

**Craft Beer/Wine Vendor Wanted**  
**Fourth of July Celebration**



**Lake Reba Recreational Complex - Richmond KY**

The City of Richmond Parks and Recreation Department will be hosting the annual Fourth of July Celebration on Monday, July 4th, 2022 from 5:00 PM to 10:00 PM in Lake Reba Recreational Complex, located at 250 Lake Reba Drive in Richmond, Kentucky. The Fourth of July Celebration includes multiple musical performances, food vendors, and fireworks.

**Bid Proposal**

Interested parties must submit a letter expressing interest in a sealed envelope clearly marked, "Domestic Beer Vendor Proposal for Fourth of July Celebration." The letter shall be submitted or postmarked by 4:00 PM on April 8<sup>th</sup>, 2022 and addressed to:

Elizabeth Foster, Program Coordinator

Richmond Parks and Recreation

345 Lancaster Ave

Richmond KY, 40475

Applicant must be a legally licensed retailer licensed by the State of Kentucky and in good standing.

**Letter of Application**

- Indicate any record of license violation within the last five years, and reasons for such violations
- Indicate briefly any experience of such sales at carnivals, festivals, etc.
- Indicate the largest number of persons the applicant believes is needed for sales at any given time and the minimum number of persons that will be dedicated to sales at any time
- Vendor must be able to operate during the times set by City: Monday, July 4th from 5 PM to 9 PM.
- Indicate the range in age of those to be assigned to sales (age 20 is minimum pursuant to Kentucky Liquor Control Commission regulations)
- Include a picture of what your expected booth space would look like
- Successful applicant shall state intended products and brands to be served and sales prices; and be ready to report gross sales revenue to City of Richmond

- Successful application shall provide:
  - At least three varieties of craft beer/wine
  - The cost of 12 ounce pours (beer), cost of 16 ounce pours (beer), cost of 5 ounce pours (wine)
  - Description of offerings
- Indicate Vendor Fee proposed (see below)

### **Vendor Fee**

In lieu of vendor registration fee, the chosen vendor will return a percentage of gross sales to the City. Applicant must determine percentage of gross sales that will be returned to the City and included in the letter.

### **Guidelines**

- Vendor must be able to set up and be ready to sell no later than 5:00 PM on July 4th, 2022. Vendor must have enough product to last through the close of the festival at 9 PM. Early breakdown will not be permitted.
- Successful applicants must limit sales to craft beer or wine that is self-produced. No other alcoholic beverages will be sold at the vendor's site. Sales of water and soft drinks are acceptable (and encouraged) but soft drinks must be Pepsi products only.
- Vendor is responsible for all needed supplies. Please let us know if you would need electricity for your location. Electricity is NOT guaranteed.
- Vendor must follow all health department rules and regulations and obtain all necessary permits, including any special event liquor licenses.
- Site must be clean and maintained free of trash, debris, trip hazards and generally unsafe conditions for workers and customers.

Please complete the attached form with all necessary information thoroughly and in its entirety. Selection is made from the application letters as presented. Any questions regarding the application letter process should be directed to Elizabeth Foster, Program Coordinator, at [efoster@richmond.ky.us](mailto:efoster@richmond.ky.us) or 859-623-8753.



## 2022 4<sup>th</sup> of July Craft Beer/Wine Vendor Application

Office Use Only: Application : _____ Date Rec: _____ Letter: _____
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**Please complete the following form in its entirety and return to Richmond Parks and Recreation (345 Lancaster Ave) with the information requested in the bid packet. Submitting this form does not guarantee a space during this event! Each application will be juried for review.**

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

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

Day of Event Contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Space Needed (in feet): \_\_\_\_\_ Estimate of time needed for setup? \_\_\_\_\_

Please list the names and types of beer/wine that you would be serving at this event (attach a separate sheet if more space is needed):

\_\_\_\_\_  
\_\_\_\_\_

12 oz cost: \_\_\_\_\_ 16 oz cost: \_\_\_\_\_ 5 oz cost (wine): \_\_\_\_\_

Please indicate previous experience at carnivals, festivals, etc. (attach a separate sheet if more space is needed):

\_\_\_\_\_  
\_\_\_\_\_

Any license violations in previous 5 years? Y\_\_\_ N\_\_\_ If Yes, please explain: \_\_\_\_\_

Min. # of employees assigned to event: \_\_\_\_\_ Max. # of employees assigned to event: \_\_\_\_\_

Photo of proposed booth space attached? Y\_\_\_ N\_\_\_ Percentage of sales to City of Richmond: \_\_\_\_\_%

By signing below, you agree to the following terms and conditions:

- Applicant is a legally licensed retailer licensed by the State of Kentucky and is in good standing
- Applicant shall operate their booth uninterrupted on Monday, July 4<sup>th</sup>, from 5PM – 9PM
- Applicant will not use any staff member under the age of 20 per the Kentucky Liquor Control Commission regulations
- Applicant will provide at least three varieties of craft beer/wine
- Applicant will not change the prices as listed on this Application before the Event
- Applicant will only sell self-produced beer/wine, and any non-alcoholic drinks sold must be Pepsi products only
- Applicant must obtain all necessary permits from the Madison County Health Department

**Release and Indemnification-** The undersigned shall indemnify, and hold harmless the City of Richmond, its agents, and employees from and against all claims, damages, losses, and expenses including attorney’s fees which they, or any third parties, may suffer or incur as a result of the operation of a booth or participation as a vendor in this event.

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Representative

Date

Printed Name & Title