



2026 Food Vendor Rules, Regulations and Application

Thank you for your interest in being a food vendor at the City of Rockville's Hometown Holidays (HTH) at Rockville Town Center. In this packet, you will find detailed information about the event, the food vendor rules and vendor application process.

Event Overview

Hometown Holidays features two stages of music, kids' activities, an artisan shopping area, food vendors, and community and sponsor booths. The event is expected to draw over 10,000 visitors daily. The event hosts approximately 12-15 food vendors with various offerings, not including the many restaurants available in Rockville Town Center.

Date and Time

Saturday, May 23 and Sunday, May 24, from 12 – 6 p.m. each day.

Location

Rockville Town Center

Food Vendor Application and Participation Fee

Applications are due by Friday, March 20, 2026. Local businesses and vendors are welcome to apply to join us as food vendors at Hometown Holidays. Preference is given to local vendors offering varied menu items that offer options for different dietary needs. Once applications are submitted, city staff will review applications and let vendors know if they have been accepted or denied by Friday, April 3, at the latest.

The food vendor participation fee is \$500 for the two days and vendors collect 100% of sales. If accepted, payment of the vendor participation fee is necessary to secure your spot. All fees are non-refundable and can be paid by check, cash, or credit card (Visa, Discover or Mastercard only, no American Express).

Do not submit booth payment with application. Once you receive acceptance confirmation, you may then submit payment, your Certificate of Insurance, and apply for a Montgomery County Temporary Food License, if needed. Please see the Vendor Application and Deadline Calendar for a full list of deadlines.

Regulations for On-site Participation and Booth Set-up

- Vendors may serve from their food trucks or from City provided tents. Vendors may not use their own tents for this year's event.
- Food vendors will be expected to arrive between 8 a.m. – 9 a.m. All vehicles not serving food must be off site by 11 a.m. Vendors must be set up and ready to sell by 11:30 a.m. Staff must stop sales at exactly 6 p.m. each day.
- Food trucks are expected to remain overnight.
- Vendor locations are assigned on availability and at the discretion of the event organizers.
- There is no guarantee of exclusivity in any one food category.
- The use of the booth space is restricted to the applicant of whom it is assigned, and booth space may not be shared.
- There is no Wi-Fi or water access available onsite.
- Food vendors must display menus with pricing at their booths and offer food allergen information if requested.

- Each applicant is responsible for the set-up and arrangement of their space.
- Food grease must be collected and removed from the site by vendor staff.
- Additional information regarding load-in and out will be sent prior to the event.
- Failure to comply with any of these regulations will result in vendors not being invited back.

Montgomery County Food License or Certificate

All vendors must obtain a Montgomery County Health Department food license for the event and follow all Montgomery County Health Department regulations. Vendors may either provide a copy of their permanent Montgomery County food truck certificate or obtain a Temporary Food Service License from the Montgomery County Health Department. Temporary Food Service Licenses cost \$70 per event and should be submitted by Monday, May 11, 2026, to guarantee the application will be processed and ready in time for the event. All vendors must receive a temporary food certificate by the morning of Saturday, May 23, 2026. Download an application or apply online [here](#).

Electricity

Food vendors selling from tents must use the generator provided by the City of Rockville at no additional cost to the vendor. Food trucks with built in generators may utilize their own with approval from City staff.

- You must complete the NEMA Plug Grid on page 6 at time of application.
- The City provided generator is a festival capacity generator and will be shared by food vendors.
- Electricity will be provided overnight upon request for vendors selling from tents ONLY.

Beverages

Only non-alcoholic beverages may be sold by food vendors.

Security

There is an overnight security presence at the festival Saturday night into Sunday morning. However, the city is not responsible for lost or stolen items from booths. On Saturday, tent vendors should remove all equipment and food items at the end of the day and set up again on Sunday morning. Food trucks are expected to remain overnight.

Required Information, Documents and Equipment

Food vendors must provide:

- Certificate of Insurance per City of Rockville requirements (see details on follow page).
- Montgomery County Health Food License (Food Truck License or Temporary Food Service License).
- A menu of all food and beverage items for sale, with pricing and allergens listed. Food vendors must display menu pricing at their booths.
- All equipment, supplies, staffing, and payment system equipment for your booth.
- Electricity information (voltage and NEMA plug adapters needed for vendor appliances or food trucks)
- Temporary flooring for the collection of grease and food waste.
- Recyclable or compostable serving materials (i.e., utensils, plates, to-go containers, etc.).
- Hand washing station per the Montgomery County Health Permit.
- A fully charged fire extinguisher with a rating of 2A:20BC that is visible, accessible, and located away from the cooking area.
 - A “K” rated fire extinguisher is required if using a fryer or other cooking equipment that involves or produces vegetable oil, animal oil or fats
- A Maryland Tax ID # is required to participate. All vendors are responsible for collecting and reporting proper state sales tax. If a temporary MD Tax ID number is needed, contact the State Department of Assessments & Taxation or visit <https://egov.maryland.gov/businessexpress>.

The City of Rockville will provide:

- A designated onsite vendor space.
- A 10'x10' tent, two tables and two chairs. Vendors may not use their own tents for this event.
- Electricity for vendors in tents.
- Removal of bagged trash and recycling.
- Handwashing station for food vendor use only.

Weather and Event Cancellation Policy

Most event activities will take place rain or shine. Special Events staff will monitor the weather before and during the event. Events may be delayed or canceled at the discretion of the organizers if unsafe conditions arise. Activities will not be rescheduled.

2026 Vendor Application & Deadline Calendar

Item	Due Date
Food Vendor Application Deadline	Friday, March 20
Notification of Acceptance or Rejection (at the latest)	Friday, April 3
If accepted, submission of additional materials: <ul style="list-style-type: none"> • Vendor fee payment • Certificate of Insurance • Apply for a Montgomery County Temporary Food Permit or provide a current permanent food truck certificate 	Friday, April 17
Montgomery County Health Department Temporary Food License application deadline	Monday, May 11
Arrival information provided to vendors	Monday, May 11
Hometown Holidays at Rockville Town Center	Saturday, May 23 and Sunday, May 24

Insurance Requirements

Certificate of Insurance

Vendors must obtain at their own cost and expense and keep in force and effect during the term of market season including all extensions, the following insurance with an insurance company licensed to do business in the State of Maryland, evidenced by a certificate of insurance and or copies of the insurance policies.

Additional Insured

The Mayor and Council of Rockville, which includes its elected and appointed officials, officers, consultants, agents and employees, must be named as an additional insured on the organizer's Commercial and Excess/Umbrella Insurance for liability arising out of contractor's products, goods, and services provided under this application. Additionally, The Mayor and Council of Rockville must be named as additional insured on the organizer's Automobile and General Liability Policies. Endorsements reflecting the Mayor and Council of Rockville as an additional insured are required to be submitted with or shown on the insurance certificate as additional insured certificate holders.

City of Rockville Insurance Requirement Details

Type of Insurance	Amounts of Insurance	Endorsements and Provisions
1. Workers' Compensation 2. Employers' Liability	<ul style="list-style-type: none"> • Bodily Injury by Accident: \$100,000 each accident • Bodily Injury by Disease: \$500,000 policy limits • Bodily Injury by Disease: \$100,000 each employee 	Waiver of Subrogation: <i>WC 00 03 13 Waiver of Our Rights to Recover From Others Endorsement – signed and dated.</i>

<ul style="list-style-type: none"> • Commercial General Liability <ul style="list-style-type: none"> ○ Bodily Injury ○ Property Damage ○ Contractual Liability ○ Premise/Operations ○ Independent Contractors ○ Products/Completed Operations ○ Personal Injury 	Each Occurrence: \$1,000,000	The Mayor and Council of Rockville to be listed as additional insured and provided 30-day notice of cancellation or material change in coverage. <i>CG 20 37 07 04 and CG 20 10 07 04 forms to be both signed and dated.</i>
<ul style="list-style-type: none"> • Automobile Liability <ul style="list-style-type: none"> ○ All Owned Autos and Hired Autos ■ Non-Owned Autos 	Combined Single Limit for Bodily Injury and Property Damage (each accident): \$1,000,000	The Mayor and Council of Rockville to be listed as additional insured and provided 30-day notice of cancellation or material change in coverage.

The Vendor must submit to the City's Recreation and Parks Department a certificate of insurance at time of acceptance.

Please add “The Mayor and Council of Rockville” to your Certificate of Insurance and list them as additionally insured. They should be listed exactly as follows:

The Mayor and Council of Rockville, 111 Maryland Ave., Rockville, MD 20850

Certificates should be emailed to Cristina Willis, Events Specialist, at cwillis@rockvillemd.gov.

In no event may the insurance coverage be less than the limits outlined in the requirement details. Vendor's insurance coverage shall be primary insurance as respects the City, its elected and appointed officials, officers, consultants, agents and employees and any insurance or self-insurance maintained by the City, shall be excess of the Vendors insurance and shall not be called upon to contribute with it.

Policy Cancelation

No change, cancelation or non-renewed shall be made in any insurance coverage without thirty (30) day written notice to the City Purchasing Division. The Vendor shall furnish a new certificate prior to any change or cancelation date. The failure of the Vendor to deliver a new and valid certificate will result in suspension of all payments and cessation of on-site work activities until a new certificate is furnished.

PLEASE KEEP THESE RULES AND REGULATIONS FOR YOUR RECORDS.



2026 Hometown Holidays Food Vendor Application

Applications are due by Friday, March 20. All fields must be completed to process your application.

Business Name: _____ **Contact Name:** _____

Email: _____ **Cell Phone:** _____

Day of Contact Name: _____ **Day of Contact Cell Phone:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Website: _____ **f** **o** : _____

Maryland Tax ID Number: _____

(A Maryland tax ID is required to sell your food. For further assistance, contact the Maryland Department of Assessments & Taxation)

Food Category/Description (In a few words, please describe the type of food you sell.):

Please list all food and beverages available for purchase and include pricing (or attach full menu):

Please select any dietary options that you offer from the list below.

- | | |
|--|--|
| <input type="checkbox"/> Gluten free options | <input type="checkbox"/> Low or no-sugar options |
| <input type="checkbox"/> Kosher | <input type="checkbox"/> Low or no-sodium options |
| <input type="checkbox"/> Halal | <input type="checkbox"/> Nut or dairy free options |

What forms of payment do you accept? _____

How will you be serving food in your booth space? Select all that apply.

- Food truck with generator **OR** Food trailer with generator that will be towed in by another vehicle.
- What side do you serve from (passenger side, back)? _____
 - What are the dimensions of your food truck or trailer? L: _____ W: _____ H: _____
 - What side do you serve from (passenger side, back)? _____
- City provided 10'x10' tent (electricity provided by City).

Electricity Needs

If utilizing a city tent and city-provided generators, please review your appliances and/or food truck plugs and complete the NEMA Plug Table below to let us know how much voltage you expect to need, and which plug adapters we should have on hand.

NEMA Plug Table Instructions

List the appliance(s) you are bringing that require power. Items like hot plates, microwaves, heat lamps, crock pots, ovens, freezers, griddles, etc. should be listed. Use another page if needed. Appliance NEMA number can be found on the specifications plate typically located on the back of the appliance. You may also reference the NEMA Straight Blade Reference Chart [here](#).

Review and Initial

Please initial and confirm the following:

- I understand I must have a Maryland Tax ID and charge festival customers Maryland state tax.

I understand I must staff the booth and provide food for sale during festival operating days and hours which are Saturday, May 23 and Sunday, May 24 from 12 – 6 p.m. each day and sales must stop at 6 p.m. exactly.

I understand I must display menus with full pricing and allergen information at our booth or food truck.

I understand that we are responsible for cleaning and securing our space overnight.

I understand that if selling from a food truck/trailer, the truck/trailer must remain on site overnight.

I understand I must use eco-friendly products (i.e., recyclable utensils, plates, to-go containers, etc.)

I understand I must provide temporary flooring for grease and food waste collection and take any used grease off-site with me.

I understand the weather and event cancelation policy.

I understand, once accepted, I must:

 - Provide the booth payment of \$500, which can be paid by check, cash, or credit card (Visa/Discover/Mastercard only).
 - Obtain and provide a certificate of insurance per city specifications.
 - Obtain a Montgomery County Temporary Food Service License (additional cost of \$70) or provide a current permanent food truck certificate.

Release and Signature

The City of Rockville Hometown Holidays does not carry insurance to cover theft, loss, or damage to work or personal property, or against personal injury. I understand that I shall be responsible for the security and safekeeping of all my equipment, property, merchandise or other at all times during the duration of the Hometown Holidays event. I agree to provide a certificate of insurance for the Hometown Holidays event with limits of no less than \$1,000,000 per occurrence. I agree to indemnify and hold harmless the Mayor and Council of Rockville, which includes its elected and appointed officials, officers, consultants, agents and employees, its agents, successor, and assigns, from any and all claims, suits, demands, actions, causes of action, damages, expenses, liabilities, and attorney's fees, arising in any way from my activities and the actions or inaction of my agents or employees. I shall be responsible for all damage to persons or property, which occurs or is a result of its conduct, and shall take proper safety and health precautions to protect all employees and members of the general public. I shall be responsible for claims of liability, loss or damage which may be attributable in whole or in part to its' negligence or misconduct, excepting however such claims or damages as may be attributable to the direct or willful negligence of the City, its officers, agents, or employees.

Print Name: _____ Signed and Accepted: _____

Date: _____

Please email questions and/or completed applications to:

Cristina Willis, Special Events Coordinator
6 Taft Court, Suite 301, Rockville, Maryland 20850
240-314-8610 • cwillis@rockvillemd.gov