

# Ashe County's Christmas in July Festival 2017

*"Sharing our Mountain Heritage"*

## **FOOD & SPECIALTY FOOD VENDOR GUIDELINES**



The *Christmas in July Festival* returns to the mountains of western NC and will celebrate its 31st year in 2017! This annual street festival features handcrafted arts and crafts, the best of local and regional music, children's activities, great food, and a flavor of the county with booths featuring our local non-profit organizations.

### **\*\*\* PLEASE READ ALL OF THE FOLLOWING GUIDELINES CAREFULLY! \*\*\***

- Festival days and times are *Friday, June 30* from *5 PM to 10 PM* and *Saturday, July 1* from *9 AM to 7 PM*.
- Vendors must comply with their specific, assigned load-in time. Early or late arrival is not permitted. Health Department personnel will supervise the load-in of food vendors.
- Vendors must adhere to all rules and regulations of the Ashe County Health Department and Fire Marshall. All food vendors will be inspected prior to selling products and are responsible for paying appropriate fees to them.
- A \$100 deposit per 12x12 space is required. **NO SPACE WILL BE ASSIGNED WITHOUT CORRECT DEPOSIT.** This will be a separate check from the space fee and will be deposited along with the space fee check. The deposit will be returned after the festival and upon documentation of successful cleanup.
- We reserve the right to limit the number and type of food items that you may sell.
- If you sell items that you have not been approved to sell you will be warned one (1) time only. The second time you will be asked to stop all sales and close your booth, with a forfeit of your space fee and deposit, and you will be banned from the festival the following year.
- Prices of all items for sale must be clearly displayed. Failure to do so will result in loss of the deposit fee and you will be banned from the festival the following year.
- The 12-foot wide walkway behind the booth **MUST** be kept clear **AT ALL TIMES**.
- Electric cords **MUST** be covered at the booth and across the walkway behind the booth.
- All trash **MUST** be disposed of in the festival dumpsters and **NOT** in trash cans along the street.
- Grease **MUST** be disposed of in the Grease Trap.

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- Booths **MUST** stay open during festival hours and be ready for business at least one hour prior to festival start time. Set up instructions will be sent out in mid-June. Festival personnel will be available to direct you to your assigned space for unloading and to assist you with any set-up or other questions.
- No vehicles will be allowed in the festival area later than one hour prior to festival start time or one-half hour after festival closing time. There is a limit of one vehicle per vendor space during load-in.
- Vendors are responsible for booth setup. The festival will not provide tents, tables or chairs.
- **Christmas in July** is an outdoor street festival and will proceed rain or shine! Vendors are responsible for the protection of their food and their food preparation items from rain.
- Tents must be firmly secured in the event of wind. The festival is on a paved surface and anchoring of supports into the ground is prohibited. A system such as buckets filled with concrete may be used.
- Security personnel will be provided and all reasonable safety precautions taken, but the **Ashe County Christmas in July Festival** cannot be held liable for loss of or damage to food or items used in food preparation, or to injury to anyone participating in the event.
- A Certificate of Insurance is required.
- Parking for vendors is available at convenient lots located close to the festival.
- Vendors are responsible for payment of all applicable **North Carolina Sales Taxes** and are required to obtain a certificate of registration (**NC-BR form, for Sales & Use Tax**) from the NC Department of Revenue (*this form can be found on the CIJ website or [www.dornc.com](http://www.dornc.com)*).
- No pets will be allowed anywhere in the festival area.

***Please complete the enclosed Application and Release Forms and return them, along with all required fees, by the appropriate deadlines. Due to limited vendor space, early application is encouraged.***

*If you need further information you may contact the Ashe County Arts Council at (336) 846-2787 or the Ashe County Chamber of Commerce at (336) 846-9196.*

Website: [www.christmasinjuly.info](http://www.christmasinjuly.info)