



Dear Heard on Hurd Applicant:

Thank you for your interest in our Edmond neighborhood block party! We are thrilled with the success of 10 seasons of Heard on Hurd and cannot wait to find out what the 11<sup>th</sup> season in 2024 will bring! With the 2023 season hosting an average of 25,000 per event, we aim to bring the OKC metro community local food, local shopping, local music, and local banking in 2024. The festival garners widespread media attention and our goal is to bring awareness to local businesses through the loudspeaker of Heard on Hurd.

We invite you to review the vendor application carefully, complete all forms, and submit them to event organizers as soon as possible. Our vendors are selected by a Heard on Hurd committee. Our vendor selection committee works to have something special for every HoH attendee, including local unique vendors with diverse products to satisfy 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!*

**Application Tips:**

- 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 fee schedule (attached).
- Only completed applications will be accepted. Faxed, mailed or forms handed in at the bank will NOT be accepted.

**To apply, please review and complete the following:**

[Click to complete the Heard on Hurd 2024 application](#)

[Click to complete the Media and Legal Disclosures](#)

Review FAQ (attached)

Review fee information (attached). If you are accepted, we will provide a payment link.

If you are accepted, we will notify you via email and provide a payment link. Spots are not confirmed unless we receive your payment. Thank you for your support of Heard on Hurd!

Best wishes,

Heard on Hurd Committee

## **Heard on Hurd Vendor FAQs**

### **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 some non-profits. Citizens Bank of Edmond customers are given priority in selection---we certainly invite you to join the Citizens family!

### **I see that electricity is not provided. Why not?**

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?**

All food vendors must be approved by the health department and are inspected so that our attendees can receive the highest quality 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. If you do not have a physical product to sell, please be aware that we will only allow a limited number of non-goods vendors at Heard on Hurd. You must provide a children's activity or something beyond handing out fliers and merchandise in your application.

### **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, Frenzy and Edmond Railyard!

### **What are the fees?**

See fee schedule (attached) for complete information. Fees are nonrefundable and must be received before a spot is confirmed.

### **Can I hang a banner, use paint, or chalk?**

Banners are subject to approval by event organizers. Only temporary chalk or paint may be used and they must be invisible after 48 hours.

### **Does Citizens Bank of Edmond provide wifi?**

We do provide wifi to Downtown Edmond and is available subject to the relevant terms of use when you connect. CBE disclaims any responsibility for the availability or performance of a wifi system during the event.

**Can I use your logo?** Heard on Hurd and its logo are trademarked and protected intellectual property of Citizens Bank of Edmond. Vendors are only permitted to use HoH and its logo in promoting vendor's participation in HoH or promoting HoH in general. All other unauthorized uses of the name or logo are prohibited.

**Should I post our HoH participation on social media?** Vendors are encouraged to link to and/or post and reference HoH's and/or Citizens Bank of Edmond's social media channels in promoting vendor participation.

## 2024 Heard on Hurd Fee Structure

Heard on Hurd is held the 3rd Saturday of each month March-October. Placement will be filled on a first come first serve basis for all events this season. If accepted into Heard in Hurd, a payment link will be sent to you. Payment is due at least one-month prior to the event in order to reserve your spot. If payment is not received at least one month prior to the event, the spot will be forfeited to the next vendor on the list.

Base Rates	
Food Trucks	\$250 Per Event
Retail Vendors	\$150 Per Event

### 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.

\*\*Citizens Bank of Edmond and the Heard on Hurd Committee reserves the right to award customer discount at their discretion.

Customer Rates	
Food Trucks	\$200 Per Event
Retail Vendors	\$120 Per Event