

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 the Kailua Village Business Improvement District, the Kona-Kohala Chamber of Commerce, Destination Kona Coast, Kailua Village Merchants Association, Hulihee Palace 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 the Village Stroll.

QUALIFICATIONS:

Merchants:

Participation is open to all merchants located in the Kailua Village Business Improvement District (Map of the Kailua Village Business Improvement District is available online at www.kvbid.org). 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:

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. Non-compliance of this rule may cause the shut-down of the event; therefore, strict enforcement will take place.

Artists:

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.

It has also come to our attention 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 this event. It is critical to the integrity of business that the prices in the Village Stroll are the same as what is seen in the stores the whole rest of the month. If a prospective customer sees you selling your art at less than retail in the street and then much higher in the store that customer will no longer trust any of the pricing in that store. If the pricing matches then the store is a great continuation of your sales at the Village Stroll and 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.

GUIDELINES:

Booth space and selection

Booth spaces will be a maximum of 10' x 10'. All Exhibitors are requested 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 stands) 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 sign-up form and paid reservations. Efforts will be made to accommodate specific requests for booth location however there is NO guarantee for any certain location. Booths are assigned on a first-come, first-serve basis, with priority for Zone 1 merchants.

Cost

The fee is \$40 per participant, per event (Cash or Check made payable to KVBD) or \$120 for the 3 month scheduled quarter (starts Jan., Apr., Jul., Oct.). Sharing of booth space is permissible as long as EACH participant pays the required \$40 fee. Booths are reserved for three events by completing the sign-up form and submitting payment. NO refunds will be given due to unsuitable weather or merchant, restaurant or artist inability to participate. \$10 late fee is charged to any participant submitting registration less than 10 days prior to an event. NO EXCEPTIONS. There will be a \$25 fee for any bounced checks. All payments are to be mailed to the address on the application.

Set-up and Tear-down

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 asked to leave. Please 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 need to be completed by 6:15pm. You must not have any part of your booth or display in the road after that. The noncompliance of this rule may cause the shut-down of the event; therefore, strict enforcement will take place. South End booths (up until Fish Hopper): Please set up your booths as close to the Oceanside without encroaching on the sidewalks. North End booths (from Palani Road to Fish Hopper): Please set up your booths as close to the Mountainside without encroaching on the sidewalks.

Fire Department is REQUIRING a minimum of 12 FEET of road clearance space through the entire event. We must abide by their requirements. Do not block Sidewalks.

Parking

All vehicles must be off the closed road by 12:50pm. There is NO PARKING on the closed portion of Alii Drive 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. It is central to the stroll. The lots are the ones closest to Ali'i Drive by Hyashi's You Make the Roll.

Poncho and Lefty's alleyway (Saron Lane) leads to the two lots. The Pay board will state the parking lot #'s 3183 and 3187. You can also access the lots from Kuakini Hwy by turning on to Hanama Place.

Compliance

All exhibits must comply with City, County, State and Federal ordinances, regulations and fire marshal instructions. Any and all City, County, State or Federal licenses, 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 Exhibitors in the event a Kokua Kailua event is delayed, interrupted or not held as scheduled.

Thank you again for your continued participation in Kokua Kailua Village Stroll!

-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 the Village Stroll and any counter actions will disqualify me for further participation in events.

Participant

Date

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