



**REEDLEY
DOWNTOWN
ASSOCIATION**

**P.O. Box 615
Reedley, CA 93654
559-638-5484**

**www.Reedley
Downtown.com**

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Lisa Adams**
Rabobank

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Preheim's Jewelry

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Reedley Insurance

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Jack's Refrigeration

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Shinn Photography

Terri Aal
Garnishes

February 9, 2011
RE: **ANNUAL REEDLEY STREET FAIRE**
Dear Vendor:

Please join us for the 2011 Reedley Street Faire!

The Street Faire will attract more attendees this year due to increased advertising and focus on family entertainment. This is a great opportunity to promote your services or products directly to the public. We invite you and your business to participate in this wonderful community event.

General information regarding booths and the day of the event is included on the application, found on the back side of this letter. Applications are accepted on a first-come basis. Products and services should be appropriate for a family event where children are present. Applicants will receive a phone call or email message notifying you of your approval, along with general information. On the day of the event, vendor check-in is at "G & 12th". All fees are due at the time of application submission. Please note that food vendors must submit the Health Department application and \$47.00 fee with a separate check/money order allowing us to return this back to you following the event if no on-site inspection by the Fresno County Health Department takes place.

Please note: The City of Reedley is requiring a day business license for \$10, if you're not an existing Reedley business. The information and form are enclosed.

Due to the high volume of applications and time needed to review them, application **deadline** is **April 8, 2011**.

Should you have any further questions, please contact me at 559-638-5484. We look forward to our best year ever!

Sincerely,
Barbie Shakespeare
Executive Director
Reedley Downtown Association

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Mark your calendars!
Annual Reedley Downtown Street Faire
Sunday, May 1st, 2011