



**2022 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 the Higher Ground Fair Information Packet

Thank you for your interest in participating in the 2022 Higher Ground Fair

We are providing this packet as it outlines important information you may need to be prepared for the fair.

To be fully prepared, please read the sections below and contact us if you have any questions or needs you would like to share with us.

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

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## **Mission**

*Together, as a community of people invested in ensuring a nurturing, sustainable future for all of us, we will build and grow a Higher Ground. Please join us.*

The Higher Ground Fair's mission seeks to promote self-sufficiency 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 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, Sponsor**

Office Number:

307.223.4399

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

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

968 N. 9th Street, Laramie, WY 82072

### **Higher Ground Fair Staff Members:**

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

307.399.3815, [Gayle@actionresources.org](mailto:Gayle@actionresources.org)

P.O. Box 536, Laramie, WY 82072

**Kaitlyn Hettinger**, Higher Ground Fair Coordinator

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

**Meara Hill**, Higher Ground Fair Coordinator

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

**Lisa Cox**, Higher Ground Fair Marketing

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

**Fair Location**

Wyoming Territorial Prison State Historic Site  
975 Snowy Range Road, Laramie, WY 82070

**Hours of Operation**

Saturday, September 17, 2022 from 9:00 a.m. to 6:00 p.m.

Sunday, September 18, 2022 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, and 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

Business, Commercial, and For-Profit Entities: \$50

**Early-Bird Discount Rates**

A 50% discount will be provided to all applications receive by June 1, 2022

A 25% discount will be provided to all applications receive by July 1, 2022

**Payment Inclusions**

One (1) 10-foot by 10-foot covered tent or indoor space

One (1) 8-foot table

Two (2) folding chairs

2-day general admission tickets for the Higher Ground Fair (more may be available for staffing assistance, as negotiated and arranged with fair management).

**Payment Deadline**

Payment must be made within 30 days of the date that a Higher Ground Fair staff member confirms your application to be 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 1, 2022, to receive a full refund. Vendors who cancel between August 1 through August 13 are eligible to receive a 50% refund. No refunds will be issued for cancellations after August 14, 2022.

Please contact us for cancellations at [info@highergroundfair.org](mailto:info@highergroundfair.org)

## **Payment**

Payment must be made within 30 days of the deadline for the registration period in which you apply – excluding just in time applicants. Payment for applications submitted and accepted before June 1, 2022 will be due July 1, 2022; Payment for applications submitted and accepted between June 2, 2022 and July 1, 2022 will be due July 31, 2022; Payment for all applications submitted after July 2, 2022 will be due September 12, 2022. Your payment due date will be provided in your acceptance email. If payment is not received by the due date, 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 operational hours, you will be at risk of being disinvited from next year's fair.

## **Payment Options**

### Online (Debit/Credit):

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

### By Phone (Debit/Credit):

307.233.4399

### By Mail (Cash or Check\*):

Higher Ground Fair

P.O. Box 536

Laramie, WY 82073

### In Person (All Forms of Payment\*):

Feeding Laramie Valley

968 N 9th Street

Laramie, WY 82072

\*Make checks payable to Action Resources International; Memo: 2022 Higher Ground Fair

## 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, an/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 the vendors/exhibitors to respect the area guidelines, area coordinators, and their fellow vendors/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 recycling and compost bins located throughout the 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 the 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 the Higher Ground Fair Marketing and Outreach teams. Participants who benefit the most from our team’s promotion and advertising efforts complete the application process at least 30 days prior to opening day (September 17).
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.
8. 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:

1. Whenever possible, the food offered features seasonally available ingredients.
2. Whenever possible, the ingredients are produced using organic or chemical-free practices in the Rocky Mountain States.
3. Ingredients not subject to organic guidelines are produced or harvested sustainably.
4. 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.
5. We ask all food vendors to feature at least one locally or regionally produced ingredient in their products.

Food vendors are required to have a temporary food license from the City of Laramie. The cost of the license is \$50.00. One can be obtained through the City of Laramie

<https://www.cityoflaramie.org/DocumentCenter/View/3382/Temporary-Food-License-Application?bidId=>

Read more about the City Guidelines here: <https://www.cityoflaramie.org/213/environmental-health>

You should submit the application no later than September 9, 2022 to receive the license on time.

Please contact Cody Talbott, Environmental Health Inspector for assistance by phone [307.721.5283] or by email [[ctalbott@cityoflaramie.org](mailto:ctalbott@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:

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

## **Fair Grounds 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 17, 2022 and 9:00 a.m. to 4:00 p.m. Sunday, September 18, 2022. Booths and exhibits are required to be open throughout the Fair's hours of operation unless discussed and agreed on in advance with a Higher Ground Fair Coordinator.

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 another pet-safe arrangement. Registered service dogs wearing official identifying coats or kerchiefs are welcome with proper documentation.

The Higher Ground Fair and its associated entities (Feeding Laramie Valley and Action Resources International) are not responsible for lost, stolen, or damaged items. While the Higher Ground Fair staff will have security personnel working 24/7 for the duration of the event, 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 discontinue 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.

Vendors 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 2, 2022, asking if you need assistance or extra chairs.

Prior to Friday, September 16, 2022, the Higher Ground Fair staff will be setting up participant's tents, tables, and folding chairs. You will not be needed at this time.



## Check-in

Check-in begins Friday, September 16, 2022, 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 16, 2022, at Wyoming Territorial Prison State Historic Site in Laramie, Wyoming between the hours of 10:00 a.m. and 10:00 p.m.

Enter through the main gate and find the “Check-In” booth to receive agendas, check-in items, and tickets.

### At Check-In, You Will Receive:

1. Tickets
  - a. You will receive 2-day tickets for 2022 Higher Ground Fair entrance.
  - b. 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, 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
  - a. For 2022 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
  - a. You will be directed to your specific area where you may begin to set up.
  - b. Your tent, table, and folding chairs will have already been set up by the Higher Ground Fair staff.
  - c. 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.
  - d. Each booth space will be provided an 8-foot-long table and 2 folding chairs in a 10-foot by 10-foot area, either indoors or in a protected outdoor 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
  - a. Please be prepared to provide proof of your temporary food license at check-in.

## **Things to Know When Setting Up**

1. You are responsible for cleaning and maintaining the space provided in an organized and neat manner.
2. Food vendors are responsible for the cleanliness and proper hygiene of their areas.
3. Water and electricity will not be provided unless prior notice is given and confirmed.
4. Booths that are outdoors will be moved inside or into walled tents in the event of inclement weather.
5. Food Trucks will have the ability to either stay on the premises or remove their vehicles over the night of Saturday, September 17, but they must remain on location during the full operational hours of the fair.
6. The parking lot is less than two minutes walking distance 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.
7. The Wyoming State Historic Site will be locked Friday night, September 16, 2022, and Saturday night, September 17, 2022. No one will have access to the grounds after hours. The Higher Ground Fair will provide professional security assistance 24/7 throughout the entire weekend of the fair.

## **Check-out**

Sunday, September 18, 2022 - 4:00 p.m.

Participant booths and exhibits are to remain set up and staffed until 4:00 p.m. on closing day of the Fair. Please remove any remaining trash or debris from your surrounding area(s) before leaving the Wyoming State Historic Site.

## **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 18, 2022. 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 prior to your scheduled presentation.

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

## **Benefitting from Promotion and Outreach**

Participants accepted up to 15 days before the Higher Ground Fair will be promoted to every extent possible on the fair’s website and Facebook page, 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, 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 your calendar for September 17 and 18 for the celebration of rural living and community in the Rocky Mountain Region. Enjoy food, vendors, music, speakers, presentations, and hand-on workshops plus much, much more! Visit [www.highergroundfair.org](http://www.highergroundfair.org) or vendor spotlights, speaker schedules, and discount tickets!

Looking forward to [presenting/selling/attending/participating] at the fifth Higher Ground Fair September 17 and 18 in Laramie, Wyoming! The weekend is a gathering to celebrate rural living and community, highlighting everything from gardening and agriculture, music, art, and local food to interactive activities for all ages! See you there!

### **For Twitter Posts**

Join me at the fifth @HigherGroundFair in Laramie, Wyoming for a #celebration of Rocky Mountain rural living, September 17 and 18! 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 17 & 18 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 #2022HGF @HigherGroundFair taking place September 17 and 18 in Laramie, Wyoming! Join me in the #celebration of all things rural — local food, music, agriculture, workshops, and more!

### Recommended Social Media Tags

#Highergroundfair	#HGF2022	#2022HGF
#Rockymountains	#sustainableliving	#local
#celebrate	#ruralliving	#Laramie
#Wyoming	#Colorado	#Idaho
#Montana	#NewMexico	#Utah
#NativeFirstNations	#gardening	#agriculture
#traditions	#socialaction	#buylocal
#feedinglaramievalley	#education	#art
#music	#healthandwellness	#shelter
#energy	#animals	#fair

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 2022 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 2022 Higher Ground Fair!*