

Vista Strawberry Festival Rescheduled to Sunday, September 6th

A note from Vista Chamber CEO:

The Vista Chamber of Commerce has postponed the Vista Strawberry Festival and Run to Sunday, September 6, 2020. We hope that this delay will allow our amazing vendors, runners, and participants the time they need to adequately prepare for the "berry" best festival around. All vendors and runners who have previously registered will have their registrations officially transferred to the new date.

We are disappointed not to see you on May 24, but know that we can have a really sweet time this Labor Day Weekend.

We are offering three options for those vendors who have already registered and paid for a booth for the original event date of May 24th. We will need ALL VENDORS to take action on one of the below options.

1) OPTION 1: Transfer your paid booth fee to the new event date on September 6th, 2020. No additional fees required.

Action Required: Log on to your <https://eventhub.net/> account and sign the new *****Date Change** AcceptanceForm/Refund Request** document confirming participation on **Sept 6th, 2020**.

2) OPTION 2: Defer to 2021. No additional fees required.

Action Required: Log on to your <https://eventhub.net/> account and sign the new *****Date Change** AcceptanceForm/Refund Request** document confirming participation on **May 30th, 2021**.

3) OPTION 3: Refund - If you have already paid and are unable to participate in the Vista Strawberry Festival on September 6th, 2020, the booth fee will be refunded, minus *the processing fee of \$30*. Note: Refunds will likely not be processed for a period of 60-90 days from date of request.

Action Required: Log on to your <https://eventhub.net/> account and sign the new *****Date Change** AcceptanceForm/Refund Request** document confirming refund request for the May 24th festival

We will need to hear from ALL VENDORS – those who desire to participate on September 6th or want to defer to May 30th, 2021 will need to confirm that they have been notified and are coming as well as those vendors who will be requesting refunds. **Please choose and activate your option by May 15, 2020**, to assist us as we move forward with planning for the September 6th Strawberry Festival.

I want to personally thank each of our amazing vendors who help us make the Strawberry Festival shine. You are very important to us. We are deeply saddened to postpone the festival and understand this news may be upsetting or disappointing. It is upsetting to us – we are primarily a membership organization but this is our biggest event of the year and the delay has also hit us, hard. I want you to know that we did not make this decision lightly. Our government leaders may continue the event policies and social distancing for much longer. We really do not know. We decided to lock in the date now rather than risk losing the event completely.

Below are some recent FAQ's we've received –

Why Labor Day Weekend?

We selected the Labor Day Weekend date due to the availability of the streets and adjacent school field that is typically not available on non-holiday weekends. Logistically, these sites are vital to the festival's safety, security and event flow.

What is your refund policy? If you absolutely cannot join us this Labor Day and cannot defer to 2021, you may request a refund. We will process them as soon as we can but likely not before 60-90 days. In addition to navigating the event date change, we are also scrambling to help all our members with resources, promotion and any kind of support during this time

Why a 60-90 day delay on a booth fee refund? The vendor fees we have received so far have been used for deposits on stages, entertainment, equipment, security, insurance and other hard costs. We are unable to secure refunds on these items right now. Therefore, we hope and ask that you stick with us, trust us, and know that we are trying like everyone else to just do the best we can.

Why a \$30 cancellation processing charge on refunds? The processing of a refund and cutting a check requires man hours of Chamber office staff.

These are unprecedented times and we ask for flexibility as we just “figure it out.” Thank you again for all you do for our festival, and for our community.

Sincerely wish you all the berry best,

Rachel Beld

Chief Executive Officer
Vista Chamber of Commerce
760.726.1122 (o)
rachel@vistachamber.org
www.VistaChamber.org