



# Mount Vernon Chocolate Stroll

Downtown Mount Vernon, Iowa

Saturday, June 4, 2016

Promoted by the Mt. Vernon – Lisbon Community Development Group (CDG)  
For further information, contact the CDG at 319-210-9935 or [director@visitmvl.com](mailto:director@visitmvl.com)

## WHAT IS THE MOUNT VERNON CHOCOLATE STROLL?

Now in its seventh year, the Mount Vernon Chocolate Stroll is a free, family-friendly event that welcomes people to the Mount Vernon/Lisbon area to enjoy chocolate, music, children's activities, and shopping.

The Chocolate Stroll occurs along Mount Vernon's "Main" (First) Street between the First Street Community Center (FSCC) at the east end and Memorial Park at the west end -- a five-block span. Customers "stroll" along the route at their own pace.

Chocolate vendors are located on the lawn of the FSCC, inside various (air-conditioned) businesses and on the lawn of the Perfect Blend and Ben & Flo's. The Chocolate Stroll includes live music by professional groups on the front lawn of the First Street Community Center and children's activities at the west end of First Street. Many local food service businesses also participate in Chocolate Stroll by offering chocolate menu specials. Main Street will NOT be closed to vehicles for this event.

## WHEN IS IT?

This year's event is scheduled for Saturday, June 4, 2016, 10:00 am to 4:00 pm, rain or shine. Vendor set up is 8 am-10 am; tear down must be completed by 5 pm.

## WHO SHOULD BECOME A VENDOR?

Chocolatiers, bakers, candy makers, wineries.

## WHY SHOULD I BECOME A VENDOR?

Attendance at the Mount Vernon Chocolate Stroll grows each year, providing an ideal showcase for your business offering chocolate products. Vendors have found the Mount Vernon Chocolate Stroll to be a great way to build customer awareness of their products and, for many, a lucrative selling opportunity.

## WHAT PRODUCTS ARE APPROPRIATE TO OFFER?

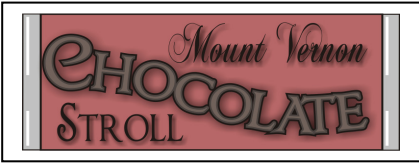
The majority of a vendor's products should be made with or related to chocolate. Some non-food vendors may be eligible if the majority of their products are chocolate-colored or chocolate-related. Acceptance of non-food vendors is subject to Chocolate Stroll Committee review and approval.

## DO I HAVE TO PROVIDE SAMPLES?

Chocolate vendors are NOT required to provide samples to customers; however, many vendors find it beneficial to do so and are encouraged to offer samples.

## HOW WILL THE EVENT BE PROMOTED?

The Chocolate Stroll is promoted on numerous community calendars advertised in local print publications, Facebook page, [www.visitmvl.com](http://www.visitmvl.com), flyers, Mount Vernon-Lisbon CDG publications, Iowa Public Radio, Penny Saver, and Hoopla.



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Saturday, June 4, 2016

Vendor Application - \$25 Vendor Fee

For further information, contact the CDG at 319-210-9935 or [director@visitmvl.com](mailto:director@visitmvl.com)

**Please return application to the CDG by May 21, 2016**

***Please note: in addition to the Chocolate Stroll Vendor Application fee, most vendors will be required to have a temporary food service permit from Linn County Public Health, which currently is \$33.50.***

Today's Date: \_\_\_\_\_

Company/Group name: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Sales Tax ID #: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell phone (day of event): \_\_\_\_\_

Email: \_\_\_\_\_

Describe products you plan to sell:

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Where would you prefer to set up your booth?  inside an air-conditioned business  outdoors

If outdoors, will you be using a tent?  yes  no

Outdoor sites may be on the First Street Community Center lawn or along First Street. The CDG will do its best to accommodate vendors' location preferences, but cannot guarantee a specific location.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*I have read the Vendor Agreement. By signing this application, I agree to abide by the operating times and rules of the 2016 Mount Vernon Chocolate Stroll.*

*Applications will be considered on a first-come, first-served basis. CDG will give preference to local vendors. You will be notified by email of your acceptance no later than May 27, 2016, and will receive further information at that time. In the event your application is not accepted, your check will be returned to you by May 31, 2016.*

Application deadline: May 21, 2016. Mail completed application and check, payable to CDG, to: CDG: Attn: Chocolate Stroll, PO Box 31, Mount Vernon, IA 52314. For more information call the CDG at 319-210-9935 or via email at: [director@visitmvl.com](mailto:director@visitmvl.com)

## **Vendor Agreement:**

- **All vendors selling food products are responsible for obtaining a temporary food service permit. Contact Linn County Public Health at 319-892-6000 or go to the website to apply: [www.linncounty.org](http://www.linncounty.org) (under Public Health Department).** *Representatives from Linn County Public Health will inspect your booth on the day of the event.* Vendors in violation of temporary food service guidelines can be fined or shut down.
- Vendors are also required to display product ingredients.
- Event hours are 10 am-4 pm. All vendors, including prepared food vendors, should be set up and ready to sell by 10 am. **No early tardowns allowed unless approved in advance by CDG.**
- All vendors may receive directions to their location at the First Street Community Center before setting up their booth. Or, if vendors know the location they do not need to check in at the First Street Community Center. Check in will be from 8:30 am – 9:30 am on the day of the event. The First Street Community Center (old Middle School) is located at 221 First Street NE and the check in table will be at the east entrance of the building near the parking lot. A volunteer will come to your location before 10:00 am to provide assistance, if needed.
- Name badges will be given to all vendors and must be worn during setup and the event.
- Vendors may temporarily park on First Street during set up (8 am-10 am); however, no vendor parking is allowed on First Street during event hours (10 am-4 pm). Vendors may park on side streets or public parking lots located behind First Street. Any additional loading/unloading information will be provided as needed during vendor check in.
- Booth and surrounding area must be cleaned up by 5 pm on June 4. CDG has the right to charge a \$50 clean up fee to vendors who fail to clean up their location.
- Booth space for outdoor locations is 10 X 12 feet; set ups vary for indoor locations.
- Vendors are responsible for supplying their own tables, tents and/or weatherization. Vendors with tents may only secure tents by weights (unless they are located on grass). No nails, spikes or pins will be allowed into the sidewalk surface.
- Vendors are responsible for their own booth set-ups (tables, chairs, electricity, water, and hand-washing stations). CDG will not provide electricity or hand-washing stations.
- Vendors are responsible for providing garbage disposal/recycling for customers. A limited number of trash receptacles will be available.
- Fees are due with this application. Fee is **\$25.00** for individuals, nonprofits, or businesses.
- There will be no rain date; the show will go on, rain or shine. No refunds provided.
- For-profit businesses are liable for obtaining a Sales Tax Permit. Call the Iowa Dept. of Revenue at 319-362-3613 or dial toll-free 1-800-367-3388.
- Once application is accepted, vendor fees are non-refundable except at the discretion of CDG.
- CDG, of Mount Vernon, IA, the sponsor, shall not be liable for any loss, theft, damage or claim.
- The undersigned vendor hereby applies for vendor space at the above named event and encloses payment herein. CDG, its workers, agents, employees, and volunteers as well as the City of Mount Vernon, its workers, agents and employees shall not be liable for property damage or personal injury to Vendor, its agents or employees, which may occur on or about any part of the subject premises, regardless of how such injury or damage may have occurred. Vendor waives any claim against CDG, the sponsor, or the City of Mount Vernon, IA and assumes all liability for loss or damage to Vendor's property entrusted to the premises. Vendor shall hold CDG, the sponsor, as well as the City of Mount Vernon, IA harmless and shall indemnify CDG, the sponsor, the City of Mount Vernon, IA against all liability or expense arising out of injury or damage to any person or property, together with all cost in connection with the defense thereto, including attorney's fees.