



KERR COUNTY MARKET ASSOCIATION

PO Box 290163
Kerrville, Texas 78029-0163

830-792-4655
fax 830-257-2831

March 25, 2011

Dear Vendor:

We are now accepting vendor applications for:



This Event will take place both in Louise Hayes Park on the banks of the Guadalupe River, and in the center of Downtown Kerrville at the new park area at Sidney Baker and Water Street. This expanded 4th of July Celebration will be held on Monday, July 4th and will include:

In Louise Hayes Park:

Benefit Concert featuring
Kevin Fowler, Charlie Robison, JB & the Moonshine Band and Jon Wolfe;
Food Vendors;
Children's Activities with Pony Rides, Carnival Games, etc; and
The Largest Fireworks Display in the Hill Country!

In Downtown:

Inaugural "Kerrville's 4th" Fine Arts Show & Sale;
Original Arts & Crafts Show & Sale;
Commercial and Novelty Sales;
Live Music by local performers
Food Vendors;
NPO fund raiser opportunities;
Children's Activities; and,
Kerrville's 1st Community Mural to be designed by local artists and painted by everyone!

We are looking forward to this being a major Event in the Hill Country. Current plans include large tents for the Fine Arts Show and the Arts & Crafts Show as well as a "cooling area" with shade and misters in the center of the Downtown site. Planned Event advertising will target not only the local area but also San Antonio, Austin, Houston and Dallas/Fort Worth plus Lubbock and College Station.

KCMA is looking forward to you joining us on July 4th for great fun, great entertainment and great profit for everyone.

Sincerely,

Jackie & LuAnn

Executive Directors

Kevin & Deena

Market Managers

Additional Information

- ◆ Vendors who join us for this inaugural Event will be guaranteed no fee increase in 2012 and 2013.
- ◆ Fees vary based on Vendor products; obtain an application for specifics.
- ◆ All applications will be screened for quality and appropriateness of the products to be offered for sale and we may decline participation to any vendor. We also limit the number of vendors offering the same or very similar products. After acceptance to the Event, any change or addition to your product inventory must be pre-approved by KCMA. Anyone wishing to sell prepared food items **MUST** complete a **FOOD VENDOR** application and obtain a City of Kerrville Health Permit. (Kerrville Health Dept.830-792-8352)
- ◆ Primary communications are by email so if you have an email address please include it on your application and **CHECK YOUR EMAIL FREQUENTLY.**
- ◆ Fine Arts applications will be reviewed by Rivers Edge Gallery, the managing gallery for the Fine Arts portion of this Event.
- ◆ If you are signing up as an Arts & Crafts vendor, remember our definition of original, handcrafted products: “A finished product made from high quality materials, natural or manufactured, with the greatest portion of the product comprised of components which have been individually handcrafted to such an extent that the finished product is unique and would never be completely replicated except in the traditional sense of an artist’s signed and numbered limited edition.” You may register as an Arts & Crafts vendor only if all your items meet this definition.
- ◆ If you need to discuss payment arrangements, please feel free to call. Otherwise, payment in full must accompany your application.
- ◆ KCMA managed Events thrive because of the high quality vendors who work with us and because of the atmosphere of friendliness, helpfulness and courtesy that has always been a part of our events. We look forward to your participation in another successful Event.