



CHRISTKINDLMARKET DES MOINES

Educate, entertain and delight the Midwest by producing Iowa's premiere German-inspired Christmas market

Vendor Information Guide 2021 Christkindlmarket Des Moines (CDM)

Thank you for your interest in participating in Christkindlmarket Des Moines taking place at Principal Park in Des Moines from December 2-5, 2021.

Due to the restrictions on in-person gatherings in 2020, "CDM Curbside 2020", an online marketplace, was introduced and the in-person festival was not held. CDM Curbside 2020 offered a curated, online shopping experience with order pickup at Principal Park. Vendors sold products online, while CDM promoted and highlighted these unique vendors through social media. Supporters purchased products from vendors and picked them up in a safe, contactless, drive-through environment at Principal Park. Response from patrons and vendors was positive and highlighted the interest in an online vending option. An online marketplace allowed access for customers unable or unwilling to shop in person, provided an early and up-close look at unique products and allowed vendors to better plan for and manage inventory, all while leveraging the CDM brand.

In 2021, CDM will return to an in-person market to be held at Principal Park, Main lot, Downtown Des Moines, December 2 - 5, 2021. Additionally, to capitalize on the opportunity to promote CDM vendors prior to Christkindlmarket Des Moines 2021, CDM will assist in promoting and marketing those vendors interested in "pre-selling" products for pick up at the individual vendors' space at the market. CDM will list vendors interested in pre-selling as a "pre-sale order available" vendor. Pre-sales will allow patrons early access to vendor products, while improving sales and inventory management.

The quality of a traditional Christmas market depends on maintaining a high standard for the vendor products it offers. Christkindlmarket Des Moines is no different. We're dedicated to immersing visitors in a world of folklore and craftsmanship as well as enticing them with traditional and seasonal culinary specialties.

This document will provide you with an overview of the application process and requirements. Once you complete the Google Form application, it will be reviewed. You will receive feedback by June 15, 2021.

What is the timeline for the application process? (1 - 4 below MUST BE COMPLETED BY JUNE 1, 2021 at midnight for your application to be considered)

1. Complete the online application found at <http://www.christkindlmarketdsm.com/vendors/vendor-application>
2. Complete the electricity request form at <http://www.christkindlmarketdsm.com/vendors/vendor-application> and email to christkindlmarketdsm@gmail.com. Vendors can make payment upon acceptance.
3. Send photographs (product group shots are acceptable) to christkindlmarketdsm@gmail.com representing all items you would like to sell.
4. Food trucks, trailers and demonstrations must email a visual layout with measurements of the footprint you need (including empty space that may be required around your structures), the measurements of all structures and photos of your food truck, trailer or demonstration set up (if possible) to

christkindlmarketdsm@gmail.com.

5. Receive feedback from the CDM vendor committee by June 15, 2021.

Who owns and manages CDM? CDM is owned, operated, and managed by [Des Moines European Heritage Association](#) (DMEHA), a 501(c)3 tax-exempt non-profit organization.

Where will CDM 2021 take place? Principal Park, Main Lot, Downtown Des Moines, Iowa

CDM 2021 vendor timeline:

- Vendor set up: Wed, Dec 1: 3:30pm – 9pm & Thu, Dec 2: 9am – 4:30pm (To facilitate ease of move in and avoid waiting, vendors will select a move in time)
- Open to the public: Thu, Dec 2: 5 - 9pm, Fri, Dec 3: 11am - 9pm, Sat, Dec 4: 11am - 9pm, Sun, Dec 5: 11am - 5pm
- Vendor tear down: Sunday, Dec 5: 5pm - 9pm

What types of products is CDM 2021 seeking? We are interested in products typically offered at Christkindlmarkets throughout the world, which may include (but are not limited to): decorative fresh wreaths and centerpieces; one-of-a-kind handmade items; holiday ornaments of all colors, materials and sizes; nutcrackers; cuckoo clocks; beer steins; wooden toys; jewelry; wood carvings; pre-packaged European sweets and treats; sausages; sauerkraut; potato pancakes; waffles; crepes; stollen; gingerbread; roasted nuts; cakes and pastries; German smokers; candles; wooden nativity scenes; items made from hand-blown glass; clay and ceramic pottery; tea light holders; Eastern European/Slavic handcrafted gifts, such as nesting dolls and papier-mâché lacquer boxes; lace; leather products; beer and wine glasses; handwoven garments and more.

How are vendors selected? Vendor selection is based on what CDM needs to produce a community event keeping in line with its mission; not on a first-come, first-served basis. All vendors are required to submit a complete online application found at <http://www.christkindlmarketdsm.com/vendors/vendor-application/>.

Each product will be reviewed based on several criteria, including point of origin, handcrafted original design, the number of similar products currently at CDM, products consistent with those sold at a European Christmas market and other pertinent criteria. CDM staff reserves the right to approve, refuse and limit products sold at CDM. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Applicants are reviewed based on the entire range of products proposed to sell at CDM. Vendors are not allowed to add or change products after the application process is complete or at all during the event.

Making a positive impact. As we work to maintain a sustainable future for CDM, we want to consider the impact we make on the community: socially, economically and environmentally. Part of the vendor application includes questions on the sustainability actions of applicants. We are particularly interested in the use of biodegradable or recycled source packaging and food containers. Though this is not a selection criterion, we would like to use it as an opportunity to showcase the positive work of our vendors.

Modifications to Promote a Safe In-Person Event. Rest assured that CDM prioritizes the safety and health of our vendors and patrons. CDM will take guidance provided by local and state health authorities under advisement and make event modifications to ensure a safe experience for all. Based on this guidance, we will provide updated COVID-19 mitigation strategies and requirements as the event approaches.

Wooden hut vendor CDM will provide each wooden hut vendor with one hut at a location to be determined by the CDM event planning committee. Vendor hut description:

- Decorated on the exterior with garland and stringed lights with white bulbs

- Interior lighting – 1-candle of puck or stringed lighting. Please bring additional lighting of your choice
- Entry door with lock and keys
- Exterior dimensions are 7" wide and 7'9" long
- Interior dimensions are 6'9" wide and 7'1" long
- Height of interior walls: 84"
- Window opening with shutters that lock: approximately 6'9" wide, 3' off ground, 2'8" from floor of hut
- Front counter: 6'9" wide x 19½" deep
- Electricity – (3) duplex outlets on the back wall. Each duplex outlet allows for 50 Amps and 120 Volt service
- No other form of generator or electrical service other than that provided by CDM is permitted. Extension cords are the responsibility of the vendor and must be a minimum of 12-gauge/3 wires and 25-feet long
- Due to fire codes, you may not use any form of heat other than that which is provided
- You may not in any way alter the shape or construction of the vendor hut. No nails, screws, tape, adhesive, etc. may be used if it could possibly alter the structure.

A heated hut may be reserved for an additional \$100. The infrared heater mounted on the back wall will affect the total amps available. You must comply with the infrared heater's manufacturer's clearance mandate.

The CDM event planning committee is strict about hut decor and product display; the decor of the hut must fit with the European-style theme of the event, and merchandise must be displayed in a clean, uncluttered fashion. As such, all vendors are mandated to work with CDM staff leading up to and during setup of the event. Further information will be provided upon acceptance.

Vendor tips

- Plan to be set up by 4pm on Thursday, December 2 to avoid opening late; your participation deposit may not be returned if you not ready to vend when the event opens
- Label your food for food allergens, i.e., gluten free, dairy free, peanuts, etc.
- Begin marketing early and frequently to existing customers via Facebook, Instagram and other successful marketing approaches you have used in the past. We have created a Christkindlmarket Des Moines 2021 Facebook Event Page and will invite accepted vendors to be "Co-Hosts". Please post within this event page. The advantage with this marketing tactic is that everyone that is "going" or "interested" in the event will receive a notification about your post.
- Build on your past CDM customer base (if applicable) by marketing directly to them.
- Always include the URL to Christkindlmarket Des Moines: www.christkindlmarketdsm.com
- Always include hashtags (#CDM2021) and @mentions when you're talking about an online brand.
- Each vendor is required to bring all additional necessary items that might include but are not limited to additional décor, additional shelving and tables for product display, chairs, point of sale system (CDM will not make change), extension cords, etc.)

All vendors are responsible for cleaning the area around their vending area and removing their own garbage. Information on garbage bin locations will be made available.

Food vendors:

- All food vendors must become familiar with the City of Des Moines Outdoor Events Requirements to ensure that your set up and food preparation methods are compliant. <http://ow.ly/EgAA30nqxzx>
- We encourage food vendors to vend from a food truck or trailer
- Signage must be professionally produced (not handwritten) and without spelling errors
- We strongly encourage food vendors to limit their menu to 5 items to ensure quick service
- Warming devices approved for use in the vendor huts by the City of Des Moines include: crock pot, roaster dish, chafing dish, microwave, coffee urn/pot, etc.

- Warming devices not approved for use in the vendor huts by the City of Des Moines include: open electric grill, sterno open-flame warmers, etc.
- An ABC multipurpose portable fire extinguisher with a minimum 2A-10BC rating shall be provided within 10 feet of any demonstration or warming display (i.e., ALL food vendors)
- A Class K portable fire extinguisher (in addition to the ABC extinguisher) shall be provided within 10 feet of any demonstration cooking involving grease, solid fuel, or producing grease-laden vapors.

Will security be provided? A CDM site leader will provide each vendor with keys to their vendor hut. Each vendor is responsible for locking and unlocking their hut (door and window). Vendors will be provided with the site leader's name and cell phone number. Overnight security will be provided.

What is the fee to be a vendor (Vendor Occupancy Fee)?

Vending type	Fee
Food/non-food vendor in wooden hut	\$400
Food/non-food vendor in wooden hut – with heat	\$500
Food vendors vending from a food truck or trailer	\$600
A pop-up tent providing approved, regularly scheduled demonstrations (non-food) of a unique craft/process during the event	\$0

How is the Vendor Occupancy Fee invoiced and paid? Upon acceptance, the vendor will be issued an electronic invoice which can be paid via check. The application will not be confirmed until all fees and deposits are received. **Vendors wishing to serve approved non-alcoholic beverages will be assessed a 10% fee on gross beverages sales to be invoiced after the event.** See below for information regarding the Participation Deposit and Clean Up Deposit.

Electricity at CDM Vendors not occupying wooden huts will be provided with (1) - 120v, 20-amp service that consists of (1) – 120-volt 20-amp duplex receptacle at no cost. Please indicate the number of additional outlets and power you require on the electricity request form. Vendors occupying wooden huts will be provided (1) – 120/240-volt 50-amp that consists of (4) – 120-volt 20-amp duplex receptacles. Fill out the electricity request form at <http://www.christkindlmarketdsm.com/vendors/vendor-application> and email to christkindlmarketdsm@gmail.com. Vendors can make payment once they are accepted to participate.

- No other form of generator or electrical service other than that provided by CDM is permitted.
- Extension cords are the responsibility of the Vendor and should be a minimum of 14 gauge/3 wire and 25-foot length for your voltage requirements.
- If more than 120v or 208v volt is required, please indicate if ends are bare wired or provide plug identification by looking at plug face. Please include a photo or drawing of your plug.
- If the electrical contractor is required to modify plugs, etc. you will be responsible for the cost of the labor and materials. Payment to CDM will be expected for the modification before the festival opens.
- If additional electrical service is being utilized and causes breakers to trip you will be asked to remove the unauthorized item(s) from use or pay material and labor costs to upgrade your service requirements.

Access to Water Non-potable water is available at Principal Park. Vendors are responsible for providing their own means of transporting water and for providing their own hand-washing station for their employees. Shared wastewater containers are provided. It is illegal to dispose of water in the street, storm drains or landscaping.

Waste Disposal Vendors are not allowed to use the public trash containers for disposal. All vendors are expected to keep their areas free of trash, food scraps, litter, water, etc. Empty cartons and boxes must be

broken down and taken to the appropriate dumpsters immediately.

What are the requirements for General Commercial Liability Insurance? Each accepted vendor is required to furnish proof of insurance before CDM acceptance. Applicants do not need to show proof of a policy upon submitting their application but will be required to provide a certificate of insurance prior to final acceptance. Vendor agrees to purchase and provide Certificate of General Commercial Liability insurance with \$1,000,000 limits and name **Des Moines European Heritage Association** as Additional Insured and Certificate Holder. Certificate must be on file with CDM management prior to vending. Applicants can submit Certificate to: christkindmarketdsm@gmail.com or 37 Liberty Bell Blvd, Pleasant Hill, IA 50327.

What kind of licenses/permits do I need? Listed below are general permits and requirements. *Other requirements may apply. It is the responsibility of the vendor to understand and comply with all requirements.*

- **Sales Tax:** Vendors are required to comply with Iowa Sales Tax law. It is the responsibility of every vendor to know if they are required to collect and remit Iowa Sales Tax based on the products they sell. Questions regarding should be directed to the Iowa Department of Revenue: 800-367-3388.
- **Food Safety:** Vendors are required to comply with State Public Health regulations governing the preparation, handling and presentation of food. It is the responsibility of every food vendor to know if they are required to obtain specific food licensing. Contact Food and Consumer Safety, (515) 281-6538, Iowa Department of Inspections and Appeals with questions.
- **Fire Extinguishers:** Food vendors using gas or other fuel sources for cooking are required to have **on site, in their hut**, a portable 2A-10BC fire extinguisher, with a DMFD Extinguisher Service Tag affixed. If you are cooking outside with grease (fryer), you must provide a Class K AND 2A-10BC fire extinguisher with a DMFD Extinguisher Service Tag affixed. These service tags may be obtained from most fire extinguisher companies in the Des Moines Metro area. Contact DMFD Prevention Bureau: 515-283-4240.

How are Corporations and Businesses able to participate? CDM does NOT accept vendor applications from businesses such as banks, realtors, chiropractors, etc. If a business would like to be a sponsor or donor, please contact, Suzanne Hull at 515-250-6366 or christkindmarketdsm@gmail.com.

RULES AND REGULATIONS

1. All vendors must attend a mandatory "CDM Vendor Info Meeting". We will provide an opportunity to meet in person or virtually. The date is yet to be determined.
2. All vendors agree to comply with COVID-19 mitigation strategies and requirements based on current guidance provided by local and state authorities.
3. Vendors obtain the right to use the assigned vendor hut/vendor area and are responsible for having the space operational during all hours of CDM (Thu, Dec 2: 5-9pm, Fri, Dec 3: 11am-9pm; Sat, Dec 4: 11am-9pm; Sun, Dec 5: 11am-5pm, 2021). If you plan on having someone else work your hut for you, you must notify CDM. **Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$150: demonstrations) may not be returned if vendor closes early, is not set up 30 minutes prior to open or if vendor tears down and leaves.**
4. If you must miss CDM for any reason, you are required to have someone work your hut for you or have someone sit in your hut with a 'SOLD OUT' sign. In the event of an emergency, call CDM staff.
5. **Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$150: demonstrations) may not be returned if the vendor completely runs out of product (does not apply to Demonstrators).**
6. **Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$150: demonstrations) may not be returned if the food vendor makes unapproved menu changes.**
7. **Vendor Participation Deposit (\$500: food trucks, \$300: huts, \$150: demonstrations) may not be returned if the vendor drives on the venue.**
8. For any unforeseen circumstances that happen during CDM, please contact CDM staff. No refunds will be

issued for non-usage of huts or cancellation of contract.

9. Vendors may not loan, give or sublease the hut assigned to them.
10. Any business ownership changes, at any time, require a new application for vending.
11. All food vendors are responsible for understanding and complying with all applicable health regulations.
12. Baked goods and all other food products must be properly covered, kept at proper temperatures (as specified by Health and Safety and the guidelines and recommendations of local and state authorities in order to comply with), and displayed on tables that are covered by a tablecloth.
13. All vendors must meet all health, safety and fire regulations.

FAILURE TO COMPLY WITH CDM RULES AND REGULATIONS

- An infraction may result in, and not necessarily in this order: 1) A verbal warning, 2) Unreturned Participation Deposit (\$500: food trucks, \$300: huts, \$150: demonstrations) 3) Not being allowed to vend in the future.
- CDM reserves the right to change, interpret and enforce these policies and guidelines deemed necessary to maintain the safety, consistency, individuality and authenticity of CDM for the benefit of all being served by the event.
- CDM reserves the right to limit the size of the event and reject applications with or without reason. Decisions of CDM are final.

VENDOR CANCELLATION POLICY No refunds of vendor occupancy fee for cancellations will be allowed after 5pm on September 30, 2021. All cancellations shall be in writing. CDM reserves the right to cancel vendor's participation in CDM and the right to cancel CDM or any portion thereof, at any time for any reason (or for no reason) whatsoever, in its sole and absolute discretion and without penalty to CDM. Vendor shall not sublet, assign or otherwise transfer or convey any hut space or any matter in connection with CDM to be held December 2 – 5, 2021 at Principal Park, Main Lot, and these Rules, Regulations and General Information to any other person. Any vendor who is not set up by the designated time will be assumed absent, and its space will be automatically and immediately forfeited.

ASSIGNMENTS Vendor participation will not be confirmed until full payment is received. Vendor location will be tentatively confirmed by November 15, 2021; however, vendor's hut location is subject to change as CDM deems necessary. Vendor shall not sublet, assign or otherwise transfer or convey any matter in connection with Christkindlmarket Des Moines or these Hut Rules to any other person, or any of the privileges conveyed herein, except with the prior written consent of the Event Director. CDM has and reserves the right to cancel any Vendor hut and all matters pertaining to Vendor in connection with or related to CDM any time prior to the event date with full or partial refund to vendor. Any approved assignee or transferee shall be subject to all the provisions and requirements of these hut Rules and this agreement. hut placement will be assigned to best benefit CDM and all its participants, as determined by CDM.

CANCELLATION CDM HAS THE RIGHT IN ITS SOLE AND ABSOLUTE DISCRETION TO CANCEL OR POSTPONE THE EVENT FOR ANY REASON OR FOR NO REASON WHATSOEVER. Should CDM be postponed or canceled for any Act of God, public safety, welfare or for any reason (or for no reason) whatsoever, Vendor hereby RELEASES and FOREVER DISCHARGES CDM, its officials, officers, employees, representatives, agents and volunteers from all liability, losses, harm and claims for damages, and any other actions or claims whatsoever, which result from or arise out of such postponement or cancellation.