

*City of Alexandria Department of Recreation, Parks & Cultural Activities*  
**Juneteenth 2025 Festival Vendor Selection Guidelines**

The Juneteenth Festival is an annual event managed by the Charles Houston Recreation Center. This year, the event will be held on June 21 from 12-6 p.m. The purpose of this document is to set parameters for the selection of merchant vendors at the event.

**Selection Process:** To ensure a diverse range of business options for Alexandrians, the vendors will be selected based on the following criteria:

1. Relevant experience in similar events
2. Strong reputation and references
3. Pricing and value
4. Alignment with community values

Applicants are selected through a citizen-led merchant Vendor Task Force and City staff. The City reserves the right to make the final decision on selections. The expected number of vendors in 2025 shall be between 10 and 15 vendors.

**Fees & Requirements:** Selected merchant vendors shall pay the **\$50 flat-rate vendor fee** to the Charles Houston Advisory Council prior to event date. Selected vendors must be fully licensed to vend in the City of Alexandria.

**Timeline of Vendor Process 2025:**

- **Friday, April 11:** Vendor submits application through online city portal no later than 11:59 p.m.
- **Monday, May 5:** Vendors are notified of selection.
- **Friday, June 13:** Selected vendors submit registration payment (\$50).
- **Saturday, June 21:** Juneteenth Festival

For questions, or to request reasonable accommodation, contact Calvin Simpson, Recreation Manager I: [calvin.simpson@alexandriava.gov](mailto:calvin.simpson@alexandriava.gov) or 703.746.5545.