

TRUCKEE THURSDAYS

SUMMER STREET FESTIVAL



Event Rules & Regulations

The following Event Rules and Regulations are a summary of the general information about the event and the organization that apply to any and all person(s) participating in the Truckee Thursdays event and shall serve as the general guidelines for those participating in the weekly event.

About the TDMA and Truckee Thursdays Event

Created in 1969, The Truckee Downtown Merchants Association was formed as a member organization of businesses located in the Historic Downtown Truckee. One of the goals of the organization is to preserve and promote our Historic Downtown. In 2008, a group of volunteers within the TDMA had the idea to produce an outdoor event during the summer months. One of the primary purposes of the event was to serve as an economic stimulus for the Downtown Businesses. As we near the 15th year of the event, the TDMA is thrilled with the growth and popularity of the event and proud to be the recipient of the Best Summer Event every year running since 2009.



Truckee Thursdays - For eight (8) weeks from June to August, Thursday nights in Downtown Truckee is a special experience for people of all ages - residents, tourists, and participants alike. From the hours of 5pm to 9pm, the streets in our downtown core are closed down to traffic. Every week, the event includes live music, a food court made up of local food trucks/tents, licensed area for alcohol, artisan vendors and family/children's activities. Merchants located downtown are encouraged to participate by putting their goods on the sidewalks in front of their stores or a booth on the streets, or both. Restaurants located within the Downtown participate with specials and live music. Free parking is provided, starting at 5pm. In addition, the Town of Truckee sponsors local shuttle services to and from the event - for FREE!

Purpose and Goals of the Event

The primary purpose(s) of the Truckee Thursdays event are to:

- Serve as an economic boost for businesses located in the historic downtown core
- Create a positive image of Historic Downtown Truckee
- Expose community members and tourists to retail stores and services from the business located in Historic Downtown Truckee.

Reinforce our Downtown as the "heart and soul" of Truckee -as the center of retail, social, and civic activities.

Provide a platform for local Non-profit organizations to gain exposure.

Provide exposure to brick-and-mortar businesses located in the Town of Truckee but not located in historic downtown.

Serve as an incubator for new and existing small businesses, who do not currently have a brick and mortar location.

Who can be a vendor?

Truckee Thursdays is an event comprised primarily of artisan vendors selling handmade or self-created goods as well as those goods sold in brick-and-mortar stores located in the Town of Truckee. Additionally, there is a food court comprised of full-service food - serving full meals - and food carts for quick snacks, drinks, or desserts. Lastly, in an effort to include more businesses in the event, we reserve a limited number of spaces to include our local non-profit partners, local government agencies, and local service type providers. Inquire for more information on these vendor types.

Vendor Types

The following is a list and description of the vendors participating in the event. At the end of each description is the name of the vendor application appropriate for that vendor type.

Artisan Vendors – selling handmade or self-created goods. (Artisan Vendor Application)

Commercial Retail Business Vendors – those businesses operating a brick and mortar retail business located in the Town of Truckee. (Commercial Retail Business Vendor Application)

Full-Service Food Vendor – typically a food truck or trailer, offering menu items considered a full meal (Full Service Food Vendor Application)

Food Cart Vendor – food vendors, smaller in size offering snacks, drinks, desserts. (Food Cart Vendor Application)

Non-Profit Vendor – operating as a recognized non-profit organization (typically one of the 501(c) designations) located in the Town of Truckee. (Non-Profit Vendor Application)

Excluded Business Types: In addition to the above stated criteria there are certain types of businesses and/or goods that are not an appropriate fit for the event and therefore ineligible to participate in the Truckee Thursdays event. Those types include, but are not limited to: multi-level marketing, religious, political, franchises, imported goods, secondhand goods, businesses engaging in activities deemed to be illegal, such as drugs and drug related paraphernalia.

Brick and Mortar Service Businesses: (Located in Town of Truckee but not in Historic Downtown): Brick and Mortar businesses located in the Town of Truckee that operate primarily as a service type of business (vs. retail), are not eligible to participate as a Commercial Vendor. Examples of these types of businesses include: Real Estate, contractors, repair shops, professional, salons, gyms, and similar health related businesses. If a business is a hybrid of both retail and service, the business will be classified as retail or service based on the predominant source of revenue for that business. In an effort to afford service types of businesses the opportunity to participate in the event, we have created sponsorship opportunities that allow participation on a limited basis.

Brick and Mortar Service Businesses Located in Historic Downtown: Those businesses located in the Historic Downtown; are current members of the TDMA; and are operating as both service and retail (hybrid) type businesses are eligible to participate in the event on a limited basis. Each week a number of booth spaces will be available. Interested parties should complete the Commercial Retail Vendor application.

Brick and Mortar Service Businesses Exceptions: There are a limited number of spaces available for Health & Wellness businesses, i.e. salons, acupuncture, massage, and fitness. These businesses may participate in up to three (3) events. Spaces are subject to availability.

Vendor Selection Process

If there are too many applicants for the space available, prioritization process is outlined in the specific vendor application packet and varies depending on type of vendor. In general, the Truckee Thursday's committee will take the following criteria into consideration when making a determination: (1) Participation in prior years' Truckee Thursdays events; (2) Business is located in Historic Downtown Truckee; (3) current or past TDMA member; (4) Business is located within Town of Truckee.

code of conduct

All vendors, as well as their children and staff, will behave toward event customers, event members, staff and volunteers in a professional manner that fosters a sense of community and camaraderie, and a spirit of cooperative involvement that promotes the event to the communities it represents and serves.

Vendor Code of Conduct

All Truckee Thursdays vendors must follow the Code of Conduct as outlined below:

Practice patience and understanding

Demonstrate sensitivity to people of all ages, ethnicities and diversities

Treat customers with courtesy, respect and honesty

Assist other vendors whenever possible

Treat market staff, volunteers and other vendors with respect and understanding

Notify market manager immediately of any unsafe conditions

Resolve conflicts in an unobtrusive manner

Do not treat any person in a manner that is rough, menacing, vulgar, profane or abusive.

Do not bring dogs or other animals to the market

Practice safe behaviors at all times

No vendor may be under the influence of drugs or alcohol during event

All products offered for sale must be safe, have a decent life expectancy and exhibit quality of construction.

Disciplinary Action: The Market Manager will determine if any vendor is failing to adhere to the policies set forth herein. Such failure can result in a verbal warning, a temporary suspension, or permanent removal of a vendor from the Market.

Notice of Violation: Vendors will be issued a written Notice of Violation. Notice will include reason for violation and consequences if violation is not immediately cured. Vendor can obtain further information and discuss the matter with the Event Manager upon request.

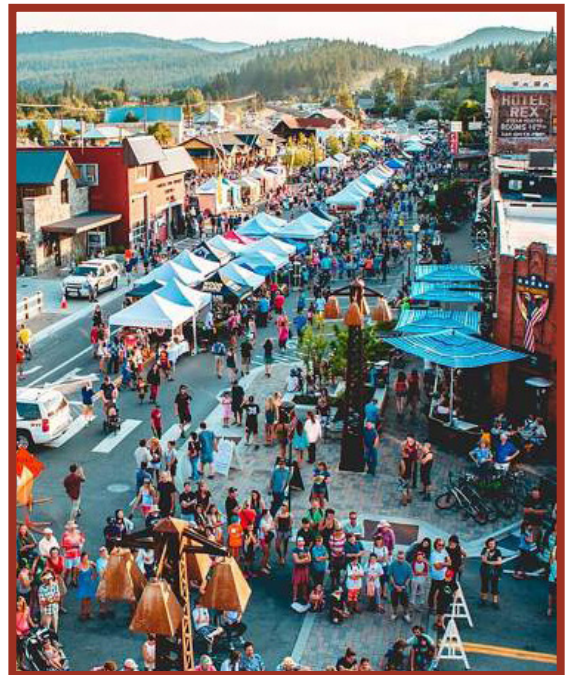
Expulsion from Event: If a second notice of violation is received, the Truckee Thursdays Committee has the authority to give the vendor notice of expulsion from the event at which point vendor will no longer be allowed to participate in that current season.

Appeals and Re-admission to the Event: Vendors who are expelled from the event may only be readmitted by attending an in-person meeting between vendor and the TT Committee. No such meeting or re-admission will occur in the same event year as the expulsion and will only be given consideration in future years.

General Event Terms & Conditions

Liability: Vendor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save TDMA against any and all claims, losses and damages to persons or property and attorney's fees arising out of or caused by Food Vendor's installation, removal, maintenance, occupancy or use of exhibit space. In addition, the Exhibitor acknowledges that the TDMA and the Event do not maintain insurance coverage covering Vendor's property and it is sole responsibility of the Vendor to obtain such insurance, including, if desired business interruption and property damage covering losses by the Food Vendor. Responsibility of the security of a Food Vendor's area, products and property rests solely with the Food Vendor.

Weather Related Liability: Vendor agrees that in the event of acts of God, storms, floods, high winds, gales or hurricanes, neither the TDMA - nor any of its employees or agents - shall be responsible for loss, damage, third party damages, claims or loss to property, persons or vessels. It is the Event Management's sole and absolute discretion to order an evacuation of the Event or to take necessary steps to protect public health and property in the event of a severe weather warning for Truckee or its environs by the National Weather Service.



Rain Policy: Truckee Thursdays is a rain or shine event. Only in the event of dangerous inclement weather will an event be delayed, postponed, or canceled. Criteria set forth by the Truckee Police and Fire Departments determine when that protocol shall be in effect. When in effect, participants will be notified and updated through the following methods: email, text message, taped voicemail on the TT phone line and posted on Facebook. As the event still incurs substantial costs each event day regardless of cancellation or not, there are no refunds for events delayed, postponed or canceled. Every effort will be made by the event to avoid canceling an event and/or rescheduling to alleviate expenses to all participating vendors.

Smoking: Truckee Thursdays is a non-smoking event, and we ask that all participants comply with these rules during event hours. In addition to the event rule, there are certain areas of the event that State Law, including, also prohibits smoking: any area within 25 feet of food or beverage being sold and/or consumed.

Vendor Specific Rules: The rules outlined above are intended as a general guideline of the event and shall be in effect with those rules outlined in the vendor application packet. The rules contained in each vendor type are specific and may be applicable only to that type of vendor.