



Here are some of the most important changes and what they mean for you:

- **Festivals of Cedarburg has moved all aspects of vendor management to Festival staff instead of co-opting with Cedar Creek Settlement, Cedarburg Art Museum and Cedarburg Cultural Center.**

What does this mean for vendors? Better communication, uniform forms, due dates and payment options. Festivals of Cedarburg will continue to collaborate with and make financial contributions to these art groups during the festivals. Vendors will no longer work with the individual art groups during the application or contracting process. **PLEASE NOTE: CITY HALL LAWN VENDOR SPOTS HAVE BEEN DISCONTINUED.**

- **What is Eventeny and why do I need to create an account?**

We have moved from Jotform and requiring multiple forms for each event to Eventeny, an event management platform. Vendors must create an account in order to submit the application, but this step will save time filling out future forms. The benefit to this platform is that all your information is securely stored including payment information and can be used year to year.

- **Early invitation to participate in the following year's festivals.**

As a way of saying thank you to our vendors who have participated in the past, 2024 vendors in good standing received priority participation applications Dec. 1 **with automatic acceptance into the festivals.** Vendors will have until Dec. 31<sup>st</sup> to fill out the application and indicate booth location preference. The number of early invitation acceptance vendors will determine the number of spots available for the general application period beginning Jan. 1

- **General application requirements:**

- Applicants are responsible for reading the qualifications for booth location**
- Application fees are \$20/festival and are non-refundable**
- You MUST fill out separate applications for each festival. Unfortunately we can no longer have combination applications**
- Booth and product photos, proof of insurance and Wisconsin Seller's Permit are all required to submit your application**
- ALL general applications are subject to a jury selection. Due to the limited number of booth spaces and the growing number of applications, the selection process has become very competitive.**
- We do not have a waitlist.**

- **Expanded Washington Avenue vendor qualifications.**

Due to the changing nature of applications, we have expanded the qualifications to include artisans. PLEASE NOTE – applicants MUST have 100% handmade items, NO kits. Body products/food vendors are located on Turner Street only.

- **Booth fees are for ONE 10x10 space.**

- a. **Washington Ave stay up \$400**
- b. **Washington Ave tear down \$275**
- c. **Turner Street, Mill Street, Columbia Ave, Cleveland Ave \$275**
- d. **Cedar Creek Park \$150**

- **Fee structure changes for 2025**

Booth fees for Washington Avenue have not increased since 2015 with those spots being most sought-after of the festivals. Unfortunately, they are also the most limited with just 51 stay-up and 89 tear-down spots available. To keep up with the rising infrastructure costs Washington Avenue spaces are now \$400 per 10x10 STAY-UP space and \$275 per 10x10 TEAR-DOWN space.

- **I have been on Washington Avenue in the past but do not want to pay the increased fees.**

Vendors are not required to stay on Washington Avenue. Turner Street is an additional artist/artisan designated marketplace location. The fees are \$275 per 10x10 booth but have the added benefit of being 1) a stay-up booth and 2) early Friday load-in.

- **Will I be able to get a spot on Washington Ave if I wasn't on Washington Ave in the past?**

Please be sure to read through the qualifications for being a vendor on Washington Avenue. ONLY those vendors who create handmade items (no kits, food or body products) qualify. **If you choose Washington Avenue in the application but are not qualified your application will be rejected.**

- **In the past I applied to be in the main festival footprint and was placed in Cedar Creek Park. What if I do not want to be in Cedar Creek Park?**

Cedar Creek Park is an ever-growing, family-friendly hot spot, and Festivals staff have tried to curate vendor placement to reflect this. However, we know that not every vendor found success in the park, which is why we are giving vendors the choice to apply to be a park vendor. Staff will not automatically place vendors in the park. PLEASE NOTE – there is a chance you will not be accepted to be in the main footprint. If you would like the park location as a second choice, please indicate that in the “Special Request” section of the application.

- **When and how do I pay my booth fees?**

Your card on file will automatically be charged on March 1 for Strawberry Festival 2025 and on May 1 for Wine & Harvest Festival 2025. No need to remember to submit additional payments.

- **Can I cancel my contract after I have paid?**

Vendors can cancel their contract and receive a refund if cancelled by the following dates:

May 1 for Strawberry Festivals

Aug 1 for Wine & Harvest Festival

- **When will I find out my booth location? Can I request a change if I don't like my booth location?**

The Eventeny platform allows staff to place vendors as their contracts are submitted. Staff plan to have booth locations available on or before March 1, 2025. That said, this being a new format for both staff and vendors, there could be changes to that timeframe. Unfortunately there are no changes to booth placements and we ask that you do not contact staff or management with change requests.

- **How do I stay up to date on all things related to the Festivals?**

Be sure to sign up for our newsletter found at the bottom of the website home page.