

February 4, 2020



Dear Prospective Civic Center EATS Vendor:

Thank you for your interest in Civic Center EATS, which returns to Civic Center Park on most Tuesdays, Wednesdays, and Thursdays from May 19 through October 8, 2020.

Civic Center EATS and its participating vendors play an important role in helping the Civic Center Conservancy activate and revitalize Downtown Denver's Civic Center Park – designated as Denver's first National Historic Landmark in October 2012. Thousands of people who would not otherwise be in the park now have a reason to visit Civic Center throughout the warm weather months – increasing both the vibrancy of the park and community engagement in its future. Proceeds from the event support the 501(c)(3) nonprofit Civic Center Conservancy's efforts, including free public programming aimed at elevating and sustaining this historic urban oasis as a vibrant and iconic cultural and community hub.

This year we are using an online application that is different than past years. The application can be accessed from the new CivicCenterEATS.com webpage – Click Becoming a Vendor at the top. We are asking for slightly less information and uploads in this initial application to speed up your process. Vendors who are accepted into the event will be asked to share additional information when you accept your position. Please note we will not be accepting paper applications; you must submit your application online. Additionally, we will be charging a \$25 fee this year to cover the costs of processing applications – the fee will be payable at the end of your application.

You must complete the initial application and make payment by the February 28, 2020 deadline to have your application considered.

Please note that we continue to monitor and manage the number of vendors and find the right balance of variety, profitability, and allowing interested vendors to participate. As we do this, we will continue to explore full season shifts, partial season shifts and the use of drop in vendors. As always it is imperative that if you need to miss a scheduled shift you let us know as far in advance as possible. **Please note that your consistency and reliability is important to the customers you serve as well as to the coordination and management of the event, and your attendance record is a criterion during annual vendor selection and assignments.**

Please note that as always, we expect the application process should be even more competitive. In 2020, we are asking all vendors to request the day they want to be at EATS if they were only offered one-day of vending per week. We may offer a handful of vendors the opportunity for two days per week, but that will be by invitation after we have all applications in hand. We will continue to have a diverse lineup of vendors. Please note that vendors who are not selected or are selected for one-day will have the opportunity to "drop-in" when such opportunities arise or be offered partial season placements.

As with the past two years, the fee categories are Small, Medium, and Large – you will be charged based on the size of your set-up. Secondly, we have slightly reduced the per-day vending fee in response to vendor feedback. We still believe the per-day fee is less than nearly all other events in the Denver area. Additionally, we are reducing the drop-in fee to \$10 per shift.

As always, the Conservancy plans a multifaceted promotional effort to generate awareness of Civic Center EATS and drive traffic to the park on event days. Historically, we have used a combination of earned TV and print media coverage, social media (Facebook, Twitter and Instagram), newspaper ads, professionally-designed and distributed posters and flyers, subsidized coupons, e-mail blasts, lobby and elevator signage in several downtown office buildings, and other promotional partnerships. We intend to employ all of these elements in 2020 and are always looking for new avenues and partnerships to continue growing the event audience.

Marketing efforts deployed by vendors are equally important, and we encourage you to drive traffic to the event by posting on social media, offering special promotions, and providing a great guest experience. We are happy to supply fliers and posters for you to distribute as well. If you have new ideas for how the Conservancy might help to increase traffic, please do not hesitate to reach out to us.

Thanks again for your interest in Civic Center EATS! We look forward to receiving your application and having another successful season.

Sincerely,



Eric Lazzari

Executive Director

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Important Information about the 2020 Civic Center EATS Season

Most Tuesdays, Wednesdays, & Thursdays | May 19 – October 8. There will not be EATS on 8/12, 9/3, 9/8

Fees

- Small Vendor (under 20 ft) - \$425 + 12% of Daily Sales - one day per week
- Medium Vendor (20-30 ft in length) - \$545 + 12% of Daily Sales - one day per week
- Large Vendor (longer than 30 ft) - \$610 + 12% of Daily Sales - one day per week
- Drop-In Vendor - \$10/day + 12% of Daily Sales

All vendors who apply will be charged a \$25 application processing fee.

Key Application Dates

- February 4, 2020: Application Available
- February 28, 2020: Application Deadline
- March 23, 2020: Acceptance Notifications Sent