Bernalillo County Bosque Chile Festival
General Vendor Selection Procedure

Background

Bernalillo County and the National Hispanic Cultural Center produce the Bosque Chile Festival annually on the third Saturday in August with more than 100 food, farm, and artisan vendors featuring chile infused and Hispanic/Latino culturally inspired products.

The Bosque Chile Festival is a celebration of art, culture, and food of New Mexico, developed to showcase and honor New Mexican and Hispanic/Latino culture and agriculture in the middle Rio Grande Valley. It offers performances, art, educational sessions, chef demonstrations, value-added products, and produce that pay homage to time-honored and celebrated New Mexican traditions, foods, and crafts. This public event features entertainment, kids’ activities, arts and crafts vendors, food trucks/vendors, craft beer and wine, educational sessions, a food competition, chef demonstrations, fun run, recipe exchange, and poetry slam.

The Festival provides Bernalillo County an avenue to offer a destination event showing the world what New Mexicans have known all along—chile is a culture and a way of life. Through the Festival, we strive to increase visitation at the NHCC and to further its mission of preserving, promoting, and advancing Hispanic culture, arts, and humanities through the disciplines of performing arts, visual arts, literary arts and history.

Bosque Chile Festival producers are committed to:
- Preserve the Hispano/Latino culture and agriculture in the middle Rio Grande Valley
- Promote the knowledge and preservation of New Mexico chile
- Promote and support of Bernalillo County produced products and vendors
- Promote and support of New Mexico True Certified vendors
- Promote and support of New Mexico Taste the Tradition/Grown with Tradition programs

Method

Bosque Chile Festival organizers will curate applicants through a rolling review juried process. Interested vendors have the images of their food, work, product, produce etc. and application answers evaluated based on a semi-quantitative evaluation. The jury panel consists of two representatives from Bernalillo County and two representatives from the National Hispanic Cultural Center.

The Bosque Chile Festival is designed to be comprised of 50% handmade/artisan items and 50% food items of general vendors. Food trucks will be recruited separately and will be evaluated based on menu offerings. Organizers will also reserve a percentage of exhibit space to be filled with non-profit entities.
Applicant Requirements

Before any vendor can be considered by the jury, they must complete and submit the relevant Bosque Chile Festival application.

General Vendor Application
These vendors include artisans, growers, value added items/packaged food products, and non-profits. See specifics for appropriate category:

Artisans/Direct Sales
- Complete Bernalillo County Bosque Chile Festival “General Vendor Application” form
- Items must fit within mission of Bosque Chile Festival and have direct tie to chile; art, culture or humanities that promote and advance Hispanic culture or are NM True Certified, NM Grown in New Mexico, or NM Taste the Tradition certified. Outsourced, direct sale, resale, or trademark infringement items are not acceptable for event. Content of work should be family-friendly.
- City/State/County Business License
- Provide photos of items, website, etsy site, or Facebook page to review products

Growers, to include Chile Roasters
- Complete Bernalillo County Bosque Chile Festival “General Vendor Application” form
- City/State/County Business License
- City/State/County Health Permit
- Proof of insurance listing Bernalillo County as additionally insured
- State of New Mexico Temporary Food Permit, if sampling
- Submit List of produce/items to be sold
Value Added Items or Packaged Food Products
- Complete Bernalillo County Bosque Chile Festival “General Vendor Application”
- City/State/County Business License
- City/State/County Health Permit or registration of Certified Commercial Kitchen certificate
- Proof of insurance listing Bernalillo County as additionally insured
- State of New Mexico Temporary Food Permit
- Submit list of items to be sold
- NM True Certified, NM Grown in New Mexico, or NM Taste the Tradition certified encouraged

Non-Profit
- Complete Bernalillo County Bosque Chile Festival “General Vendor Application”
- Submit a copy of non-profit, 501(C)3 certificate
- Non-profit mission should enhance the quality of life for the people of New Mexico.

Selection Procedure

Call for vendors will be issued on June 19, 2019. To be considered by the jury, prospective vendors must provide all documents listed above per category to be move forward for jury review. Jury will conduct a rolling review of applicants by category until full to ensure a diverse representation of event mission.

Staff will review applications for complete application requirements. All vendors will be placed on one of four lists: accepted, waitlist, alternate, or incomplete. Vendors with incomplete applications will receive an email notification of the items missing from their application. It is up to the prospective vendor to resubmit a complete application for consideration.

During applicant review, each juror will log scores on to spreadsheet. Accumulative scores will be reviewed by the jury.

Accepted vendors will be notified via email and issued deadline for payment; if payment deadline is missed, vendor will be placed on alternate list.

Vendors may be placed on the waitlist if their items, products, or produce items are found to be duplicative to accepted applications. Should an accepted applicant fail to meet payment deadline, waitlisted applicants will be contacted. Should there be last minute accepted applicant cancellation, organizers will pull vendors from the waitlist first before consideration of an alternate list applicant.
Payment

Submission of payment verifies vendor agrees to contract terms. All vendors who submit their complete application prior to ‘early bird deadline’ will be eligible for discounted rate should they be notified following the cutoff date. Any applications submitted after July 11, 2019 will pay the regular fees.

Vendor Evaluation Criteria

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<th>Points</th>
<th>Mandatory Objectives</th>
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<td>Quality</td>
<td>Item is attractive, made with quality materials and reflects a high level of craftsmanship and artistry.</td>
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<tr>
<td>Intrigue</td>
<td>Offers unique elements and draws interest from the community. Presentation is engaging and aesthetically inviting.</td>
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<td>Sourcing</td>
<td>Product/art/produce are processed/created/harvested locally. Business is based in NM; Bernalillo County preferred.</td>
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<td>Relevance</td>
<td>Item/product is mission related and will provide enrichment to festival</td>
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<td>10/10 Bonus</td>
<td>NM True Certified/NM Taste the Tradition/NM Grown with Tradition verified</td>
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Scores are quantified based on the degree of which one agrees with each 4 objectives.
Strongly Agree=5
Somewhat agree=4
Neutral=3
Somewhat Disagree=2
Strongly Disagree=1

Addition of scores from four jury members (1-5 possible from each) adds up to 20 points possible maximum per category.

16 - 20 points: Exemplary vendor meets all objectives, natural match for event
11 – 15 points: Meets most objectives, positive recommendation for participation
6 - 10 points: Some objectives, but not all met adequately, acceptance is debatable. May be put on waitlist
<5 Does not meet objectives, not an acceptable vendor based on criteria at this time