

2021 St. Johns Mint Festival Information Sheet

Commercial Application Information

PO Box 61, St Johns MI 48879 / 989-224-7248 / St. Johns City Park, St. Johns, Michigan

Dates & Show Times

Friday, August 13, 2021 2:00 pm – 8:00 pm
Saturday, August 14, 2021 10:00 am – 7:00 pm
Sunday, August 15, 2021 10:00 am – 5:00 pm

Set-Up Times

Fri, Aug 13 from 9:00 am – 1:30 pm. **No vehicles will be allowed in the vendor area after 1:30 pm. If you arrive after 1:30 pm you must proceed directly to vendor parking and walk your items to your booth from the parking area.** Sat, Aug 14 from 8:00 am – 9:30 am and Sun, Aug 15 from 8:00 am – 9:30 am.

Booth Space

All booths will be 15' Across (to provide social distancing) x at least 10' Deep. When applying for a booth please consider the size of your tent. If your tent has rope extensions, the extensions must be within the booth space. There are approximately 20 Commercial sites available. Most of the sites are in a shaded wooded area with dirt ground covering. Some of the sites while in the wooded area, are not considered in the shade.

Booth Fee

See application (depends if you are a Chamber Member or not)

Storage Availability

A limited number of booths are large enough so vendors can leave a Stationary Storage Trailer behind their booth. This is a storage trailer you do not move at the end of each day - once parked there it must remain until the end of the festival on Sunday. These spaces are available first come, first served. Advance registration for this opportunity is required. The cost for this opportunity is \$15. You will be provided with a separate parking pass that must be visible on the storage vehicle all weekend.

Parking

Each booth will be provided with one parking pass. When you arrive at registration on Fri, Aug 13 at the park – it must be displayed on your rear view mirror and remain there throughout the entire weekend. All vehicles must park in the vendor parking area (unless it is a stationary storage trailer and you have paid to leave it behind your booth – **absolutely no vehicles will be allowed to park next to canopies in booth spaces**). When available, golf cart shuttles will be available to get you to your booth from parking during vendor set up and then back to your vehicle at the end of the day. If you arrive late, the shuttles will not be available to bring your items in - during the day the golf carts will be concentrating on transporting senior citizens and handicap customers to and from their vehicles.

Overnight Camping

A limited number of spaces are available for self-contained RV's (not cars, vans, trucks, tents, etc) west of the Sledding Hill where all vendor vehicles park. There will be no water or electrical hookups and vendors are restricted from building fires and dumping water and/or waste. Advance registration for this opportunity is required. The cost for this opportunity is \$15.

Vendors Responsibility

Commercial Vendors are not allowed to sell water from their booth. This is reserved for our Food Vendors. Vendors are responsible for supplying as well as setting up and taking down their own displays, dividers, tents, booth signage, tables and chairs. Vendors are not allowed to sell wares from boxes on the ground. Vendors must stay within the confines of their booth to sell their wares – you are unable to walk around the park selling your wares. Vendors are expected to keep their booth area clean at all times & dispose of trash & cardboard in the appropriate receptacles provided. Vendors are expected to remain open for business until closing on all three days. Early teardown and departure will not be tolerated and you will not be asked to participate in future Festivals.

Animals

Dogs or other animals are not allowed on the festival grounds during the weekend (except Service Dogs).

Electricity

There is limited electricity available in the Commercial area of the park. If you require electricity and all electrical spots are taken you may bring a Whisper Quiet generator (in consideration of your neighboring vendors & our shoppers, no other generators will be allowed – no exceptions). Gas cans must not be visible to shoppers.

Food & Activities

There are food booths and family activities all weekend long within the park. At registration you will be provided with a festival guide that will list all the events, what food vendors there are & where everything is located.

Publicity

Typically we utilize paid newspaper advertisement (over 10 newspapers), 80,000 inserts, radio and TV spots. We are listed in the Michigan Festivals & Events Guide and are listed on over 15 festival and craft show websites. We hang up 250 posters, distribute over 9,000 festival brochures throughout the state and have advertising on over 50,000 placemats. If you would like flyers to distribute at other shows, please call 989-224-7248 and we will mail them out immediately. Some of these things may change due to timing and the COVID pandemic.

Sending in Application

Complete the attached application form if you wish to participate as a Commercial vendor at the 2021 St. Johns Mint Festival. Enclose a check for the full amount of the requested booth space(s) made payable to the **“St. Johns Mint Festival”**, or charge the fee to your credit card.

Liability Insurance: All vendors are required to have liability insurance with a limit of at least \$25,000

Mail your Application

Mail your application, check or money order and pictures to:
St. Johns Mint Festival, PO Box 61, St. Johns MI 48879

Due Date

New vendor applications received prior to May 1, 2021 will be processed, but will not be assigned a booth space until after May 1, 2021.

If the committee does not accept your application your check will be returned to you. You will know your application has been accepted when your check is cashed. An official confirmation will be mailed to you.

The Festival Committee reserves the right to reject any application, both at the time of receipt and at the show, based on the information provided, the products actually brought to be sold or other circumstances. If you cancel your participation in the show before an official confirmation is mailed, you will receive a refund, minus a \$25 processing fee. **If you cancel your participation in the show after an official confirmation is mailed, no refund will be given.**

If you have any questions, contact the Festival Office at PO Box 61, St Johns MI 48879 or call our office at 989-224-7248. You may also e-mail us at ccchamber@4wbi.net.