"New festival food vendors must contact the vendor coordinator via email. The vendor coordinator will go over the menu with the new food vendor to make sure it complies with the non-compete policy for food vendors. If the new food vendor does not comply, they will be asked to change their menu or be denied an application. Once the new food vendor is approved, they will be sent a food vendor application which will need to be submitted by August 1st. All returning food vendors will take preference in the application process provided they send in and pay the application fee by July 15th. The food vendor applications are not on a first come, first served basis.