

Bernalillo County Bosque Chile Fest Vendor Selection Procedure

A. Background

- a. 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 by offering 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 competitions, chef demonstrations, fun run, 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 the Center's 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 commitment is to:

- i. Preserve the Hispano/Latino culture and agriculture in the middle Rio Grande Valley
- ii. Promote the knowledge and preservation of New Mexico chile
- iii. Promotion and support of Bernalillo County produced products and vendors
- iv. Promotion and support of New Mexico True Certified vendors
- v. Promotion and support of New Mexico Taste the Tradition/Grown with Tradition programs
- vi. Demonstrate one of many potential uses for the National Hispanic Cultural Center

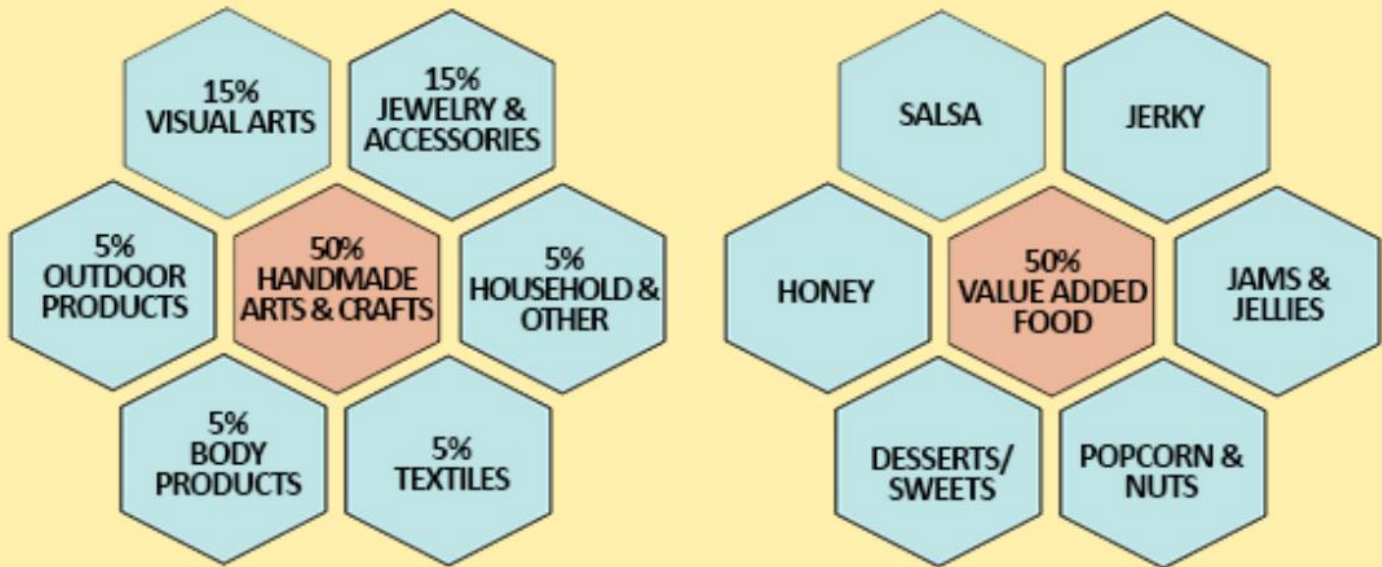
B. Purpose of this Document

- a. To provide a fair semi-quantitative process to evaluate prospective vendors who apply to participate in the event.
- b. See diagram below which outlines Bosque Chile Festival optimal variety of vendor types to host.

Method

- a. Bosque Chile Festival organizers will curate applicants through a juried rolling review process. Interested vendors have the images of their food, work, product, 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.

**2020 VIRTUAL BERNALILLO COUNTY BOSQUE CHILE FESTIVAL
BALANCED VENDOR PRESENTATION GOALS**



- Approximately 50% of the total shall be designated for Arts & Crafts
- All products must be made locally by the presenting artists themselves
- Approximately 50% of total shall be designated for Value Added Food vendors
- All food products must be produced locally by the presenting vendor themselves

D. Applicant Requirements

Before any vendor can be considered by the jury, they **must** complete and submit the relevant Bosque Chile Festival application. Due to COVID-19, the Bosque Chile Festival will be virtual this year and we are unable to offer a live, in-person event. We will only be able to accept artisan crafts and value added food vendors with e-commerce sites.

General Vendor Application

These vendors include artisans and value added items/packaged food products. See specifics for appropriate category:

Artisans

Complete Bernalillo County Bosque Chile Festival 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.

Provide photos of items, website, etsy site, or Facebook page to view products

Value Added Items or Packaged Food Products

Complete Bernalillo County Bosque Chile Festival application form

Submit list of items to be sold

NM True Certified, NM Grown in New Mexico, or NM Taste the Tradition certified, and SVEDC clients encouraged

Selection Procedure

To be considered by 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 classification until full to ensure a diverse representation of event mission.

Applications will be place into spreadsheet for review.

Staff will review applications for complete application requirements.

The jury will meet on a weekly basis starting July 20, 2020 to review complete applications and issuing acceptance to event.

Each juror will log scores on to spreadsheet.

Accumulative scores will be reviewed by the jury.

All vendors will be placed on one of three lists: accepted, waitlist, or alternate list.

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

Payment

Submission of payment verifies vendor agrees to contract terms. All payments must be made by credit card.

F. Vendor Objectives

Points	Mandatory Objectives	
	Quality	Appears well made and professional
	Intrigue	Offers unique elements and draws interest from the community. Presentation is engaging and aesthetically inviting.
	Sourcing	Product/art/produce are processed/created/harvested locally. Business is based in NM; Bernalillo County preferred.
	Relevance	Item/product is mission related, contains chile, and will provide enrichment to festival
10/10	Bonus	NM True Certified/NM Taste the Tradition/NM Grown with Tradition/SVEDC

G. Quantitative Analysis of Vendor Objectives

a. Scores are quantified based on the degree of which one agrees with each 5 objectives.

i.Strongly Agree=20

ii.Somewhat agree=15

iii.Neutral=10

iv.Somewhat Disagree=5

v.Strongly Disagree=1

b. Addition of scores from four questions (1-20 possible from each) adds up to 80 points possible maximum. Division of points achieved by points possible yields as percent.

.90-100% A: Exemplary Vendor meets all objectives, natural match for event

i.80-89.4% B: Meets most objectives, positive recommendation for participation

ii.70-79.4% C: Some objectives, but not all met adequately, acceptance is debatable. May be put on waitlist

iii.<69.4%: Does not meet objectives, not an acceptable vendor based on criteria at this time