

THE FIFTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL



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
Fax 718-243-9304
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 business' products and services to thousands of prospective customers, as well as provide the opportunity to enhance the position of your business 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.

PARTICIPATION FEE

- All spaces are sold by linear footage in increments of 10 feet. This space begins at the curb and extends 10 feet out on the street, resulting in a total booth size of 10x10, 10x20, 10x30, etc.
- Please note the Vendor Fee Categories below.

FEE CATEGORY	EARLY BIRD: <i>Before August 14</i>	REGULAR: <i>Between August 14 & September 6</i>
General Vendor	\$100	\$115
Food Vendor	\$250	\$265

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.

PERMIT INFORMATION

- All permits must be valid on September 14, 2013.
- You must submit a copy of your required permit(s) to CGA by September 6, 2013 and have a copy of these permits onsite at the Fall Festival and available upon inspection, or you will not be able to participate.

Permits for General Vendors

Temporary Street Fair Vendor Permit (111)

All non-food vendors MUST obtain a valid Temporary Street Fair Vendor Permit (111) from the Department of Consumer Affairs (DCA) in order to participate in the Fall Festival. To apply for this permit please visit: <http://on.nyc.gov/AnticVendorPermitApp> OR call 311 (212-NEW-YORK if outside of New York City).

Permits for Food Vendors

Temporary Food Service Establishment Permit

- All food vendors that DO NOT currently have a licensed food service establishment MUST obtain a valid Temporary Food Service Establishment Permit (Street Fair) from the Department of Health and Mental Hygiene (DOHMH) in order to sell/serve food at the Fall Festival. To apply for this permit please visit: <http://bit.ly/AnticFoodPermitApp> OR call 311 (212-NEW-YORK if outside of New York City).
- When operating your temporary food stand at the Fall Festival, you must carry copies of your Food Protection Certificate and the receipt for your temporary food establishment permit OR you must carry your original mobile food vending license and the receipt for your temporary food establishment permit. If you are a permitted Food Service Establishment (FSE), you must carry a copy of your original FSE permit.

FDNY Permit

All food vendors MUST have a fire extinguisher in their stall space during the Fall Festival.

FIFTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL VENDOR REGISTRATION FORM

FINAL DUE DATE: FRIDAY, SEPTEMBER 6, 2013

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

Contact Name: _____
Company Name: _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: _____ **Website:** _____
Email: _____ **Tax ID#:** _____
Department of Consumer Affairs/Department of Health License#: _____
Vendor Type (ex: food, ride, promo, clothes, etc.): _____

Space Request:

Early Registration Fee: General Vendors - \$100 | Food Vendors - \$250

Regular Registration Fee: General Vendors - \$115 | Food Vendors - \$265

FEE CATEGORY	Cost	Qty.	Total (Cost x Qty.)
10'x10' space – General Vendor	\$		\$
10'x10' space – Food Vendor	\$		\$
	Total fee due		\$

Hand-deliver or mail your completed application with payment (we accept **certified checks or money orders** payable to **Carroll Gardens Association, Inc.**) by the final application deadline of **September 6, 2013**. Please also hand-deliver or mail copies of the necessary permits required by **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.

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!