



Dear Heard on Hurd Applicant,

Thank you for your interest in our Edmond neighborhood block party! We are thrilled with the successful return of Heard on Hurd in 2021 and cannot wait to find out what 2022 will bring! With the 2021 season hosting an average of 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 2022.

The festival garners widespread 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.

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 one another as we lift the community!

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

Cheers to 2022!

Lindsey Ogan
Chief Growth Officer
Citizens Bank of Edmond
HeardonHurd@citizensedmond.com

Heard on Hurd Vendor FAQ's

Application Tips:

- Please be sure to complete all included forms (including OK health department state license number for food vendors, OK state tax permit number, and signed agreement).
- 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 one-month calendar date prior to the event. 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.

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 featured 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.

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. Heard on Hurd aims to be a family friendly event and therefore, we will limit the number of alcohol vendors 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 The Patriarch, Othello's, The Mule and Edmond Railyard!

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, 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 nonrefundable fees for food trucks and pop-up shops. Our selected nonprofit organization of the month has no fee. Please see **addendum A** for details.

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: Citizens Bank of Edmond provides Wifi to Downtown Edmond and 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.



Addendum A-2022 Heard on Hurd Fee Structure

Based on our vendor feedback from the 2021 season, we have made strategic edits to our placement strategy. We will now offer three different “Zones” comprised of Food vendors and Retail vendors with pricing of each zone based off the number of event foot traffic and level of exposure. **Zones will be filled on a first come first serve basis for all events in the 2022 Season. Payment will be due at least one-month calendar date prior to event to reserve your spot UPON SELECTION by the HoH committee. If payment is not received one prior to calendar date of the event, the spot will be forfeited to the next vendor on the list.** The HoH Committee will do their best to fulfill all requests but please remember the zone selection is only a preference, and not guaranteed.

Base Rates

Food Trucks	Monthly
Zone 1	\$250
Zone 2	\$200
Zone 3	\$150

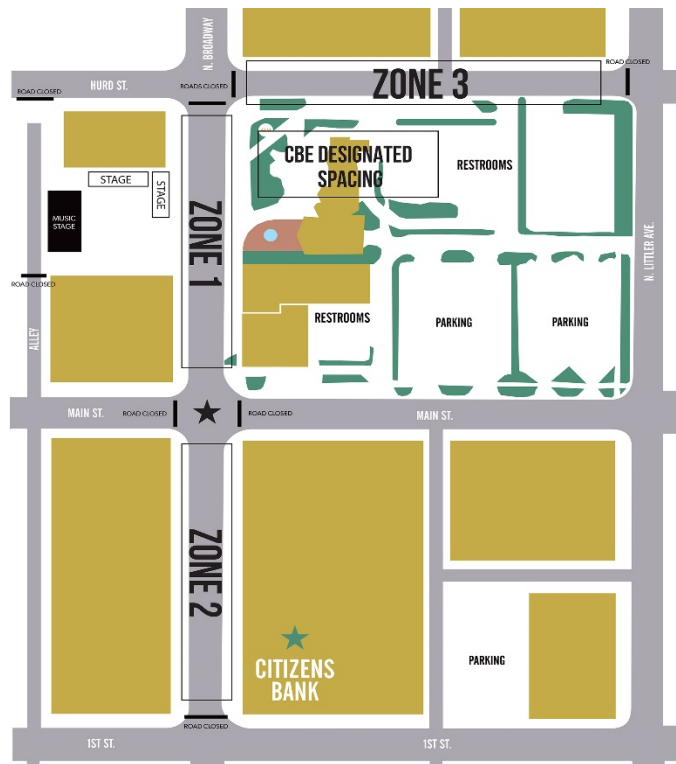
Retail Vendors	Monthly
Zone 1	\$150
Zone 2	\$125
Zone 3	\$100

Being a Customer Pays, Literally!*

**The CBE Customer Discount will be awarded if Vendor has their active operating business account at Citizens Bank of Edmond. Account must be listed in the Vendor Information space below. Citizens Bank of Edmond and the Heard on Hurd Committee reserves the right to award customer discount based off of their discretion.*

Food Trucks	CBE Monthly Discount
Zone 1	\$200
Zone 2	\$170
Zone 3	\$135

Retail Vendors	CBE Monthly Discount
Zone 1	\$120
Zone 2	\$105
Zone 3	\$90



Vendor Information

All food vendors engaged in food sale, including prepackaged food items such as mixes, bottled water, vitamins, supplements, candies or any other food item offered for consumption on or off premises must fill out the following information and provide proper insurance in order to participate in Heard on Hurd event(s):

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):

All items are required, if any part is left blank, the application is incomplete.

Vendor/Business/ Nonprofit Name: _____

Main Contact Name : _____

Business Address (include city, zip): _____

Phone Number: _____ **Email:** _____

Social Media @/Handles* (Required)

Facebook: _____ **Instagram:** _____

Twitter: _____ **Website:** _____

Customer of Citizens Bank of Edmond: Yes No

Name on Account: _____ **Account Number:** _____

Please check the box below if you would like automatic withdrawals from your account listed to fund event fee's, upon selection by the HoH Committee.

I authorize Citizens Bank of Edmond to initiate entries to my account(s) listed above. This authority will remain in effect until I notify the bank 7 to 10 days prior to the debit/credit to my account. Accounts must have adequate funding in order to process the transaction. If the account does not contain adequate funds, transfer will attempt until sufficient funds are available or until the transfer is cancelled by the originator or the Bank. Notify Citizens Bank of Edmond at 341-6650 if the above origination needs to be cancelled. If an alteration to the origination needs to be made, the above origination will be cancelled and a new form will be requested to document the changes.

Facility Type: Temporary Tent Mobile Unit

Licensing: OK State Health Permit Facility # (Must Send Copy)

**Only Applies for Food Truck Vendors*

Licensing: OK State Tax Permit Site # (Must Send Copy)

Truck or Tent set up size: _____ (approx. length & width in feet)

Previous Heard on Hurd Vendor: Yes No When: _____

Please Select 2022 Event Dates Applying For:

March 19th April 16th May 21st June 18th July 16th August 20th
September 17th October 15th

**Note for nonprofits: We will feature one nonprofit per month. Please pick your preferred month. If you pick multiple, we will notify you of your month once we make a decision.*

Please List Zone Preference (1, 2, or 3) _____

**N/A for Nonprofit organization*

FOOD TRUCK VENDORS: Food and Non-alcoholic Beverages on Menu including Prices (can attach separately):

RETAIL VENDORS: Types of goods for sale/services/promotional giveaways:

NONPROFITS: Please list an activity proposal for your tent (besides handing out fliers and asking for donations):

Event Contacts:

Lindsey Ogan (heardonhurd@citizensedmond.com)

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

Hashtag: #JoinTheHurd

Checklist

- Signed agreement
- Copy Tax permit
- Copy of health department permit *(Only applies for food truck vendors)
- Picture of your set-up/truck
- COI with Citizens Bank of Edmond, its employees, agents, volunteers and officers as additional insureds as pertaining to the insured's participation in Heard on Hurd. * (Only required for Food / Beverage Vendors and Amusements Vendors)

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 vendors. Generators must be used.

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)