



Friday, June 7th
10AM-7PM



Surfing Up Savings on Main



Crazy Days 2024: Surfing Up Savings on Main

Friday, June 7th: 10PM-7PM

What: Crazy Days is an outdoor SALE event for stores to display their clearance items on tables, racks, etc. We're changing things up this year & doing one BIG day instead of two, and we're making things tropical by bringing back a theme: Beach/Tropical! Additionally, From 5-7PM, businesses are encouraged to have extra discounts or giveaways to motivate shoppers to come after work! **Downtown businesses:** You can absolutely direct people to go into your store, but we ask that you have at least some things outside so that visually, people see there is a cohesive event happening.

Where: Outside your store if you are located downtown, if not a space along the sidewalk will be assigned to you. Food trucks & children's activities spaces will also be assigned.



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Who & When: Friday June 7th from 10am-7pm (set up at 8:30am)

Downtown & outside businesses, pop-up shops & food trucks. See the attached map for the street closure guide.

- Downtown businesses don't need to register, but please let us know you are participating so we can add your name to our social media marketing & plan for spaces.
- Outside businesses must register by **May 17th, 2024** so we can assign spaces. If you are doing a pop-up within another business then you do not need to register, but we ask that you let us know so we can include it in social media!

Cost for Downtown Businesses: For downtown businesses, the cost is free! Many are already WDA members which helps cover the cost of these events.



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Cost For Non-downtown Businesses: There is no fee for Non-downtown businesses that *are* members. For non-downtown businesses that are *not* members of the WDA, the fee is \$50, plus an additional \$25 if they need electricity. These fees help pay for barricades, volunteers, advertising & other event expenses. We expect that your sales will make it worthwhile!

What is the fee for food trucks & children's activities?

The fee is the same \$50 for food trucks with an additional \$25 fee if they need to use any electrical power from the street or light poles.

Vendors/businesses solely providing children's activities (not selling any merchandise) do not pay a fee. This extends to non-profit organizations with children's activities as well. All vendors need to let us know if they are participating by **May 17th, 2024.**



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What do I need to bring?

You are responsible for your own product, tables, chairs, racks, selling equipment, supplies, etc. You may have a tent, but you are responsible for securing it.

How much space will I have?

The WDA will assign & allot about a 10x20 space to each retail store.

What if I don't show up?

If the store/vendor is a no-show, they will not be permitted to participate in next year's Crazy Days & will not be refunded the participation fee. They will also be moved to the bottom of the list for consideration at future WDA events for 2024. The success of these events depends greatly on the dependability of those committing to the event.

Let's make this the most successful Crazy Days yet!

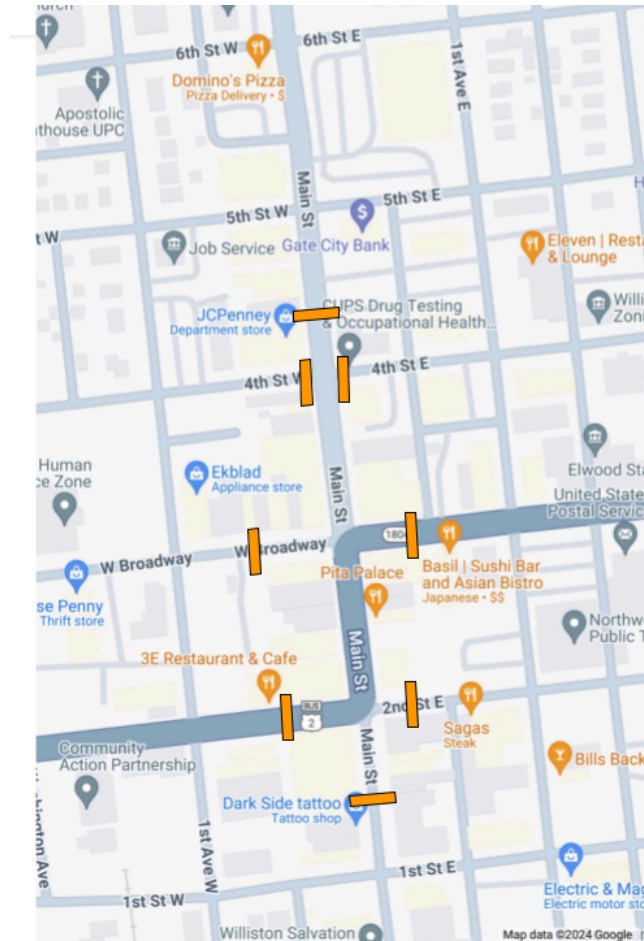
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Crazy Days Map: Orange Rectangles = Barricades