

Village of Ashley Country Christmas

114 W. Sterling St.

Ashley, MI 48806

Email: VOACountryChristmas@gmail.com

Vendor Application

Country Christmas Market Row

November 16 – December 21, 2019

Name _____

Name of Business _____

Address _____

Phone # _____

Email _____

Type of merchandise _____

Information and Rules

- Items must be handmade/homemade
- Submit one picture of your merchandise, and one of you making these items with this application. Mail these items to: Christmas Committee, 114 W. Sterling St, Ashley, MI 48806 or email to: VOACountryChristmas@gmail.com
- All applications must be received by July 8th, 2019. Applications will be reviewed and notification to vendors as to whether accepted will be by July 15, 2019
- Once accepted, vendors must submit a Personal Service Agreement and apply for a Peddlers, Solicitors and Vendors license for \$10.00. These forms can be obtained from the village website: <http://www.ashleyvillage.org/forum/index.php?topic=178> and <http://www.ashleyvillage.org/forum/index.php?topic=177.msg177#msg177> or from the village office
- A 10 X 10 space in a 10 X 20 secured building will be furnished by the Village of Ashley, two vendors in each building
- Cost of this space is \$330.00 for all 11 days and can be paid by cash/cashiers check, or check to Village of Ashley Country Christmas. The Village is unable to process credit card payments.
 - Terms: \$165.00 is due upon the vendor being notified of acceptance to reserve the building space, and the remaining \$165.00 must be paid by the close of the first weekend, Sunday, December 17, 2019.
 - The Personal Service Agreement, \$10.00 vendor/peddler fee and \$165.00 of space rental fee must be returned by mail to the village office: Christmas Committee, 114 W. Sterling St., Ashley, MI 48806 by July 29, 2019. If the agreements are not received by July 29, 2019, the building space will be released and offered to the next person on the wait list
- There are two trains* each Saturday and Sunday in town from 11:00a.m. – 1:00p.m. and 6:00p.m. – 8:00p.m.
- Vendors must be open ½ hour before each train* and ½ hour after the 1:00 train, so 10:30 until 1:30 and 5:30 until 8:00. Vendors may be open all day if they wish as visitors also arrive by car

- Vendors (or their designated representative) must be present every day during the event
- Vendors must be prepared for cold weather. Vendors may use their own propane or kerosene heater, no electric heaters allowed
- Vendors will provide their own tables and displays, interior walls may be used as well as floor space
- The Village will provide overhead lighting and outside building decorations
- Any extra lights (ex: strings of Christmas lights) must be LED. Vendors may decorate inside of buildings
- Vendors may leave their space/booth set up throughout the event. Buildings will be locked and monitored
- Vendors shall provide their business sign for the exterior of their building
- Merchandise shall not be displayed outside of vendor's own space/booth. Please do not distribute flyers outside of your booth
- Vendors may set up Friday, November 15, 2019 between the hours of 9:00am and 5:00pm or Saturday, November 16, 2019 between the hours of 8:00am and 10:00am. Make arrangements with Peggy Roth at 989-640-0896
- Take down will take place after the last train on December 21, 2019
- During set up and take down you may park on Sterling St. (Main St.) or in the alley behind the Community Center (next to your building space)
- No parking is allowed on Sterling St. (Main St.) during the event. There is additional parking at the Ashley School parking lots two blocks east
- Garbage containers are located behind the Community Center Building. Please dispose of all trash properly. Please break down all cardboard boxes
- Restrooms are located in the Community Center and the Elba Sweet Shop
- A variety of food and drinks are available to purchase in the Village of Ashley
- All vendors will conduct themselves in a manner consistent with a family event

***Additional Event Information**

- This event is the destination of the North Pole Express train trips for 11 days, every Saturday and Sunday from November 16 through December 21, 2019
- This is the 7th year that Ashley has hosted the North Pole Express and there are attendees from throughout Michigan, every state, and around the world. Train passengers include groups of families, friends, co-workers, and new this year, two lounge cars with adult only seating
- To view many photos of past years of the event, the Steam Railroading Institute operating these North Pole Express trains, and the Village of Ashley Country Christmas can be found on Facebook
- Over 4800 visitors arrive by train and driving in each weekend to the Country Christmas, with an expected total attendance of over 27,000 people. The train trips are usually a sold out event and are on track to sell out for this year. Many families have made the North Pole Express/Country Christmas an annual tradition
- Mid November through December 21 is premium holiday shopping time and visitors have requested more shopping opportunities. The Country Christmas is striving to provide shoppers with unique merchandise from each vendor, and has decided to rent the newly constructed, portable buildings being offered to vendors to provide more shopping opportunities
- The downtown is closed to vehicle traffic while the visitors enjoy shopping, entertainment, visiting Santa, seeing the Pere Marquette 1225 steam locomotive up close, and much more
- The event is 1940s – 1950s time period inspired, and vendors are welcome to dress in time period clothing if they wish, as do many of the volunteers in the Village
- Questions? Contact Peggy Roth by text or phone at 989-640-0896