



## ESCONDIDO GRAND AVENUE FESTIVAL

**Sunday, Oct 19, 2025**

Hosted by the Escondido Chamber of Commerce

9 AM – 5 PM

Welcome Kennedy Faires vendors to the Grand Ave Festival sponsored by the Escondido Chamber of Commerce! Please see below for general load in-instructions.

### Traffic Directions and Vendor Information

Please adhere to the following setup schedule:

#### **SPACE NUMBER SETUP TIME**

Curbside booth spaces: 5:30AM – 6:45 AM

Center aisle booth spaces: 6:45 – 8:00 AM

Food booths & intersections: 6:00 – 6:45 AM

- 1. Unload your equipment**
- 2. GO PARK**
- 3. Then set up after you park**

**FOLLOW LEGAL DIRECTION OF TRAFFIC  
FLOW FOR BOTH LOAD IN/LOAD OUT**

Prior to event day, please review the festival traffic flow map for the current festival layout.

**Directions to Festival Site:** From I-15, exit Valley Parkway and travel East, which transitions onto 2nd Avenue. Continue for ½ mile.

**5:30 AM – For “Curbside” Booths ONLY:**

**From 2nd Ave - Follow Flow of Traffic**

If your booth # is in the:

- ODD 300s: Left on Escondido Blvd, turn right onto Grand
- ODD 400s and EVEN 300s: Turn left at Maple
- ODD 500s and EVEN 400s: Turn left onto Broadway
- ODD 600s and EVEN 500s: Turn left onto Kalmia
- ODD 700s and EVEN 600s: Turn left onto Juniper
- EVEN 700s: Turn left onto S. Ivy Street

**Note:** For curbside booths only. Even-numbered spaces are on the north side of Grand. Odd-numbered spaces are on the south side of Grand.

**6:45 AM – For Center Aisle Booths ONLY:**

**From 2nd Ave - Following flow of traffic**

If your Booth # is in the:

- ODD 4000s: Turn left onto Maple and right onto Grand
- ODD 5000s and EVEN 4000s: Turn left onto Broadway
- ODD 6000s and EVEN 5000s: Turn left onto Kalmia
- EVEN 6000s: Turn left onto Juniper

ALL VEHICLES OFF EVENT SITE NO LATER THAN 8:30AM - SORRY NO EXCEPTION!

**FIRE DEPARTMENT SAFETY NOTES**

- No electric access without prior approval. Electrical cords must be taped down to avoid tripping. Bring duct tape.
- Must have a fire retardant/resistant canopy or umbrella, or no canopy at all. Fire Department checks labels for compliance.
- Cooking appliances are not permitted underneath the canopies (includes open flame, deep fryers, woks, skillets, etc.). The Fire Department Inspector will require you to move it outside of the canopy, per the California Fire Code.
- For food vendors cooking with grease/oil laden vapors (includes deep fryers, woks, and skillets), a “Class K” fire extinguisher is required by state law.
- All cooking vendors must have a current (service tag, or store purchase receipt within the last 12 months) size 2A:10B:C fire extinguisher.
- Helium and CO<sub>2</sub> bottles must be anchored.
- Liquid propane gas must be stored 50 ft away from open flames.

○ **GENERATORS**

- Approval from festival management is required for generators.
- Generators are required to be isolated from the public; 3-foot clearance is required between barrier and generator.
- Gas cans must be stored at a 50-ft distance, and refueling must not occur closer than 20 ft to canopies.
- A size 2A:10B:C fire extinguisher is required with all generators.

## **GENERAL VENDOR INFORMATION**

Please drop off your booth supplies first, before you set up your booth, and then proceed to park your vehicle. Vehicles must be out of festival area by end of load-in window to control traffic. Parking outside of festival only. Zone Managers (wearing blue vests) will assist you with directions or questions.

Your space may be reassigned to standby exhibitors if not occupied by **8:30 am**.

All vendors with sales must have a valid California Seller's Permit, and it must be available to view.

Electricity not available unless arranged prior. No generators without prior approval. Bring power cords — 100 ft long and heavy gauge recommended. Only a space is provided. Tables, chairs, canopies, etc., are the vendor's responsibility. Canopy weights required. All standard spaces for new event layout are 11' frontage x 10' deep. Food Courts spaces vary from 15' x 10 to Food Truck length. We cannot guarantee separation from similar products or competitors.

**GENERATORS MUST BE A "QUIET-TYPE" GENERATORS WITH LOW DECIBEL & LOW FUMES.**

Vendors are responsible to carry their own liability insurance that will indemnify the "City of Escondido" & "Escondido Chamber of Commerce and Kennedy Faires Inc." And a valid sellers licence, if applicable, according to the state of California.

NEW DOWNTOWN LANDSCAPING: Please do not walk on the plants or store merchandise in any area where plants are growing.

IMPORTANT: No exhibitor or participant may "hawk" merchandise or services. You must operate within your booth space and only sell products or promoted services listed on your application, unless preapproved by management. No excessive noise or infringement on festival visitors or other exhibitors. You may not exhibit/sell services or products not listed on your application. All vendors are required to leave booth space completely clean.

OPEN FOOD VENDORS: All open food vendors must tarp underneath their entire booth set-up to protect street/sidewalk against oil/food stains.

SALE OF ILLEGAL ITEMS, WEAPONS (including certain knives such as double edge, switch blade, throwing or butterfly knives, etc.), EXPLOSIVES (including fireworks, poppers, snap caps, and bomb bags), or potato guns are prohibited. Having them could result in **forfeiture of fees and dismissal from the festival**. No tobacco, tobacco/drug

Festival application or deemed harmful or inappropriate by Festival staff is also grounds for forfeiture of fees and dismissal from event. All CBD vendors are responsible to comply with Federal, State, and Municipal regulations. Escondido Chamber of Commerce is not involved in qualifications or disqualifications of CBD products. **No free food or beverages are allowed to be distributed unless prior approval is granted.**

No exhibitor tear-down prior to **5:00 PM**. Selling stops at **5:00 PM**. All vendors and vehicles must be off the streets by **6:30 PM sharp**.

**Pre-Event Day Questions?** Please call **760-945-9288** or email **rickbauer4@gmail.com**

Thank you for being with us at the **Escondido Grand Avenue Festival**  
We look forward to a fun, safe, and successful event for all!