



Dear Vendor,

Happy New Year!! I am excited to enclose applications for the 71st Annual Musky Festival and the 36th 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.** With the layout changing this year, we unfortunately are not able to guarantee your same 2019 booth space as we have been able to offer in the last few years. We are, however, still able to offer this benefit for the 2020 Fall Festival (**September 26, 2020**) if your application is received by August 9, 2020 since the Fall Fest layout will continue as it's been. As a reminder, guaranteed spaces are on a year to year basis and the earlier your application is received, the better for reserving your booth space(s) and accommodating potential requests. Please contact our office with any questions at 715-634-8662.

A Few Reminders

1. Applications without a **Wisconsin Seller's Permit** number will not be accepted or placed in a booth until it is received at the Chamber office.
2. You may email pictures of your booth and items to 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.
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 limited spots with electric service. Please see your application for additional details on cost for electricity spots for each festival. Please also 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 continue to work 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 another beneficial year for all of us. Thank you for all your hard work and cooperation!

I am looking forward to seeing you this festival season,

Brianna McKenzie | Event & Development Director