



TO: Registered ShrimpFest Vendors

FROM: Hubert Bullard
Festival Director

SUBJECT: Little River ShrimpFest Set Up Information

DATE: September 22, 2021

Thank you for participating in the 16th annual Little River ShrimpFest located on the waterfront in the historic village of Little River. Following is information that you will find helpful as you plan for the festival sponsored by the Little River Chamber of Commerce.

1. EARLY VENDOR SET UP

Local vendors and other vendors who might be in the area are encouraged to set up on Friday afternoon beginning at 1:00 pm if located in any of the following spaces.

ML 1-12
MR 1-19
S 1-17
R 1-20
E 1-15

If vendors in these locations are not able to set up on Friday afternoon, they can set up any time later, including late Friday night or early Saturday morning.

2. OTHER VENDOR SET UP

Because the ShrimpFest uses parking lots and on street parking spaces used by area restaurants, all other vendors will be able to set up after midnight on Friday through Saturday morning.

If you plan to set up late Friday night or early Saturday morning and haven't yet picked up your vendor packet, it will be available for pick up at the Information Tent beginning at 6:00 am on Saturday morning.

3. FESTIVAL HOURS are from 9:00 am – 5:00 pm on Saturday and Sunday.

Vendors are expected to stay open until the end of the festival each day.

4. GPS ADDRESS for the festival is 4484 Mineola Avenue, Little River SC 29566.

5. VENDOR PARKING will be in designated lots near the festival. Once the vendor parking lots are full, vendors will be on their own for parking. There is a public parking lot located behind Pizelli's Pizza at 1698 Hwy 17 in Little River. The Little River Rotary Club will run shuttles all day both days beginning at 8:00 am and end 30 minutes after the festival's closing on both days. Please consider supporting this hard-working volunteer group if you use their services.

NOTE: Please use only designated “official” parking lots. The festival will not be responsible for any parking charges or towing. A vendor parking pass is enclosed in your vendor packet and must be visible on the dash of your vehicle. Any vehicle improperly parked or parked in the “official” Vendor Parking lots without a “Vendor Parking” permit may be towed.

6. PREMIUM PARKING

Vendors who paid for premium parking will be designated with a Premium Parking pass. Only vendors with a Premium Parking Pass will be able to park in the Premium parking lot. Ask staff for details upon arrival.

7. PEPSI PRODUCTS are the required soft drink of the Little River ShrimpFest. Pepsi is a major sponsor of the festival. **ALL PEPSI PRODUCTS MUST BE PURCHASED FROM THE PEPSI TRUCK WHICH WILL BE LOCATED AT THE BACK OF THE ENTERTAINMENT STAGE.**

Ice will also be available at the same location.

8. ELECTRICITY - if you purchased electric service, you must bring a minimum of 100’ of heavy electric/drop cord to reach an electric panel. It is rare that an electrical outlet is immediately behind a vendor space. Attach the electric tag to your drop cord to indicate that you purchased electrical service. Cords without tags will be unplugged and confiscated.

9. SPACE ASSIGNMENTS - Every effort has been made to honor requests for specific spaces; however, in some cases, that might have been possible. The space location for each vendor is final and is not negotiable.

10. FOOD VENDORS!!! Set up for ALL food vendors will begin at 12:00 midnight on Friday night and should be completed before 7:00 am at which time all other vendors will be permitted to set up.

NO PETS! No pets will be permitted in the festival, including pets in vendor booths. Should you need pet boarding services, please contact the Chamber office at (843) 249-6604.

VENDOR BREAKDOWN on Sunday will not begin until the festival closes at 5:00 pm. Vehicle traffic will not be allowed on the streets until it is deemed safe as determined by the Horry County Police Department. Private security will distribute vehicle entry passes to vendors who have completely broken down, packed and ready for loading their vehicle. Horry County Police and Horry County Sheriff’s will then permit vehicles to drive to their booths to load.

RAIN OR SHINE Hopefully, we’ll have two days of great Fall weather; however, should we be blessed with inclement weather, the Little River ShrimpFest is a Rain or Shine event with no vendor fee refunds.

Should there be questions you need answered, please let me know as soon as possible. You can reach me by email at shrimpfestvendors@littleriverchamber.org or phone at (843) 249-6604.

Hubert Bullard
Festival Director