



Town of Dayton Festival Vendor Rules & Regulations

Official Festival Dates and Times

Redbud Spring Arts & Crafts Festival: The annual Redbud Arts & Crafts Festival will be held each year on the Saturday immediately following Easter. Festival hours will be 10:00 am – 4:00 pm. In the case of inclement weather, the festival may be postponed to the following Saturday. No refunds will be given if you cannot attend the rain date. (See the Cancellations & Refund Section for more information.)

Dayton Days Autumn Celebration: The annual Dayton Days Autumn Celebration will be held each year on the first Saturday in October. Festival hours will be 8:30 am – 4:00 pm. In the case of inclement weather, the festival may be postponed to the following Saturday. No refunds will be given if you cannot attend the rain date. (See the Cancellations & Refund Section for more information.)

Vendor Guidelines

- **Arts & Crafts Vendors:** Only handmade/homemade arts and crafts products made by the applicant will be accepted (no yard sale or commercially distributed items allowed). Reselling merchandise made by someone else is strictly prohibited. In addition, any business associated with a franchise is prohibited.
- **Food and Beverage Vendors:** All food and beverage vendors, including those providing samples, must have one of the following permits from the Virginia Dept. of Health:
 - Vendors with a current Food Establishment permit must post a copy at their booth.
 - Mobile Units (food trucks and trailers) should have a Food Establishment sticker posted at their service window.
 - Food and Beverage vendors with a current Temporary Food Establishment (TFE) Permit must post the permit at their booth.
 - Food and Beverage vendors who do not have a current TFE Permit must apply for a permit at least 2 weeks before the event by submitting it to the Harrisonburg-Rockingham Health Department's Environmental Health Office (110 N. Mason, Harrisonburg, at back left of building down the half flight of brick stairs). The TFE application can be found at:
<https://www.vdh.virginia.gov/content/uploads/sites/20/2017/02/Temporary-Food-Establishment-Application-1.pdf>
 - For additional questions please contact Charles Shifflett at 540-574-5254 or Charles.Shifflett@vdh.virginia.gov
- **Entertainment Vendors:** The Town of Dayton seeks to provide family friendly entertainment at Town festivals such as music, interactive activities, and educational experiences. If you are an entertainment provider interested in Town festivals, please contact our office at events@daytonva.us or (540)879-2241.
- **Non-profit Vendors:** Non-profit vendors must meet the same requirements as all other vendors. Non-profits will receive a 50% discount on registration fees.

- **Dayton Businesses:** Dayton businesses that are not located along the festival route can apply as a vendor at the normal rate. These businesses are required to sell only handmade/homemade products but are permitted to resell merchandise made by someone else provided those items are something that would typically be found in their store. Dayton businesses located along the festival route should see the Festival Rules & Space Agreement for Businesses form for more information.
- The Town of Dayton reserves the right to reject any vendor at any time.

Application Guidelines

- Application Cost:
 - **Redbud Arts & Crafts Festival: \$85 for a 15'x10' space, \$135 for a 30'x10' space**
 - **Dayton Days Autumn Celebration: \$175 for a 15' x 10' space, \$275 for a 30' x 10' space**
- Applications will open for both festivals the first week in January. Returning vendor applications will be reviewed first, and new vendor applications will be reviewed after February 1st.
- An email notification will be sent to all previous vendors notifying them when applications open. The announcement will also be posted on the respective festival's social media pages, and the Town website.
- If you are a new vendor and would like to be notified when festival applications open, please email events@daytonva.us to be added to the list.
- All arts & crafts vendors must submit at least three current photos of their work. Applications without photos will not be accepted.
- Food vendors do not need to submit photos but do need to list their menu items.
- All applications must be paid in full at time of completion. Vendors will be notified of their application status within two weeks of submittal. If an application is deemed unacceptable by the Town, a full refund will be issued.
- Once the festival reaches capacity, a waitlist will be opened up. Applicants on the waitlist must still pay the full application fee, and that fee will hold their spot on the wait list. If a spot does not open up, the vendor will receive a full refund after the festival.

Space Assignments

- Returning vendors will be given priority when assigning spaces. The Town will make every effort possible to accommodate the space preference of returning vendors but cannot guarantee the requested space.
- There are a very limited number of spaces available with access to public water and/or electricity. These spaces will be given out on a first come, first served basis, and will require an extra \$20 service fee. If interested, please inquire about the availability before completing the application by emailing events@daytonva.us or calling the Town at (540)879-2241.
- All generators must have prior approval due to a limited number of spaces where generators can be located.
- Vendors will be notified of their space assignment at least three weeks prior to the event, if not sooner.
- Vendors must set-up within their allotted space only. (10'x15' or 10'x30')

Vehicle Requirements

- There is a limit of two vehicles per vendor allowed during set up and take down. All vehicles will be given a tag at vendor check-in that must be displayed in order to re-enter the festival area at the end of the day.
- No vehicles will be allowed to park in or behind vendor spaces unless approved by the Event Coordinator in advance.
- If you will be using a trailer in the display, you are required to have a 30' x 10' space to be sure you have adequate space to allow for hitches, doors, window openings, etc. If you did not indicate on your

application form that you are having a trailer but later decide to have one, it is extremely important that you let us know before the spaces are marked as they need to be set up in advance and must be in the correct size space.

- Vehicles larger than normal sized cars or pickup trucks will not be allowed to enter the festival area unless authorized in advance. In the past, we have experienced difficulties with oversized vehicles causing traffic congestion while parked to unload or making turns.

Vendor Set up & Clean Up

Redbud Spring Arts & Crafts Festival

- All vendors will enter from Mason Street (Rt 257) at the intersection with Main Street and wait in the traffic line-up for vendor check-in. Huffman Drive will be closed to through traffic after 5:00 a.m. Vendors with “even” numbered lots will set up from 6:00 - 7:30 a.m., and “odd” numbers will set up 7:30 – 9:00 a.m. All vendors should be set up no later than 9:30 a.m. and must remain set up until 4:00 p.m. Leaving your space before the festival is over is strictly prohibited. Vendors must wait for the police to re-open the road before entering back into the festival area. Vendors who attempt to re-enter the festival area prior to the police reopening the road will be ticketed.

Dayton Days Autumn Celebration

- All vendors will enter from Mason Street (Rt 257) at the intersection with Main Street and wait in the traffic line-up for vendor check-in. Huffman Drive will be closed to through traffic after 4:00 a.m. Vendors with “even” numbered lots will set up from 5:00 - 6:30 a.m., and “odd” numbers will set up 6:30 - 7:45 a.m. All vendors should be set up no later than 8:00 a.m. and must remain set up until 4:00 p.m. Leaving your space before the festival is over is strictly prohibited. Vendors must wait for the police to re-open the road before entering back into the festival area. Vendors who attempt to re-enter the festival area prior to the police reopening the road will be ticketed.

CANCELLATIONS AND REFUNDS

- After a vendor has been accepted into the festival, they may choose to cancel their registration and receive a refund minus a \$50 service fee up until 14 days prior to the festival. If a vendor chooses to cancel within 14 days of the festival, no refund will be given.
- If a vendor on the waitlist decides to cancel their registration before being accepted into the festival, a full refund will be given.
- In the case of severe weather forecasts, the festival may be postponed to the following Saturday. If you are not able to attend on the severe weather date there will be no refunds; however, if the second date is also cancelled by the Town of Dayton due to severe weather, registration fees less a \$50.00 service charge will be refunded.

Other

- Email is the primary form of communication to distribute information to vendors. If you do not have an email address, please provide a reliable phone number and complete address on your application.
- All of us are guests of the residents of the Town of Dayton and everyone’s courteous cooperation is expected throughout the event. If at any time any unfavorable behavior or parking violation is exhibited, you will be escorted from the event and your name permanently removed from our mailing list.
- Vendors are expected to maintain a clean and organized booth at all times and must always have an attendant present.
- Dayton businesses along the festival route are allowed to set up a display outside and sell merchandise as an extension of their current business only. Businesses on the same side as vendors will be offered the spaces closest to their storefront only. These businesses will be sent a form to fill out prior to each festival

which must be returned at least 4 weeks before the festival date to claim their space. Business on the opposite side from vendors will be allowed to set up a display outside and sell merchandise on their property only, and may not block the sidewalk or set up in the road.

- Pets are heavily discouraged from attending the event due to the large crowd. If you do choose to bring your pet, it must be kept on a leash at all times and any pet waste must be cleaned up.