



Dear Heard on Hurd Applicant,

Thank you for your interest in our Edmond neighborhood block party! We are thrilled with the success of our 2017 season and cannot wait to see what 2018 will bring! With the 2017 season hosting more than 150,000 total attendees, averaging 20,000 per event, we aim to bring the message of local food, local shopping, local music and local banking to many in the OKC metro area and beyond in 2018.

The festival itself garners a fabulous amount of local media attention and our goal is to continue to bring awareness to local businesses through the loudspeaker of Heard on Hurd.

We invite you to review the vendor information packet carefully, complete all forms and return them to event organizers as soon as possible. Our vendors are selected by a Citizens Bank of Edmond committee. Our vendor selection committee works to have something special for every HoH attendee, including local unique vendors with diverse products to fulfill the tastes of various audiences. Thank you for your support of Heard on Hurd as it would not be possible without our amazing community.

Heard on Hurd will be held from 6:00 p.m. to 10:00 p.m. with dates announced on a monthly basis!

Heard on Hurd has historically been a monthly event held on the third Saturday of the month March-October. Due to construction scheduled in downtown Edmond we will be announcing the events on a month by month basis. We hope to stay as close to our usual monthly schedule as possible-stay tuned! We are working closely with the City of Edmond to ensure a safe experience for our vendors and attendees. We will be in close communication each month with vendors via email. We will include a monthly announcement and monthly sign-up.

Please don't hesitate to contact us with any questions you may have.

Cheers to 2018!

Courtney Garrison
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Heard on Hurd Manifesto

Citizens Bank of Edmond started Heard on Hurd to be a family-friendly, local community gathering where everyone can have a great time in downtown Edmond on a Saturday night. Heard on Hurd is an authentic block party style festival that proves to be an excellent opportunity to reach the Edmond community. Edmond has a special vibe of its own and we want to first and foremost provide an outlet for our community to shine. The goal of Heard on Hurd is to create a unique atmosphere large enough to bring in diverse audiences and vendors, but small enough to see a neighbor or friend. Heard on Hurd highlights the importance to shop, eat and dine local. At the heart of Heard on Hurd is our community bank which is proud to provide the means for so many local thriving businesses. We invite you to be a part of the Heard on Hurd movement! You can help us by writing a review for Heard on Hurd, sharing your social media posts with the hashtag #JoinTheHurd, and bringing your friends and family to the event. By being at the festival and sharing about it, you're an active part of the #JoinTheHurd movement. Thank you for your support!

Heard on Hurd Vendor FAQ's and Checklist

Applications Checklist and Tips:

- Please be sure to complete all included forms (including health department state license number for food vendors and OK state tax permit number).
- Please be sure your vendor agreement is signed.
- Food and amusement vendors must be able to add "Citizens Bank of Edmond" to their insurance policy and provide documentation prior to participating in the event.
- Please be aware that the nonrefundable monthly fee must be collected 4 days prior to the event. Please see **addendum A** below for details on the fees.
- Only emailed completed applications (emailed to heardonhurd@citizensedmond.com) will be accepted. Faxed, mailed or forms handed in at the bank will NOT be accepted.
- If you do not have a physical product to sell, please be aware of the following:
 - We will only allow a limited number of non-goods Pop-Ups at Heard on Hurd.
 - You must provide a children's activity or something beyond handing out fliers and merchandise in your application.

We will do our best to make the event better for everyone, however we cannot fulfill all requests and appreciate your patience and understanding. Let's lift up one another as we lift up the community!

FAQ's

What kind of vendors do you normally accept into Heard on Hurd?

We love diversity and being able to provide many different types of merchants and cuisines at Heard on Hurd. We accept local food trucks, artisan Pop-Up shops and a monthly non-profit. Citizens Bank of Edmond Customers are given priority in selection---we certainly invite you to join the Citizens family!

Why is electricity not provided?

Due to safety reasons, our circuits cannot support everyone being plugged into the outlets in downtown Edmond. Vendors can use generators if needed.

Why are state licenses and state tax permits required of vendors?

We aim to provide a high quality event that is safe and beneficial for the community. All food vendors must be approved by the health department and are inspected so that our attendees can receive the highest quality of food. State tax permits are required so that the event can support the community holistically by benefitting the vendors who sell the merchandise and to the city who provides the space for us to have the event. It's a win-win for the community!

What is each vendor responsible for?

Each vendor is responsible for their own set up and tear down. Vendors MUST stay in their designated position for the duration of the event due to safety reasons. Leaving prior to the event conclusion will result in termination from future Heard on Hurd events.

What type of products for Pop-Up shops are you looking for?

Artisan products, clothing, gifts, vintage, home decor. We are not accepting direct sales representatives or consultants at this time.

Can I apply as an alcohol vendor?

Currently, we are not accepting any new alcohol vendors for the 2018 season. Heard on Hurd aims to be a family friendly event and therefore, we will limit the number of alcohol vendors as to provide a safe environment for all. However, our awesome downtown restaurants/bars have alcohol and include a great environment to consume it. Check out some downtown Edmond establishments such as Othello's, The Zu and the Patriarch.

How do I get my band to play at Heard on Hurd?

If you have an awesome local band, we want to hear from you! Shoot us an email to HeardonHurd@CitizensEdmond.com for consideration.

Vendor Agreement and Requirements

The event organizer, Citizens Bank of Edmond (Heard on Hurd), must approve each vendor for participation in the event. Vendors not included in the approved vendor list will not be permitted to participate in the event. Vendors will not be approved by Citizens Bank of Edmond (CBE) Heard on Hurd organizers unless all requirements are met. Vendors shall submit all documents to the event organizer. Vendors shall NOT submit any CBE Heard on Hurd documents directly to the City Special Events Committee, Oklahoma City County Health Department (OCCHD), or other partner organization.

A vendor is any individual or organization who is participating in Heard on Hurd to provide products, services or information.

- * **Food / Beverage Vendors:** Selling or sampling food / beverage products
- * **Retail Vendors:** Selling merchandise
- * **Arts & Crafts Vendors:** Selling handcrafted products (non-food/beverage)
- * **Amusements Vendors:** Providing recreational activities such as inflatables or mechanical rides/devices or service activities such as face painting, hair braiding, etc.

INSURANCE:

Insurance may be required of vendors depending on the nature and type of vendor. Below is a list of vendors who must provide insurance. Please contact CBE Heard on Hurd organizers for more information regarding insurance requirements.

- * **Food / Beverage Vendors**
- * **Amusements Vendors**

If insurance coverage is required, the policy must name Citizens Bank of Edmond, its employees, agents, volunteers and officers as additional insureds as pertaining to the insured's participation in Heard on Hurd. Please send over a copy of the insurance information to heardonhurd@citizensedmond.com.

Food/Beverage Vendors:

Food vendors include food trucks-trailers, stands, tents, canned and/or packaged foods, etc.

- All food/beverage vendors must have obtained all required State licenses with the Oklahoma City County Health Department (OCCHD). State licenses must be kept on-site and available for review by OCCHD.
- Food/beverage vendors must be present and setup by no later than 5pm on the day of event to allow time for an on-site, day-of-event inspection by OCCHD. Any vendors not present by 5pm will not be allowed to participate. Setup begins at 4pm on the day of event.

- Food/beverage vendors must provide a completed *Food/Alcohol Vendor Information* sheet 20 calendar days prior to event.
- The sale of alcoholic beverages will not be permitted by food/beverage vendors except for the designated alcohol vendor selected by event organizers.
- All vendors must have a valid Oklahoma Sales Tax permit at the event and provide proof of permit to event organizers 20 calendar days prior to event.

REMINDER: Use of open flame for cooking requires that you contact event organizers (405-341-6651) so that the Edmond Fire Prevention (405-216-7303) can be notified. This includes propane systems on food trucks-trailers.

Retail/Arts & Crafts/Amusement Vendors:

Vendors selling merchandise, handcrafted products (non-food/beverage), those providing information, promotional materials or free services and those providing recreational activities.

- All vendors must have a valid Oklahoma Sales Tax permit on site and provide proof of permit to event organizers 20 calendar days prior to event.
- All vendors are responsible for their entire booth set up. (e.g. tables, chairs, extension cords, displays, signs etc.).
- All vendors must provide a completed *Retail Vendor Information* sheet 20 calendar days prior to event.
- Setup for vendors begins at 4pm on the day of event (if you show up prior to 4pm, you must wait outside the barricades). All vendors must be present by 5pm. Any vendors not present by 5pm will not be allowed to participate.
- All service-related vendors must display the following sign at their table: "Use of this service is at your own risk. Citizens Bank of Edmond is not responsible/liable for your use of this service."

REMINDER: Use of open flame requires that you contact event organizers (405-341-6650) so that the Edmond Fire Prevention (405-216-7303) can be notified. This includes propane systems, fire pits, etc.

Fee: There will be a nonrefundable fee for all vendors. Please see **Addendum A** for details on fees.

Banners: The hanging of banners are subject to approval by event organizers.

Tents or Tables: All tents and tables are subject to approval by event organizers and may be inspected by the City of Edmond Building Department.

Paint: Under no circumstances will paint or spray chalk or any substance that will remain visible for more than 48 hours be applied to the street or any part of the right of way or public/private property.

Wifi: Public WiFi access is available subject to the relevant Terms of Use. CBE disclaims any responsibility for the availability or performance of a WiFi system during the event.

Event Contacts:

Courtney Garrison (cgarrison@citizensedmond.com)

Jenna McManus (heardonhurd@citizensedmond.com)

Social Media: Twitter and Instagram-@heardonhurd, <https://www.facebook.com/heardonhurd>

Hashtag: #JoinTheHurd

I agree, to INDEMNIFY AND HOLD Citizens Bank of Edmond HARMLESS from all claims, judgments and costs, including but not limited to attorneys' fees, and to reimburse them for any expenses whatsoever incurred in connection with any action brought as a result of my participation in Heard on Hurd activities.

I have retained, for my records, a copy of this agreement Yes___ No___. I have read, understand and agree to adhere to the above Vendor Agreement and Requirements.

X_____ Date_____

Signature of applicant (must be over 21 years of age)



Addendum A-2018 Heard on Hurd Fee Structure

We are excited to launch “Trading Post on Hurd” for the 2018 season! Located on Hurd Street from Broadway to Littler, our “Trading Post on Hurd” will feature Pop-Up retail shops with artisan products, clothing, gifts, vintage, home décor! Bring on the shopping!

Based on vendor feedback from the 2017 season, we have made edits to our vendor acceptance and placement strategy. We will now be accepting 27 food vendors. ALL of these food vendors will be located on Broadway, at the applicable fee rates detailed below. The remaining 4 rotating food vendor spots will be offered at a discounted price and located on Hurd Street within the new “Trading Post on Hurd” section.

We will be accepting 12 Pop-Up Shops to be located inside the “Trading Post on Hurd” directly on Hurd Street. Applications for seasonal Pop-Up Shops will also be accepted.

Base Rates

	Monthly
Food Trucks (On Broadway)	\$175
Food Trucks (Trading Post on Hurd)	\$125
Pop Ups (Trading Post on Hurd)	\$125

Being a Customer Pays, Literally!

	CBE Monthly Discount
Food Trucks (On Broadway)	\$135
Food Trucks (Trading Post on Hurd)	\$85
Pop Ups (Trading Post on Hurd)	\$85

Social Media Rebate

To qualify for the social media rebate you must create 10 original posts that mention @CitizensEdmond and @HeardonHurd. This will equal a credit of \$20.

- Facebook, Instagram and Twitter are the 3 social media channels being used for this challenge (although other channel promotions are greatly appreciated).
- You will need to keep track of your own posts and send an email to heardonhurd@citizensedmond.com with links or screenshots of your posts after the event.
- Posts must be original (retweets and shared posts will not count in the challenge, although appreciated!) and different. For example: If on Monday you post about HoH on Facebook, then you must use a different picture/caption for a post on Twitter also on Monday. Please spread out the posts on different social media channels as well as different days.

Retail Vendor Information

All vendors engaged in selling merchandise, handcrafted products (non-food/beverage) and those providing information, promotional materials or free services must fill out the following information in order to participate in Heard on Hurd event(s):

Vendor: _____

Business Name: _____

When was your business founded: _____

Owner's Name: _____

Main Contact Name (if different than owner): _____

Business Address (include city, zip): _____

Phone Number: _____ **Email:** _____

Best Mode of Contact and Name: _____

Social Media Links: _____

Website: _____ **Customer of Citizens Bank of Edmond:** Yes No

Business Personal **Name on Account:** _____

Facility Type: Temporary Tent Mobile Unit

OK State Tax Permit: State permit #

Set up size: _____ (approx. length in feet)

Previous Heard on Hurd Vendor: Yes No **When:** _____

How did you hear about us: _____

Month Applied For: _____

Types of goods for sale/services/promotional giveaways:

Describe any previous large event experience (if any):

Why do you want to take part in Heard on Hurd:

Why should you be chosen for the event:

Tell us about the founding of your business and why you chose to start it:

Make sure you include the following attachments:

Signed agreement

Tax permit (pdf. or jpeg.)

Picture of your set-up/truck

REMINDERS: Only event organizer approved alcohol vendors will be allowed to sell alcoholic beverages. Trucks or trailers selling food will not be allowed to sell alcoholic beverages. Electricity will not be available for food vendors. Generators must be used.