43rd ANNUAL
MONTROSE ARTS & CRAFTS FESTIVAL

Saturday, June 5th, 2027 10AM - 6PM
Sunday, June 6th, 2027 10AM - 5PM

The Montrose Shopping Park Association welcomes you to the 43rd Annual Montrose Arts & Crafts Festival. Each year thousands of attendees spend the festival weekend under the sunny skies and shady, tree-lined streets of the beautiful Montrose Shopping Park. Featuring more than 270 fine artists, crafters, musicians and food and specialty vendors, the Montrose Arts & Crafts Festival is one of the oldest and largest events of its type in the state.

Our International Food Courts, live-stage entertainment at Ocean View, musical groups throughout and a Farm Petting Zoo will be there in addition to our Sunday-only California Certified Farmers' Market.

On the following pages, please take note of the important information listed. The attached materials will give you our "House Rules," simple guidelines that will ensure a smooth-running Festival, maximize your own enjoyment and assist us in complying with regulations necessary to produce this public event. We look forward to another wonderful Arts & Crafts Festival this year and wish each of you a successful and enjoyable weekend in Montrose!

Our Rules & Information
Please Read Thoroughly…*Very Important!*

- ✓ 1. You must observe all rules regarding exhibitor arrival, access and parking. (See pages **"Exhibitor Booth Location Map"** and **"Exhibitor Access and Parking"**).

- ✓ 2. Each block has designated volunteers there to guide you in, answer questions and provide assistance as needed. In addition, there will be an information booth located on Ocean View Blvd. at Honolulu Ave. always staffed.

- ✓ 3. Event managers and volunteers will be wearing T-shirts designating them as EVENT personnel so that you will be able to easily recognize them.

- ✓ 4. When setting up, please do not obstruct open aisleways, sidewalks, garden areas or turf with personal articles such as chairs, handbags (secure those carefully!), totes, merchandise, inventory, boxes, etc. You must set up within your assigned space! Exhibitors will be sharing the event area with nearly 175 local store owners who are conducting business during the Festival. To ensure consideration, cooperation and politeness, this request will be strictly enforced.

- ✓ 5. Please note that posters, banners or similar signage reading "Sale," "Discount," "Show Specials," "Compare Prices" and the like are not permitted.

- ✓ 6. Festival hours are: Saturday, June 5th from 10 AM until 6 PM
  Sunday, June 6th from 10 AM until 5 PM

- ✓ 7. Advertising for this event is extensive and includes social media as well as newspaper and magazine ads in the following publications: Crescenta Valley Weekly, Glendale News Press, Burbank Leader, La Canada Valley Sun, Pasadena Weekly, Santa Clarita: The Signal Newspaper as well as Civic News Group which serves Pasadena, Monrovia, Arcadia & Sierra Madre.

- ✓ 8. To maximize all our mutual social media platforms…Follow us on:
  FACEBOOK...Montrose Shopping Park Association
  INSTAGRAM...shopmontrose
  X (formerly TWITTER)...@shopmontrose

- ✓ 9. Complimentary coffee service will be available for vendors at the Arts & Crafts Information Booth located on Ocean View Blvd. at the center of the Festival.

- ✓ 10. On the page **"Exhibitor Booth Location Map"** you will find the location of toilet facilities and hand-wash sinks.

- ✓ 11. Please read the attached page **"Fire Safety"** to familiarize yourself with the location of fire extinguishers throughout the event area.

Fire Safety !

The Glendale Fire Department requires fire extinguishers every 300 feet along the Festival route. Please familiarize yourself with the placement of these extinguishers by noting the booth numbers below and their corresponding locations on the "**Exhibitor Booth Location Map**."

2200 Block Honolulu Ave. & Market St.

Booth #7	In front of Star Cafe
Booth #33	In front of Mardo K Jewelry
Booth #249	In front of Motivate Studios

2300 Block Honolulu Ave.

Booth #54	In front of Nail Gallery Spa
Booth #86	In front of Joselito's Mexican Restaurant
Booth #198	In front of C'est La Vie

2400 Block Honolulu Ave.

Booth#109	In front of Grayson's Tune Town
Booth #171	In front of the Wickham Way Public Parking Lot
Booth #154	In front of Wells Fargo Bank

In addition, all staff golf cars and the Information Booth are equipped with fire extinguishers. Food Vendors are also required to have a fire extinguisher.

Please take time to make a physical walking inspection of these locations so that you will be prepared in the event of an emergency.

RESTAURANTS, CAFES, FOOD SERVICE	STREET ADDRESS	BUS. PHONE
BIG MAMA'S & PAPA'S PIZZERIA	2307 HONOLULU AVE	818-957-7577
BLACK COW CAFE	2219 HONOLULU AVE	818-957-5282
BLUE FISH JAPANESE REST.	2261 HONOLULU AVE	818-248-9700
CARDAMOM INDIAN REST.	2327 HONOLULU AVE.	818-369-7170
CASA CORDOBA	2331 HONOLULU AVE	818-937-4445
COFFEE BEAN & TEA LEAF CO.	3701 OCEAN VIEW BLVD	818-249-7848
EL CHARRO MEXICAN RESTAURANT	3741 N. VERDUGO BLVD	818-249-2405
FROYOLIFE	2301 HONOLULU AVE	818-248-7775
GELSINGER'S MEATS MARKET DELI	2014 MONTROSE AVE	818-957-7065
GIO'S BAGUETTES & MORE	3805 OCEAN VIEW BLVD	818-330-7135
GIUSEPPE'S ITALIAN RESTAURANT	2428 HONOLULU AVE	818-957-1313
GUS & ANDY'S KITCHEN & BAR	2201 HONOLULU AVE	818-333-3444
JOSELITO'S MEXICAN RESTAURANT	2345 HONOLULU AVE	818-957-1901
KEBAB DADDY	3701 OCEAN VIEW BLVD	818-249-3233
KING YUBU	2232 HONOLULU AVE	747-400-7830
KONTENTSU	3600 OCEAN VIEW BLVD	818-330-9224
MOO MOO MIA ICE CREAM	2323 HONOLULU AVE	818-248-1004
PARADISE ICE CREAM CAFÉ	2209 HONOLULU AVE	310-579-2557
PARIS BAGUETTE	2295 HONOLULU AVE	818-320-6002
PEPE'S MEXICAN RESTAURANT	2272 HONOLULU AVE	818-248-6622
PHO 22 RESTAURANT	2230 HONOLULU AVE	818-957-2121
PORTOBELLO'S RESTAURANT	2235 HONOLULU AVE	818-957-7524
SABRINA'S PIZZA NAPOLETANA	2200 HONOLUL AVE	818-696-3374
SAKE SUSHI BAR & LOUNGE	2270 HONOLULU AVE	818-249-7253
SEASONING ALLEY	2332 HONOLULU AVE	818-249-4949
SIMPLEE BOBA	3807 OCEAN VIEW BLVD	818-438-8363
STARBUCKS COFFEE	2284 HONOLULU AVE	818-248-7001
SUSHIMANSTAR	2426 HONOLULU AVE	818-249-2501
SUSHI NAKATA-OMAKASE	2291 HONOLULU AVE	213-400-8081
SWEET DEMI LUNE BAKERY	3600 OCEAN VIEW BLVD #7	818-618-9005
THE "T" ROOM	2405 HONOLULU AVE	818-249-6677
THEE ELBOW ROOM	2418 HONOLULU AVE	818-248-1769
TOASTED CAFÉ	2420 HONOLULU AVE	818-330-9350
TOWN KITCHEN & GRILL	2276 HONOLULU AVE	818-248-1881
TUTTI FRUTTI	2411 HONOLULU AVE	818-369-7548
UMAI TERIYAKI	2268 HONOLULU AVE	818-248-7004
WILD ACAI	2275 HONOLULU AVE	818-595-3333

Exhibitor Access & Parking

If you are an **Artist**, **Crafter** or **Packaged Food Vendor**, you will enter the event area as follows:

<u>If your space is located in the 2200 Block of Honolulu Ave.</u>

If you are traveling on the 210 Foothill Freeway, exit at Ocean View Blvd. and travel South on Ocean View to Montrose Ave. (first signal). Turn left onto Montrose Ave. Follow Montrose Ave. east until it makes a bend to the south. As it does so, queue-up to enter Honolulu Ave. from the right turn lane at the east entrance to the Montrose Shopping Park.

If you are traveling on the "Glendale 2 Freeway north, merge onto the 210 Foothill Freeway West toward San Fernando. Exit the 210 at La Crescenta Ave. and turn left (South) onto La Crescenta Ave. Head South on La Crescenta Ave. to Montrose Ave. and turn left. Follow Montrose Ave. east until it makes a bend to the South. As it does so, prepare to queue-up in the right turn lane at Honolulu Ave. at the East entrance to the Montrose ShoppingPark.

<u>If your booth is located in the 2300 Block of Honolulu Ave.</u>

…And you are traveling on the "Foothill 210 Fwy", exit at Ocean View Blvd. Travel South on Ocean View Blvd. to Honolulu Ave. (third signal). Prepare to queue-up in the right turn lane at Honolulu Ave.

If you are traveling on the "Glendale #2 Fwy", merge onto the "Foothill 210 Fwy" West toward San Fernando. Exit the 210 at La Crescenta Ave. and turn left (South) onto La Crescenta Ave. Head South on La Crescenta Ave. to Montrose Ave. and turn left. Follow Montrose Ave. to Ocean View Blvd. and turn right. Take Ocean View South to Honolulu Ave. (second signal) and prepare to queue-up in the right turn lane at Honolulu Ave.

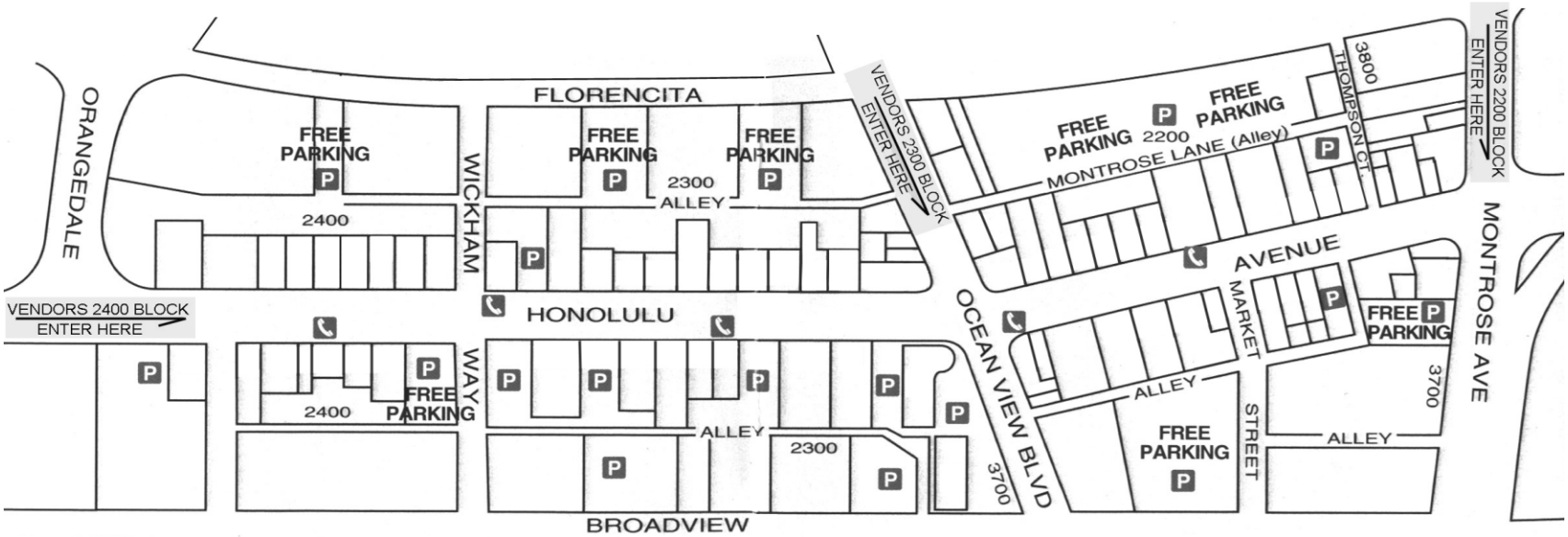
<u>If your booth is located in the 2400 Block of Honolulu Ave.</u>

…And you are traveling on the "Foothill 210 Fwy", exit at Pennsylvania Ave. and travel South on Pennsylvania Ave. until it bends East and becomes Honolulu Ave. Travel East on Honolulu Ave. and prepare to stop and queue-up at Orangedale Ave. at the West entrance to the Montrose Shopping Park.

If you are traveling on the "Glendale #2 Fwy", merge onto the "Foothill 210 Fwy" West toward San Fernando. Exit the 210 Fwy at La Crescenta Ave. and turn left (South) onto La Crescenta Ave. Head South on La Crescenta Ave. to Honolulu Ave. and turn left (East). Travel East on Honolulu Ave. and prepare to stop and queue-up at Orangedale Ave. at the West entrance to the Montrose Shopping Park.

(NOTE: DO NOT VARY FROM THESE DRIVING INSTRUCTIONS. EACH BLOCK HAS ITS OWN ENTRY AND EXIT POINTS. OTHER VENDORS WILL BE ACCESSING THE FESTIVAL FROM ENTRY POINTS DIFFERENT FROM YOUR OWN. VENDORS ATTEMPTING TO ENTER AT INCORRECT ACCESS LOCATIONS WILL BE TAKEN OUT OF LINE AND SENT BACK AROUND!)

Exhibitor Access and Parking
…continued…



Exhibitor Parking is Available Along Broadview Dr.

The parking limits will not be enforced along Broadview Ave for the two days of the Festival, however DO NOT park in a red zone or in front of a driveway or next to a fire hydrant – you WILL be cited!

Additional vendor parking is available in the lower parking lot (below the alley) of the Glendale Community College Professional Development Center – GCC-PDC enter on Broadview.

***DO NOT* PARK IN THE FREE PUBLIC PARKING LOTS! THESE ARE FOR YOUR CUSTOMERS.**

ALSO, *DO NOT* PARK IN THE BANK LOTS ON SATURDAY!

NAME: _____

COMPANY NAME (IF DIFFERENT): _____

ASSIGNED SPACE NUMBER(S): _____

USE THIS POINT OF ENTRY TO ACCESS THE FESTIVAL AREA TO SET UP AND PACK UP:

_____ENTER FROM VERDUGO RD. (EAST END)

_____ENTER FROM OCEAN VIEW BLVD.(MIDDLE)

_____ENTER FROM HONOLULU AVE. (WEST END)

USE THIS POINT OF EXIT TO LEAVE THE FESTIVAL AREA AFTER SET UP AND AT THE CONCLUSION OF THE EVENT:

_____ EXIT SOUTHBOUND ON OCEAN VIEW BLVD.

_____ EXIT SOUTHBOUND ON WICKHAM WAY

SET UP

Set up time is from 5AM until 9AM on Saturday and from 7AM until 9AM on Sunday.
Please be fully unloaded with your vehicle off the street by 9AM.
No vehicles will be allowed to enter the festival area after 9:00 AM.
To preventgridlock, exhibitors will be required to unload their vehicles and park before setting up their booths. Use entrance and exit points as indicated above.
If you have helpers following in another vehicle,
please make sure that they are aware of the entry and exit points.
The police will not allow you to begin setting up or accessing the festival area prior to the official street closure at 5am.

PARKING

The map provided indicates the location of exhibitor parking. Please do not park in the Bank lots on Saturday. Also, please do not park in the Free Public Parking Lots. We need these spaces for your customers.

CLEAN UP

You are responsible for your own clean up from 6:00 PM – 7:00 PM on Saturday and from 5:00 PM – 6:00 PM on Sunday. You are required to leave your booth in place overnight on Saturday, and although security guards are provided, we encourage you to remove more valuable merchandise. Breakdown of your booth must begin at 5pm – not before - on Sunday and the street must be vacated by 7:30 PM on Sunday.

BOOTH SPACE & MERCHANDISE

All booth spaces are 10' X 10'. Once assigned, spaces cannot be changed – **NO EXCEPTIONS**! The Festival Coordinator reserves the right to revoke the space, withoutrefund, of any artist selling items not made by them. Applications submitted were accompanied by photographs of the items being sold by each artist. It is expected that these are the items which will be presented for sale in the Festival. If the Festival Coordinator finds items in any booth which are deemed not to be handmade by the exhibitor, they will be asked to remove them and/or leave the Festival.

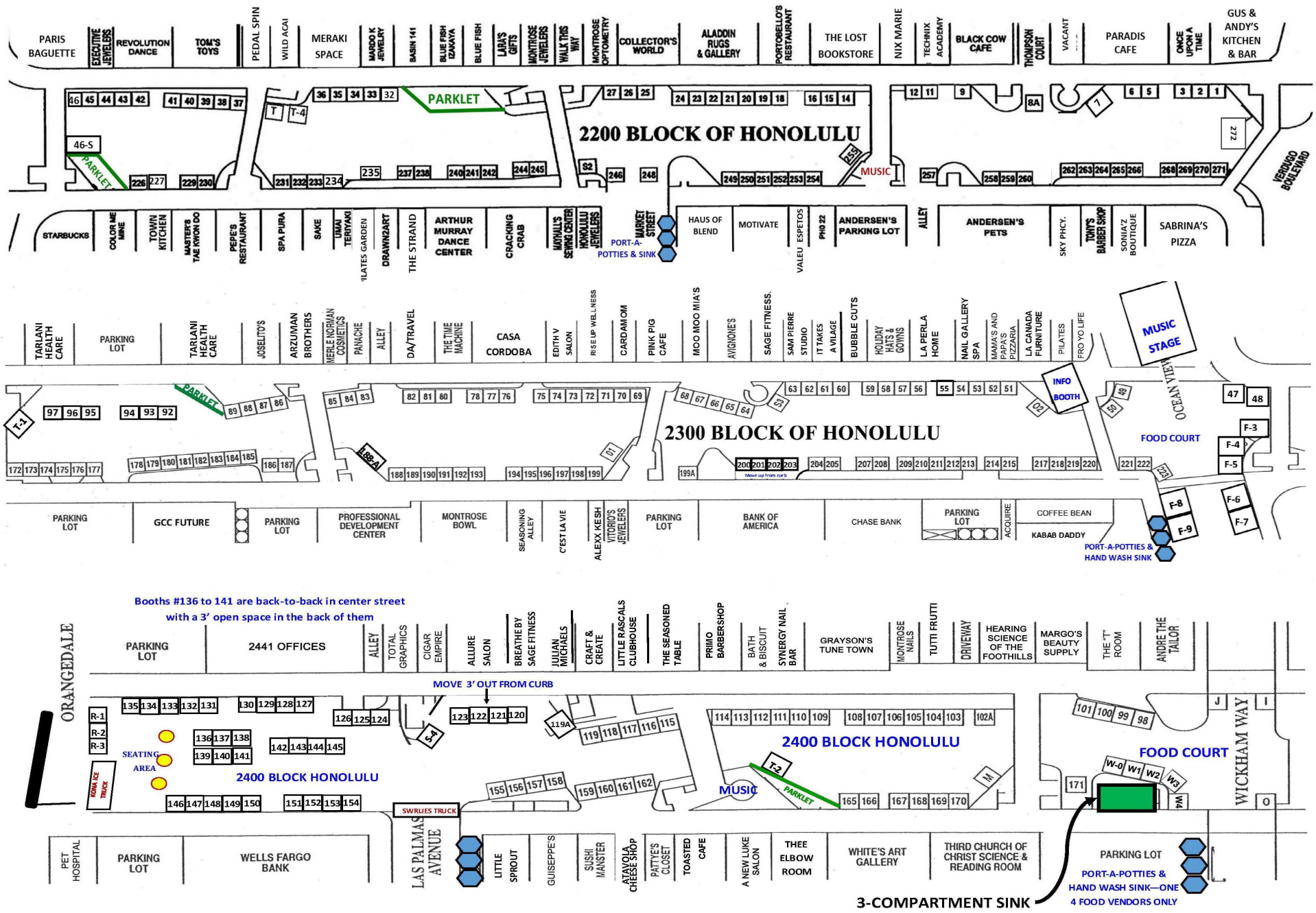
REFUNDS

Full refunds will be given if cancellations are received prior to May 15, 2027.
No refunds will be given after that date.

DISCLAIMER

The Montrose Shopping Park Association, its members, the City of Glendale and its agents, representatives and employees are not responsible for any loss, theft or damages.

CONTACT US

If you have questions or need assistance, please contact Festival Coordinator, **Dale Dawson at (818) 621-0350.**

EXHIBITORS BOOTH SPACES – (NUMBERED BOOTH SPACES MAY BE SUBJECT TO CHANGE AS NEEDED)