

Art, Community, and Food Vendor Logistics

Waterloo Arts Fest 2014

Thank you for joining us for the 12th Annual Waterloo Arts Fest this Saturday. We look forward to an exciting day of activities and we appreciate the time and effort you are contributing to make this day a success.

**This year poses some special challenges due to the construction currently taking place in the Waterloo Arts District for our new street-scape which is expected to be complete in September of 2014. We appreciate your patience with us and hope we can count on your cooperation in making the load-in / load-out process as efficient and safe as possible. Parking is limited – please carpool when possible.*

Date: Saturday, June 28th, 2014

Festival Time: Noon-7:00pm

Location: The festival takes place on Waterloo Road between Shiloh Rd and E. 161st St.

Load-In Time: Between 9:00am - 11:30am

Load-Out Time: Between 7:00pm – 8:00pm and beginning no earlier than 7:00pm

From 11:30am until 7pm there will be no vehicle access and no parking on the event grounds. The street will not fully reopen to traffic until 8pm. During load in and out, traffic only flows from East to West on Waterloo Rd. ****Please be extremely cautious when driving on the event grounds and drive slowly. While the barricades are up, children and adults perceive the street as safe to walk in and may not be aware of your car. The area is also currently under construction.***

Booth Requirements:

Your booth area will be 10' x 10'. You are required to have a tent and its footprint must be no larger than 10' x 10'. If your business is a food truck, you are not required to have a tent. Only food vendors may sell food at their booths.

Directions to Booth Check In:

From the West

Take I-90E to exit 182A for E. 185, turn right off the exit onto E 185 St.

At the light turn left onto Villaview Rd (you will see Muldoon's on the corner).

Villaview Rd becomes Waterloo Rd. Continue straight until you reach E. 161 St.

The check-in point is at E. 161 St and Waterloo Rd.

From the East

Take I-90W to exit 182A for E. 185 St.

Stay straight as the exit becomes Villaview Rd. Cross E. 185th St. and continue on Villaview.

Villaview Rd becomes Waterloo Rd. Continue straight until you reach E. 161 St.

The check-in point is at E. 161 St and Waterloo Rd.

Load-In Instructions:

- Pull up to the barricade at E 161st and Waterloo Rd and a volunteer will give you a booth number.
- Slowly drive to your booth number, chalked on the road. If needed, a volunteer will assist you in finding the correct booth space.
- Park directly in front of your space, allowing as much room as possible for a car to pass through the center of the road.
- Unload, but do not set up your booth.
- Proceed west down Waterloo Rd and park in designated parking areas. Waterloo traffic is westbound only. See map below for parking areas.
- Return to your booth space and begin to unpack and set up.

Load-Out Instructions

- Please do not begin packing up your booth until 7:00pm.
- In order to minimize traffic jams and allow a flow of traffic as soon as possible, we ask that at 7:00pm you move your booth items to the sidewalk without fully packing up.
- Retrieve your car from its parking spot.
- Using the map below - return to the check-in point E. 161st and Waterloo. Waterloo traffic is westbound only.
- Enter Waterloo from the same location at which you checked in.
- Park near your booth items, allowing room for other cars to pass.
- Pack up and then proceed driving west on Waterloo toward E. 152 St.
- You will see I-90 entrance signs on E 156 St headed both East and West.

Vendor Parking Areas:

Limited lot space is available for vendor access – see map below for locations. Please note that all lot space is specifically designated for all-day parking which means once you park there, your car can't leave the lot until 7:00pm. Lot space is available on a first come, first serve basis. Street parking is also available along E 156 St and on neighborhood side streets. **Obey all posted signs and please consider car-pooling when possible.**

Questions:

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It is very important to us that you have a positive experience participating in this event and we appreciate your patience as we try to resolve any problems that might arise. For more information and to download a program of festival activities please visit www.waterlooartsfest.org. Thank you for being a part of the 12th Annual Waterloo Arts Fest. We look forward to seeing you on Saturday!

