



*Selma District Chamber of Commerce presents....*  
**SELMA'S HOLIDAY CRAFT FAIRE, PARADE & SANTA ARRIVAL**  
**SATURDAY, DECEMBER 4, 2021 5:30 – 8:00 pm**  
**Application Deadline: Nov. 26, 2021 4:00 pm**

Dear Holiday Vendor:

The Holiday Street Faire Committee would like to take this opportunity to invite you to participate in Selma's Annual Santa Arrival event. The date of the event is December 4, 2021. This year's event will include crafts, food, music and of course Santa Claus arrival in the Light Parade. We are very excited about this event and are working hard to make it fun and successful for everyone involved. We would also like it to be organized and stress free as possible so we have a few guidelines for vendors to follow:

- **Check-in begins at 3:30 PM – McCall & Mill Street**
- **Faire begins at 6:00 PM and will go to 8:00 pm**
- ***NO ELECTRICITY IS AVAILABLE:*** If you bring a generator or your own source of power, please think of others and bring a quiet Honda-type generator.
- Vehicle may be used to unload at your site, **MUST BE REMOVED BEFORE 4:45 PM**
- McCall & Mill Streets will be blocked off for vendors and check-in will be at the corner of Second and High Streets.
- Parking lots on First & High Street, Selma & Mill or Selma & Tucker are available for vendors to park.
- Keep your booth and the surrounding area neat and clean. Trash containers & restrooms are available.
- **Do not begin to take down your booth until 8:00 PM.** If you sell out of your items, please enjoy the faire until time to close.
- Food Vendors **MUST** complete and include the Fresno County Health Department Food Vendor form.
- **Vehicles will not be allowed on the street until 8:30 PM to remove booths. The street needs to be cleared from foot traffic prior to vehicle traffic.**

**SUGGESTIONS FOR A SUCCESSFUL BOOTH:**

1. A successful booth is neat, colorful, clean and fun.
2. A canopy is the best way to make your booth stand out.
3. Make sure you bring everything you need (tables, chairs, tape, scissors, 12 gauge extension cords, and lights, etc.) The street has a slope to it and may have oil from cars, so plan accordingly.
4. Selma's street-lights give off a good, but soft light. You may want to bring battery operated lights for use in your booth.
5. **APPLICATION DEADLINE: November 26, 2021** - If you have any questions, please call the Selma District Chamber of Commerce office at 559-891-2235.

*Selma District Chamber of Commerce \*Bob Allen, Executive Director\* 1821 Tucker St. Selma, CA 93662 Office: 559-891-2235 Cell: 709-3515 Fax: 559-896-7075 Web: SELMA-CHAMBER.COM*



**Selma District Chamber of Commerce**  
**HOLIDAY CRAFT FAIRE RESERVATION FORM**  
**DECEMBER 4, 2021 5:30 pm – 8:00 pm**  
**Application DEADLINE: NOVEMBER 26, 2021 4:00 PM**

NAME AND/OR  
BUSINESS  
NAME

ADDRESS

CITY

ZIP

PHONE (            )

CELL (            )

email

Booth types

Two booth types are offered. CRAFT/COMMERCIAL and FOOD/CONFECTIONS.  
*We have limited the number of booths selling like items to only two of the same or similar items.*  
 Handmade crafts are preferred; please include a photo of the type of crafts you'll be selling.  
 Booth spaces are 15' x 15' each  
 Fees for either type of booth is: Chamber members-\$10.00 Non-members-\$30.00  
 All food booths must include Fresno County Health Dept. Food Vendor form and \$51.00 fee.

BOOTH TYPE

CHECK ONE:

CRAFTS/COMMERCIAL

CHAMBER MEMBERS-\$10.00  
NON-MEMBERS-\$30.00

FOOD

FRESNO COUNTY HEALTH  
DEPT form & fee required \$51.00  
(SEPARATE CHECK)  
CHAMBER MEMBERS-\$10.00  
NON-MEMBERS-\$30.00

DESCRIPTION  
OF PRODUCT

**DEADLINE IS FRIDAY, NOVEMBER 26, 2021 4:00 pm**

BOOTH FEE

FRESNO COUNTY HEALTH DEPT. FORM  
AND FEE REQUIRED FOR FOOD VENDORS.

Send separate check for \$51

Checks payable to: **SDCC**

Mail to: **1821 Tucker Street Selma, CA 93662**

TOTAL ENCLOSED

To insure the quality and diversity of this family oriented event, the only product(s) you list above can be shown and offered for sale at the street faire. The Holiday Street Faire committee reserves the right to deny entry into the faire or require a vendor to remove product that was misrepresented in the application process or that the committee finds offensive to the public. No alcohol or illegal drugs are permitted at this event. The committee reserves the right to remove a vendor whose conduct is not appropriate for a family oriented event (i.e., alcohol, drugs, profanity, etc.)

I understand that the Holiday Craft Faire event committee and its members, the Selma District Chamber of Commerce and its employees and the City of Selma and its employees will not be responsible for any lost, stolen or damaged materials and/or merchandise or equipment of mine. By signing below, I fully understand and agree to comply with the rules and procedures as written above and accompanying this application.

Signature \_\_\_\_\_

Date \_\_\_\_\_