MAVWA HISTORY and MISSION
In the early 80's Christian Community Services in Alamosa, CO created the Wool Products Association, which was incorporated as the Mountain and Valley Wool Association (MAVWA) in 1983. The original goal was to provide networking and educational support for wool producers and crafts people of the Upper Rio Grande region of southern Colorado and northern New Mexico.

MAVWA's definition of wool later expanded to include the wool or hair of any animal, and its sphere of influence eventually expanded to include all of Colorado, New Mexico, and Texas.

The MAVWA mission today is the same as it always has been: to support our region's animal fiber industry. MAVWA provides its members with marketing, advertising, networking, and educational opportunities via: the Taos Wool Festival, a website (taoswoolfestival.org), a Wool Festival program / MAVWA directory, newsletters sent to the membership, and classes.

In the Fall of 2016, MAVWA was granted non-profit status and is now a 501c3 organization.

WOOL FESTIVAL PRODUCTION
The Festival is produced by the MAVWA Board of Directors, MAVWA staff, MAVWA Members and volunteers.

WOOL FESTIVAL LOCATION
The Festival is in Kit Carson Memorial Park, on Highway 64 in Taos, New Mexico.

WOOL FESTIVAL CALENDAR for 2020
Vendor applications are due by Friday, April 3rd, 2020.
The online application will close at 11:59 pm MST on April 3rd. Late applications will not be accepted. Mail in applications must be postmarked on or before Friday March 27th to meet the deadline.

2020 Vendor setup:
Friday, October 2nd, 8 AM until dark
Saturday, October 3rd, 7 AM to 9 AM.

2020 Festival Hours:
Saturday, October 3rd, 9 AM to 5 PM
Sunday, October 4th, 9 AM to 4 PM.
WOOL FESTIVAL VENDOR SELECTION PROCESS
The MAVWA jury committee awards vendor space based on the following criteria (NOT in any particular order):

- Applicant's involvement in the Colorado / New Mexico / Texas animal fiber industry.
  - Residents of CO, NM, and TX are given higher priority
- Source of animal fiber
  - Animal fiber grown, processed, and/or crafted within our region has highest priority;
  - Animal fiber grown, processed, and/or crafted outside of our region but within the U.S. has lower priority.
  - Other animal fiber has lowest priority.
- Animal fiber receives higher priority than non-animal fiber.
- Applicant's involvement in MAVWA.
  - Those who have participated in MAVWA - as members, vendors, instructors, staff, volunteers, financial contributors, etc. receive higher priority.
- Applicant's attitude and compliance with MAVWA regulations.
- Value added by the applicant to purchased fiber.
- Diversity contributed to the Wool Festival by the applicant's merchandise.
- Quality of the applicant's merchandise.
- Presentation of the applicant's merchandise.

Membership Requirements
Vendors must be active members prior to applying for a vendor booth.

MAVWA Membership Fees are as follows:
- Individual - $35
- Group - $60

Apply for membership: [http://taoswoolfestival.org/mavwa-membership/](http://taoswoolfestival.org/mavwa-membership/)

Membership dues are deposited upon receipt and are not refundable.

Memberships that were renewed or paid after October are valid through December 31 of the following year. (example - membership paid in October 2019, membership is valid through December 31, 2020.)
WOOL FESTIVAL VENDOR APPLICATION PROCESS
Only MAVWA members are eligible to apply to be Wool Festival vendor. A family, a livestock association, or a guild is one member, and may apply as a single applicant. Two or three members may apply to share one vendor space, but each must submit a separate application. The vendor application is available on the Taos Wool Festival website and should be completed online. The form may be submitted in an incomplete state in order to return later to edit and complete it.

Vendors are required to have their New Mexico CRS ID (NM Tax ID) number, which may be obtained through this link: https://tap.state.nm.us/tap/.

Note: Any questions about the form or application process should be asked before final submission of the form. Contact vendorinfo@taoswoolfestival.org. Late or incomplete applications will not be accepted.

PAYMENTS and REFUNDS
Vendor Booth Fees (All booths are 10 ft x 20 ft)

- Single booth fee: $400
- Shared Vendor booth (with 2 total vendors sharing) - $300 each
- Shared Vendor booth (with 3 total vendors sharing) - $225 each

Vendor fees will be requested after the vendor has been juried into the festival. Notifications will be made the first week of May 2020, allowing a minimum of two weeks for vendor booth payment. Failure to pay vendor booth fees by the deadline will terminate your acceptance and automatically open your space to a vendor from the waitlist. If a vendor cancels after acceptance to the Wool Festival, vendor fees will be refunded on the following schedule:

- Prior to July 1st: all vendor fees except $50.00 will be refunded.
- Between July 1st and August 15th: all vendor fees except $150.00 will be refunded.
- After August 15th: no fees will be refunded

Town of Taos Special Business License
ToT Special Business license fees are included in the vendor booth fees. You will need to download the Special Business License from the vendor application form or using this link: https://goo.gl/BKkHfN, complete and sign it, and upload or send us a copy. Your license will be included in your vendor packet.
2020 TAOS WOOL FESTIVAL VENDOR INFORMATION

PROVISIONS for WOOL FESTIVAL VENDORS

- MAVWA provides vendor spaces (10' wide by 20' deep) from Friday morning through Sunday evening.
- MAVWA provides security from Friday morning through Sunday evening.
- MAVWA provides electricity ONLY to food vendors. Generators are not allowed.
- MAVWA does NOT provide canopies, tables, or chairs.
- MAVWA does NOT provide Wi-Fi access.
- MAVWA does NOT assume responsibility for loss or damage of any kind sustained by vendors.

Taxes
Every vendor must have a New Mexico Department of Taxation and Revenue C.R.S. tax I.D. number, and must collect sales tax at the Wool Festival and pay the collected taxes to the State of New Mexico.

Booths
1. All structures and displays must be well-constructed and able to withstand wind, rain, and snow. Vendors may be held liable for injury and/or damage caused by tents or other property.
2. Every booth and its contents are expected to be tidy, in good taste, and generally attractive.
3. Every booth and all its merchandise, displays, fixtures, furniture, and equipment must be contained within that booth's allotted 10x20 space. Where applicable, vendors may use available space behind their booth for storage only, and may not obstruct any foot traffic.
4. Every vendor must display a sign or signs indicating the name of the vendor's business, a booth number sign (provided by MAVWA), and a Town of Taos business license (provided by MAVWA).
5. A vendor may display a sign or signs indicating sale prices for specific items in that vendor's booth, but may not display a sign or signs indicating discounted sale prices for all or most of the merchandise in the booth.
6. No vendor set-up is permitted before 8 AM on Friday.

Booth Tent Rental
MAVWA is not able to facilitate vendor tent rentals this year.
Booth contents

1. All goods offered for sale must be owned by MAVWA members.
2. All merchandise must belong to one or more of the following categories:
   a. Fiber animal products (examples: wool, pelts, horn, milk, and meat, and products made from these things)
   b. Equipment, materials, and supplies used for creating animal fiber products (examples: spinning wheels, looms, knitting needles, dyes, buttons, books, and patterns)
   c. Items that are neither of the above but that promote the animal fiber industries (examples: photos, paintings, drawings, jewelry, etc. depicting fiber animals; accessories such as shawl pins).
3. Promotional T-shirts may not be offered for sale by any vendor other than MAVWA.
4. Fiber and fiber products may not be purchased and offered for resale unless value has been added to the item by the vendor through spinning, dyeing, knitting, felting, etc.
5. Every item of fiber merchandise (with the exceptions noted below) must be all or predominantly animal fiber, and must promote, emphasize, and be "about" the animal fiber.
   a. "Animal fiber" is defined by MAVWA as the wool or hair of any animal. "Predominantly" animal fiber means having enough animal fiber to look and feel more like animal fiber than other fiber; or containing more animal fiber by weight.
   b. Fiber merchandise may contain silk, plant fibers, synthetic fibers, and other materials in supporting roles. Examples are silk warp, synthetic stuffing in items covered by wool fabric, and cotton covers on wool-filled bedding.
   c. 100% silk and 100% cotton items are not acceptable.
6. Exceptions to #5 (above):
   a. Nuno felting: The amount of animal fiber should be at the discretion of the artist; however, the Nuno felted items should visually contain at least 25% animal fiber.
   b. Bags and baskets made from plant or other non-animal fibers may be offered for sale if they are accessories to equipment or kits, and if they are displayed inconspicuously.

Festival Support

In 2020 all vendors must provide an item of at least a $40 retail value for the Silent Auction. The Auction will be on Saturday so please bring your item to the Silent Auction area by 8:30 on Saturday.
2020 TAOS WOOL FESTIVAL VENDOR INFORMATION

Our Festival depends on all of us chipping in to help. Please consider volunteering for one of the many opportunities to play your part! Some of the common tasks are Festival set-up on Friday afternoon, tear-down on Sunday afternoon, and intake, checkout and scribes for the various shows. This year, we are offering vendors who volunteer to help on Friday the opportunity to set up on Thursday. Please contact the Volunteer Coordinator for details! In addition, we have a few “hired hands” positions that are available for Vendor-associated folks. If you will have someone on your “team” who can provide some help, please indicate that on the application form.

Animals
Rabbits, dogs, and other animals are welcome in vendor booths, on the condition that vendors confine or leash and clean up after all animals in their care. Any animal(s) deemed problematic by the Wool Festival Board of Directors or the Town of Taos must be removed.

Business Hours
All booths are to be open for business during the Wool Festival's stated business hours. Vendors may not set up, break down, or give the appearance of doing either, during business hours.

Cleanup
On Sunday, all Vendor booth areas are to be free of trash and other materials (including zip ties). Cardboard boxes may be broken down and placed in the designated area. All vendors must depart by 7:00 PM on Sunday. Please remember that the folks tearing down the common tents on Sunday also need to pack up, so we can use as many helpers as possible!

Failure to comply with booth requirements, set-up, and take down rules may result in non-acceptance in the festival in future years.