

# THE FIFTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL

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SEPTEMBER 14, 2013

*BROUGHT TO YOU BY  
CARROLL GARDENS ASSOCIATION, INC.  
A Not for Profit Organization  
201 Columbia Street  
Brooklyn, NY 11231  
Tel 718-243-9301  
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[www.carrollgardensassociation.com](http://www.carrollgardensassociation.com)*

## GENERAL INFORMATION

### ABOUT THE FALL FESTIVAL

The Columbia Waterfront Fall Festival is a family-friendly, annual festival held every second week of September in South Brooklyn's Columbia Waterfront neighborhood. Attendees take in the features that fill the closed off streets of Union Street, between Hicks Street and Columbia Street and Columbia Street, between Union Street and Degraw Street. Admission is always free to this event, and features include food and merchandise vendors, a music and performance stage, carnival rides and activities, and much more.

### ABOUT THE ORGANIZER

Carroll Gardens Association, Inc. (CGA) is a Neighborhood Preservation Company that has been serving the neighborhoods of Southwest Brooklyn for 42 years. CGA's mission is to foster a community where all residents, workers, and visitors of Southwest Brooklyn's neighborhoods, regardless of income-level, can live, work, and thrive. CGA began the annual Fall Festival in 2007 with the mission to produce a free, high-quality, annual festival that promotes the diversity, vibrancy, and life of the Columbia Waterfront neighborhood; to promote the businesses of Southwest Brooklyn to local and regional audiences; and to contribute to the overall quality of life for Southwest Brooklyn community members.

### OUR GOALS FOR 2013

This year CGA will organize and promote the festival with two primary goals:

**1. *To make the Fifth Annual Columbia Waterfront Fall Festival 100% local.***

Why are we doing this? Because we are proud of the incredible diversity of businesses and artists that come out of Southwest Brooklyn, and believe the Fall Festival is a wonderful opportunity to showcase the unique products and services of area organizations, entrepreneurs, and artists. In doing so a new outlet for goods and art made in Southwest Brooklyn will be provided, and the distinctiveness of the area will be shared and experienced by all who attend. We define local as a vendor being a resident or business operator of the Southwest Brooklyn neighborhoods, including Columbia Waterfront District, Red Hook, Carroll Gardens, Cobble Hill, Gowanus, and Brooklyn Heights.

**2. *To increase visitorship.***

To expand visitorship and increase patronage and greater sales for vendors, CGA will inform the public of the Fall Festival by using a mixture of print and online media, to include:

- Print advertisements in flyers and in major and local newspapers that provide information.
- Website postings that provide a comprehensive overview of the event.
- Social networking to generate word of mouth.

We are confident that this event will provide you with a terrific marketing opportunity to highlight your organization's services to thousands of prospective constituents, as well as provide the opportunity to enhance the position of your organization in the Southwest Brooklyn community and beyond.

## FALL FESTIVAL GUIDELINES

Please thoroughly read the guidelines outlined below.

### GENERAL FESTIVAL INFORMATION

**Date:** Saturday, September 14, 2013

**Rain date:** The festival is rain or shine. However, CGA reserves the right to cancel the festival in the event of extreme weather. We will notify people by 6 PM the night before via the telephone number provided on the registration form.

**Location:** Union Street (between Hicks Street and Columbia Street) and Columbia Street (between Union Street and Degraw Street)

**Festival Hours:** 12 PM – 6 PM

**Vendor Set-Up:** 9 AM – 11:30 AM

**Vendor Break-Down:** 6 PM – 7 PM

**Final Application Deadline:** September 6, 2013

**Refund Policy:** No refunds after the final deadline.

### SUPPLIES AND EQUIPMENT

- Vendors must supply all equipment needed, such as tents, tables, chairs, displays, paper goods, utensils, and trash bags.
- We encourage food vendors to use recyclable and compostable utensils, serving containers (plates, cups, bowls etc.) and napkins.
- Vendors are encouraged to make use of decorative displays, but signs and banners must be independent of existing property and cannot obstruct existing structures.
- All materials must be kept within the confines of the individual space allotted to each vendor.
- Limited on-site security will be provided; however, the vendor is responsible for any items or equipment lost, damaged, or stolen.

### SET-UP, BREAK-DOWN, AND PARKING

- Vendors must drop-off at their pre-designated vendor location, park, and then set up (in that order).
- Loading vehicles will have access to the area between 9 AM to 11:30 AM and from 6 PM to 7 PM only. Vehicles must be parked outside the festival area during the event hours of 12 PM to 6 PM.
- Vendors are responsible for loading and hauling their own food, equipment, or products.
- Vendors must stop selling promptly at 6 PM.
- Vendors are responsible for the space appointed—all items must be removed and site must be cleaned.

**FIFTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL**  
**COMMUNITY-BASED ORGANIZATION REGISTRATION FORM**  
**FINAL DUE DATE: FRIDAY, SEPTEMBER 6, 2013**

Please fill out the form below. All applicable fields are required to process the application.

**Organization Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
**Position Title:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Website:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Type of information to be provided:** \_\_\_\_\_

**Space Request:**

FEE CATEGORY	Cost	Qty.
10'x10' space – Community-Based Organization	Free	

Hand-deliver or mail your completed application by the final application deadline of **September 6, 2013**.

**Office Address:**  
 Carroll Gardens Association  
 201 Columbia Street  
 Brooklyn, NY 11231

Included are the annual Fall Festival Guidelines. The undersigned certifies that he/she understands and will adhere to all guidelines.

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**Signature** **Print Name** **Date**

FOR OFFICE USE ONLY	
Date received:	Received by:
Stall fee:	Receipt number:
Spot number:	Notes:

CGA will confirm your reservation via the phone number or email address provided. If you have any questions, please feel free to contact us via phone (718-243-9301) or email ([info@carrollgardensassociation.com](mailto:info@carrollgardensassociation.com))!