

# THE SIXTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL

## COMMUNITY BASED ORGANIZATION APPLICATION

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**SATURDAY, SEPTEMBER 13, 2014**

*BROUGHT TO YOU BY  
CARROLL GARDENS ASSOCIATION, INC.*

*A Not for Profit Organization*

*201 Columbia Street*

*Brooklyn, NY 11231*

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[www.carrollgardensassociation.com](http://www.carrollgardensassociation.com)

[f on.fb.me/1gucGZB](https://www.facebook.com/1gucGZB) | [t @CGA\\_NPC](https://twitter.com/CGA_NPC)

## GENERAL INFORMATION

The Sixth Annual Columbia Waterfront Fall Festival will be held on Saturday, September 13, 2014 from 12 PM – 5 PM on Columbia Street (between DeGraw and Union Street) & Union Street (between Columbia and Hicks Street).

## 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. Admission is always **FREE**. It is a day of fun for all with children's activities, entertainment, shopping, and more.

## ABOUT THE ORGANIZER

Carroll Gardens Association, Inc. (CGA) is a Neighborhood Preservation Company that has been serving the neighborhoods of Southwest Brooklyn for 43 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 2014

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

**1. *To make the Sixth 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 the 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 13, 2014

**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 – 5 PM  
**Vendor Set-Up:** 9 AM – 11:30 AM  
**Vendor Break-Down:** 5 PM – 6 PM  
**Final Application Deadline:** September 5, 2014

### SUPPLIES AND EQUIPMENT

- **Community based organizations must supply their own tents, tables, chairs, displays, paper goods, trash bags, etc.**
- Participants 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 participant.
- Limited on-site security will be provided; however, the participant is responsible for any items or equipment lost, damaged, or stolen.

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

- All participants must drop-off at their pre-designated 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 5 PM to 6 PM only. Vehicles must be parked outside the festival area during the event hours of 12 PM to 5 PM.
- Participants are responsible for loading and hauling their own equipment or products.
- Participants must breakdown promptly at 5 PM.
- Participants are responsible for their allocated space—all items must be removed and site must be cleaned.

**SIXTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL  
COMMUNITY-BASED ORGANIZATION REGISTRATION FORM**

**FINAL DUE DATE: FRIDAY, SEPTEMBER 5, 2014**

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	Qty.
<b>10'x10' space – Community-Based Organization</b>	

NOTES:

- Community based organizations must supply their own tents, tables, chairs, displays, paper goods, trash bags, etc.
- Please let us know if you are looking to bring a mobile unit. All mobile units must be approved.

Hand-deliver or mail your completed application by **September 5, 2014** to:

Carroll Gardens Association, Inc.  
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:	Spot number:

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))!