



City of Calera

Christmas Village

and Craft Fair

RULES AND GUIDELINES 2021

INTRODUCTION

City Of Calera's Christmas Village and Craft Fair has the goal to provide unique products and experiences to the people of the local community and its surrounding areas. The following rules and guidelines are designed to make it as easy as possible for local producers to sell their products directly to the general public.

LOCATION

The City Of Calera's Christmas Village will, at present, be located at the new Calera Courtyard, located behind Calera Downtown. You can access the courtyard from 7th Avenue. Map included. .

THE SELLING EVENT

- The City Of Calera's Christmas Village will open on Saturday, December 4, 2021 for retail sales from 2:00 PM to 6:00 PM.

SPACE ASSIGNMENTS AND RESERVATION POLICIES

- Vendors should reserve a space as soon as possible as spaces are limited. The last day for vendor applications will be Wednesday December 1, 2021. To check space availability and to reserve a space, contact Tammy Smith at tsmith@calera.org or at 205-668-3804, Brandy Cost at bcost@calera.org.
 - **Spaces will be automatically reserved when application is received. Payment must be made with the application. The City Of Calera reserves the right to refuse space to any vendor whose product is not in line with the community and family friendly atmosphere this event strives to create.**
- **Vendors will be licensed to sell from only one vehicle and must occupy only one space** as assigned by the City of Calera, unless an additional space has been approved and payment received. Maximum vendor space size is a 10x10 tent unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle may have to be disconnected and moved out of the area. If a vehicle or display is obstructing pedestrian traffic, or judged to be a safety hazard, it must be moved. Vendors must display products on tables (supplied by the vendor) in retail size containers, packages and display must be attractive (cannot sell out of back of truck, unless approved by the City). No produce or edible products can be placed on the ground.
- **Vendor Fee Structure (all vendors are required to bring a 5lb bag of candy to be available at your space for the children):**
 - **Artisans :**
 - \$20 with personal 10x10 space
 - **Food Vendors:**
 - \$50 with personal 10x10 space

- **All Applicants:**To reserve your spot at the City Of Calera's Christmas Village payment, application and growers permit, if applicable, must be received no later than **December 1, 2021**.
- Checks should be made payable to **City Of Calera**.
- **Set-up for the City Of Calera's Christmas Village** will begin at 12:00 AM on Saturday, December 4, 2021. All vendors must be setup and be in place to sell no later than 1:00 pm and ready to do business when the Christmas Village opens at 2:00 PM. In the event of an emergency, contact Tammy Smith at 205-807-3915.
 - **For safety reasons, Between 1:00 pm and the close of the Christmas Village NO VEHICLES will be allowed to enter or exit the grassy area of the event.**
 - **If vendor arrives after 1:00pm, park in the parking lot and carry goods to your assigned tent.**
- Tables will not be provided by City of Calera's Christmas Village.
 - All vendors must sell from tables. There will be no selling of produce or other Christmas Village items off the ground or from the back of vendor trucks (unless approved in advance by the City).
 - Vendors must provide their own tent, Vendors are to make sure their tent is in good repair and meets the market specifications.
 - Tents must be 10x10, with no sides that block the view to other tents.
 - Tents must be secured by 1) 10 pound sand bag per tent leg.

ENTERTAINMENT AND COMMUNITY VENDORS

- Performers should reserve their space as soon as possible as performance slots are limited to 16. The last day for performer applications will be Wednesday, December 1, 2021. To check space availability and to reserve a space, contact Tammy Smith at tsmith@calera.org or at 205-668-3804, Brandy Cost at bcost@calera.org or at 205-668-3807.
 - **Spaces will be automatically reserved when application is received. There is no fee to perform on our stage but an application still must be turned in along with a description of the act to be performed. The City Of Calera reserves the right to refuse space to any performer whose act is not in line with the community and family friendly atmosphere this event strives to create.**
- **Performances are strictly limited to 30 minutes.** Groups should plan to allow time for entering and exiting the stage area. Our stage area is limited so plan accordingly for number of people in your group and plan to utilize ground space if necessary.
- Performances will run from 2:05 p.m. to 5 p.m.. If your group has a special request for a time slot please place that information on your application otherwise slots will be assigned at the judgement of the directors.
- **Performers will be allowed only one performance per group and must not go over there allotted time slot** as assigned by the Directors, unless an additional time slot has been approved.
- **All Applicants:**To reserve your spot at the City Of Calera's Christmas Village application and description of act must be received no later than **December 1, 2021**.
- Performers should plan to arrive at least 20 minutes prior to their performance time and should be ready to enter and exit the stage area in a orderly and timely manner. **Any group that is not prepared to enter the stage at their assigned time will forfeit their time slot and may only be reassigned if time permits.**
- The City Of Calera's Christmas Village will provide microphones, speakers and a CD player for music. Any other additional items needed by the performer to execute their act must be approved by the directors and supplied to the directors prior to the start of the event.
- **If a performer wishes to pass out information about their group or sell any items associated with their group they must purchase an artisan vendor booth.**

REGULATIONS

- All vendors must be approved by the directors. A description and pictures of items sold must be provided with the application for approval. If there is any question whatsoever about whether an item may be sold at the market, a brief written proposal should be submitted to the directors for review. The directors reserve the right to refuse any vendor whose products are not consistent with the community and family friendly atmosphere of the event. The directors also reserve the right to remove a vendor on the day of the event if the product displayed is not consistent with the description and pictures provided with the initial application.
- No duplicate businesses will be allowed on the day of the event. There will be allowed multiple booths with items in the same classification or category but duplicate items will not be allowed (ie. their may be more than one apparel or jewelry booth but items must be original to the business selling so that duplicate items are not sold). There will be no duplicate booths allowed of national companies (ie. Scentsy, Thirty One) and these spaces will be available on a first come, first serve basis. Preference will be given to local business members for those with national chains.
- Producers may sell their own farm and kitchen products including (but not limited to): fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey, home canned goods and baked goods. Many items are subject to Health Department regulations. It is the responsibility of the producer to abide by these regulations. Contact the Health Department for inspection and approval. No cooking is permitted within the market area without prior approval by the Market Advisory Committee. It is the responsibility of each producer to abide by all state and federal regulations which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the market. Vendors are liable for their own products. The City of Calera, Shelby County, and/or the State of Alabama Farmers Market Authority shall not be held accountable for the products offered by vendors. Product and liability insurance is the responsibility of the producer.
- The sale of live animals is not allowed at the market. Vendors are not allowed to bring pets to the market.
- Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed as a market commodity is not permitted unless they have received prior approval by the Directors.
- Vendors must be sixteen years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child's conduct and safety.
- Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the future with the City Of Calera's Christmas Village.
- All profane, abusive, discourteous, and boisterous language and/or conduct at or about the event area is prohibited.
- Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.
- In the event of rain, the City Of Calera's Christmas Village will be open as long as conditions are safe. In the event of dangerous weather, all vendors should seek refuge in their vehicles and must discontinue selling until all danger has passed. The directors have the right to cancel or move the event location if conditions are deemed unsafe for outdoor exposure.
- The directors will have the full power to enforce all rules and regulations within the event area as authorized by the City Of Calera. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the City Of Calera's Christmas Village for a length of time determined by the City and if need be, escorted by legal authority off premises.

GUIDELINES:

- It is recommended that vendors use safe, natural, and colorful displays. Be aware of tripping hazards in the walk area. It is best to raise all displays (especially food items) at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility.
- It is recommended that each vendor have a sign identifying the name and location of their business.
- Tidiness of the event is essential. Please keep your area clean during the event and make sure it is cleaned up at the end of the day.