



Dear Vendor,

Happy New Year!! I am excited to enclose food vendor applications for the 71<sup>st</sup> Annual Musky Festival and the 36<sup>th</sup> Annual Fall Festival. I'm looking forward to continuing the tradition of a fun and successful festival season in Hayward! Included in this letter are a few reminders and updates that are important to making this our best year yet.

### Location Update for 2020 Musky Festival

There is construction scheduled this spring for Main Street, where the majority of you, our vendors, are located for Musky Festival. While construction on Main Street is expected to be completed prior to Musky Festival weekend, **June 26-28, 2020**, there is concern the asphalt will still be too soft for the numerous tents, tables and related infrastructure that is moved in for the weekend. As a result, the festival grounds will be moved one block over to Dakota Avenue. We feel this alternative enables us to keep the festival in downtown Hayward and offer a wonderful experience for all those attending. **Please see the enclosed map for the layout we will be using for the 2020 Musky Festival.** Food vendors will be located in the Peoples Bank Midwest parking lot, where the main source for power is located nearest to Dakota Avenue. Fall Festival (**September 26, 2020**) will continue to take place on Main Street.

### A Few Reminders

1. You may apply for our festivals via email to [brianna@haywardareachamber.com](mailto:brianna@haywardareachamber.com). If you are emailing your application, still be sure to include all required elements in order to attend the festival. Credit cards are accepted by calling (715) 634-8662.
2. Applications without a **Wisconsin Seller's Permit** number and **proof of insurance** will not be accepted or placed in a booth space until it is received at the Chamber office.
3. **Vendor set up starts at 6 am.** Our volunteers are hard at work marking the street and preparing to make your load-in run as smooth as possible. Please be respectful of their hard work and dedication and plan to arrive after 6 am.
4. There are no guarantees or reservations for booth location. To create the most effective event layout, food booth assignments will be based on the type of product sold and space availability.
5. There are limited spaces for food vendors due to electric capabilities on our festival grounds. Applying early is recommended.
6. Please keep in mind that the City of Hayward has an ordinance forbidding the use of generators.

We strive to continue to remain the most cost-effective booth space for shows our size and we work very hard to draw thousands of people to Hayward's historical downtown and surrounding area every Musky Festival and Fall Festival. If everyone continues to work together, I am sure it will be a beneficial year for all of us. Thank you for all your hard work and cooperation! Don't hesitate to contact our office with any questions or concerns at (715) 634-8662.

I am looking forward to seeing you this festival season,

Brianna McKenzie | Event & Development Director