



VENDOR GUIDELINES

THE SHOPS AT WILLOW PARK + THE DISTRICT AT WILLOW PARK

Updated: 11/2023

Please read and understand all guidelines before submitting your application. Your submission of the application represents your acceptance.

F E E S

Willow Park North and Wilks Development sponsor these events. For additional funds, we allow and encourage independent organizations and businesses to participate with Vendor Booths for a fee. This fee provides free admission for area residents.

For large events (Fall Fest, Winter Wonderland, and Willow Park Palooza), we assess a fee of \$50 per space, sized at approximately 10' x 10'. There is no charge for Willow Park North tenants (The Shop of Willow Park or The District at Willow Park), local churches, or non-profits.

You can cancel your booth reservation up to two weeks before the event for a full refund of your booth fee.

Food Vendors

The City of Willow Park requires that all food vendors have a **FOOD VENDOR HEALTH PERMIT** or be able to provide a copy of a permit issued by another city in Parker or Tarrant County within six months of the event date. For those needing a new permit, your vendor fee will be waived. If you are a recurring vendor with Willow Park North, consider a 12-month permit from the city or county.

Links to Food Vendor Health Permit Applications:

- [City of Willow Park](#)
- [City of Fort Worth](#)
- [City of Weatherford](#)
- [Tarrant County](#)



Checks for fees may be payable to The Shops at Willow Park and sent to:

The Shops at Willow Park
c/o Wilks Development
1321 Markum Gate Way, Suite 100
Fort Worth, Texas 76126

VENDOR APPLICATIONS & ACCEPTANCE

We accept vendors on a “first come, first served” basis. Vendor booth reservations are not confirmed until Wilks Development receives your application and vendor fee. You will be notified via email of your acceptance.

Though we aim only to accept one vendor per product or service category, we do not guarantee exclusivity of items or vendors. In any case, we place vendors where we believe they will be most successful.

Vendor applications will be accepted until two weeks prior to the event.

MERCHANDISE

Vendors may only sell and exhibit items that are legal and appropriate for all ages.

- No drugs
- No CBD products
- No political propaganda
- No sexual/explicit products or content.

BOOTH ASSIGNMENTS & SETUP

You will be responsible for setting up your booth display, including tables, chairs, tents, etc., in the area designated by Willow Park North. An Event Map will be issued before the event. Willow Park North will not provide tables, chairs, or signs.

For tents: we ask that you bring a plain white tent or a branded company tent. White tents are available from Willow Park North for a \$150 fee (must secure prior to the event).

- You will have 15 minutes to unload your vehicle and move to the general parking area.
 - We are unable to provide loading or unloading assistance; please plan accordingly.
- Please set up your booth prior to the event's start time.
- Keep your booth debris-free before, during, and after the event.
- Electricity may be available for some booths; however, generators are encouraged. Please let us know in your application if you will bring a generator so we can assign you to an appropriate location.
- Prepare yourself and your booth for seasonal weather conditions. Weight your tents as needed for strong winds.

CLEAN UP

Violating any of the rules below may result in your ineligibility to participate in future events.

- If you must leave before the event is over, you must carry your booth items to your vehicle.
- Under no circumstances can any vehicles be moved into the vendor area until after the event has ended and the crowd has cleared.
- Please respect the Willow Park North grounds and property, including safe and proper care of your booth, keeping it free from debris and trash during operation, break-down, and upon departure.
- These are family-oriented events; please be polite and considerate of others. Slanderous comments to or about other vendors, discourteous behavior, foul language, etc., will not be tolerated. Violators risk immediate dismissal and forfeiture of booth fees.

CANCELLATION

Your participation in this event is strictly voluntary. You can cancel your booth reservation up to two weeks before the event for a full refund of your booth fee.

After the two-week mark, refunds will only be issued if the event is canceled.

Weather conditions may hinder certain scheduled attractions, but the event will go on as planned unless Wilks Development officially cancels it.

A delay or change in the event schedule due to unforeseen circumstances, such as weather, will not count as a cancellation and will not be eligible for a refund

Notifications

If the event is canceled or delayed, we will post any announcements on our social media pages, as well as notify vendors via email.

C O N T A C T

The primary form of contact regarding this event will be via email. Be sure to check your spam for emails from Wilks Development.

Though we make all efforts to be as efficient as possible, it is ultimately your responsibility to [contact us](#) with questions, concerns, or missing information regarding the event.

If an issue arises during the event, please find a event staff member for assistance.

If you are dissatisfied with any of its aspects before or after the event, please get in touch with Cynthia Campos with your concerns.