

# Cherry Creek Holiday Market

**Event location and address:**

Cherry Creek North Business Improvement District  
Fillmore Plaza, Fillmore Street, between 1st and 2nd Avenue  
Denver, CO 80206

**Event Dates:**

Entire Event - November 18 - December 24, 2021

**Event Operation Hours:**

Sunday - Wednesday 11:00am - 7:00pm

Thursday - Saturday 11:00am - 9:00pm

Thanksgiving 11/25 - 11:00am-2:00pm

Christmas Eve 12/24 - 11:00am-2:00pm

Please be ready to open 15 minutes before the market start time. You are required to stay open until our market end time.

**Booth Decor:**

Our securable shipping containers will be wrapped to appear like Christmas presents lining Fillmore Plaza. We will have other holiday-themed decor throughout the block.

Vendors will be responsible for their interior decor so you can best showcase your brand and products. Consider creating a festive interior that lights your products well. While there will be festive lights up and down Fillmore, these lights may not be enough to properly highlight your items.

**Electricity and Heat:**

Electricity and pre-approved heaters will be provided to each booth. Vendors will be responsible for providing their own propane and hose connection. Vendors will also be responsible for providing their own electrical cords to connect with the power drops near their booths.

**Shipping Containers Section:**

Cherry Creek Holiday Market will be providing securable shipping containers to every vendor. [Video walk-through](#)

**Size** - Interior dimensions are 10  $\frac{3}{4}$  x 6  $\frac{11}{12}$  x 7  $\frac{1}{2}$ ' (L x H x W). You might have access to the doors that swing open 180 degrees. The doors' thickness is approximately 2" if you want to hang items there. Approximate door width is 4' on either side. Interior is solid metal.

**Storefront Display** - Due to maximum occupancy restrictions (see below), you'll want your products easily viewed from the outside. You may extend your display 2' in front of your container as long as these displays can be secured inside after operating hours. You can also utilize the 2" thick doors for hanging displays on. The doors will be locked open during operating hours and will provide an additional 3' on either side of the shipping container. Total exterior width will be about 16' maximum.



#### **More Storefront Display:**

If your shipping container has interior ribbing like the one displayed here, we received permission in 2020 for vendors to drill into the ribbing (and no further!). This was 1-2 vendors wanting to have shelving displays.

We also heartily recommend magnets for display purposes. Magnets and their attachments are quite versatile since our shipping containers are completely metal.

**Painting:** You are allowed to paint your container doors and interior. It will cost an additional \$200 to do this due to the repainting charges from the shipping container company. This can be an additional cost you pay or can be taken from your security deposit.

#### **Insurance:**

Business liability insurance is needed and required which is why it's in the contract. Our insurance policy holder requires us to verify that all our vendors are insured. There are very reasonably priced policies that can be found online or through your insurance broker or existing policy holder (car, home, etc).

**Parking:**

Fetch Concepts will work with Parkwell again to obtain a less expensive parking option for vendors at Clayton Lane (Whole Foods Parking Garage). For the 37 day market, factoring load-in and out, cost will approximately be \$100.

**Marketing:**

In 2020, our website saw 32K visitors and we 20K+ estimated shoppers come through over 25 days. Our social media accounts grew substantially during the 2020 Cherry Creek Holiday Market. Seeding interest via the much larger Fetch accounts (web, social, email) succeeded in driving interest.

**Public Relations:**

In 2020, we secured nearly 90 press articles with 22 million plus potential media impressions. Notable coverage appeared in The Know, CBS4, and Colorado Community Media.

**Questions?** [hello@cherrycreekholidaymarket.com](mailto:hello@cherrycreekholidaymarket.com)