained service animals)
- -Flashing/strobing lights
- Flag banners are not allowed
- Bubbles

Entry Procedure

- All vendors must be approved. If you're interested in joining the festivities please email development@centralcoastparkes.org with a brief description of who you are.

Sales

- All booth space is free for nonprofits and small businesses, so you take what you earn!
- All vendors will have a designated 10x10 space. If you would like a bigger space (20x20) prior approval is needed.

Transportation/Set up & Breakdown

Vendors will have roughly 45 mins. (5 pm to 5:45 pm) to set up before the event/market officially opens, and can start breaking down at 9:10 pm. If an unauthorized vehicle needs to be towed out of the event area, this could minimize the amount of time available in certain areas at set up.

Vendors are responsible for safe delivery to and timely pickup of their products from the event. **Temporary parking passes will be delivered via email prior to the event only for unloading and loading. You must park your vehicle in a public parking spot after**

unloading. No parking is available next to your booth. Vendors are responsible for cleaning up their booth space before leaving. This includes sweeping up all debris and removing all trash.

Contact

If you have any questions regarding this event, please contact:

- CCSPA Development Director, Sheri Robesky: development@centralcoastparks.org
 - 805-548-0384 / 805-548-0390