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January 2017

Dear Allen Park Business Owner:

Mark your calendars, the 36th Annual Street Fair comes to town **August 4-5, 2017**. To continue to build on last year's success, we are again offering a list of ways your business can capitalize upon the thousands of customers crowding Allen Park for the fair.

The application process is simple – applications can be accessed online at <http://www.allenparkstreetfair.org>

1. **Select Booth Option.** A variety of booth spaces are available, depending upon where you are located. Business located along the Street Fair route may reserve spots near the front of their buildings, other businesses may reserve a 10' x 10' space, and restaurants may opt for food vending space.
2. **Complete Application.** Please complete the application form and return, with payment, no later than **May 1, 2017**.
3. **Status Notification.** We will notify everyone of their booth location by **July 15, 2017**.

Please note that Allen Road will be closed during the fair starting at 5 pm on Thursday, August 3, 2017.

I hope you are as excited about the 2017 Allen Park Street Fair as I am. If you have any questions or concerns, please contact us at applications@allenparkstreetfair.org or 734-258-7720.

See you at the fair!

Cynthia Riviera
Allen Park Festivities Commission
Chairperson

36th Annual Allen Park Arts & Crafts Street Fair

August 4-5, 2017 ♦ 10:00 a.m. - 9:00 p.m.

Opportunities for Allen Park Businesses

MID-ALLEN ROAD BUSINESSES:

Reserve the Booth Space near the Front of Your Business

Charge: \$50 per 10' x 10' space

If your business is located within the Street Fair area (Allen Road between Southfield and Roosevelt) you may reserve booth space near the front of the building. You may erect a booth and sell merchandise from your store in this space or simply leave it empty to enhance customers' ability to see your establishment. The Commission will make every attempt to honor requests for more than one space and to give businesses the space directly in front of the store, however in some cases it is necessary to limit a business to one space or provide a space in the general area of the business.

The cost for crafters to use this sidewalk space would be \$200, which represents a 75% savings for your business.

ALLEN PARK BUSINESSES NOT LOCATED ON MID-ALLEN ROAD:

Reserve a Booth

Charge: \$50 per 10' x 10' space

Just because your business isn't located within the Street Fair area doesn't mean you have to be left out. Allen Park businesses may reserve a 10' x 10' booth space. You may sell merchandise from your store in this space, pass out literature, etc.

Please Note: Sale of bottled water outside of building is strictly prohibited. The Youth Organization that collects the trash during the fair is given sole rights to sell water in exchange for the 22 hours of work they give to the fair.

ALLEN PARK RESTAURANTS:

Reserve a Food Vendor Space

Charge: \$50 per 10' x 20' space

All other permitting, safety, and insurance regulations apply.

ALL MID-ALLEN ROAD BUSINESSES:

Maximize Exposure

Charge: Free

Whether you staff a booth or not, there are many low-cost ways you can market your businesses to potential customers at the fair. A few ideas:

- *Hand out coupons, balloons, brochures, trinkets, etc.* You could wear a costume or a silly hat, play a kazoo, or anything else to attract attention.
- *Make your storefront work for you.* Even if you're not on Allen Road, thousands of customers will be driving and walking by your establishment. Balloons, flags, moving window displays, free samples – these are all great ways to attract attention and customers.
- *Relaxation Oasis.* Entice hot, tired customers into your business with chair massages, aromatherapy, a cool seat in air conditioning, etc.
- *Kids Entertainment.* Let kids market your business for you. Set up children's' activities, entertainers, etc. at the front of your business and stand back as kids lead their parents right to your doorstep.

36th Annual Allen Park Arts & Crafts Street Fair

August 4-5, 2017 ♦ 10:00 a.m. - 9:00 p.m.

Allen Park Business Application

(For Office Use Only)

Applications must be in the name of the original applicant and assigned spaces are non-transferable to other parties.

APPLICANT INFORMATION:

Business Name _____

First Name _____ Last Name _____ Title _____

Address _____ Cell Phone _____

City _____ State _____ Zip _____ Email _____

I will be running a raffle. Please describe: _____

BOOTH RESERVATION:

10' x 10' booth space near the front of your business.

Number of booth spaces desired: _____

10' x 20' food vendor space

Trailer Set-Up: Length: _____ Width: _____ Self-Contained Generator Water

Type of Food

Electricity (one extension cord) - \$40

10' x 10' booth space

Number of booth spaces desired: _____

AGREE:

Enclosed is payment for my reserved booth space. Amount: \$_____. *Make check payable to the Allen Park Festivities Commission.*

Enclosed is a **stamped, self-addressed #10 – legal sized envelope.**

I understand the rules and I agree to abide by them. I understand failure to comply with the rules will jeopardize my participation in future fairs.

Signature:

Date:

Return to:

Allen Park Street Fair
PO Box 70
Allen Park, MI 48101

Deadline to return application:
May 1, 2017

If you require further information, please contact us at applications@allenparkstreetfair.org or (734) 258-7720.

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Rules and Regulations

ALL VENDORS:

- Sale of silly string (*or similar items*) is strictly prohibited.
- Raffles must be approved by the Festivities Commission prior to the Street Fair.
- No hawking of merchandise.
- All activity must take place within your assigned booth or in your building.

MERCHANDISE VENDOR INFORMATION:

- Set-up space is 10' x 10'.
- Vendors must provide chairs, tables, and other display equipment.
- **Businesses must only sell items that are for sale in their store. Vendors may not sell or give space to another vendor or non-downtown business.**
- The Festivities Commission can provide electricity for a \$40 fee (one extension cord). Please indicate that on the application.
- The Festivities Commission and the City of Allen Park are in no way liable for damage, loss, or physical injury.
- Items must not extend beyond allotted areas and vendors may not move from their designated space.
- Booths must be kept neat and attractive at all times during the fair.
- If you must leave the fair due to an emergency, please notify the Festivities Commission.
- **Please Note:** *Sale of bottled water outside of your building is strictly prohibited. The Youth Organization responsible for trash collection is given sole rights to sell water in exchange for the 22 hours of work they give to the fair.*
- You must supply your own garbage bags. Please DO NOT dispose of trash in the trash cans on site. These are for Street Fair customers, not vendors.
- DO NOT LEAVE DEBRIS ON THE STREET AT CLOSE OF FAIR.

FOOD VENDOR INFORMATION:

- All food vendors must apply to the Wayne County Health Department and obtain all required permits.
- All food vendors must have insurance liability coverage. Copies of insurance coverage must be submitted prior to July 15, 2017.
- All food vendors must have a 5-pound ABC fire extinguisher on site.
- No water or electricity is provided; all units must be self-contained unless you make your own arrangements with Allen Road businesses. There is a very limited availability of water and electricity.

NO REFUNDS WILL BE ISSUED AFTER JULY 15, 2017.

Participants who fail to comply with the stated rules and regulations will not be allowed to participate in the following year's fair.