93RD ANNUAL • EXCELSIOR, MINNESOTA

Apple Days

Vendor Guide

September 17-18, 2027

Historic Water Street

Excelsior–Lake Minnetonka Chamber of Commerce

Welcome to the 93rd annual Excelsior Apple Days. Each September, artists, crafters, and vendors bring their work to historic Water Street, where visitors spend the day exploring downtown Excelsior's shops, galleries, and restaurants. We're glad you're considering joining us on the shores of Lake Minnetonka!

Festival at a Glance

Day	Schedule
Friday, September 17	Vendors open 12 p.m. to 8 p.m.
Saturday, September 18th	Vendors open 9 a.m. to 6 p.m. (Festival closes at 10 p.m.)

All times are local.

Festival Footprint



Vendor booths will be located on Water Street, from Third Street to Lake Street.



Food vendors and festival activations will be on Second Street from East Drive to West Drive.

Planning to apply? See page 3 for application dates and contacts, and page 4 for requirements and fees.

Vendor Application Timeline

Milestone	Date
Applications open	November 30, 2026
Applications close	June 22, 2027
Invited vendors notified of acceptance	No later than July 5, 2027
Deadline to accept an invitation	August 1, 2027

Find Your Section

• **Artists and artisan vendors** · Applications and fees (page 4), exhibition standards (page 5), load-in and show hours (page 6), benefits and agreement (page 7).

• **Food vendors** · Applications, fees, licensing and insurance (page 8), event-day terms (page 9).

• ***Other businesses and organizations*** *· If you are a business you need to apply as a sponsor in order to have a booth at the event. Please contact Mercury King, Director of Business Development; mercury@elmcc.org for more information.*

Questions

Ellie Pfohl, Director of Operations; ellie@elmcc.org
Amanda Schmidt, Operations Coordinator; amanda@elmcc.org

Festival FAQs · 2027 application

Artist & Artisan Applications and Application Fees

Submit **three images of your current work and one image of your booth display** with each entry. A panel reviews entries through a blind jury and looks for originality, creativity, mastery of the medium, and work that reflects your artistic voice. Application submission does not confirm participation in Apple Days.

If you work in multiple categories, submit a separate application and fee for each. The panel reviews each entry separately throughout the application period. Invited artists and artisans will receive their acceptance notice by July 5th. One booth fee covers your accepted categories. Bring only work that has been accepted into the show.

Categories	Categories
Ceramics · 10%	Mixed Media · 10%
Drawing and Printmaking · 10%	Painting · 10%
Eco Art · 5%	Photography · 10%
Glass · 5%	Sculpture · 10%
Jewelry · 10%	Textiles · 5%
Leather · 5%	Wood · 5%
Metal · 5%	Artisan Goods · 5%

Fees and Booth Layout

Item	2027 fee
Application Fee	**$50 per category, nonrefundable. Fee is waived for non-profit 501(c)3 organizations.**
Single booth · 10 × 10 ft	$375
Double booth · 20 × 10 ft	$750
Nonprofit booth · 10 × 10 ft	$125
Premium end cap	$75 extra, first come, first served

By June 22nd, pay the full booth fee and submit your insurance information and completed Minnesota Form ST-19 to the Chamber when you purchase your booth.

Artist Exhibition Standards

Show work you personally created in the categories the panel accepted. All display work must be available for sale. Studios engaged in volume production are ineligible. Use the examples below to check whether your work meets the exhibition standards before paying an application fee.

Jewelry and Beadwork

• Cut-coin jewelry, jewelry made from flatware or manufactured components, and stud earrings in commercial settings are ineligible.

• Artist-made beads are required unless purchased beads play a subordinate role in the finished piece. Bead weaving may use purchased beads. Commercial bead-weaving kits are prohibited.

• Simply strung or hand-knotted pearl necklaces and bracelets are ineligible, even when strung by the artist. A pearl necklace or bracelet may qualify if it has an intricate, artist-made ornament or fastener that is a focal point and is worth more than the piece to which it is attached.

• Pearls drilled or otherwise altered by someone other than the artist are treated as purchased beads and must meet the purchased-bead rules. Pearl earrings are eligible when the artist designs and makes the settings by hand.

Clothing and Textiles

• Commercially made T-shirts, sweatshirts, hats, and other clothing are ineligible, even when embellished by the artist.

• Clothing blanks and upcycled items such as ties or pillow covers may not have manufactured seams.

• Scarves made from scarf blanks may fill up to 20% of your booth.

Other Ineligible Work

• Manufactured belt buckles sold separately from belts and manufactured tiles with a design that forms a major part of the piece.

• Enamels on manufactured representational copper shapes.

• Commercial glassware, flatware, or serving pieces, even if embellished by the artist.

• Dried flowers in groups, arrangements, or bouquets, and wreaths.

• Items made with commercial molds in any medium, tole painting, dough art, and country crafts.

• CDs, tapes, services, and organizations as entries.

Artist Load-In and Show Hours

Load In and Prepare for Inspection - subject to change

• **Friday, September 17 load-in.** Tent inspections will take place on a rolling basis throughout the morning. Assemble and securely anchor your tent with **35 lb of weight per leg** and secure it without bungee cords. Correct any inspection issues or pack up and leave if you cannot comply. You are responsible for any fines.

• Event staff will direct you to your booth, help unload and set up your tent, and be available to make load-in go smoothly.

• Use fire-retardant or fire-resistant booth materials, tarps, and coverings. Open flames, gasoline, kerosene, and motor oils are prohibited in the event area.

• Artist booths have no electricity. Generators are prohibited. Contact Ellie or Amanda with power or setup questions.

• Park in the designated lot at Excelsior Elementary School. A complimentary shuttle runs between the school and Second and Water streets during load-in and load-out. Vehicles are prohibited inside the event boundaries during show hours.

During the Festival

• Be present and exhibit your own work throughout the show. Commercial dealers and agents may not represent you. Open on time and stay open through closing unless officials announce an emergency. You may close for personal safety and are expected to reopen once the danger has passed.

• Treat staff, fellow participants, and visitors respectfully. Rude, obscene, or abusive language and threats, physical restraint, or abuse are prohibited.

• Begin teardown **Saturday at 6 p.m.** and remove all debris from your space.

Artist Amenities and Recognition

Stop by the Chamber Headquarters Tent for complimentary coffee and pastries each morning. Booth sitters can cover short breaks as volunteers are available. Private security provides overnight security.

The program and website list each artist's name and booth number. The festival's Facebook page features each artist's work, and the event is promoted in magazines, newspapers, and digital advertising.

Artist Agreement

By participating, you confirm you have read and accept the event rules and terms. If invited, you will pay the full booth fee, carry insurance for displayed art and other exhibitor property, and submit your coverage information and Minnesota Form ST-19 to the Chamber at booth purchase. The packet requires a Minnesota Tax ID for artists. You are responsible for collecting, reporting, and paying applicable taxes. You confirm that you personally made the work, will sell only approved items, and give the festival permission to use your digital artwork for event advertising and publicity.

Food Vendor Applications and Requirements

Fees and Selection

Item	2027 fee
Application	$40, nonrefundable
Food truck under 12 ft	$700
Food truck over 12 ft	$850
Chamber member discount	$50 off

If your truck is exactly 12 feet long, ask Ellie or Amanda to confirm the fee before applying.

The Chamber staff and Apple Days Committee review every application against their selection criteria. Chamber members and vendors with an approved City of Excelsior permit receive priority consideration. Chamber members may hear back early, and all applicants are subject to review.

After applications close, vendors receive an acceptance or denial. Vendors who are not selected go on the waitlist and are contacted if space opens.

Insurance and Licensing

• Submit a copy of your third-party and public liability insurance policy with minimum coverage of **$100,000 per individual claim and $300,000 per event**.

• Name the **Excelsior–Lake Minnetonka Chamber of Commerce** and the **City of Excelsior** as additional insureds.

• Apply for city licensing separately through the City of Excelsior Mobile Food Vendor application. After the City and Excelsior Fire District approve your application, the City issues a license valid for the calendar year and the Fire District issues an inspection sticker. Display both prominently on the vehicle.

Inspections

Be on site and ready for all three inspections before or during the event. Inspections usually take place early on the first festival day unless otherwise specified. Vendors are responsible for any fines.

• Excelsior Fire District
• Hennepin County Health Department
• Minnesota Department of Labor and Industry

Food Vendor Event Day Terms

Arrival and Parking

• Arrive and set up on the advertised date. Request permission in advance for a later arrival or setup. Officials may assign times based on your location.

• Food vendors are on Second Street between East Drive and West Drive. Set up at your assigned site and follow officials' instructions for loading or unloading supplies and equipment. Officials may restrict all motor vehicles from festival streets and grounds on festival days for everyone's safety.

• Park vehicles and trailers in the designated off-site areas and have employees use designated parking. On-street parking may result in tickets from the City of Excelsior, Interstate Parking, or South Lake Minnetonka Police.

• Keep extra storage trailers outside the event area. Special accommodations may be available for an additional fee.

Operating Your Stand

• Display prices prominently for every food item you sell. Loudspeakers and amplified music are prohibited at your vending site.

• Bring a self-contained water supply. On-site water and hookups are unavailable.

• Food vendors must bring a quiet inverter generator and supply their own fuel, outdoor-rated extension cords, and cord ramps wherever cords cross walkways. Vendors are responsible for any overnight power their equipment requires.

• Put food and packaging waste in designated vendor dumpsters. Keep the area around your stand clean to officials' satisfaction. Improper waste disposal may affect eligibility for future Chamber events.

• Keep your stand in place until the event closes.

Event Authority and Weather

Officials oversee vendor operations from setup through closing and may stop food sales if a vendor fails to follow instructions. The South Lake Minnetonka Police Department and Chamber staff make weather decisions using NOAA weather radar. Follow Chamber staff directions if the event is canceled. The food vendor terms provide no refunds or discounts for any reason.

Event officials, committees, volunteers, the City of Excelsior, and the Chamber do not accept liability for damage to equipment left in downtown Excelsior overnight.