



— • KEY WEST • —  
**2021**

## Food Vendors

### FANTASY FEST® STREET FAIR 2021 INFORMATION AND APPLICATION

Street Fair Dates: FRIDAY, October 29, 2021 and SATURDAY, October 30, 2021

#### FRIDAY Street Fair:

Booth Setup: 10 a.m.

Street Fair Official Opening: Noon

Booth Breakdown: **Midnight\***

Street Fair Official Closing: **Midnight\***

**\*Booths in the 200 and 300 blocks may stay open and continue serving until 1am, but must be broken down and off the street by 3am**

#### SATURDAY Street Fair:

Booth Setup: 10 a.m.

Street Fair Official Opening: Noon

Booth Breakdown: Midnight

Street Fair Official Closing: Midnight

Cost: Varies by location. See maps and price lists, beginning page 4.

Deposit: \$300 or \$1000 refundable deposit REQUIRED by the City of Key West for each purchased vending space. Return of deposit is dependent on vendors following all Street Fair rules and complying with any instructions from Fantasy Fest official staff, City officials or police. **\$500** is due at time of reservation to hold your spot, regardless of city deposit amount.

Booth Size: 20 feet wide by 10 feet deep. Vendors may purchase extra wide booths (30 or 40 ft, but may not exceed 10 feet deep (towards the centerline of the street).

Notes: In addition to local and visiting food vendors, the Friday Street Fair includes arts and crafts vendors and Fantasy Fest sponsors positioned on eight blocks directly on Duval Street.

The Saturday Street Fair moves to the side streets of Greene, Caroline, and Southard Streets, with only food vendors and Fantasy Fest sponsors operating before, during and after the Fantasy Fest Parade.

**WE ARE SO EXCITED TO BE BACK and to WELCOME VISITORS AND VENDORS TO FANTASY FEST 2021! We truly missed the festivities last year and cannot wait to see you this year!**

**As we continue our efforts to enhance the Fantasy Fest Street Fair experience, we are encouraging local, especially Duval Street, restaurants to participate, and creating a diverse, engaging atmosphere for Fantasy Fest vendors and participants. We are arranging booths to create the best possible mix of vendors. Vendors can choose their block and indicate if they are willing to pay for a premium corner location – but, the Fantasy Fest Street Fair team will make final location determinations. We will place local restaurants as close to their main locations as possible. No vendor will be assigned more than 1 double booth in any block**

## FANTASY FEST® STREET FAIR FOOD VENDOR APPLICATION – 2021

Date:	
First and last name:	
Business name:	
Are you a Key West business? (If yes, where is your primary location?)	
Mailing address:	
Phone number: (please provide best # to reach you)	
Email: (required)	
Type of food served:	
Preferred block (Friday) (list up to 3 choices)	1)
	2)
	3)
Do you want a corner? (premium pricing)	
Please indicate if you want an extra long (30ft) or double-wide (40ft) booth (at 1.5 or 2x booth price)	
Preferred Sat. block?	
Payment details:	
<b>\$500 is due at time of reservation</b>	
Checks: (Reservations will not be confirmed until check is received)	Mail to: Fantasy Fest 2021, c/o We've Got the Keys 922 Caroline St., Key West, FL 33040
Credit Card: Mastercard or Visa (Circle card you are using)	
Credit Card Number:	
Expiration date & CVV #	
Name on card	
<b>**Please do not submit debit cards for payment as often daily limits cannot exceed \$350**</b>	

**We will confirm your assigned location and price with you by August 16, 2021 and bill you for the remaining balance. Please make sure you review and SIGN the release on the next page, and that you review the rules and information contained in the rest of the application. By submitting this application, you agree to be bound by the Fantasy Fest 2021 Street Fair rules.**

## Entrant Release Agreement – Fantasy Fest Street Fair 2021

In consideration of the sponsorship of Fantasy Fest® and all its attendant activities (the “Event”), I, the undersigned, on behalf of myself and all my employees and/or volunteers participating in the Fantasy Fest® Street Fair do hereby release and forever discharge Fantasy Fest,® the Key West Tourist Development Association, the Monroe County Tourist Development Council, We’ve Got the Keys, the City of Key West and their respective officers, directors, agents and employees (collectively, the “Sponsors”), from any and all liability, claims, demands, obligations, expenses, actions and causes of actions whatsoever against the Sponsors arising out of or relating in any way to property damage, personal injury, including death, that may be sustained by the undersigned and/or employees and/or volunteers in the Event.

The undersigned, being fully aware of the risks and hazards inherent in participating in the Event, hereby elects voluntarily to engage in such activities. The undersigned hereby voluntarily assumes all risk of loss, damage or injury, including death that may be sustained by the undersigned and/or employees and/or volunteers in the Event.

This release shall be binding upon all distributees, heirs, next of kin, personal representatives, executors and administrators of the undersigned.

The undersigned also acknowledges the fact that the Sponsors may publish photographs of the Event to be used in connection with the promotion and advertising of Sponsor brands for future events. The undersigned hereby grants to the Sponsor the right to use his/her likeness in photographs or on film or video in the above promotional and advertising materials and may be exhibited without limitation or liability.

This release agreement shall extend to claims, demands and cause of action whatsoever arising wholly or in part from any act or omission of the Sponsor, their officers, directors, agents and employees or any one or more of them.

The terms “Fantasy Fest®” “Fantasy Festival” and “Fantasy Week” and their logos are protected by trademark, and the theme “All A Daze For A Holiday”™ is protected by copyright. Any use of the terms “Fantasy Fest®” or “Fantasy Festival” or “All A Daze For A Holiday”™ or use of the logo is prohibited without the express written consent of the Key West Tourist Development Association.

Additionally, I agree to comply with all of the Fantasy Fest and Street Fair rules. Violation of rules or refusal to comply with the instructions of Fantasy Fest official staff, City officials, or police may result in my being removed from the Street Fair immediately, not being allowed to participate in subsequent years, and/or the loss of part or all of my deposit.

Print name:	
Signature:	
Date:	

# Fantasy Fest Friday Street Fair – October 29, 2021

## Booths on EAST side of the street

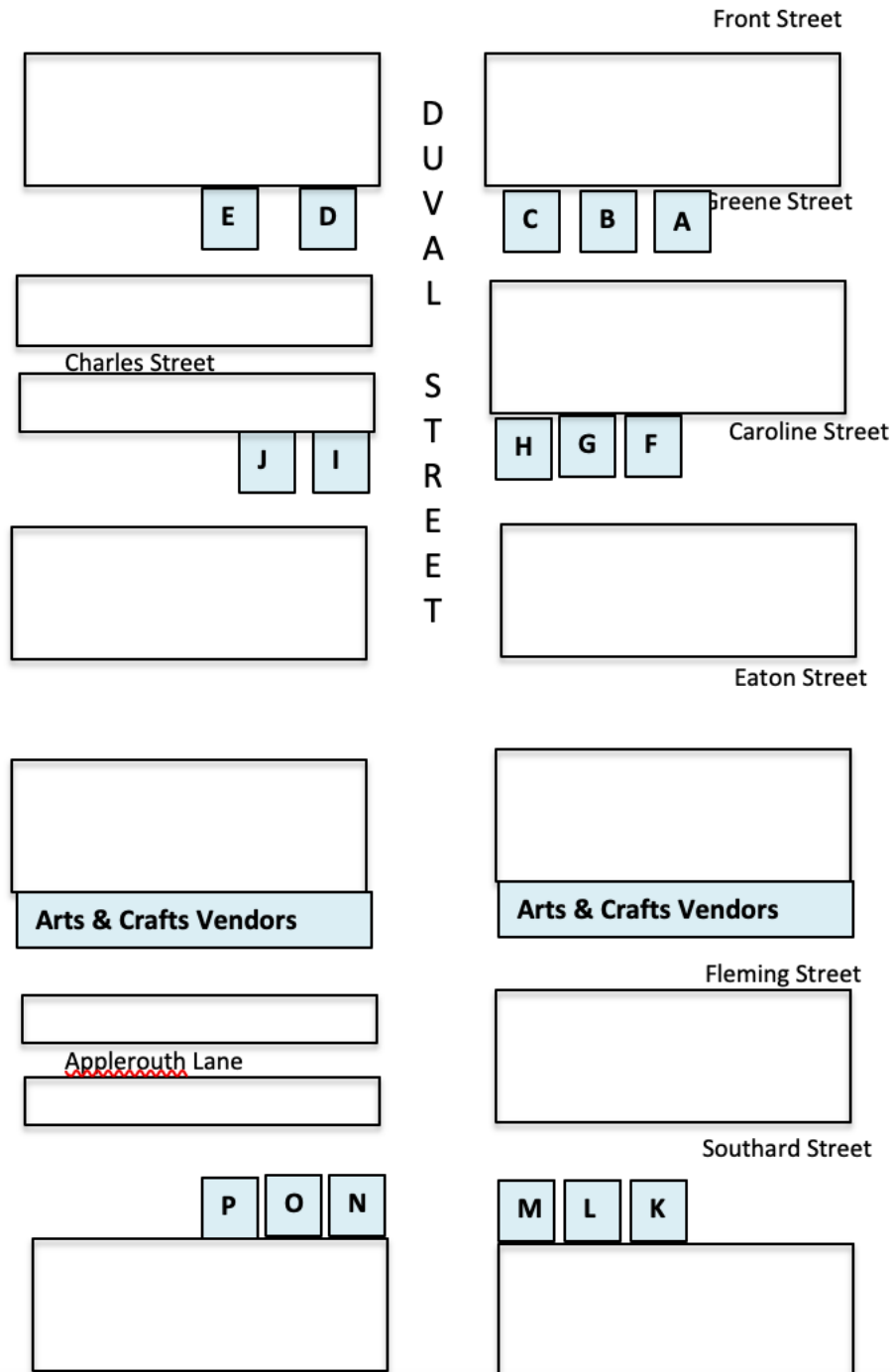
Maps are for planning purposes only, not to scale

			Front Street
100 Block	Hog's Breath Diamonds International	D U V A L  S T R E E T	Greene Street
200 Block	The Bull & Whistle Bar		Sloppy Joe's Caroline Street
300 Block	Oldest House Prudential RE		Hard Rock Cafe KW Women's Club Eaton Street
400 Block	Crowne Plaza La Concha Hotel		St. Paul's Episcopal Church Fleming Street
500 Block	Margaritaville Cafe San Carlos Institute		The Strand Theater/ Walgreens Southard Street
600 Block	Guild Hall Gallery		Antonia's Restaurant Wyland Gallery Angela Street
700 Block	Mangoes Bourbon St Bar		Gallery Petronia Street
800 Block			801 Bourbon Olivia Street

# Fantasy Fest Saturday Street Fair – Saturday, October 30, 2021

## Food Vendors

All spaces 10x20. Additional space require second space



## Fantasy Fest Street Fair Food Booth Prices

(see maps, pages 4 & 5)

Price list is provided for planning purposes. Vendors will be assigned locations according to availability and the overall needs of the Street Fair. On the application, please indicate which block you'd like to be in order of preference. You can also let us know if you'd like to be near a particular Duval St. location or landmark, but we cannot assure any specific location. Please do not tell us you'd like to be in the "same spot as last year," please instead indicate a block.

New for 2021- all Arts & Crafts Vendors will be on Fleming Street both Friday and Saturday. The 400 and 500 blocks will now be available for Food Vendors. Please choose 200, 300, 400, 500, 600, 700. We will only fill the 800 block if we have suitable demand. We will not assign you a corner (with its applicable premium charge) unless you have asked for one. Fantasy Fest sponsors may be placed throughout the Street Fair.

**The Friday Street Fair will be open until midnight, with the requirement that vendors be packed up and ready to clear the street by 2am. Vendors in blocks 200 and 300 can stay open until 1am (and likely will not be able to pack up and leave prior to 1am), but must be packed and off the street by 3am.**

On Saturday, Greene and Caroline will stay open until 1am, Southard will close at midnight.

**ALL PRICES include a mandatory minimum \$49 order with Coca-Cola, Fantasy Fest's non-alcoholic beverage sponsor. Ordering details will be included in your vendor packet once space has been assigned.**

Friday Street Fair					
Friday Blocks	Base price	Corner premium	FL Tax 7.5%	Local discount 35% (Key West biz only)	Refundable deposit
201	\$1600	\$850	7.5%	-35% if applicable	\$1,000
202-209	\$1600	n/a	7.5%	-35% if applicable	\$1,000
210	\$1600	\$550	7.5%	-35% if applicable	\$1,000
301	\$1500	\$550	7.5%	-35% if applicable	\$300
302-310	\$1500	n/a	7.5%	-35% if applicable	\$300
311	\$1500	\$150	7.5%	-35% if applicable	\$300
400	\$1000	\$150	7.5%	-35% if applicable	\$300
500s	\$750	n/a	7.5%	-35% if applicable	\$300
600s	\$500	n/a	7.5%	-35% if applicable	\$300
700s	\$450	n/a	7.5%	-35% if applicable	\$300

Saturday Street Fair					
Block	Booth	Price	FL Tax 7.5%	Local discount 35% (Key West biz only)	Refund able deposit
Greene	A	\$1400	7.5%	-35%, if applicable	\$1000
Greene	B	\$1500	7.5%	-35%, if applicable	\$1000
Greene	C	\$2500	7.5%	-35%, if applicable	\$1000
Greene	D	\$2500	7.5%	-35%, if applicable	\$1000
Greene	E	\$1500	7.5%	-35%, if applicable	\$300
Caroline	F	\$1200	7.5%	-35%, if applicable	\$300
Caroline	G	\$1600	7.5%	-35%, if applicable	\$300
Caroline	H	\$2000	7.5%	-35%, if applicable	\$300
Caroline	I	\$2000	7.5%	-35%, if applicable	\$300
Caroline	J	\$1600	7.5%	-35%, if applicable	\$300
Southard	K	\$700	7.5%	-35%, if applicable	\$300
Southard	L	\$900	7.5%	-35%, if applicable	\$300
Southard	M	\$1300	7.5%	-35%, if applicable	\$300
Southard	N	\$1300	7.5%	-35%, if applicable	\$300
Southard	O	\$900	7.5%	-35%, if applicable	\$300
Southard	P	\$700	7.5%	-35%, if applicable	\$300

### Tips and Reminders:

- Please make sure you have signed the application agreement/release (page 3) and have arranged for payment of the \$500 due with the application. Please make checks payable to Fantasy Fest 2021. Your signed application constitutes a written agreement to abide by all Street Fair rules. The full list of rules will be included in your vendor packet. Your deposit will be forfeited if the rules are not followed.
- Applications will not be considered complete until we have received a **signed application agreement/release and \$500 to secure your space**. You will be billed the remaining balance upon space assignment.
- Fantasy Fest is now being produced by We've Got the Keys. Please do feel free to reach out to us with any questions and/or to discuss available space. The best way to reach Liz, the 2021 Street Fair Coordinator, is by email at [streetfair@fantasyfest.com](mailto:streetfair@fantasyfest.com).
- We are in and out of the new Fantasy Fest office, which can be reached at 305-295-9112. If you don't get us, please leave a message and we'll get back to you as soon as possible.
- Fantasy Fest is held rain or shine, and booth payment are non-refundable after August 1st, unless we are able to resell the reserved booth space. No attendance or sales guarantees are implied or offered.
- There is no early signup this year; we will begin accepting applications from local, Key West restaurants and out of town vendors immediately.
- **Local Key West sponsor's cup promotion, but vendors are solely responsible for extending their existing liquor license or obtaining the appropriate special event liquor license. Vendors who are serving**

**alcohol at their Street Fair booth must display a copy of the appropriate licensure on the booth.**

- **Out-of-town vendors may not sell alcohol at the Street Fair.**
- The Friday Street Fair will be open until midnight, with the requirement that vendors be packed up and ready to clear the street by 2am. Vendors in blocks 200 and 300 can stay open until 1am (and likely will not be able to pack up and leave prior to 1am), but must be packed and off the street by 3am. **Please plan ahead so that equipment is cool enough to pack up.** You are responsible for making sure you are ready to exit timely. As always, instructions from the Police, City Officials and Fantasy Fest staff must be complied with.
- Please come prepared with everything you need to set up, operated, break down and clean up after your booth, including tables, chairs, shade, water, lighting, garbage cans and can liners. We do not provide equipment or power.
- Receipt of application and initial \$500 payment **does NOT guarantee** vendor space. If booths are sold out, your application and payment will be returned to you.
- After your spot has been assigned and paid for, you will receive an information packet. Do not lose this important packet as it will contain important information and vendor IDs. **Please review the information prior to arrival and make sure to bring this packet with you to the event.**
- Booths are non-transferable and must be operated by the individuals/company that purchased them. We reserve the right to reject or accept vendors at our sole discretion.

**Thank you for your interest in the Fantasy Fest 2021 Street Fair. We are looking forward to working with all of our vendors to make this the best Fantasy Fest Street Fair yet!**