

# FIDO FEST VENDOR PACKET

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SEPTEMBER 16TH, 2023



**Fido**  
**Fest**

**HOSTED BY**



**TOUR  
TAHLEQUAH**  
UNEXPECTEDLY OKLAHOMA

**IN PARTNERSHIP  
WITH**



**TAHLEQUAH  
MAIN  
STREET**

123 E. Delaware, Tahlequah, OK 74464

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[www.tourtahlequah.com](http://www.tourtahlequah.com)

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918-456-3742

# WHAT IS FIDO FEST?

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It is no secret that society experienced significant changes to our everyday routines within the last couple of years — remote working and remote learning being two of the most prevalent. With more time at home, less travel, and the need to enrich our everyday lives, many people turned to the love of a pet, or “fur-baby,” to bring added joy to their new norm.

The American Pet Products Association reported that 11.38 million households in the U.S. have gotten a new pet during the pandemic, and according to The Washington Post, rescue shelters are seeing double the typical number of requests to adopt dogs since the start of the pandemic. 3 out of 4 pet owners reported that spending time with a dog, cat, or other animal helped reduce stress and increased their sense of well-being, which is why we are also seeing more animals traveling with their humans.

Travelers are looking to bring their beloved pets on new adventures now that destination vacations are back on. We have recognized the growth in online searches for dog-friendly attractions, which is why we want to help increase the focus on engaging this demographic. Through research we see an increase in popularity.

Through Google Trends we have collected this data:

- Dog-friendly travel: 128% increase
- Dog-friendly destinations: 67% increase
- Dog-friendly hotels: 24% increase
- Dog-friendly restaurants: 90% increase
- Dog-friendly activities near me: 141% increase
- Dog-parks near me: 168% increase

# WHAT IS FIDO FEST CONT...?



The Tahlequah area is already ahead of the trend with its extensive hiking and biking trails, dog park, and the surrounding scenic lake and river. Our goal is to build on that foundation by making Tahlequah a pet friendly destination of choice.

With these thoughts in mind, we created a festival for Tahlequah to showcase our pet friendly community and also to increase awareness of animal health and welfare. Voila! FIDO FEST was born. Visitors can jump start the weekend on Friday, September 15th, by grabbing a blanket and heading to Norris Park for a family friendly Movie In The Park! Tahlequah Main Street Association will host Movies In The Park and will also have food trucks available for the evening. On Saturday, September 16th, Tour Tahlequah will be hosting FIDO FEST in downtown Tahlequah (Norris Park and the Norris Park Pavilion) in partnership with the Tahlequah Main Street Association.

FIDO FEST is a festivity that will fill your entire day with fun and activities for the whole family, including the family pet. FIDO FEST will host pet featured vendors, a dog-friendly Fun Run and 5k, family-friendly activities, bouncy houses, food trucks, pet safety classes, raffles, puppy yoga, a pet costume contest, Smooch Your Pooch Photo Booth, free vaccine clinic, and a pet adoption event.

What could paw-sibly make this day even better? “Gather Downtown” with the Tahlequah Main Street Association when the sun goes down. Bring your family to this fall festival with live music, dancing under the stars, food trucks, local dining and shopping for the entire family.

We look forward to seeing this family fun-filled weekend event grow each year while continuing to make a positive impact on our community and all who Tour Tahlequah and Explore Cherokee County. Thank you for considering to be a part of the first FIDO FEST and Gather Downtown events.

# BECOMING A FIDO FEST VENDOR



## 2023 FIDO FEST Vendor Information and Guidelines

Dear Vendor Participant,

Please carefully review this 2023 Vendor Information and Guideline packet. Once you have decided to participate as a FIDO FEST vendor, please return all necessary paperwork and maintain a copy for your records.

Please email your 2023 Vendor Application no later than August 16st, 2023.

### EVENT INFORMATION:

When: Set up at 7:00am

Booths open at 8:00am

Booths close at 7:00pm

Breakdown from 7:00pm to 8:00pm

Where: Norris Park and Morgan Street and Water Ave  
400 N Muskogee Ave, Tahlequah, OK 74464

Who: Contact Aubrey Rodden, Tourism Administrative Assistant at the  
Tahlequah Area Chamber of Commerce for questions.

918-456-3742

[aubrey@tahlequahchamber.com](mailto:aubrey@tahlequahchamber.com)

123 E Delaware St., Tahlequah, OK 74464

# VENDOR GUIDELINES

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## MISSION STATEMENT:

- Support local businesses by providing a venue to directly promote and market their goods and/or services and bring business into downtown Tahlequah.
- Increase animal welfare by providing a venue for an adoption event, onsite vet clinic, and educational pet classes.
- Create a family-friendly event for families in the local area to gather.
- Support, revitalize, and grow downtown Tahlequah by increasing foot traffic and patronage to the downtown area.
- Exhibit and showcase how “pet-friendly” the City of Tahlequah is to visitors.

FIDO FEST is operated by Tour Tahlequah. The following rules and regulations apply. Tour Tahlequah may amend, delete, or modify its policies, rules, and regulations.

Tour Tahlequah expects all vendors and volunteers to act in a professional manner to foster a spirit of community, camaraderie, and cooperative involvement.

## PRODUCT POLICIES AND GUIDELINES:

### Food & Agricultural Products

- Vendors in this category MUST review the current Cherokee County regulations pertaining to all food products.
  - For questions, please call the Cherokee County Health Department, (918) 456-8826 or visit: <https://oklahoma.gov/health/locations/county-health-departments/chokeoke-county-health-department.html>
- Vendors wanting to sell homemade pet food or treats must have a current Commercial Feed License and follow ALL Oklahoma Commercial Feed Laws and Rules.
  - For questions, please call (405) 522-4584 or visit: <https://ag.ok.gov/>

ALL LICENSES OR CERTIFICATES MUST BE IN ORDER AND AVAILABLE ON REQUEST.

# VENDOR GUIDELINES CONT...

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## Arts & Crafts

- Preference will be given to vendors with products handcrafted in the Tahlequah area and “Made in Oklahoma” products. Merchandise will be subject to approval by Tour Tahlequah.

## Animals & Pets

- No vendors (besides our authorized animal shelter vendors) will be permitted to sell, give away, exchange, adopt out, or give ANY animals as prizes under ANY circumstances.

## MARKET SPACE & RESERVATIONS:

- Vendors are asked to fill out an application each year. Pet products will be given priority over other product categories. Selection will be based on quality, and contribution to the desired market mix.
- Tour Tahlequah does not offer exclusive rights to vendors to sell any one product.
- Before reservations are secure, selected vendors must send fees with completed and signed application/contract, and where required provide the necessary Cherokee County Health Department certificates and licenses.

## Selling Space

- Each vendor will be assigned a 10 x 10 (10’ wide and 10’ feet deep) space.
- Tour Tahlequah have final determination on vendor placement, taking into consideration product mix, customer flow, and market appearance.
- Booth assignments are not transferable.
- Vendors will provide their own tables, canopies, signs, and other desired display materials.
- All booth rentals are based on one vendor per rental space. Multiple vendors may not share a booth. One business name and vendor per canopy please.
- If you reserve your booth and discover that you cannot fulfill this commitment, please let us know ASAP and we will assign your space to another vendor. Please do not offer your space to another vendor.
- To keep our vendors and our shoppers safe from harm in our frequent windy conditions we require that all canopies are sufficiently weighted to keep the covering in place. For standard canopies, approximately 25 pounds of weight is necessary for each leg. Canopy weights must be in place from set-up through take-down.
- Electrical outlets: please contact Tour Tahlequah for a special space location.
- Please do not play radios or use other sound generating electronics during market hours except by prior approval from Tour Tahlequah.

# VENDOR GUIDELINES CONT...

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## BOOTH FEES:

- Attached you will find the application for the 2023 FIDO FEST event. Please fill out the application with the non-refundable payment to secure your booth.
- \$100 will reserve your space for the event.
- The above fee structure is for one 10 x 10 booth space.

## PUNCTUALITY/SET UP/TAKE DOWN:

- FIDO FEST is an all day event but booths will open at 8:00am. Vendors who do not show by 7:30am for set up or cancel after 12:00pm the preceding Friday will lose their space and forfeit their fee. Empty booth spaces will be filled.
- Please arrive no later than 7:30am.
- Vendors may drive to the market area perimeter with their vehicles for the purpose of unloading only (except vendors with parking rights.) No vehicles will be allowed on the grass.
- PLEASE - UNLOAD - MOVE YOUR VEHICLE AND THEN SET UP. VEHICLES NEED TO BE REMOVED FROM THE BOOTH LOCATION BY 7:30am.
- A VENDOR MAY NOT BEGIN SETTING UP HIS OR HER BOOTH SPACES UNTIL HIS OR HER VEHICLE IS MOVED OFFSITE.
- PLEASE DO NOT PARK ON MORGAN ST. BETWEEN WATER AVE. AND MUSKOGEE AVE.
- All vendors are required to remain at their booth spaces until closing at 7:00pm. At 7:00pm vendors shall cease selling and begin taking down their booth spaces. Vehicles will be allowed to enter the FIDO FEST perimeter at 7:00pm, not before.
- Each vendor is responsible for cleaning his/her area to the satisfaction of Tour Tahlequah. This includes removing all trash and any debris generated by the sale of their product. All vendors must bring containers suitable for waste removal.
- Parking Map is attached.

## CREDIT CARD SALES:

- Please provide your own method of accepting credit cards.

# VENDOR GUIDELINES CONT...

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## SIGNAGE:

- Booth area: each booth space must prominently display a sign clearly identifying the business or organization by name.
- Product price signage: signs identifying the names and prices of all products sold must be in place by 12:30pm on the day of the event. All product descriptions must be accurate.
- Organic labeling: vendors advertising “Organic”, “Unsprayed”, “Natural”, etc. products are not required to be certified by any recognized certification agency. However, state law to those who have in fact been certified by the Department of Agriculture restricts use of the phrase “Certified Organic”. All vendors are required to advertise truthfully and to respond to customers’ questions in a kind manner.
- Weights, measures and produce labeling: please provide clear signage for pricing of bunch items or packages. Pre-packaged products must be labeled with the quantity and/or amount and need to include the name, address and/or phone number of the grower and vendor.

## PROFESSIONALISM & COURTESY:

- All vendors are required to wear shoes and shirts.
- The entire event area is a NO SMOKING ZONE.
- For any event questions, please direct the customers to the FIDO FEST information booth.
- Your courtesy is appreciated to make FIDO FEST a success for all!

## LIABILITY:

- Tour Tahlequah and its members are not responsible for any vendor loss or damage or injury.
- Each vendor is required to have liability insurance and submit proof of liability insurance with the application packet.

Please sign below:

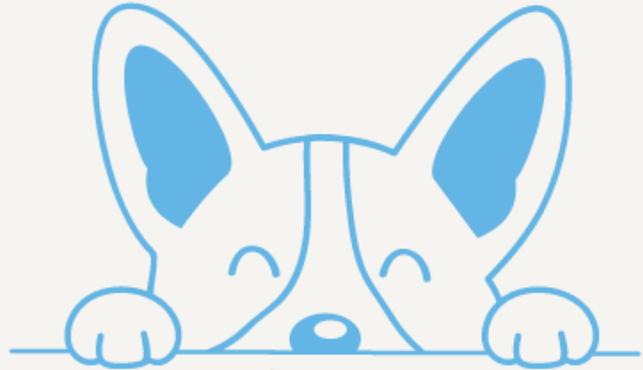
I, \_\_\_\_\_, acknowledge that I have read the FIDO FEST Vendor Information and Guideline Packet and will adhere by all of the rules and regulations listed above.



# TOUR TAHLEQUAH

Thank you for being an  
active member in our  
community!

**PLEASE SUBMIT PACKET ,  
PAYMENT , AND  
QUESTIONS TO AUBREY  
RODDEN AT  
AUBREY@TAHLEQUAHCHA  
MBER.COM**



# Fido Fest

### **VENDOR BOOTH**

- One booth                      \$100
- Two booths                     \$200
- Three booths                  \$300

Company Name: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Total Amount to be Billed: \_\_\_\_\_

Payment Type:      Cash      Check      Card      Invoice

Special Invoice Request: \_\_\_\_\_

By signing this document, I agree that the amount to be billed listed above will be paid on the date that I submit my vendor packet.

Signature of Company Representative: \_\_\_\_\_

Date: \_\_\_\_\_

Please make checks payable to: "Tahlequah Area Chamber of Commerce" or "TACC".

# Vendor Parking Layout

