

# VENDOR INFORMATION



## 2024 EL PASO CITYWIDE JUNETEENTH CELEBRATION & OBSERVANCE

COMMUNITY | CULTURE | CONNECTIONS

[epjuneteenth.com](http://epjuneteenth.com)



*Presented by  
the City of El Paso and  
Black El Paso Voice*



# 2024 JUNETEENTH VENDOR INFORMATION



*A Collaborative effort  
with Black El Paso Voice,  
and the City of El Paso*

## EVENT INFORMATION

**When:** Saturday, June 15, 2024

**Time:** 4PM

**Where:** Nations Tobin Park  
8831 Railroad Drive  
El Paso, TX 79904

**Info:** [epjuneteenth.com](http://epjuneteenth.com)

## Deadline

First Come, First Served

The deadline to submit applications is May 1, 2024. All food vendors must possess a valid Health Department permit & food handler certificate for all booth attendees handling food.



**APPLY NOW**

All pertinent information is listed below. Should you have any questions prior to completing the application, please do not hesitate to contact us.

- **VENDOR INFORMATION**
- **APPLICATION PROCESS & DUE-DATE**
- **APPLY TO BE A VENDOR**
- **VENDOR CATEGORIES**
- **FEES**
- **VENDOR REGISTRATION**
- **SET UP & TEAR DOWN**
- **SECURITY**
- **BOOTH SHARING**
- **VENDOR GUIDELINES**
- **ADDITIONAL GUIDELINES for Food Trucks and Temporary Food Vendors**
- **TAX ID CERTIFICATES FOR TAXABLE GOODS**
- **RAIN OR SHINE | WEATHER DISCLAIMER**
- **DRESS CODE AND PROFESSIONALISM**
- **EVENT HOST STATEMENT REGARDING EVICTIONS**
- **PARKING**
- **REFUND POLICY**
- **WHAT TO BRING**

*It is required that every vendor possesses adequate knowledge of and adheres to all regulations and requirements established by the Health Department. Before the start of the event, the Health Department will examine your booth to ensure that you are in compliance.*



**Juneteenth El Paso**  
You are invited to become a vendor for this inaugural collaboration with the City of El Paso Parks & Recreation to celebrate Freedom!



**JOIN US!**

*Get ready to have a fantastic time with family, friends, and the community! Join us!*

*All administration, communication, information, and payments are managed by Mocha Enterprises on behalf of Black El Paso Voice*  
[monica@blackelpasovoice.com](mailto:monica@blackelpasovoice.com)  
915.345.1661

# 2024 JUNETEENTH VENDOR INFORMATION

## FOOD TRUCKS / FOOD VENDORS

\*\*\*Required to register with Parks and Rec for Juneteenth 2024

## MERCHANDISE and INFORMATION VENDORS

### Tax ID Certificates for Taxable Goods

- Please avoid all risks of fines or being shut down without proper licensing. Contact the El Paso office to find out additional information about collecting and remitting sales and use tax in El Paso, Texas.
- 401 E. Franklin Ave., Suite 160, El Paso, Texas 79901-1209
- 915-533-0506
- <https://comptroller.texas.gov/taxes/publications/96-280.php> - (taxable/non-taxable items)

### Official Vendor Permits and Background Checks

- Permits and background checks are available at any recreation or sports center near your home.
- The following is a link to all recreation centers to include Nations Tobin Sports Center at 8831 Railroad Dr. 79904 <https://elpasotexas.gov/parks/centers/recreation-centers>

### General Merchandise Vendors and for-profit businesses:

- Registration fee: \$45 (City Parks & Rec fee)

### Information Vendors:

- Fee: \$0 – if vendor is a not/non-for-profit
- Fee: \$45 – if vendor is a for profit business/entity

### Health Dept. Permit. No charcoal. Propane Tanks may be used.

#### \*\*\*Food Trucks:

- \$65 Registration with Parks and Rec as approved vendors is required
- Background check: \$40 | ID fees: \$5 (*Good for 2 years*)

#### \*\*\*Food Vendors –Tents (other than pre-packaged – per health department):

- \$65 | Registration with Parks and Rec as approved food vendor is required
- Background check is not required

#### \*\*\*Food Vendors – Tents (pre-packaged items per health department):

- \$65 | Registration with Parks and Rec as approved food vendor is required
- Background check is not required

*By participating in the festival, you grant permission for your logo, name, and images to be used in perpetuity in promotional materials and event highlights.*



## APPLICATION PROCESS & DUE-DATE

VENDOR APPLICATIONS are open and available until all spaces are filled or by May 1, 2024. Vendors who are accepted (*space is limited & at our discretion*) will be notified via email within two (2) days and must remit payment within 48 hours of notification. Eligible food vendors must complete the official city vendor registration form and background check. Please add the following email addresses to your address book to ensure delivery: [juneteenthelpaso@gmail.com](mailto:juneteenthelpaso@gmail.com).

**APPLY TO BE A VENDOR** - (Deadline to apply is May 1, 2024 | First come, first served)

Space is limited. Vendor approval is determined by various factors to ensure vendors align with the event. Register online at [epjuneteenth.com](http://epjuneteenth.com) (Black El Paso) or you may request a vendor packet via email: [juneteenthelpaso@gmail.com](mailto:juneteenthelpaso@gmail.com).

## VENDOR CATEGORIES

Artisans/Handmade crafts, Retail | Food Trucks | Food concessionaires | Informational

## FEES

- Information Vendors: (not/non-for-profit organizations, etc.)
- Information Vendors: Business/For-Profit entities
- General Vendors: \$45 Fee - (Artisans/Gifts/Informational/Retail, etc.)
- Food Trucks: \$65 Fee + \$45 license and background fee (good for two years)
- Food Vendors: \$65 Fee - (General Food including pre-packaged)

## VENDOR REGISTRATION

Vendor submissions are reviewed by our team. Food vendors, artisans, retailers, organizations, crafters, community partners... you are invited to join us for this 2nd collaborative event with the City of El Paso.

**SET UP & TEAR DOWN** (*Please note: If earlier setup is available, vendors will be contacted.*)

- Set up – 2PM – 3:30 PM: All Vendors must be signed in and stations set up no later than 3:30 PM the day of the event, Saturday, June 15, 2024, at Nations Tobin Park. Open to the public at 4PM.
- Tear Down: VENDOR shall remove his/her items for sale or items for service, from the PARK beginning at 9PM on June 15, 2024.

## SECURITY

Security personnel will be present throughout the event. However, please note that BEPV, El Paso Parks & Recreation, the City of El Paso, affiliates, sponsors, volunteers, and other parties cannot be held liable for any lost, stolen, or damaged items.

## PARKING

Please be advised that there will be no designated parking area. Event staff will not be available to aid in your setup, but others may be on site. Please bring adequate assistance if required. We recommend arriving early and bringing a hand cart or dolly to transport your items. A site map will be available and sent to you at least three days prior to the event.

## BOOTH SHARING

It is prohibited to share a booth with another vendor.

## TAX ID CERTIFICATES FOR TAXABLE GOODS (View the

Please avoid all risks of fines or being shut down without proper licensing, by contact the El Paso office to find out if it is necessary: 401 E. Franklin Ave., Suite 160, El Paso, Texas 79901-1209, [915-533-0506](tel:915-533-0506). For more information about collecting and remitting sales and use tax in El Paso, Texas, visit <https://comptroller.texas.gov/>. (VIEW ATTACHED SHEET)



## RAIN OR SHINE | WEATHER DISCLAIMER

The 2024 Juneteenth Celebration is a rain or shine event. The event will operate - Rain or Shine. NO refunds will be given due to the weather. When vendors opt to take part in an event that operates regardless of weather conditions, they accept all the hazards linked with unfavorable weather. However, in case the event must be canceled due to severe weather, vendors will be given credit for another event by BEPV to be used on a future date. Credit given must be used within the 2024-25 season and cannot extend to the next calendar year. Credits are not transferable.

## DRESS CODE AND PROFESSIONALISM

As a VENDOR with MOCHA, you are a representative of the organization and personal cleanliness, and good grooming are essential. Your personal appearance and dress should be clean, neat, and professionally reflective of the business you represent, yet comfortable for the occasion at your leisure. Your conduct should also be professional. Foul language and rowdiness will NOT be tolerated. And good customer service is expected of you if you are speaking to attendees, sponsors, or vendors. Treat others and their property respectfully. Loud music is not allowed in/from booths. If you witness any actions that are considered inappropriate, please inform a member of the festival team. Any vendor who violates the Code of Conduct will be promptly expelled from the market without a refund. The owners, landlords, and promoters of BEPV have the right to limit or terminate any vendor's activities if they deem them disruptive, defamatory, unsuitable, or detrimental to the overall quality of the event. If any restrictions or evictions occur, BEPV and its affiliates will not be responsible for reimbursing rental or other costs.

## EVICIONS: EVENT HOST STATEMENT REGARDING VENDOR REMOVALS

If there are any restrictions or evictions during the 2024 Juneteenth Celebration, BEPV and its affiliates will not be responsible for refunding rental or other expenses. BEPV has the ultimate authority in interpreting all the rules. BEPV, affiliates, coordinators, and promoters also have the right to remove any exhibitor who misrepresents themselves or their product, without providing a refund or any other recourse. BEPV reserves the right to reject vendors, talent, or volunteers who may not be appropriate for the event. BEPV can modify or add rules that govern the 2024 Juneteenth Celebration at any time before or during the operating event, without giving notice.

## REFUND POLICY

No refunds. Please see Rain or Shine Weather Disclaimer.

**WHAT TO BRING** - Effective organization is crucial! Consider using bags or tote bins and labels to ease the setup process and assist with staying organized, here are some suggestions and reasons why a checklist is essential:

### Must Haves

- Chairs
- Tables
- Canopy/Tent
- Canopy weights, sandbags to secure tent
- Pens/Markers
- Price Tags
- Scissors and Tape
- Email signup clipboard or QR Code

### Personal

- Cash for change and/or to support other vendors
- Snacks/Food (Food outside of food vendors are not allowed)
- Water (for vendor and staff only - not to be shared)
- Sunscreen
- Cap/Hat (head coverings)

### Displays/Signs

- Business Cards
- Banners

### Tech

- Payment App: Card reader, etc.
- Portable chargers
- Phones, iPads/Tablets, Computers

### Cleaning and Just in Case Items

- Cleaning Supplies
- Gloves
- First Aid Kit
- Cleaning Wipes
- Trash bag/s
- Umbrella

# TAXABLE ITEMS

Visit the website for more information or questions about whether or not you have taxable items if you are a food or merchandise vendor.

<https://comptroller.texas.gov/taxes/publications/96-280.php> (taxable/non-taxable items)



## GROCERY AND CONVENIENCE STORES

- ▶ Food and Beverages
- ▶ Drugs and Supplements
- ▶ Non-Food Items
- ▶ Discounts, Coupons, Gift Certificates and Rebates
- ▶ SNAP Benefits
- ▶ Taxable Services
- ▶ Taxable Items - Examples
- ▶ Nontaxable Items - Examples

**Additional Questions?**

**Call 915.345.1661**

**or email [juneteenthelpaso@gmail.com](mailto:juneteenthelpaso@gmail.com)**

# MULTICULTURAL CITY-WIDE FAMILY FRIENDLY EVENT!

If you would like to volunteer, perform,  
educate, or donate, please contact us.

*Events will take place throughout the city leading up to the official day. Be encouraged to participate and or present.*

Food Vendors Music Games Fun

## CONTACT



915.345.1661 O | 915.209.1850 C



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*Presented by Black El Paso Voice and the City of El Paso  
Administration by: MOCHA*

