



Official Invitation Letter

April 2017

Visit Sheboygan, Inc., formerly known as Sheboygan Tourism welcomes your participation in the city's annual Independence Day Celebration. The festivities include food vendors **at Deland Park on Sheboygan's Lakefront.**

The festival will showcase local retailers, regional and visiting arts and crafts vendors as well as food vendors. The day's events begin with the city's 4th of July Parade, followed by live music, children's activities, arts and crafts exhibits and food vendors at Deland Park.

Food vendors at Deland Park are welcome during the hours of 11:00 a.m. and 6:00 p.m., on Tuesday, July 4, 2017. There is no cost for residents/visitors to attend; however there is a fee for food vendors. To participate, please complete the attached application. **Return the application and either a \$120 (w/o electricity) or \$200 (w/electricity) payment to Visit Sheboygan, Inc. by May 31, 2017.** Your booth must be manned between 11:00 a.m. and 6:00 p.m. Early tear-downs are prohibited; however, you may remain open as late as 10:00 p.m. Setup may begin on Tuesday, July 4, at 7:00 a.m. Setup must be completed by 11:00 a.m. You may park near your booth for unloading, but all vehicles must be moved by 9:00 a.m. Tents, chairs, etc. are *not* provided, but two counter-style tables per vendor are provided.

Visit Sheboygan, Inc. accepts cash, checks, and money orders. Please make checks payable to Visit Sheboygan, Inc. Please note that a \$35 fee will be charged for returned checks.

We expect a terrific crowd with a flow of families, local residents and vacationers exceeding 5,000 people throughout the day. We're looking forward to food vendors participating in the festivities at Deland Park along with arts and crafts exhibitors, live music and family activities.

For questions, please contact Lori Kerwin, events manager at lori@sheboygan.org or 920-395-8706. For complete event information, please visit our website at www.visitsheboygan.com.

Best regards,

A handwritten signature in black ink that reads "Amy L. Wilson". The signature is written in a cursive style.

Amy L. Wilson
President/CEO
Visit Sheboygan, Inc.
621 S. 8th Street
Sheboygan, WI 53081
(920) 457-9491
(800) 457-9497
amy@sheboygan.org

July 4, 2017 Food or Craft Vending Application for Deland Park

Application Deadline: May 31, 2017

Vending Fees: \$120 no electricity/\$200 electricity



First and Last Name:	
Business Name:	
Address:	
City, State and Zip:	
Day Phone Number:	
Cell Phone Number:	
Email Address:	
Number of Booths:	
Amount Enclosed: Fee \$120 _____ Elec \$80 _____ Total \$ _____	(Checks payable to Visit Sheboygan, Inc.)
DESCRIPTION OF ITEMS YOU WILL SELL:	
COMMENTS:	
<p>Attention Food Vendors: You are responsible for obtaining your Sheboygan County food permits. Please contact the Health and Human Services, Division of Public Health, at (920) 946-6856. See attached for further Temp. Service Food Guidelines or visit www.SheboyganCounty.com Health & Human Services Dept.</p>	
<p>We may limit the types of vendors; however we do not guarantee that vendors will not be offering similar items. The undersigned hereby releases and agrees to hold harmless the City of Sheboygan and the Sheboygan County Chamber of Commerce from any damage to undersigned's property or any personal injury that he/she or helpers may sustain while vending at Deland Park during the Independence Day Celebration and activities in Sheboygan. Further, the undersigned agrees to abide by the rules for participation as listed in the official invitational letter as well as all policies and guidelines developed by the City of Sheboygan and Sheboygan Tourism. The undersigned understands that failure to follow the policies and guidelines may result in expulsion from event. The undersigned further agrees that you are responsible for all applicable state and federal taxes. The undersigned further understands that neither the City of Sheboygan, the Sheboygan County Chamber of Commerce, nor any departments or divisions of the aforementioned carry insurance to cover personal property, and those products are stored at the undersigned's own risk. As an independent contractor, you are advised to obtain your own insurance. The undersigned further agrees that this event will be held rain or shine, and that no refunds will be issued. A return check fee of \$35 will be collected for any checks returned to the Visit Sheboygan, Inc. for insufficient funds.</p>	
Please Sign Here:	
TOURISM OFFICE USE ONLY	
Received by Office:	
Comments:	
Assigned Booth Number:	