



Dear Vendor,

I am so excited to enclose applications for the 2021 Musky Festival and Fall Festival! I am looking forward to continuing the tradition of a fun and successful festival season in Hayward after taking 2020 to keep you, our staff, volunteers, and community safe. Included in this letter are a few reminders and updates that are important to making this our best year yet.

2021 Festival Enhancements & Information

1. 2021 brings us back to Main Street in Downtown Hayward for both festivals!
2. We have reworked the vendor line-up to include additional sanitation stations and to allow for more crossing points for attendee traffic. Please see the enclosed map.
3. We will be unable to offer our "guaranteed" booth space option this year as we have modified the layout, but please let our event coordinators know any space requests. We cannot guarantee that all requests can be granted but will do our absolute best. Apply early with any specific requests.
4. If you transferred your booth application and fee from the 2020 festival, we still need an up-to-date 2021 application filled out. **You must fill this out to secure your space.** Please contact Brianna with any questions on this requirement.

Additional 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 a beneficial year for all of us. Thank you for all your hard work and cooperation!

I am very much looking forward to seeing you this festival season!

Best wishes for 2021,

A handwritten signature in black ink that reads "Brianna McKenzie".

Brianna McKenzie | Event & Development Director

brianna@haywardareachamber.com

(715) 634-8662