



The Vista Chamber of Commerce
and City Gates Events welcome you to the
2023 Vista Strawberry Festival
Sunday May 28th from 8:00 a.m. – 6:00 p.m.

A Personal Note -

Strawberry Festival is back!! Thank you for your participation in the 2023 Strawberry Festival. As the returning vendors know – this day kicks off with a very popular 5K race, 1 mile races, and finishes the morning with a Quarter Mile race for the littles. And, **all races start and end on the Vista Magnet 400m track, with its only festival intersection on Santa Fe.** It is a fun and festive atmosphere and serves to bring in families and the general public quite early as compared to other events ... but it does come at a cost – earlier load-in times! **No vehicle entry after 0645** and the race course on Santa Fe must be **completely clear of any vehicles by 0700 without exception.** This means we need your help! Your friendly Festival staff in **the bright vests** will be greeting you and encouraging you in a very pleasant manner to simply unload (*quickly*) to curbside and move your vehicle. ☺ We ask that you be patient with them and with others regarding traffic issues as the two “Unload” windows are only 45 minutes long. We have assured our client – the Vista Chamber - that their popular races will go off without delay. Thank you for your assistance in ensuring that occurs.

Also – Please contact staff *immediately the day of the event* regarding any booth concerns. We endeavor to resolve all issues (power/noise/hawking issues, etc.) in a timely manner – waiting to notify us after the event is over allows us no time for a solution! We appreciate the opportunity to serve you!

Sincerely,
City Gates Staff

p.s. Please take the time to familiarize yourself with the contents of this brochure. Welcome to the Vista Strawberry Festival!

SET-UP & BREAKDOWN SCHEDULE

ARRIVAL Traffic sequencing for load-in – please see traffic sequencing map. Vendors enter in 2 waves based on the last whole digit of their booth number (do not consider decimals).

- Booth spaces ending in an odd number enter at 0530
- Booth spaces ending in an even number enter at 0615
- 1st Wave vehicles need to clear within 45 minutes to make room for 2nd Wave vehicles – in our somewhat narrow downtown streets
- See **TRAFFIC SEQUENCING MAP** for all details

****ALL TRAFFIC FLOWS SOUTH ON CITRUS****

****ALL TRAFFIC FLOWS EAST ON MAIN AND BROADWAY****

****ALL TRAFFIC FLOWS WEST ON THE CENTRAL EAST/WEST ALLEY****

****SOUTH SANTA FE, MICHIGAN, & SOUTH INDIANA WILL HAVE TWO-WAY TRAFFIC****

NOTE: VENDORS ARRIVING AFTER 0700 WILL HAVE TO *PARK OUTSIDE BARRICADES AND CART IN.*

IMPORTANT - ALL VEHICLES MUST BE OFF THE STREETS NLT 0700 – NO EXCEPTIONS – DUE TO ROAD RACES

SET-UP - No set-up in the streets until 0530 (see Zone Captain to confirm). Enter at designated Vendor Entry/Exit Points (VEP) noted on your Festival map. All vendors have only **45 minutes** to off-load - remove vehicle from street – and THEN set-up. Please remember these load-in windows are needed to facilitate the requirements of the Strawberry 5K race – a certified race run by new Strawberry partner – InMotion Events.

PARKING. Vehicles must be off the Festival area by 0700. **NO EXCEPTIONS.** Park in identified onsite parking lots or alley parking (identified by a “P” on the map), or outside of Festival, in legal spaces only. **NO parking at Lighthouse Church on Citrus Ave.**

BREAKDOWN SCHEDULE – for safety and to meet city requirements.

5:30 PM	May start in-booth breakdown
6:00 PM	Festival closed to vendor sales/Vendor vehicles move in/load
7:30 PM	Spaces clear, clean and open
7:30 PM	Move in street sweeper & clean-up crews
8:00 PM	Remove barricades - streets open to public

STRAWBERRY FESTIVAL SPECIAL INSTRUCTIONS

ENTRY PASSES . Printing them out and leaving on your dash board expedites communication at our barricades and also assists us if there happen to be parking/ towing issues later on (b/c your booth number & cell ph # are visible on it). If you do NOT print it out – we ask that you save it to your phone to show barricade staff.:

- * **1st WAVE** Festival Pass – 0530 Entry – Annotate w/booth#/cell ph#
- * **2nd WAVE** Festival Pass – 0615 Entry - Annotate w/booth#/cell ph#

EXPRESS RENEWAL WINDOW July 1 - July 31: This renewal window gives you the opportunity to renew at the current 2023 booth fees. We anticipate booth fees may increase for 2024. Please apply **ONLINE** to renew for the May 26, 2024 Festival at “citygatesevents.com” website **within the month of July 2023.**

Why consider EXPRESS RENEWAL ?

- * Enables you to renew for same space or request to move to any space that remains “non-renewed” (available) at the close of the EXPRESS RENEWAL window
- * Gives you a worry-free 2024 without concern for availability of your fav booth space!
- * **PAYMENT NOTES:**
 - Credit card option available online but checks /cash accepted as well.
 - MAILING A CHECK – Must be postmarked NLT July 31, 2023 to qualify for Express Renewal [**Payable to Vista Chamber of Commerce**].

FIRE DEPARTMENT SAFETY NOTES

- * Must have a fire retardant/resistant canopy or umbrella, or no canopy at all. Fire Department checks labels for compliance.
- * No electric access without prior approval. Approval from festival management is required for generators. Gas cans must be stored at a 50-ft distance, and refueling must not occur closer than 20-ft to canopies. Fire extinguisher is required with all generators.
- * Electrical cords must be taped down to avoid tripping. **Bring duct tape.**
- * For food vendors cooking with grease/oil laden vapors (includes deep fryers, woks, and skillet), a “Class K“ fire extinguisher is required by state law.
- * Helium and CO2 bottles must be anchored.
- * Liquid propane gas must be stored 50-ft away from open flames.

GOOD NEIGHBOR REMINDERS

SPACE POLICY Spaces may not be resold, subleased or transferred. They may not be transferred to relatives, friends or anyone without management approval. Non-compliance results in space forfeiture.

DEPOSIT TRASH IN DUMPSTERS OR TAKE HOME WITH YOU See enclosed map for trash disposal locations. Messy exhibitors will be invited back.

RECYCLING. Mandated by State of California. We make every effort to recycle glass, cans, plastic, and cardboard. Vendors – *please break down boxes and stack neatly on curb by your booth for pick-up at day's end.*

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FESTIVAL PERSONNEL Zone Managers and Ambassadors are easy to spot in their high-visibility vests. Both are very helpful in answering your questions.

HAWKING & EXCESSIVE NOISE No one may “hawk” products or services, or disturb others with excessive noise. You may not use amplification. You must operate from *within* your exhibitor space. Please limit vendor staff to a number easily accommodated within your booth space.

EXHIBITOR TEAR DOWN No breakdown prior to 5:30 PM. **No vehicles** allowed back into Festival area prior to 6:00 PM closing time.

SPACE SIZE & CANOPY Spaces are 10’ wide x 10’ deep unless otherwise noted. (e.g. food vendors, etc.) Space only is provided -- exhibitors must provide canopy, tables, chairs, etc.

PROHIBITIONS No stolen merchandise, fire arms, ammunition, explosives, alcoholic beverages, tobacco/marijuana, or illegal drugs/drug paraphernalia or items that promote the use of illicit substances.

SPECIAL NOTICE *Handicap ramps on sidewalks must remain clear for wheelchair access. Exhibitors may not obstruct ADA ramps or sidewalks behind booths--must retain space for pedestrians and the disabled to pass. Do not encroach into or on flower planters behind booths. Do not set up or place items on private property. Do not anchor ropes, tents, etc., to trees, poles, shrubs, etc., that will impede pedestrians.*

ANY QUESTIONS - citygatesevents@gmail.com or (760) 945-3758 FOR PATRICIA -

AND THANK YOU FOR YOUR COOPERATION IN MAKING THIS DAY A GREAT SUCCESS!!

The balance of our 2023 schedule can be found when you check out our website at citygatesevents.com – ALL applications available online. We look forward to serving you in 2023 as we create community, connection, and commerce through uniquely crafted fairs and festivals!