



Vendor & Organization Selection and Attendance Policy for Participation in Municipal Events

Date Approved: 03/17/25 (Adopted by Resolution No. 2025-071)

Revision Dates:

1. Policy Statement

- 1.1 The process for selecting vendors and organizations to participate in Town of Canandaigua events shall be fair and transparent, and that all those selected to participate abide by the rules, regulations and responsibilities as outlined in this policy.

2. Scope

- 2.1 This policy applies to all vendors and organizations attending an event that is operated by the Town.

3. Definitions

- 3.1 **Event** shall refer to any type of festival, gathering, celebration, tournament or other activity held for the purposes of social, cultural, or recreational objectives.
- 3.2 **Event Season** shall refer to the period of the year in which an event is held.
- Winter Event Season (January – March)
 - Spring Event Season (April – June)
 - Summer Event Season (July – August)
 - Fall Event Season (September – December)
- 3.3 **Facility** shall refer to any Town owned or operated building, structure or space, whether indoor or outdoor.
- 3.4 **Town Event** shall refer to an event that is organized and hosted by the Town of Canandaigua.
- 3.5 **Town** refers to the official local government body of the Town of Canandaigua.

- 3.6 Vendor** shall refer to a business or individual that has been approved by the Town to attend a Town Event for the purpose of selling merchandise or promoting a service, or by means of sponsorship.
- 3.7 Organization** shall refer to any organized body of people with a particular objective, especially a business, society, association, etc. that has been approved by the Town to attend a Town Event for the purpose of promoting a service, or by means of sponsorship.
- 3.8 Sponsor** shall refer to an individual or organization that pays an amount determined by the Town for designated events in return for advertising.
- 3.9 Participant** shall refer to either a vendor or organization as described above, and a sponsor where applicable.

4. Policy

4.1 Participant Application Process

4.1.1 Application

- a. To be considered as a participant in a Town event, an application must be completed and submitted prior to the application period closing.
- b. **In-Person Applications:** Applications may be obtained and submitted at the Town Clerk's Office.
- c. **Online Applications:** The Town will post all participant opportunities on its website at www.townofcanandaigua.org with an online application available for submission as well.
- d. Once the application period has closed, the Town will not accept any further applications. The Town may choose to reopen the event participation application period at its discretion. An email, voicemail or other individual message sent to Town employees by a prospective participant does not constitute an application.

4.1.2 Late Applications

An application received past the deadline may not be considered.

4.1.3 Cancellation List

- a. The Town will maintain a cancellation list on a first-come first-serve basis for participants who meet the required criteria.
- b. If a cancellation is received, the first participant that meets criteria in 4.2.1. on the cancellation list will be notified that a space has become available.
- c. If applicable, payment in full is required immediately upon notification

to secure the participant space for the event.

4.2 Participant Selection Process

4.2.1 Participant Selection Criteria:

Participants will be selected based on criteria identified within each sub-category below. Each sub-category is weighted equally in the selection process. The Town reserves the right to use discretion when selecting participants and may select or decline a participant based on any of the criteria below, subject to review by the Town.

- a. **Quality of activity or display:** Activities or goods that align with the event's purpose, theme, and family-friendly atmosphere.

AND/OR (as applicable);

- b. **Quality of product:** Vendors who sell quality, handmade items may receive priority consideration in the selection process. Quality of product may depend on the style, artistry, craftsmanship or mastery. Town events are often an opportunity for local artisans to display handmade items, and as such, the Town shall support these opportunities where possible.
- c. **Previous experience at Town events:** Participants who have worked successfully with the Town at a previous event may receive priority consideration in the selection process. Successful experience with the Town includes reliability of the participant for attendance at previous events, ability to make payments on schedule, if applicable, as well as demonstrated the ability to respect others and maintain a positive environment for all persons at an event. Experience shall also be judged based on the ability of the participant to adhere to Town policy and direction from employees.
- d. **Quantity of events attended:** For event seasons that include more than two (2) events, participants who have attended two (2) or fewer events may receive priority consideration in the selection process. The Town makes efforts to ensure all participants receive an opportunity to attend a Town event.
- e. **Category of merchandise (when applicable):** Vendors who are representative of a certain category of merchandise may receive priority consideration in the selection process. Vendors who sell merchandise in a highly competitive category may be rotated through different events to ensure all vendors within that category are provided an opportunity to participate in a Town event, at the same time ensuring the event has a broad array of vendor categories.
- f. **Regional Consideration:** Participants who are geographically located within Town of Canandaigua will receive priority consideration in the

selection process. For those outside the Town of Canandaigua, the following order of priority consideration will be followed: City of Canandaigua, other adjoining townships, within Ontario County, outside Ontario County.

4.2.2 Selection Notification Timeline

The notification timeline for selected participants may vary depending on the event. In most cases, the Town will aim to advise participants four (4) or more weeks in advance of the event date of their acceptance into a Town event.

4.3 Responsibilities of Participants

4.3.1 Payment (when applicable)

Any applicable fee for participation or sponsorship of an event is provided in the Town Fee Schedule.

When applicable, full payment must be received by the deadline provided. Participants who fail to pay their participant fee by the established deadline will have their acceptance rescinded.

4.3.2 Cancellations

After receiving selection notification, any cancellation by the participant shall count as one of their selected event dates for the event season, regardless of the reason for the cancellation. All applicable fees are non-refundable and non-transferrable to any other participant/sponsor or event.

4.3.3 Subletting of Participant space

Participants shall not sub-let their designated space at an event to another participant.

4.3.4 Health and Safety

- a. Participants must comply with all applicable health and safety laws, including the Occupational Health and Safety Act and the advice and instructions of public health officials. Participants must comply with all additional health and safety guidelines and requirements of the Town.
- b. Participants shall familiarize themselves with the locations of emergency safety equipment at an event including the location of emergency exits, fire alarms and lifesaving equipment.
- c. In the event of a medical emergency, the participant shall immediately suspend activity and alert Town employees of a medical emergency and aid in the process where applicable. For

example, calling emergency services.

4.3.5 Insurance

- a. Vendors must maintain proper insurance coverage as required by New York State law to participate in the event, including but not limited to general liability, workers' compensation, and any other applicable policies, and be able to present such documentation if requested.

4.3.6 Assigned Space

Spaces assigned based on best layout for benefit of the event.

4.3.7 Participant Equipment

Unless otherwise provided by the Town, the participant is solely responsible for providing all items for their booth including tent, chairs, tables, extension cords and other set-up equipment required for the operation of their space. All equipment must be in good condition.

4.3.8 Tents and Canopies

Tents must be in good condition. It is the responsibility of the participant to secure their tent safely by using sandbags, weights or tie-downs. Any tents being set up indoors must have a fire rating information tag on the tent.

Any membrane structure larger than 400 sq ft must be inspected by Town Code Enforcement prior to the start of the event.

Town Staff has the right to request removal or take-down of any tent if it is determined that it does not meet the above requirements, if it is deemed an obstruction at the event, or for safety or other reasonable concerns.

4.3.9 Electrical

The Town will make efforts to provide participants with access to electrical, but it is not guaranteed. Where electrical connections exist, participants are responsible for providing their own extension cords which must be a 3-prong grounded cord, outdoor rated with a maximum 125V.

4.3.10 Sound

Participants shall not play music or other sound within their assigned space, unless approved by the Town.

4.3.11 Event Location

Town events are held at both indoor and outdoor facilities. It is the responsibility of the participant to prepare for all types of forecasts and weather, including direct sunlight, rain and wind.

4.3.12 Event Set Up

Participants will be notified of the time allocated to set up for an event. Set up must be completed no later than fifteen (15) minutes prior to the opening time. Participants will not be permitted into the event earlier than the scheduled arrival time, as determined by the Town.

4.3.13 Participant Parking

Participants shall move their vehicles upon completion of set up at the event to identified participant parking lots to allow space for customer parking. Access of vehicles to the event grounds by pedestrian walkways or trails is prohibited, unless approved by the Town.

4.3.14 Event Tear Down

Participant tear down begins at the immediate conclusion of the event. Early tear down is prohibited, unless approved by the Town. Tear down should be completed no later than one hour past the end of the event. Participants must remove all materials, equipment and garbage.

4.3.15 Garbage

Participants shall ensure that all garbage and refuse associated with their assigned space is disposed of appropriately. Participants shall be responsible for additional cleaning costs for excess garbage, as determined by the Town. Large items and excess cardboard shall be removed from the event by the participant.

4.3.16 Food Vendors

All vendors must have proper permits and be in compliance with the Department of Health food vendor responsibilities as provided in the NYSDOH Temporary Food Service Guidance for Food Vendors, found on their website at:

https://www.health.ny.gov/environmental/indoors/food_safety/event_guidance.htm

Vendors found to be in violation of State, Local, or Town regulations must cease operations and sales to the public until the issue is resolved. If health and safety concerns are prevalent, the Town reserves the right to decline entry into the event or any future events. It is the sole responsibility of the vendor to ensure adequate paperwork and inspection records are always present with the vendor and that the proper forms have been submitted and applicable permits issued in advance of the event.

4.3.17 Food Trucks

- a. Food truck vendors must be self-contained and self-sufficient. Greywater, wastewater and oil disposal must be completed off-site of the event and disposed of properly at an appropriate facility.
- b. Food truck vendors must ensure adequate paperwork, including all applicable permits and fire inspection records. These records must be present with the vendor at all times.
- c. Food Vendors are required to contact code enforcement within five (5) business days after acceptance to participate at a Town event in order to schedule an inspection on the day of the event. It is the vendor's responsibility to ensure this inspection is scheduled and occurs or they will not be eligible to participate. Mobile Food Preparation Vehicles with an active operating permit issued by the Town of Canandaigua Code Enforcement Office, are exempt from inspection but are still required to notify the Code Enforcement Office.

4.3.18 Items for Sale

- a. Vendors (and organizations, as applicable) are prohibited from selling or displaying any of the following items:
 - Firearms, ammunition, knives and weapons of any kind.
 - Fireworks or other similarly explosive and/or flammable objects.
 - Alcoholic beverages, unless approved by the Town.
 - Products containing marijuana or any form of cannabis, cannabinoid hemp, THC, medical cannabis, or any related products, including paraphernalia.
 - Controlled substances.
 - Tobacco and tobacco products including vapes and pipes.
 - Items that discriminate against race, national origin, religion, sex, gender, sexual orientation or age.
 - Items that degrade any individual or group.
- b. The Town reserves the right to regulate goods sold by vendors and accept or deny entry with just cause. Sale of any items deemed offensive, unprofessional, and hurtful is strictly prohibited. Vendors will be monitored and may be asked to withdraw sales of specific items or leave the event.
- c. Vendors are responsible to protect their inventory from theft or damage. The Town is not responsible for lost, stolen or damaged inventory.

4.4 Expected Behavior and Consequences

4.4.1 Participant Compliance

- a. Participants are expected to observe and comply with all Federal, State and Local laws, along with all policies, procedures, rules and regulations of the Town. While using Town facilities, participants shall be solely responsible for their actions and respect people, property and equipment. Violation of this policy is grounds for immediate removal from the event.
- b. The participant is responsible for the conduct and supervision of all persons associated with their business operation and shall ensure that all facility rules and regulations are strictly observed and enforced. All participants shall be aware of prohibited items and activities for any person attending a municipal event. Participants shall abide by these rules and shall report any contravention of this policy to the Town.

4.4.2 Prohibited Activities

- a. Engaging in any unsafe act or other act that may impede the operation of the event.
- b. Obstructing walkways, entrances, driveways, or exits.
- c. Unauthorized speeches, campaigning, protest, or engaging in other activity, to include displaying of any signs, banners or flags, for the purpose of a rally or demonstration unrelated to the purpose of the event.
- d. Unauthorized solicitations of any kind, whether commercial, political, religious, educational, or otherwise, or conducting any unauthorized commercial activities, including solicitations of money or other contributions or donations.
- e. Loud or aggressive promotions.
- f. Sale of items bearing the event name or likeness.
- g. Advertise products/promotional materials outside of your assigned event space. Individuals discovered providing handouts/fliers/pamphlets outside of their assigned area may be asked to leave.

4.4.3 Prohibited Political Activities

- a. **No Political Campaigning:** Political organizations, candidates for public office, and elected officials are prohibited from campaigning or promoting political candidates, parties, or platforms at Town events.
- b. **Non-Partisan Participation:** Elected officials or organizations with political affiliations may participate in events only if their activity is non-partisan, such as handing out candy or hosting approved, family-friendly activities.

4.4.4 Prohibited Religious Activities

- a. Participation by Religious Organizations: Churches and religious organizations are welcome to participate in Town events, provided their activities are secular in nature and align with the family-friendly, inclusive purpose of the event.
- b. Restrictions on Religious Activities: Religious organizations may not engage in preaching, proselytizing, or any activity resembling a religious service during the event. Handouts or displays must not include religious messaging or content intended to promote religious beliefs.

4.4.5 Rules for Participant Attire

- a. Proper attire, including shoes and shirts, must be worn at all times.
- b. The Town reserves the right to deny admission to or remove any person wearing attire that is considered inappropriate or attire that could detract from the experience of other participants.

4.5 Compliance and Enforcement

4.5.1 Any organization found violating any of the listed policies, restrictions or prohibitions, or other activity not specifically listed but deemed inappropriate, unauthorized, or not in accordance to the intent of the Town event, will be asked to modify their activities to comply with this policy or other staff request.

4.5.2 Non-compliance may result in removal from the event and exclusion from future participation.

5. Appeals Process

5.1 Eligibility to Appeal:

5.1.1 Applicants and participants, as applicable, may appeal the following decisions:

- a. Denial of their application.
- b. Removal from an event due to alleged non-compliance.

5.2 Appeals Submission

5.2.1 Appeals must be submitted in writing to the Town Clerk's Office within five (5) business days of receiving the decision.

5.2.2 Appeals must include the vendor or organization name, contact information, details of the decision being appealed, and supporting documentation or statements explaining the basis for the appeal.

5.3 Review Process

5.3.1 Designated Town staff will review the appeal within ten (10) business days of submission.

5.3.2 The review will include all documentation provided by the applicant and any relevant records from the application decision-making process.

5.4 Decision Notification

5.4.1 The designated Town staff will issue a written decision along with all relevant documentation to the Town Manager within five (5) business days of completing the review.

5.4.2 The Town Manager will make the final decision and provide a response to the applicant within five (5) business days of receiving the staff decision.

5.4.3 All decisions by the Town Manager following the appeal review are final.

6. Roles and Responsibilities

6.1 Designated Town Staff

6.1.1 Responsible for managing the participant selection process, liaison with relevant event committees for providing approved participant information, ensuring adherence to this policy, and conducting appeals reviews.

6.1.2 Staff assigned to work at a Town event is responsible for providing operational support during events, assisting with participant setup, as applicable, compliance monitoring, and addressing any issues that arise during the event.

6.2 Designated Committees

6.2.1 Town committees designated as the organizer for specified events will be responsible for receiving approved participant information from Town staff, assigning space to the participants, and ensuring/monitoring policy compliance.

6.3 Town Manager or Designee

6.3.1 Oversees the implementation of this policy, ensures compliance with Town regulations, issues final decision in the appeals review, and provides final approval for significant policy updates or procedural changes.

6.4 Participants

6.4.1 Responsible for adhering to this policy and ensuring compliance with all event rules and guidelines.

Vendor/Organization Application for Town of Canandaigua Events

Adopted 3/17/25 (Resolution No. 2025-071)

Applicant Information

Business/Organization Name: _____

Mailing Address: _____

Contact Person: _____ Phone Number: _____

Email Address: _____ Website/Social Media: _____

Event Participation Details

Event Name(s) and Date(s): _____

Event Season (Check all that apply):

Winter (January – March) Spring (April – June) Summer (July – August) Fall (September – December)

Type of Participation (Select one):

Vendor (Selling merchandise or promoting a service) Organization (Promoting a service or cause) Sponsor

Description of Products/Services/Activity:

Selection Criteria

Please provide details on the following to assist in the selection process:

1. **Type of Activity or Display:** (Must align with the event's purpose, theme, and family-friendly atmosphere)

2. **Type of Product (if applicable):**

3. Previous Experience at Town Events:

- Have you previously participated in Town of Canandaigua events? Yes No
- If yes, please provide event names and dates:

4. Regional Consideration - Location of Business/Organization:

Town of Canandaigua City of Canandaigua Other (Specify): _____

Requirements and Acknowledgments

- I acknowledge that I have read and understood the Vendor & Organization Selection and Attendance Policy for participation in Town of Canandaigua events.
- I agree to abide by all rules, regulations, and responsibilities as outlined in the policy.
- I understand that payment (if applicable) must be received by the deadline to secure participation.
- I confirm that I have the necessary insurance coverage required by New York State law.
- I agree to comply with all health and safety laws, including public health guidelines.
- I understand that non-compliance with the policy can result in immediate removal from the event.

Attachments (if applicable)

- Proof of Insurance
- Any required permits or licenses

Signature

I hereby certify that all information provided in this application is accurate and truthful. I agree to comply with all terms and conditions set forth by the Town of Canandaigua for event participation.

Signature: _____

Date: _____

Submission

- Submit completed applications to the Town Clerk's Office in person or online at www.townofcanandaigua.org.
- Late applications may not be considered.
- All decisions are subject to review by the Town.

For Office Use Only:

Application Received: _____

Approved/Denied: _____

Notification Sent: _____

Payment Received: _____

Assigned Space: _____