



**2021**

**Higher Ground Fair Participant Information Packet**

[www.highergroundfair.org](http://www.highergroundfair.org)  
[info@highergroundfair.org](mailto:info@highergroundfair.org)  
307.223.4399  
P.O. Box 536, Laramie, WY 82072

## **Overview of Higher Ground Fair Information Packet**

Thank you for your interest in participating with the 2021 Higher Ground Fair.

We are providing you with this packet because it lists important information you may need to be ready for the fair.

To be fully ready for the fair, please read the sections below and let us know if you have any questions or needs you'd like to share with us.

If you would like the vendor application and/or the Higher Ground Fair Information Packet mailed to you, then please contact our Higher Ground Fair staff at 307.223.4399 or [info@highergroundfair.org](mailto:info@highergroundfair.org).

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## Higher Ground Fair Mission

The Higher Ground Fair's mission seeks to promote self-sufficiency and community collaboration by creating a place and experience that nurtures the intersection of food, agriculture, art, music, animals, social action, health and wellness, and sustainable living – with a focus on the six Rocky Mountain states of Colorado, Idaho, Montana, New Mexico, Utah, Wyoming, and the Native First Nations that also call these places home.

## Contact Information

### Higher Ground Fair Head Office

Higher Ground Fair office number  
307.223.4399

[info@highergroundfair.org](mailto:info@highergroundfair.org)

[www.highergroundfair.org](http://www.highergroundfair.org)

### Feeding Laramie Valley, Higher Ground Fair Program Sponsor

Office number: 307.223.4399

[info@feedinglaramievalley.org](mailto:info@feedinglaramievalley.org)

[www.feedinglaramievalley.org](http://www.feedinglaramievalley.org)

968 North 9<sup>th</sup> Street

Laramie, Wyoming 82072

### Higher Ground Fair Staff Members:

#### Dylan Bell, Higher Ground Fair Coordinator

Food Vendors

[dylan@highergroundfair.org](mailto:dylan@highergroundfair.org)

#### Candace Teems, Higher Ground Fair Coordinator

Volunteer Management

[candace@highergroundfair.org](mailto:candace@highergroundfair.org)

#### Celeste Collingwood, Higher Ground Fair Coordinator

Animals & Livestock, Therapy Dogs, Shelter & Energy

[nicole@highergroundfair.org](mailto:nicole@highergroundfair.org)

#### Ember Ayala, Higher Ground Fair Coordinator

Quilt Show, Shelter & Energy

[ember@highergroundfair.org](mailto:ember@highergroundfair.org)

#### Gayle M. Woodsum, Higher Ground Fair Executive Producer

Llama, Alpaca & Fleece, Draft Horses, Animals & Livestock, Music, Film Festival, Speakers & Presenters, Performance Stages

Cell phone: 307.399.3815  
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P.O. Box 536 Laramie, WY 82072

**Katherine Case**, Higher Ground Fair Design Manager  
[katherine@highergroundfair.org](mailto:katherine@highergroundfair.org)

**Lyric Vigil**, Higher Ground Fair Coordinator  
Music, Speakers & Presenters, Performance Stages, Leaping to a Higher Ground Stage  
[lyric@highergroundfair.org](mailto:lyric@highergroundfair.org)

**Nick Demerly**, Higher Ground Fair Coordinator  
Agriculture, Animals & Livestock

**Sarah Gray**, Higher Ground Fair Coordinator  
Gardening and Homesteading, Outdoor Living  
[sarah@highergroundfair.org](mailto:sarah@highergroundfair.org)

**Sophie Bronston**, Higher Ground Fair Coordinator  
Vendor Marketplace, Volunteer Management  
[sophie@feedinglaramievalley.org](mailto:sophie@feedinglaramievalley.org)

**Taylor Stewart**, Higher Ground Fair Coordinator  
Demonstrations & Exhibits  
[taylor@highergroundfair.org](mailto:taylor@highergroundfair.org)

## Fair Location

Wyoming Territorial Prison State Park  
975 Snowy Range Rd, Laramie, Wyoming 82070

## Hours of Operation

Saturday, September 18, 2021 from 9:00 a.m. to 6:00 p.m.  
Sunday, September 19, 2021 from 9:00 a.m. to 4:00 p.m.

All aspects of the Higher Ground Fair will remain open during these dates and times, unless otherwise stated by the Higher Ground Fair Executive Producer. **Booths, vendors, exhibitors of all kinds are required to remain in place and fully operational throughout all hours of operation.** Emergency exceptions to this requirement must first be approved by the Executive Producer.

## Payments and Cancellations

## **Vendor Fees**

Non-profit groups and organizations: \$25.00

Business, commercial, and for-profit entities: \$50.00

## **Early Bird Discount Rates**

A 25% discount will be provided to all applications received by July 12, 2021.

## **Payment Includes**

One 10-foot by 10-foot covered tent or indoor space, one 8-foot table, 2 folding chairs, 2-day general admission tickets for the Higher Ground Fair (more tickets may be available for staffing assistance, as negotiated and arranged with fair management).

## **Payment Deadline**

Payment must be made within 30 days from the date a Higher Ground Fair staff member confirms that your application has been accepted. Payments can be made online, over the phone, by mail, or at our office. You may cancel your application for the Higher Ground Fair before August 2, 2021 to receive a full refund. Vendors who cancel between August 2-15 are eligible to receive a 50% refund. No refunds will be given for cancellations after August 15, 2021. Please contact Katherine Case for cancellations at [katherine@highergroundfair.org](mailto:katherine@highergroundfair.org)

## **Payment**

Payment must be within 30 days from the date a Higher Ground Fair staff member confirms, via email, that your application has been accepted and approved for participation. In the email, your payment due date will be provided.

An email reminder will be sent before the payment deadline. If payment is not received by the due date, then you will be placed on a waiting list and fair promotion will be put on hold until payment is made (at which time, acceptance will be based on space availability).

When we receive your payment on time, you will receive promotional opportunities for your organization or business on behalf of the Higher Ground Fair.

If you leave without notice during the fair's hours of operation, you are at risk of not being invited to next year's fair.

## **Payment Options**

Online:

[www.highergroundfair.org/payments](http://www.highergroundfair.org/payments)

With debit or credit card

By Phone:

307.223.4399

By Mail:  
Higher Ground Fair  
P.O. Box 536  
Laramie, WY 82073  
\*Make checks payable to Action Resources International  
Memo: 2021 Higher Ground Fair

At Our Head Office:  
Feeding Laramie Valley  
968 North 9<sup>th</sup> Street  
Laramie, Wyoming  
\*Can pay in cash, check, or card

## Participant Policies

The Higher Ground Fair strives to support rural communities in the region, and to improve the quality of all Rocky Mountain living by promoting the development and sale of goods and services sustainably produced by the people of Colorado, Idaho, Montana, New Mexico, Utah, Wyoming, and the Native First Nations within them.

**1. Participants must represent Rocky Mountain-based businesses, organizations and/or products.** Please note: Reference to the “Rocky Mountain States” in all Higher Ground Fair materials refers to the states of Colorado, Idaho, Montana, New Mexico, Utah, Wyoming, and the Native First Nations in this region. The Higher Ground Fair accepts goods and services not made in the Rocky Mountain States, if they are important to the quality of rural living, and similar products are not yet available from a Rocky Mountain-based business or organization.

**2. It is the responsibility of all vendors/exhibitors to respect the area guidelines, area coordinators, and their fellow vendor/exhibitors at all times.** All Higher Ground Fair area coordinators are volunteers who work hard to make the fair successful. The success of the fair depends on everyone working together. Participation is a privilege, not a right.

**3. The Higher Ground Fair recognizes the value of recycling and repurposing.** Thus, this event encourages the sale of goods made from recycled/repurposed material and has recycle and compost bins located throughout the fair grounds.

**4. Public Wi-fi is available at the Fair, however, it is not strong on the outskirts of the grounds.** Please plan to utilize alternative sources to access internet during the Fair (e.g. a mobile hotspot). Do not rely solely on the venue’s Wi-Fi network for your business, organization, exhibit, presentation, performance, or other needs.

**5. Higher Ground Fair participants have their businesses, organizations, performances etc., promoted extensively by Higher Ground Fair Marketing and Outreach Teams.** Participants who benefit most from our team's promotion and advertising efforts complete the application process 30 days prior to opening day (September 18).

**6. Pets are not allowed at the Fair.** Animals, livestock, and therapy dogs are permitted only with the correct documentation and registration forms.

**7. Fair Day-Passes for participant employees and team members must be submitted to a Higher Ground Fair Manager one week prior to opening day.**

**7. Any food products offered as samples at your tent are subject to the same standards as Food Vendors.** Please read Food Vendor Participant Policies (below) to understand these standards.

## Food Vendor Participant Policies

The Higher Ground Fair represents and practices efforts to support ranchers, farmers, and gardeners in growing food using sustainable practices, increasing Rocky Mountain Region food production, supporting rural communities and illuminating the connection between healthy food and environmentally sound practices. Vendors and all participants who include food as part of their contribution to the Higher Ground Fair are expected to adhere to the following policy:

- Whenever possible, the food offered features seasonally available ingredients.
- Whenever possible, the ingredients are produced using organic or chemical-free practices in the Rocky Mountain States.
- Ingredients not subject to organic guidelines are produced or harvested sustainably.
- Ingredients produced or grown outside of the Rocky Mountain States reflect Higher Ground Fair's commitment to support sustainable, organic farming practices regardless of geographic boundaries.
- We ask all food vendors to feature at least one locally or regionally produced ingredients in their products.

**Food vendors are required to have a temporary food license from the City of Laramie.** The cost of the license is \$25.00. A food vendor application will be attached with this Agreement or one can be obtained through the City of Laramie <https://www.cityoflaramie.org/213/Environmental-Health>.



**You should submit the application no later than September 10, 2021 to receive the license on time.**

Please contact Ms. Jennifer O'Malley, Environmental Health Inspector for assistance by phone 307.721.5288, or email [jomalley@cityoflaramie.org](mailto:jomalley@cityoflaramie.org).

When considering the use of other ingredients in your menu items or food product, ask these questions to determine if that ingredient may be used:

- Is the ingredient/item produced using organic practices in the Rocky Mountain States? If so, use it.
- If not, is there a reasonable substitute that is organic and produced in the Rocky Mountain States? If so, use it.
- If not, is the ingredient grown or harvested sustainably in the Rocky Mountain States? If so, use it.
- If not, do farmers who share our mission produce the ingredient/item organically outside of Rocky Mountain States? If so, use it.

## **Fair Ground General Policies**

You shall adhere to all Territorial Park, city, county, and state regulations. Fair hours are 9:00 a.m. to 6:00 p.m. Saturday, September 18, 2021 and 9:00 a.m. to 4:00 p.m. Sunday, September 19, 2021. **Booths and exhibits are required to be open throughout the Fair's hours of operation.**

All vendors, speakers, and exhibitors with booths are required to display their company name and contact information.

**No pets are permitted on the Territorial Park or in campers or vehicles of any kind.** If you are traveling with your pet, please arrange to have him or her taken care of in a high-quality kennel or other safe-pet arrangements. Registered service dogs wearing official identifying coats or kerchiefs are welcome.

The Higher Ground Fair (and its associated entities Feeding Laramie Valley and Action Resources International) is not responsible for lost or stolen items. While the Higher Ground Fair staff will have security personnel working 24/7 for the duration of the fair, you must take responsibility for securing valuables and inventory.

All vendors, exhibitors and presenters are expected to adhere to the Higher Ground Fair's commitment to social justice, respect for diversity, and an atmosphere of nonviolence.

The Higher Ground Fair reserves the right to close any exhibit or booth, or require the removal of any item from an exhibit or booth that fails to comply with the guidelines set forth.

All vendors and exhibitors are responsible for their own liability coverage sufficient for the level and type of their participation at the Higher Ground Fair, and when applicable to name the Higher Ground Fair and Action Resources International as co-insured entities.

You are responsible for cleaning and maintaining the space provided in an organized and neat manner. Food vendors are responsible for the cleanliness and proper hygiene of their areas, and to operate within the food safety policies of the City of Laramie, Wyoming and its surroundings.

## **Accessibility and Logistics: Check-in and Check-Out**

Contact the Higher Ground Fair staff in advance if you need a volunteer, dolly, or wagon assistance during your set-up. If you need extra chairs for the fair, please contact our staff to request more or bring extra chairs if needed. The staff will contact you by Friday, September 3, 2021 asking if you need assistance or extra chairs.

Prior to Friday, September 17, 2021, the Higher Ground Fair staff will be setting up participant's tents, tables, and folding chairs. You are not needed at this time.

### **Check-in**

Check-in begins Friday, September 17, 2021 at 10:00 a.m. and ends at 10:00 p.m.

Unless otherwise confirmed with our staff, you are scheduled to arrive and set up on Friday, September 17, 2021 at the Wyoming Territorial Prison State Park in Laramie, Wyoming between the hours of 10:00 a.m. to 10:00 p.m.

Use the main fair entrance and enter through the "Check-In" labeled doors to receive agendas, check-in items, and tickets.

### **At Check-in, You Will Receive**

#### **1. Tickets**

- You will receive 2-day tickets for 2021 Higher Ground Fair entrance.
- Tickets will be in the form of wristbands that you can secure at the beginning of the day and must be worn throughout the weekend. If you are bringing staff to help you, then they must be listed at check-in in order to receive tickets, and the number of staff beyond the 2-day tickets listed above must be negotiated in advance with Fair staff. Non-listed staff may be subject to Fair fees. Wristband tickets for your staff will be available for them when they arrive for their shift if they have been listed prior.

#### **2. Form 43-1 Wyoming Sales Tax Return for Occasional Vendors**

- For 2021 tax purposes, participants selling non-food items at the Fair are responsible for paying Wyoming sales taxes. A form and instructions for doing so

will be provided in your packet at check-in time, and Fair staff is available to help with completion of these forms. Copies of the form are also available at the following link: <http://revenue.wyo.gov/Excise-Tax-Division/sales-and-use-tax-returns>. Please contact the Higher Ground Fair staff for any questions or assistance.

### **3. Assistance**

- You will be directed to your specific area where you may begin to set up.
- Your tent, table, and folding chairs will already be set-up by the Higher Ground Fair staff.
- If you requested a volunteer, wagon, or dolly assistance during set-up, you will receive these at check-in. Unexpected assistance needs will be accommodated as possible.
- Each booth space will be provided an 8-foot long table and 2 folding chairs in a 10-foot square area, either indoors or in an outdoor protected area. You may also arrange for outdoor space in which to place your own tent or mobile unit with prior approval.

### **4. Proof of Temporary Food License**

Please be prepared to provide proof of your temporary food license at check-in.

Things to know when setting up:

- You are responsible for cleaning and maintaining the space provided in an organized and neat manner.
- Food vendors are responsible for the cleanliness and proper hygiene of their areas.
- Water and electricity will not be provided unless prior notice is given and confirmed.
- Booths that are outdoors will be moved inside or into walled tents in the event of inclement weather.
- After set-up Friday, September 17, 2021 night, there will be no driving access through the Wyoming Territorial Prison State Park main entrance until Sunday, September 19, 2021 after 4:00 p.m. When the Fair is closed and it is safe to enter the fair area, then you may have driving access to the Territorial Park.
- The parking lot is less than two minutes' walking from the main entrance. Individuals with disabilities may request parking near the check-in building. Golf cart transportation is available on grounds for people needing special assistance.
- The Wyoming Territorial State Park will be locked Friday, September 17, 2021 night and Saturday, September 18, 2021 night. No one will have access to the Territorial Park after hours. The Higher Ground Fair will provide professional security assistance 24/7 throughout the entire weekend of the fair.

## **Check Out**

**Sunday, September 19, 2021 (4:00 p.m.)**

Participant booths and exhibits are to remain setup and staffed until 4:00 p.m. on closing day of the Fair. Please remove any remaining trash from your surrounding area(s) before leaving the Wyoming Territorial Prison State Park.

### **Higher Ground Fair Dollars**

Higher Ground Fair Dollars are distributed to fairgoers throughout the event. **Vendors must accept Higher Ground Fair Dollars**, which are equivalent to U.S. Dollars and can be exchanged for cash at the end of the fair. Vendors can exchange Higher Ground Fair Dollars for cash by bringing them to the Feeding Laramie Valley Modular after 4:00 p.m. on Sunday September 19, 2021. Vendors who leave without exchanging their Higher Ground Fair Dollars will not be reimbursed at a later time.

## **Speaker and Presenter Check-in Details**

For Speakers/Presenters, check-in must be at least one hour before your scheduled presentation.

- Presentation times will be sent to you in advance of the fair.
- Use the main park entrance and present yourself at the area marked “Check-In” to receive your packet and tickets.
- Once you are checked in, you will have the opportunity to set up and see your presentation area.
- Requests for volunteers, wagon, and dolly assistance may be made upon arrival and will be accommodated if possible.
- Remember to bring your electronic presentation material in multiple formats, including on a flash drive for use on a laptop computer.
- Be in touch with the Fair staff well in advance of the Fair to discuss any special needs you might have.

## **Benefiting from Promotion and Outreach**

Participants accepted up to 15 days of the Higher Ground Fair will be promoted to every extent possible on the Fair’s website and Facebook pages, and in outreach materials as appropriate. Participants accepted less than 15 days prior to the fair will be included in promotional efforts to every extent possible given the time constraints.

To better promote this event, the Higher Ground Fair staff have compiled some ideas to share on social media outlets.

### **For Facebook Posts:**

The Higher Ground Fair is coming up soon! Mark you calendar for September 18 & 19 for the celebration of rural living and community in the Rocky Mountain region in Laramie, Wyoming. Enjoy food, vendors, music, speakers, presentations, and hands-on educational workshops plus much more! Visit [www.highergroundfair.org](http://www.highergroundfair.org) for vendor spotlights, speaker schedule, and discount tickets!

Looking forward to [presenting/selling/attending/participating] at the fifth annual Higher Ground Fair September 18 & 19 in Laramie, Wyoming! The weekend is gathering to celebrate rural living and community, highlighting everything from gardening and agriculture, music & art, local food, educational and interactive activities for all ages! See you there!

### **For Twitter Posts:**

Join me at the fifth annual @HigherGroundFair in Laramie, Wyoming for a #celebration of Rocky Mountain rural living, September 18 & 19! I will be in the [arts and crafts area, on the speaker stage, music stage, etc.]

Experience the best of regional tradition and innovation in one extraordinary weekend! Join me at the #HigherGroundFair September 18 & 19 in Laramie, Wyoming.

### **For Instagram Posts:**

The Rocky Mountain Region #HigherGroundFair celebrates all #ruralliving, from agriculture to art to health and sustainable living. Learn more and follow @HigherGroundFair!

I'm a confirmed [vendor, speaker, etc.] at the #2021hgf @HigherGroundFair taking place September 18 & 19 in Laramie, Wyoming! Join me in the #celebration of all things rural including local food, music, agriculture, and workshops!

### **Recommended Social Media Hashtags**

#Rockymountains	#sustainableliving	#local
#celebrate	#ruralliving	#Laramie
#Wyoming	#Colorado	#Idaho
#Montana	#New Mexico	#Utah
#NativeFirstNations	#gardening	#agriculture
#traditions	#socialaction	#buylocal
#feedinglaramievalley	#education	#art
#music	#health&wellness	#shelter
#energy	#animals	#fair

#2021hgf

#foodtruck

#llamas

#RockyMtnNativeFirstNations

*Be creative!*

*The Higher Ground Fair staff would like to thank you for being a part of this journey to create a community and location for the Rocky Mountain States and Native First Nations to come together. We are thrilled you will be participating at the 2021 Higher Ground Fair and we are looking forward to working with you in September. Best wishes on behalf of all of us working for the 2021 Higher Ground Fair!*