



Owatonna Crazy Days

now part of

GEM DAYS

Thursday, July 22nd - Saturday, July 24th, 2021

Official Hours: 8 AM - 8 PM Each Day



Business Vendor Information

Hello!

It is that time of year again where we are gearing up for 2021 GEM Days in Owatonna (formerly Crazy Days). The dates for GEM Days are July 22nd, 23rd, and 24th. Official hours have been extended to 8 AM - 8 PM each day.

We are inviting you to showcase your business where you are or bring your business to the Downtown District to be a part of all the fun and excitement.

We are planning an even bigger and better experience in downtown Owatonna during our New GEM DAYS and would love for you to be a part of the festivities. In addition to vendors set up on the street and stores offering great deals, we will have a variety of activities and entertainment lined up for the three days. Some of the fun experiences we have planned are: The Kiddie Parade, Crazy Hair Contest, Car Show, Live Music, Food Vendors, Farmer's Market, Movie in the Park, 3 on 3 Basketball Tournament and more.

For those businesses located in the Downtown District, two vendor spaces, 10 x 10 ft each, in front of your own business will be available for a cost of \$120 for all three days. Additional spaces will be available for \$60 each. For businesses outside of the Downtown District who wish to have a spot, the cost is the same, and you will be located in front of either a vacant or non-participating business. If you are outside the Downtown District and wish to be part of the event from your location, the cost is the same, and you will be marketed with your location. Non-profit organizations do not pay unless selling merchandise, then the fee will be \$60 for all 3 days. Early bird registration fee is only \$90, if you return your registration form and payment by May 31st, 2021.

This cost includes: a booth location reserved for you along Cedar Avenue OR one of the streets that intersect with Cedar Avenue or Central Park. This event will be advertised on the radio, TV, newspaper, and social media. This will give your business exposure to the many people who come through our city on this weekend.

You may have heard about the construction projects happening downtown this summer. We are so excited! From the demolition of existing buildings to the construction of a new hotel and a new apartment complex. The streetscape project which will encompass the 100, 200 & 300 blocks of North Cedar Ave, and the renovation of existing buildings, there will be plenty of activity and reasons to check out downtown!

You'll need to provide your own tables, chairs, and a tent if you prefer. Electricity will not be available. Set up will begin any time before 7:45 am on Thursday, Friday and Saturday. Official GEM Days Hours are 8am to 8pm Thursday, Friday and Saturday. You are welcome to open earlier and/or stay longer if you wish. The Farmers Market opens at 7 AM on Saturday.

If you choose to tear down early you may not be asked to participate again next year.

Please fill out the attached Vendor Agreement by the June 15th, 2021 deadline to be included in advertising. *Early bird registration form with payment must be received by May 31st, 2021.*

We look forward to working with you this year for GEM Days!

GEM DAYS Committee Chair, Beth Hortop

Beth Hortop Farmers Insurance Agency, 507-451-1168, bhortop@farmersagent.com