

SENSATIONAL SUMMER SIDEWALK SALE

DOWNTOWN ROCHESTER, MN

JULY 23-24, 2015

2015 Contract & Terms of Agreement

The 2015 Sensational Summer Sidewalk Sale in Downtown Rochester, MN will take place on Thursday, July 23, and Friday, July 24.

Limited space on the Peace Plaza has been reserved for downtown merchants for July 23 -24. A **limit of two 10x10 booth areas is allotted per store**. There is no charge for a booth on the plaza. In order to adequately place the weekly Thursdays on First & 3rd vendors for 7/23, it is important that RDA receives all participating store details no later than **Wednesday, July 8th**.

Section 1 ~ Schedule

1. The event will run:
 - a. Thursday, July 23- 8:00am-8:30pm, in conjunction with Thursdays on First & 3rd
 - b. Friday, July 24- 9:00am-5:30pm on the Peace Plaza*

*Space on the Peace Plaza is limited and will be honored on a first-come, first-serve basis.

Section 2 ~ Costs/Contracts

1. There is no cost to participate in the 2015 Sidewalk Sale. (Value is \$100 per space.)
2. If a merchant is interested in advertising beyond the RDA allocated event marketing, additional advertising costs are at the expense of the merchant.
3. Contracts **MUST** be in no later than **Wednesday, July 8th, 2015**. You can drop off or scan and send to Laura Engelman (Community Engagement Manager) at lengelma@downtownalliance.com
4. Vendors must remain in their assigned space.
5. You and your business are responsible for taxes paid on items sold at the event. Neither the RDA nor event sponsors are responsible for your taxing responsibilities.

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Section 4 ~ Layout/Setup/Loading

1. Vendors must be set up to take sales during the designated Sidewalk Sale hours -**No Exceptions** (unless weather threatens). To better organize the flow of vendor set-up, each vendor will be sent a **specific** set-up timeslot. Vendors **MUST** be at the market at their set time. You will **not** be able to set up early. If your time is missed you will have to cart your items in.
2. Vendors must come prepared with enough products in order to stay open during the Sidewalk Sale hours.
3. The Peace Plaza will only allow load-in and load-out a certain way. **No vehicles are allowed on the Peace Plaza.** Parking for unloading purposes will be available on 1st Avenue in front of Optical Vision/Victoria's. We ask that vendors be considerate of other vendors during load-in; which is as follows:
 1. Swiftly unpack from vehicle
 2. Move your car to a parking ramp/lot
 3. Set up your booth
4. Vehicles are not allowed within the market space until **AFTER** the music ends and the crowds have dispersed (Thursday). RDA will open area for vehicles once the majority of the people have cleared from the path. **DO NOT** try to drive into a space with people still in the street. Also, use the utmost caution when entering the market space with your vehicle.
5. Booths will be assigned on a first come, first serve basis. All special location requests will be considered as much as possible.
6. Each vendor **MUST** provide a canopy (10x10), their own tables and signage for their own stand. Canopy **MUST** be weighted down with at least **30 lbs per leg**. This is extremely important as your tent, or items within, can blow around and cause injuries or property damage.
7. If someone has a table set up on the sidewalk during the event and does not have a Permit authorized by the RDA, they will first be asked to remove their set up by an RDA staff member. If that person is unwilling to remove their table or setup, RDA will notify them that they must have a permit filed with the Rochester City Clerk in order to have a sidewalk presence during Thursdays on First & 3rd and a city official will be notified if they do not comply.*

*Please note that storefront businesses located within the Thursdays on first layout are allowed to receive a permit from RDA allowing them one table in front of their business during the market. Businesses that do not have a storefront along the streets of the Thursdays on First layout will not be permitted to be on the sidewalk with a table or setup.

A business cannot use another storefront businesses' space, even if the storefront business decides not to use that space. The City will enforce the provisions of the Rochester Code of Ordinances Chapter 73, relating to sidewalk vending, which may include an administrative fine being issued to those who do not comply and have not received a permit from the Rochester Downtown Alliance during the Thursdays on First & 3rd event.



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8. A sign or banner with your business name is required (12"x20" minimum) so that customers know whom to look for when they return for more business. The signs / banners are to be affixed to your canopy. No signs or banners are allowed to be hung or posted on plaza light towers or adjacent buildings, in addition to no sandwich boards outside of your booth area. Business cards and other marketing materials are highly recommended.

Section 6 ~ Parking

1. Parking is the responsibility of the vendor/merchant. The City of Rochester's Public Parking Ramps can be found at: <http://www.rochesterparking.com/>
2. To accommodate more vendors and a more vibrant, bustling market, **NO VEHICLES** (cars, trucks etc.) **or TRAILERS** will be allowed to remain on the market space or behind your booth. Personal vehicles and trailers will be allowed into the market street space during load-in and load-out times only. If you do have a trailer behind your car the only place to find parking is at the Power Plant. Again you can review parking locations at: <http://www.rochesterparking.com/>.

Section 7 ~ Food

1. As a Sidewalk Sale participant, NO food or beverage is allowed on the Peace Plaza. If you plan to offer your customers any kind of appetizer/snack/beverage, you will need to make arrangements to do so from within your store.

Section 8 ~ Presentation

1. You must remove any trash created by your stand, and provide your own receptacle; hauling away upon load-out. The trash / recycling containers set in the market area by RDA are for attendees use and not intended to handle vendor generated trash. Bring a broom and dust pan to clean your area before, during and after the event to maintain a clean environment.
2. The goal is to always present a full and busy market. To that end, if for some unforeseen reason you will not be able to attend the event on a day that you have a reserved space please contact RDA staff **AT LEAST 1 WEEK IN ADVANCE** so that we may attempt to fill your space from the waiting list.

Section 9 ~ The Rest

1. The RDA or any associated businesses or sponsors are not responsible for any accidents that take place as a result of your vending at the event.
2. The RDA is not responsible for any goods that you sell that in any way cause harm to the purchaser of your goods, or services provided at the event.

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3. In the event that a vendor is either unable or unwilling to fulfill contracted participation in the event for any reason, the vendor must notify RDA staff immediately and the event committee reserves the right to fill that vendor space with another vendor from the waitlist.
4. All authorized vendors participating in the event shall be individually and severally responsible to the RDA for any loss, personal injury, deaths, and/or any other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees, and all vendors hereby agree to indemnify and save the RDA harmless from any loss, cost, damages, and other expenses, including attorneys' fees, suffered or incurred by the RDA by reasons of the vendors' negligence or that of its servants, agents and employees; provided that the vendors shall not be responsible nor required to indemnify the RDA for negligence of the City, its servants, agents or employees. No insurance is provided by the RDA to participants in the street market.
5. Weather - RDA does not cancel the event due to rain. This is an outdoor market, and therefore rain and other unpredictable factors are always a possibility. If your product/service or setup cannot handle outdoor weather, this may not be for you. The event is immediately over when evacuation orders have been issued by RDA staff.

Please keep a close watch on the RDA website homepage: www.downtownrochestermn.com for the latest updates, postponements or cancellations of the market.

6. RDA will generally attempt to not put competing product in front of downtown merchants when the market layout is established. However occurrences, such as last minute cancellation replacements, may occur when substituted from the waiting list.
7. Be advised that electric hook-ups are only available at a few **food vendor** sites. *Vendors should not assume they will have access to electricity.*
8. For questions regarding The Sensational Summer Sidewalk Sale, please call Gabriel Yeager, Events Intern, at 507-216-9882 or email info@rdowntownalliance.com

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