



14TH ANNUAL

OUT TO LUNCH FESTIVAL & FARMERS' MARKET

Vendor Guide

WELCOME TO OUT TO LUNCH!



Thank you for joining us as a vendor for the 14th Annual Out to Lunch Festival and Farmers' Market! We're excited to work with you to bring another terrific event to the beautiful Worcester Common in the heart of Downtown Worcester.

This year, the **Downtown Worcester Business Improvement District (BID)** is leading Out to Lunch planning and organization, in partnership with the City of Worcester. Communication to vendors will most often come from the Downtown Worcester BID team.

This Vendor Guide outlines key requirements and considerations for participating festival vendors.

Questions? Concerns? Contact Downtown Worcester BID Program Director Victoria Mariano at: victoria@downtownworcester.org or: (508) 622-3050, ext. 2.

2024 FESTIVAL DATES



Out to Lunch will take place from 11am to 2pm on the Worcester Common Oval every Thursday from July 11 to August 15, 2024. There are a total of six planned festival dates this year:

- July 11
- July 18
- July 25
- August 1
- August 8
- August 15

In the event of an inclement weather or emergency-related cancellation by the planning team, the alternate/ makeup dates will be August 22 and August 29.



BASIC VENDOR REQUIREMENTS & EXPECTATIONS



Crafters & Artisans:

- Sell your handmade goods and wares; only one-of-a-kind, hand-crafted items are permitted
- Vendor Fee: \$15/week
- Load-in time: 9:30am

Food Trucks & Local Restaurants:

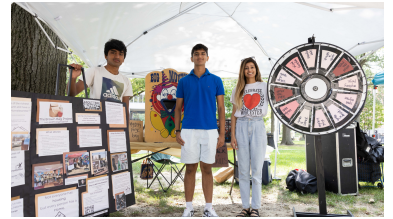
- Sell your fresh and locally made foods
- Vendor Fee: \$40/week
- Load-in time: To be confirmed based on final food vendor count/needs

Local Farmers:

- Sell your produce and locally made goods
- Vendor Fee: \$15/week
- Load-in time: 10am

Local Non-profits:

- Promote your mission, programs, and events, and provide additional entertainment
- Vendor Fee: FREE; in lieu of a fee, non-profit vendors must include an interactive activity (e.g. face painting, games, photo booth, etc.).
- Load-in time: 9:45am



Additional Requirements for All Vendors:

- All vendors are expected to stay for the entire duration of the event, from 11am–2pm.
- Vendors may NOT begin breakdown before 2pm.
- Vendors MUST supply their own pop-up tent (no larger than 10' x 10'), tent weights, table, and chair(s).
- There is NO staking allowed on the Common, per Parks Department policy. Tent weights are required.
- Vendors MUST provide trash receptacles for waste generated by their booth and remove all waste from the premises upon departure.
- NO electricity will be provided.
- The Downtown Worcester BID, City of Worcester, and other organizers are not responsible for lost or stolen items.

VENDOR FEES



All vendor fees must be paid in full for the entire season by Monday, June 24, 2024 to confirm your participation.

Vendors will be emailed an electronic invoice. Payment may be made by credit/debit card or by check.

Checks should be made payable to: Downtown Worcester BID; Mailing address: Downtown Worcester BID, 44 Portland Street, Worcester, MA, 01608

CANCELLATION POLICY



In the event of cancellation made by a vendor, two weeks' advance notice must be given. Cancellations may affect a vendor's return to Out to Lunch.

In the event that the planning team cancels Out to Lunch due to inclement weather or emergency, vendors will be notified via email and offered a makeup date, if available. If a makeup date is not an option, vendor fees will be refunded.

The planning team also continues to monitor COVID-19 updates; vendors will be notified of any necessary adjustments. Our team is prepared to provide appropriate vendor accommodations upon request.



LOADING ZONE



Vendors may load/unload items by the Front Street entrances to the Common. Event staff will be on site to assist you, but we strongly recommend you bring your own dolly or cart to transport items from your vehicle to your booth/table location.

Vendors will not allowed to drive onto the Common, except for authorized vehicles and food trucks.

PARKING



After you've loaded in on the Common, complimentary validated parking for Out to Lunch vendors is available at the McGrath Lot (behind the Worcester Public Library), 3 Salem Street. Take an entry ticket at the lot, then provide it to the Out to Lunch event team immediately upon your return to the Common. We will validate all vendor entry tickets for the McGrath Lot and return them to you by the end of the festival.

Vendors may also choose to park elsewhere at your own cost, at your discretion.

RESTROOMS



Public restrooms are located on the first floor of City Hall.

ACCESSIBILITY



Please contact our team for accommodation requests and/or inquiries. Email victoria@downtownworchester.org or call 508.622.3050, ext. 2.

MARKETING



The Downtown Worcester BID and City of Worcester will be promoting the 2024 Out to Lunch Festival & Farmers' Market via our owned platforms (web, email, social, etc.). We have also a robust, multi-media marketing campaign planned, which will include amplification via email, social media, radio, print, and more.

We strongly encourage all Out to Lunch vendors to promote this event to your own networks through your websites, email newsletters/promotional emails, social media, etc. as well!

We will also provide you with an easy-to-use toolkit of Out to Lunch creative assets to use on social media. You're welcome to create your own custom content, too.

In all your Out to Lunch-related social posts, please tag the BID and the City of Worcester so we can share them:

- Downtown Worcester BID: [Instagram](#) // [Facebook](#)
- City of Worcester: [Instagram](#) // [Facebook](#) // [X](#)

Hashtags: [#OutToLunch](#), [#DowntownWorcester](#), [#Worcester](#), [#ExploreWorcester](#), [#DiscoverWorcester](#), [#DiscoverCentralMA](#), [#summerinthecity](#), [#farmersmarket](#), [#worchesterartists](#), [#makersmarket](#), [#foodtrucks](#) [#shoplocal](#)

Website: OutToLunchWorcester.com