



## The Fourth Street Business Revitalization Zone

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### Dear Vendor:

Welcome to the 15<sup>th</sup> Annual **4<sup>th</sup> Street Lilac Festival Sunday May 30<sup>th</sup> 2004**. We hope you will participate in our event and help add to the eclectic, fun atmosphere. The following are common questions asked by our vendors:

### What is the 4<sup>th</sup> Street Lilac Festival?

The Lilac Festival is a street festival on 4<sup>th</sup> Street SW put on by the merchants and business community of the 4<sup>th</sup> Street BRZ (Business Revitalization Zone). It always takes place on the last Sunday of May (this year, May 30<sup>th</sup>). Included in the festival are many stages of entertainment including rock, country, jazz, folk, and world music. There is a Kid's World with a kid's stage, crafts and balloons. There are over 350 vendors selling their wares, as well as local restaurants and merchants.

### Where, specifically, does it occur?

The Lilac Festival is an outdoor event situated from 12<sup>th</sup> Ave. to Elbow Drive on 4<sup>th</sup> Street. 4<sup>th</sup> Street is closed to vehicular traffic to allow pedestrians to wander the street and enjoy the sights.

### How long is the event?

The event lasts one day only (May 30), **THIS YEAR THE FESTIVAL HAS EXTENDED IT'S HOURS AND WILL RUN 10AM TO 7PM.**

### How many people attend?

Depending on the weather, approximately 80,000 – 100,000 people attend. Last year was among the best attended.

### Do you provide tables, coverings, and chairs?

- We provide a banquet-sized table approximately 8 feet by 2 feet
- We are unable to provide chairs or weather coverings. Sorry.
- You may bring a small tent or covering, provided it does not take up more than 10 feet of space in length and width.

We allow a 10 x 5-foot space. (You may bring a 10 x 10-foot tent to cover your table but it may not go out onto the road more than 5ft, the back should be up on the sidewalk) With the parade moving along the street, other vendors, and over 80,000 event goers, we ask you to take the space allowance seriously.

### **How will I know where my table will be located?**

After April 15<sup>th</sup>, we will send you a map with your location clearly indicated and details regarding set up.

### **May I decide where my table will go?**

If you were in the Lilac Festival last year, you can expect to be at the same spot this year, in most cases, but this is **NOT** a guarantee! Newcomers to the festival will be placed in the most appropriate places as possible. **The Lilac Festival reserves the right to place any vendor in any location no matter of their location in previous years.**

### **Garbage????**

The vendor is required to clean up a 10-foot area around their table and take any garbage with them when they leave. (Not using the existing street receptacles) **The Lilac Festival will refuse future participation if vendors do not remove all of their garbage!**

### **May I play music at my booth?**

You may play music at a booth that is not situated beside and or near a stage with performing acts. The music must not disturb other vendors around you.

### **May I bring food to sell?**

Calgary Health Services decides to give prior approval to all those who wish to sell food. All types of food, even pre-packaged food, require pre-approval. Furthermore, all food must be prepared in an approved site and requires special handling (yes – even if you’re preparing popcorn). A *Special Event Form* must be filled out and should accompany your regular registration form. If you need a form, please telephone our office or contact Calgary Health Services.

### **What is the deadline for Calgary Health Services *Special Event Food forms*?**

Please ensure that the Lilac Festival office receives your completed *Special Events Food Form* **no later than April 15<sup>th</sup>/03**. This deadline is determined by Calgary Health Services.

### **May I use a generator?**

We discourage the use of generators because of noise and pollution concerns. We reserve the right to move a vendor’s location, even on the day of the festival, if necessary.

### **What happens if it rains that day?**

There was only one year when it rained significantly in our previous fourteen-year history. Usually the weather is warm, and more often than not, sunny. Please note however that we do not give refunds due to bad weather. The Lilac Festival goes rain or shine! We have to pay for all entertainment, equipment and absorb all costs regardless of the weather!

## REGISTRATION INFORMATION

Each space is approximately 10' x 5', and we provide an 8' x 2' banquet table. **You may order up to 4 spaces.** Please note that your additional spaces will be situated side by side, not at different areas along the street. Also, remember that we are unable to provide chairs.

**You will not be registered if you send a post-dated cheque.** We must be able to cash these cheques immediately to have you registered. A \$30.00 charge for NSF cheques will be imposed.

If you require a larger space for a special event, please contact the office with your requirements and to register your special event. At this time a price for space will be negotiated.

**Food Vendors:** Please call the 4<sup>th</sup> Street BRZ office (229-0902) to request a Calgary Health Services *Special Event Food Form* which we will then fax/mail/E-mail to you. Our office must receive your completed Special Event Food Form no later than April 15<sup>th</sup> 2004.

**The 4<sup>th</sup> Street Lilac Festival is not responsible for supplying or securing water or electricity to your site.**

### **Make all cheques payable to “4<sup>th</sup> Street BRZ”**

Please mail your registration to:

**4<sup>th</sup> St. BRZ/Lilac Festival Office  
417-1711 4<sup>th</sup> St. SW.  
T2S 1V8.**

You can also register via e-mail at [jenrempel@4streetcalgary.com](mailto:jenrempel@4streetcalgary.com), however a space will not be reserved for you until payment is received. Or you can print off additional forms from our website at [www.4streetcalgary.com](http://www.4streetcalgary.com).

**The BRZ/Lilac Festival Office number is 229-0902.** Although we are not always in the office, we will certainly get back to you as soon as we receive your message, during normal business hours. Please call ahead if you need to drop off your registration.

Table allocation takes place after April 15<sup>th</sup>, when all registrations have been received. Early in May you will receive a map indicating your table location and further information regarding the Festival day (e.g. set-up time's etc.).

**PLEASE NOTE THE HOURS OF OUR FESTIVAL HAS CHANGED  
THIS YEAR AND WE WILL BE RUNNING THE FESTIVAL FROM  
10AM TO 7PM**



# REGISTRATION FORM Lilac Festival May 30<sup>th</sup>, 2004

Please check off appropriate box below

I am a:

- Artisan or a Non Profit Organization who does not have an existing retail store
- Existing business or Food Vendor outside of 4<sup>th</sup> Street

Pay schedule

<b>Artisan</b>	Price before April 1 <sup>st</sup>	<b>VOID</b>	Price after April 1st	<b>\$175</b>
<b>Non-Artisan</b>	Price before April 1 <sup>st</sup>	<b>VOID</b>	Price after April 1st	<b>\$350</b>

Number of tables required \_\_\_\_\_

Total Amount Payable \$ \_\_\_\_\_

**Other needs: (i.e. table location request. Please remember this is a request and all requests may not be honored, but we will do our best!)**

\_\_\_\_\_

Detailed description of Goods/Products sold (first-time vendors please include photo).

\_\_\_\_\_

**We reserve the right to limit the amount of certain types of products sold at the festival.**

Company Name: \_\_\_\_\_

Exhibitor/Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: Home \_\_\_\_\_ Work \_\_\_\_\_ Fax \_\_\_\_\_

e-mail \_\_\_\_\_

I have read the Exhibitor's Agreement/Lilac Festival Rules and Regulations and agree with the conditions set forth. I recognize that by signing below I have entered a contract with the 4<sup>th</sup> Street BRZ.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Send this copy to the Lilac Festival Office**

\_\_\_\_\_

**EXHIBITOR AGREEMENT**  
**LILAC FESTIVAL RULES AND REGULATIONS**  
**For Sunday May 30, 2004**

Welcome to the 15<sup>th</sup> Annual 4<sup>th</sup> St Lilac Festival. 4<sup>th</sup> St SW is closed from Elbow Drive to 12 Ave. SW to put on a giant outdoor fair which includes a parade, various stages of entertainment, Kid's Adventure Zone and over 300 artisan tables. Ensure you read the ENTIRE Exhibitor's agreement.

**RULES AND REGULATIONS (EXHIBITOR'S AGREEMENT)**

- 1. The Producer will:**
  - a) Produce the 4<sup>th</sup> St Lilac Festival (street fair) on 4<sup>th</sup> Street between 12<sup>th</sup> Avenue SW and Elbow Drive SW to take place on Sunday May 30, open to the public from 10:00am through to 7:00pm;
  - b) Provide for the exhibitor's use a 10' x 5' space with one 8' x 2' table (banquet) positioned on the roadway which will be closed to vehicles during this time. The producers reserve the right to designate table assignments and to modify them if deemed necessary;
  - c) Produce and distribute promotional material including posters, brochures and provide media with public service announcements.
  
- 2. The Exhibitor will:**
  - a) Pay the producer the appropriate sum as defined in the registration form and dependent on date registered for each space and table required;
  - b) Provide his/her own chairs, display equipment, tent, sinks, and power;
  - c) Release the 4<sup>th</sup> Street Business Revitalization Zone and its Board of Directors, the City of Calgary, Cliff Bungalow-Mission Community Association, and the merchants of 4<sup>th</sup> Street SW from any liability for any damage, loss, theft, breakage or injury to property or persons;
  - d) Complete all necessary forms and provide full payment upon registration (no post-dated cheques) to validate this agreement;
  - e) Unload and load at the requested times of 8:00 a.m. and 7:00 p.m. respectively, and shall adhere to parking instructions. Exhibitor's may not dismantle before 7:00 p.m.;
  - f) Keep area clean and tidy with extra stock and personal items stores under tables, behind the skirting out of public view;
  - g) Agree to abide by the rules and regulations of Calgary Health Services as they pertain to the handling of food. **All participants selling food must include a completed Special Event Food form with their registration form;**
  - h) Supply their own garbage containers and clear their own trash at the end of the day if they are selling or giving away any food items;
  - i) Sign the bottom of the Registration form and consider that forms the producer's copy of the Exhibitor's Agreement form. The exhibitor will keep the Exhibitor's agreement (this form) for his/her reference.
  
3. Both the exhibitor and the producer must sign the Exhibitor Agreement. The agreement will become effective upon receipt of the completed Registration form with full payment, dated at the time of registration.
  
4. There will be no refunds. The producer will not be liable for refunds or any liabilities whatsoever if the festival is disrupted due to any act of God, strikes, statutes or any case beyond the producer's control. This is an outdoor event, rain or shine and the producer will not be held responsible for shelter, alternate indoor sights or alternated dates in the case of inclement weather.

Exhibitor's Signature \_\_\_\_\_ Lilac Festival \_\_\_\_\_

Date \_\_\_\_\_ Date \_\_\_\_\_

This document is for your records

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# What's New At This Years Lilac Festival?

**THE FESTIVALS HOURS HAVE EXTENDED!!!** We have extended the festivals hours from 10am to 7pm. Each vendor must be set and ready to go by no later than 9:30 and not permitted to tear down until at least 7 pm. You must be cleaned up and off the street by no later than 8pm. Failure to do so will result in an exclusion from **all** future festivals.

**THERE WILL BE NO SKIRTING PROVIDED WITH TABLE RENTALS.** We find that most vendors cover them up and then at the end of the day they contribute to over half of the garbage produced at the festival.

**GARBAGE IS THE VENDORS RESPONSIBILITY.** We now require you to clean the 10-foot radius around your table, remove all garbage and take it to a BLUE GARBAGE BIN (not to use existing street receptacles). Those who do not comply with this will not be permitted to attend future festivals. You may receive extra garbage bags and a map of all BLUE garbage bins from the Lilac Festival office or at the INFORMATION booth on the event day.

**MORE RECYCLING BINS WILL BE PRESENT.** Be good to the environment and recycle.

**WE WILL RESERVE THE RIGHT TO LIMIT THE AMOUNT OF CERTAIN PRODUCTS SOLD AT THE FESTIVAL.** We will be selling our tables on "first come first served"; after we are full of a certain product we will no longer accept vendors selling similar items even if you are a long time vendor.

**YOU MAY OR MAY NOT RECEIVE THE SAME LOCATION AS PAST YEARS!** In trying to organize the festival so certain types of products are distributed evenly around the festival we may allocate vendors based on products not on previous years locations. You may request a certain block and we will do our best to keep you within that block.

**WE WILL BE DOING TABLE ALLOCATIONS ON APRIL 15<sup>TH</sup> RATHER THAN MAY 1<sup>ST</sup>.** Allocations will be done on April 15<sup>th</sup> with confirmation packages in the mail by April 26<sup>th</sup>. Any tables registered after April 1<sup>st</sup> can only make request on location based on availability.

**LILAC FESTIVAL T-SHIRTS WILL BE AVAILABLE TO ALL VENDORS IN THE MORNING OF SET UP AT 10:00 INSIDE THE INFO BOOTH AT 21<sup>ST</sup> AVENUE AT A COST OF \$10 EACH.** If you wish to wear an official Lilac Festival T-shirt they will be available at the BRZ office prior to the event and at 10:00 the morning of the event.

**MORE SECURITY PRESENT.** We will be adding more protection for our vendors and our guests at the festival. Look for 1 or 2 security personnel per each block of the festival.

**VENDOR PERMITS MUST BE DISPLAYED AT ALL TIMES.** We will be issuing vendor permits again this year. They must be visible at all times or you may be subject to a fine or dismissal from the festival.

We would like to thank all of our vendors for helping to make our event a growing success over the years!