

POLICE DISPATCH (925) 646-2441
"SEE SOMETHING, SAY SOMETHING"

EP EVENT PHONE: (530) 347-8040

SPACE # is in subject
line of your email.



Eckerstrom Productions

As of 9/13/23 Sales Tax Rate: 9.75%

LAFAYETTE ART & WINE FESTIVAL ECKERSTROM VENDOR INSTRUCTIONS SEPTEMBER 23 & 24, 2023

Welcome to the 26th annual Lafayette Art & Wine Festival! This show remains one of the most popular shows in the Bay Area and is consistently named Best of the East Bay. It is a favorite of patrons and vendors alike and we are ready for another great year!

Show hours are Saturday 10 am to 7 pm, and Sunday 10 am to 6 pm. If you are not in your booth by 8 a.m., it may be reassigned and forfeit. **Please remove all vehicles from the street asap and no later than 8 a.m.** and *call if you are running late.*

You may setup late Friday night entering **ONLY AT DEWING AVE.**(main vendor entrance – see map) at approximately 8:30 pm, with police and chamber approval. If you arrive before that please queue up at the South BART lot off of Happy Valley Road between Deer Hill Rd. and Mt. Diablo Blvd. and the cops will escort you down to Dewing when we open the gates. These items are subject to change, and you will need to defer to event staff 100% with no argument if there are unforeseen delays. Gate staff will let you in throughout Friday night after 8:30pm-ish and on into Saturday morning so if you want to come in the wee hours that is fine, and the earlier the better Saturday morning.

Please make sure you have your space number in advance of arrival (*see subject line of your email*), particularly if you are coming Friday as we may not be available during the night to help you. Included is a general location map to help you find the general area of your booth. Setup Saturday morning can start as early as you wish.

No awnings are allowed in the firelane. Also, there is a plastic bag ban in place in Lafayette you will need to comply with.

Corner booths may not setup anything in the fire breaks to the side of your booth.

This show is in the streets of downtown Lafayette so you will be able to drive *somewhat* close to your spaces, provided you arrive early. **YOU MAY NOT BLOCK THE STREET ANY TIME DURING LOAD/UNLOAD.** Please leave a drive thru lane, and *adhere to a directional system of traffic control as follows (see arrows on your map).*

- **Friday night only**, all vendors access from Dewing Ave. entrance (GPS 3608 Mt. Diablo Ave., Lafayette). Queue up at South BART lot if arriving before 8:30pm.
- **Saturday/Sunday**: Booth#'s 100-619 enter at Mt. Diablo Blvd. at Dewing Ave. & exit past Starbuck's on Moraga Rd. at the East end of the event

19595 Draper Rd., Cottonwood, CA 96022 * Phone (530) 347-8040 * Fax (415) 329-2380
Website: www.eckerstromproductions.com * Email: information@eckerstromproductions.com

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- **Saturday/Sunday:** Booth #'s 701-739 or 770-777 enter at 975 Moraga Rd. and exit at East end of event on Mt. Diablo Blvd. past Starbuck's. Booth#'s 740 – 751 on Fiesta Lane may exit on Lafayette Circle South (see map).

*Note: breakdown Sunday will also require you to adhere to the directional restrictions and ***YOU MAY NOT BRING YOUR VEHICLES IN TO LOAD OUT UNTIL 7PM or later, subject to police discretion and the streets being clear so do not keep selling after 6pm Sunday please. You can turn in your commission while waiting with Pam at the green table across from Starbuck's. Entering to breakdown your booth without authorization may jeopardize future participation in this show. DON'T DO IT!*

Police would like vendors out by 9:30pm on Sunday night. I have told them that is not possible for everyone but please try.

VENDOR PARKING will be in the two Upper lots of the BART Parking lot at the East end off of Deer Hill Rd. as well as off site street parking. You need to watch for NO or RESTRICTED PARKING signs and take responsibility accordingly. There is no parking in the show closure, Uncle Yu's, Mangia, The Cooperidge, The RoundUp, La Fiesta Square, Open Sesame, Bank of the West parking lots or next to the dry cleaners or the side-street adjacent to Panda Express (Blanche Ave.) or Thompson. Failure to comply with this or parking in other areas of the event perimeter may result in your vehicle being towed.

COMMISSIONS: 10% commissions (of your gross sales) will be collected Sunday eve.(mandatory) at the close of show at the lime green EP table on the sidewalk at Mt. Diablo and Lafayette Circle across the street from Starbuck's on the inside turn sidewalk by Roundup Saloon (see map – across from space 295). If you cannot find it, call the cell number for directions, or check the map. (530) 347-8040.

Cancellations/Emergency: If you are unable to make it to the show, or need emergency assistance during the weekend, call 911 then the show site cell phone at (530) 347-8040.

DIRECTIONS:

FROM THE WEST - take 580 East, to Hwy. 24 East (Caldecott Tunnel) and go about 5 miles.

IF YOUR BOOTH IS ON MT. DIABLO BLVD., Take the Acalanes/Happy Valley Exit and proceed through the intersection and continue on down Mt. Diablo Blvd. Several miles and you will run into the show site directly at the corner of Mt. Diablo Blvd. and Dewing Ave. If you take Central instead go left on Oak Hill Rd. then left on Deer Hill Rd. and then left on Happy Valley and left again at Mt. Diablo Blvd and straight ahead.

IF YOUR BOOTH IS ON LAFAYETTE CIRCLE/FIESTA LANE take the second exit which is Central Lafayette/Oak Hill Rd. and turn left at the stop sign, then right on Deer Hill Rd. and right on 1st St., then right on Mt. Diablo and an immediate left on Moraga Rd. and then right about a half block up at 975 Moraga Rd. See Map for directional instructions after that. **If you are setting up Friday use the other entrance instead of these instructions.**

FROM THE EAST - take 680 to Hwy 24 West.

IF YOUR BOOTH IS ON LAFAYETTE CIRCLE/FIESTA LANE, take the Central Lafayette/Moraga Exit. Keep right at the fork in the ramp. Merge onto Deer Hill Rd. Turn right onto 1st St. Turn right onto Mt. Diablo Blvd. Turn left on Moraga. Go half a block and turn right into the alley/driveway at 975 Moraga Rd. . **If you are setting up Friday use the other entrance instead of these instructions.**

IF YOUR BOOTH IS ON MT. DIABLO BLVD., take the Central Lafayette/Moraga Exit. Keep left and at the stop sign make a left turn on Deer Hill Rd. Follow Deer Hill until it ends at Happy Valley Rd. Turn left onto Happy Valley and at the signal (Mt. Diablo) turn left. Festival site is approximately 3 blocks east on Mt. Diablo Blvd.

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Saturday, 9:30am-7:30pm

Sunday, 9:30am-6:30pm

***** Walking Path to Festival

..... Festival Footprint

* Map not to scale

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County Connection

**Lamorinda
SPIRIT**

Take BART or park your car in the free Festival BART parking lots. Walk or take the free shuttle buses to the Festival! Bike Valet is located at 81 Lafayette Circle.

VENDOR PARKING: IF OVERNIGHT

VENDOR PARKING. IF OVERNIGHT
↓ Deer Hill Road ↓ DISPLAY BART LETTER



www.lafayettefestival.com

 www.facebook.com/lafayettrefestival

 @lafayettefestival #lafayettefestival



City of Lafayette Police Department

26th Annual Lafayette Art & Wine Festival

Vendor Security Message

"If you See Something, Say Something"

As a vendor at the Art & Wine Festival, you are an integral part of Festival security. The Lafayette Police Department wants to encourage you to report any suspicious persons or activity. There will be Explosives Detection Police Canines working at this event to ensure safety and security.

There are 3 ways to contact the Lafayette Police Department:

- 1) 911 (*Sheriff's Office Dispatch*)
- 2) Non-emergency number (925) 284-5010 (*Sheriff's Office Dispatch*)
- 3) An Officer at the Festival

If you contact Police Dispatch please advise them of the following:

- *You are a vendor at the Lafayette Art & Wine Festival and need to report an emergency.*
- *Give your vendor booth number and identify the closest business you can see.*
- *Provide information on the situation you are reporting (suspicious person, item, etc).*

Remember the 5 W's when contacting Law Enforcement:

WHERE it occurred

WHAT did you see

WHEN you saw it

WHO did you see

WHY it's suspicious

" A Community Partnership "



September 12, 2023

To: Lafayette Art & Wine Festival Vendors
From: Sara Regan, Lafayette Chamber of Commerce

Thank you for participating in the festival this year. As part of our agreement with BART, it is allowed to have up to 25 vendors park overnight on Friday, September 22 and Saturday, September 23 in the upper lot at the Lafayette Bart Station. The upper lot is located along Deer Hill Rd. right next to the 24 Freeway on-ramp/ off-ramp.

Please carry this letter with you. If asked by Bart staff or police, please let them see this letter.

PERMIT

The San Francisco Bay Area Rapid Transit District ("BART") does hereby grant permission to The Lafayette Chamber of Commerce, to enter upon the property located at the Lafayette BART Station, Lafayette, (Exhibit "A" attached) with such personnel as may be necessary for the sole purpose of accomplishing the following work:

Use a portion of the station's surface parking area as event parking for the 26th Annual Lafayette Art & Wine Festival, to be held on September 23 & September 24, 2023.

Overnight parking for approximately 25 vendor vehicles will be allowed on Friday (9/22) & Saturday (9/23), all other posted signage will be in force. All event vehicles must be vacated by 12 midnight on Sunday (9/24)

Permittee will be responsible for all clean up associated with the event.

Permittee will not interfere with the ingress or egress of patrons and will not in any way obstruct the areas of the station outside of the designated Event area.

This Permit shall remain in full force and effect on Friday, September 22, 2023 through Sunday, September 24, 2023.

Sara Regan
Executive Director
Lafayette Chamber of Commerce
sara@lafayettechamber.org
(925) 284-7404
www.lafayettechamber.org