

## **GUIDELINES for 2026 Elk Rapids Evening on River Street**

Evenings on River Street is a beloved Elk Rapids tradition. The downtown River Street area is blocked off for a celebration with vendors, live music, food, activities, and more. We're continuing to develop our programming to ensure these evenings are more engaging, inclusive, and fun for everyone, while preserving the heart of what makes this event so special.

Please make note of the distinctions for regular vendors and community/organization vendors. You will select your vendor type and associated fee in your application. They are categorized as follows:

- **Regular Vendors** are for-profit participants who provide a service or product (e.g., restaurant, caterer, food vendors, merchants, insurance, rentals, banks, and so on).
- **Community vendors** provide entertainment for visitors for a reasonable fee (e.g., face painting, balloon animals, fairy hair, and so on). If you feel you fit into this category but are unsure, contact [molly@elkrapidschamber.org](mailto:molly@elkrapidschamber.org).
- **Organizations and non-profits** are always welcome! We love informing our visitors and locals about what our area offers. Let's get your vision out there. If the vendor fee is a concern, please contact [molly@elkrapidschamber.org](mailto:molly@elkrapidschamber.org) for options/alternatives.

### **Guidelines:**

1. Please indicate on the application how you intend to pay (check or credit card). Credit card payments will be invoiced to complete. Check payments will receive a receipt of payment. The organizers reserve the right to limit the number of vendors in a particular category. If your application is not accepted, your fee will be returned/refunded.
2. There are three options for completing your application:
  - a. Submit your application via the google forms link
  - b. Submit a PDF application to [molly@elkrapidschamber.org](mailto:molly@elkrapidschamber.org)
  - c. Mail a paper copy of the application to the Elk Rapids Area Chamber of Commerce
3. Vendors are responsible for payment of their own State and Federal taxes if applicable.
4. Wednesday, August 12th, has been set as a rain date in case of inclement weather.
5. This is an outdoor show held on a paved surface.
6. Each space will be 10' X 10'. All vendors are responsible for providing their own display equipment and weather protection. Please plan to anchor your booth without stakes—bring weights, as it can be windy near the water. If electricity is required, please note on the application form and bring an extension cord with a GFCI.
7. Set-up will be allowed from 4:30 PM through 5:45 PM on the event day.
8. Directions to the event and additional information will be given one week before. Please do not arrive before 4:30 PM.
9. Vendors may not tear down before 9 PM.
10. Final instructions will be sent approximately one week before the event. Someone will be on site to direct you to your booth.

**For membership info, don't hesitate to get in touch with [christina@elkrapidschamber.org](mailto:christina@elkrapidschamber.org).**

**If you want to sponsor a kids' activity, please contact [jean@elkrapidschamber.org](mailto:jean@elkrapidschamber.org).**

Thank You!