

## Aurora Chamber Street Festival – Frequently Asked Questions

### **What is the Aurora Chamber of Commerce?**

The Aurora Chamber of Commerce is a non-profit organization that supports and promotes business, facilitates innovative and professional business practices, creates opportunities for peer interaction, increases the profile of its members, and provides services to enable them to succeed. The Aurora Chamber has organized the Street Festival since its inception, over 25 years ago. Interestingly, the Festival originally began as a community garage sale. It has grown significantly and is now York Region's largest community event with live performers, unique vendors, great food and more!

### **What is the Aurora Chamber Street Festival?**

The Aurora Chamber Street Festival is a one-day event that happens annually on the first Sunday in June. Yonge Street in Aurora is closed to traffic allowing walking on Yonge Street. The event is open to the public. There is no admission fee and parking is free in the surrounding area. The event happens rain or shine. Vendors sell their goods from booths at ground level, along the curb lane on both sides (east and west) of Yonge Street. There are scheduled performers throughout the day at various locations.

### **Where does the Festival take place?**

The Festival takes place directly on Yonge Street in the heart of Aurora. Yonge Street is closed from Wellington Street (north) to Murray Drive (south). There is no designated entrance or exit and visitors access the Festival from the side streets.

### **What time is the Festival?**

The Festival opens at 11:00 am and closes at 5:00 pm.

### **How many people attend the Festival?**

We estimate that 30,000 attend throughout the day.

### **Do I have to be an official "business" to sell at the Festival?**

Not necessarily. The Festival is open to anyone who wishes to promote their services or products. It is also open to businesses and non-profits, as well as artisans and crafters.

### **How do I become a vendor at the Street Festival?**

You can complete the vendor application package available on the website ([www.aurorachamber.on.ca](http://www.aurorachamber.on.ca)). Please ensure it is complete and returned with full payment. Once your application has been accepted and processed, you will receive an email confirmation.

### **When can I set-up and take-down my display?**

Yonge Street closes at 10:00 am to allow vendors to set-up. Set-up is one hour as the Festival opens at 11:00 am. It is recommended that all vendors deliver their items to their booth, unload, and park their

vehicle before setting up. Tear-down begins at 5:00 pm with Yonge Street re-opening at 6:00 pm. Everything MUST BE removed from Yonge Street by 6:00 pm.

**Is there assigned parking?**

There is no assigned parking. Please park on side streets but respect homes and businesses.

**Can I sell or give away food?**

Yes, however you must comply with all York Region Public Health rules and regulations. If you are cooking on-site you must pay the food vendor booth price as indicated on the application.

**Can I hand out marketing material at my booth?**

Yes, however please limit the amount of paper you hand out. Consider an item with a “shelf life” rather than something someone will throw away.

**Can I play music at my booth?**

The Festival is noisy. You are welcome to play music at your booth, however, if other vendors are bothered by the volume, it must be turned down. Live music is played at Golf Links and Church Street.

**How will I know where my booth is located?**

A few weeks prior to the Festival, you will be emailed a package that will outline all necessary information. You will be assigned a block and booth number (booth #'s are even on the west side and odd on the east side).

**What is included with my booth?**

You are provided with a 10x10 space only. You are responsible for tables, chairs, garbage bins, canopies, signs, water and power. Your canopy MUST be held down with weighted items. Failure to do so will result in the canopy being removed.

**Can I choose my booth location?**

You can indicate your location preference on the application. We will do our best to accommodate but reserve the right to place you where there is available space. We suggest purchasing your space as soon as possible if you have a preferred location.

**What if it is raining on the day of the Festival?**

The Festival happens rain or shine. There are no refunds and all vendors are encouraged to still participate even if the weather forecast is not favourable.

**What if I have questions or need assistance?**

Volunteers are onsite throughout the day. In the early morning, “block captains” will mark the curb along Yonge Street with the booth numbers indicating where vendors are to be set-up. During the event, Aurora Chamber of Commerce staff will be set-up in two locations: Yonge and Church Street and Yonge and Brookland.