



Kokua Kailua Village Stroll

Mission Statement:

To promote Kailua Village businesses and community and encourage ALL to Shop, Dine & Buy Local. For all to prosper one must *Kokua Kailua*

Kokua Kailua is sponsored by Kailua Village Business Improvement District, Destination Kona Coast, Kailua Village Merchants Association, Hulihe'e Palace, West Hawaii Today, and Pacific Radio Group.

Dear Participating Merchants, Restaurants and Artists:

Thank you for your continued support of this event. Please read the following qualifications and guidelines carefully as your signature indicates that you understand and agree to abide by all for Kokua Kailua.

QUALIFICATIONS:

Merchants of Kailua Village Business Improvement District: \$45 per month per booth

Participation is open to all merchants located in Kailua Village Business Improvement District. (View map at www.historickailuavillage.com). Merchants located in Zone 1 will be given priority for booth placement and reservation. The Kokua Kailua Committee reserves the right to invite other non-competitive vendors deemed to enhance the overall impact and success of the event.

Restaurants of KVBID: \$45/per month per booth

Restaurants are encouraged to participate, but MUST comply with all health requirements with respect to serving food outside their premises. ANY permits, etc. necessary must be displayed in full view of public. You must apply for the Temporary Food Establishment Permit (<https://health.hawaii.gov/san/files/2018/09/SPECIAL-EVENT-PERMIT-APPLICATION-revised-8.30.2018-KONA.pdf>) if you plan to sell food at the event, a copy of this permit is required with your application. Non-compliance of this rule may cause the shut-down of the event; therefore, strict enforcement will take place.

Artists (Islandwide): \$65 per month (only one booth per Vendor allowed)

Artists are invited to participate and must keep with the spirit of "buy local." To qualify as an artist you must be the producer of the art that you are selling and it must be made on the Big Island. Resale items do not qualify.

When you fill out your registration form please indicate what it is you produce so that the Kokua Kailua committee can review for your participation. Upon acceptance you are approved to only sell those items indicated on your registration forms. NO COFFEE or other food items including baked goods are allowed to be sold in your booth.

We are aware that there are several artists participating that also sell merchandise to downtown Kailua-Kona businesses. We are excited that you are participating. We are, however, concerned for our businesses that care is taken when pricing your items for Kokua Kailua. It is critical to the integrity of business that the prices in Kokua Kailua are the *same* as what is seen in the stores the remainder of the time. If a prospective customer sees you selling your art at less than retail on the street and it is much higher in the store, that customer will no longer trust any pricing in that store. If the pricing *matches*, then the store becomes a great continuation of your sales at Kokua Kailua and you, the artist, makes more money. It is a win-win situation. The businesses in downtown have very high overhead. It is a challenge for them in this economy just as it is for you. It is important to share in the Aloha of this event.

Coffee Vendors (Outside of KVBID) \$65 per month (only one booth per Vendor allowed):

We only allow two coffee vendors (not including Merchants of KVBID) each month. Coffee vendors are chosen by first come first serve basis (you can pay for the full quarter to reserve three months) and are only allowed to sell coffee. NO other Artists are allowed to sell Coffee in their booths.

Non-Profit Organizations \$0 per month (only one vendor booth per Vendor allowed):

We allow two Non-Profit Organizations per month. Non-Profit Organizations that are selected to participate are offered free booth space and are selected on a first come first serve basis and at the discretion of the Kokua Kailua Committee.

KAILUA VILLAGE BUSINESS
IMPROVEMENT DISTRICT
75-5751 Kuakini Hwy #202
Kailua-Kona, Hawaii 96740
T: 808.326.7820
F: 808.326.5634
Twitter: kailuavillage
Web: HistoricKailuaVillage.com

REQUIREMENTS & GUIDELINES:

Cost and Entry

MERCHANTS and RESTAURANTS within the District: \$45 per participant, per event, or \$135 for the 3 month scheduled quarter (starts Jan., Apr., Jul., and Oct.).

ALL OTHER CATEGORIES:

\$65 per participant, per event. Only the first fifty (40) artists and first two (2) coffee farm vendors may pay per quarter. In the event you are placed on the waiting list, funds will be held until the day of the event.

ALL APPLICATIONS MUST BE RECEIVED ONLINE ONLY 10 DAYS PRIOR TO THE EVENT!

No late entries will be accepted. Sharing of booth space with different Artists/Merchants/and Restaurants is permissible as long as EACH participating party pays the required \$45 or \$65 fee. NO refunds will be given due to merchant, restaurant or artist inability to participate. Please submit your application and fees as soon as possible as space is limited. Kokua Kailua goes on Rain or Shine. We do not reschedule rain days. NO refunds are made to vendors due to inclement weather, including rain.

Booth Space Assignments / Selection

Booth spaces will be a maximum of 10' x 10'. All Exhibitors are required to keep their display within these boundaries. Signs are not to exceed the size of the space. Pop-up tents are highly recommended. You are required to have a covered table (or display stand) and display must not interfere with neighboring booth.

Final location of each Exhibitor will be determined at the discretion of the Kokua Kailua Committee upon receipt of completed application, signed guidelines, photo of art if you are an artist, and payment. Efforts will be made to accommodate specific requests for booth location however there is NO guarantee for any certain location. District merchants and restaurants are offered priority selection in booth spaces, the pool of general applicants will compete for the remaining spaces. Changes in stall assignment locations and the selection of applicants may be made at the discretion of management for the benefit of the overall operation.

Booth space assignments will be EMAILED by 3pm the Friday before the event, please check your spam/junk folders as the file is fairly large and sometimes gets directed to those folders. If you do not receive the email by 3pm Friday, it is the responsibility of the vendor to make sure to contact the event coordinator for their booth assignment. Booth assignment numbers are from 1 to 115 and will be marked on the ground.

Waiting List

If we are fully booked for the event, Merchants and Restaurants within KVBID will have first priority for booth space, selection, and waiting list; all other entries will be placed on a waiting list on a first come first serve basis and at the discretion of the Kokua Kailua Committee. Event Coordinator will email you if you are on the waiting list and will text or email you all the way up until the day of the event if a space should become available. If you do not get in for that month, funds held for that particular month will be refunded back to the card you purchased the booth with. Please allow up to 48 hours for funds to appear back into your account.

Set-up and Tear-down

All vendors are required to make a 4.25"X 11" (half of a letter size sheet of paper) sign to put in your car, write "VENDOR" and place on your dashboard. This will help the police determine if you are a vendor or not.

Road closure will take place for each event at 12:30pm. Exhibitors will be allowed to drop off materials and set up their booths from 12:30-12:45pm. NOTHING is allowed to be on the sidewalks or roads prior to 12:30pm. If you unload earlier, you will be given a citation and asked to leave if you do not cooperate. Be there on time, as NO cars will be allowed to enter the area after 12:45pm. Roads will reopen at 6:30 pm; therefore, tear-down will start at 6:00pm (no sooner) and all items need to be off the road by 6:30pm. Failure to comply with this rule may cause the shut-down of the event; therefore, strict enforcement will take place.

STARTING FROM SOUTH TO NORTH: South End booths (Hualalai Rd. to ABC **1 through 39**): Set up your booths as close to the mountain side, without encroaching onto the sidewalks. Central Booths (From ABC to the start of the Seawall **40 through 74**): Set up on the Oceanside, without encroaching onto the sidewalks. North End booths (from Scandinavian Shave Ice to Palani Rd **75 through 115**): Set up your booths as close to the Mountainside without encroaching on the sidewalks. Fire Department **REQUIRES** a minimum of 12 FEET of road clearance space through the entire event. We must abide by their requirements or we will get shut down for future strolls. Do not block Fire Hydrants, Driveways, Roadways to/from parking lots, Shopping Center Entries, or any spots marked **DO NOT BLOCK**.

Parking

All vehicles must be off the closed road by 12:50pm. There is **NO PARKING PERMITTED** on the closed portion of the road, driveways or roadway entries during this event. We have purchased the two lots just for Kokua Kailua (12:30-6:30pm) behind Kona Marketplace for all the Vendors to park without charge. It is central to the stroll. The lots are the ones closest to Ali'i Drive by Hayashi's You Make the Roll and Poncho and Lefty's alleyway (Saron Lane) leads to the two lots. The pay board will state the parking lot #'s HK34 and HK87. You can also access the lots from Kuakini Hwy. by turning on to Hanama Place.

Compliance

All exhibits must comply with County, State and Federal ordinances, regulations and fire marshal instructions. Any and all County, State or Federal licenses (GET License), inspections or permits required by law of any exhibitor will be obtained by the exhibitor at their own expense prior to the event.

Liability

Kokua Kailua will not be liable for any damages or expense incurred by Vendors in the event a Kokua Kailua event is delayed, interrupted or not held as scheduled.

Violations and Zero Tolerance Policy:

We reserve the right to deny/refuse any one who does not comply with the following guidelines. We have a strict zero tolerance policy, physical and verbal violence will not be tolerated and will lead to immediate dismissal and non-participation. Failure to comply with the above guidelines and requirements will result in the following: **VIOLATIONS: 1st Offense: written notification and 3 month suspension. 2nd Offense: Dismissal and non-participation in future events. Serious offenses may involve immediate expulsion.**

Thank you again for your continued participation in Kokua Kailua Village Stroll! We'd also like to express our gratitude to the many volunteers who help make this event successful!

-Kokua Kailua Committee

I have read and understand all guidelines and qualifications for the Kokua Kailua Village Stroll. I further understand that my compliance is necessary for the approval of my participation in Kokua Kailua and any counter actions will disqualify me for further participation in events.

Participant

Date