

The Greenfield Business Association presents

Greenfield's SUMMERFEST

Sidewalk Sales

July 18 + 19

2014



Downtown Business Registration Packet

2014 SummerFest Committee

Bill Baker, Baker Office Supply
Tamara Beauregard, Wilson's Department Store
Sarah Cadran, Replay Music Gear
Sharon Cross, The Recorder
Nancy Preto, People's United Bank
Caitlin von Schmidt, Greenfield Business Association
Mary Walsh-Martel, Magical Child



395 Main Street
PO Box 898
Greenfield, MA 01302
413.774.2791
gba@franklincc.org



It's time for SummerFest Sidewalk Sales registration! This year SummerFest will be Friday & Saturday, July 18 & 19. There will be music, activities (including for children), food vendors, and much more downtown. And on Saturday Main Street will be closed off to vehicular traffic so that we can have an even bigger block party than last year, complete with a dunking booth, two pie eating contests (one for kids, one for adults), dance & other demonstrations, a scavenger hunt, bands, a bicycle parade, and more. Your participation in SummerFest will help make this event all it can be!

Greenfield Business Association membership is not required for participation in SummerFest.

Date and Time

Friday July 18, 10 am to 5 p.m, and Saturday July 19, 9 am to 3 pm, RAIN OR SHINE. You may open earlier & close later (if you're on the sidewalk; the street must be cleared at 3 pm on Saturday) but we ask that you be open at least these hours.

The Greenfield Business Association's SummerFest Committee will provide a list of participants to the town. Only those who sign up in advance will be covered under our blanket town license and insurance.

General Information

Please be respectful of the boundaries of your designated sidewalk space. Make sure there is enough room for traffic flow (a direct line along the sidewalk at least 36" wide) so that pedestrians aren't forced into the street and we meet ADA requirements.

Parking

During SummerFest please park in the long-term outlying parking lots and ask your staff to park there so there will be parking available for shoppers.

Town Fees and Permits

The GBA pays town fees and permits for this event. We also carry insurance for the event. Please be aware that **only those businesses that sign up by July 8** with the GBA will be covered by our permits and insurance.

Tents

Tents are available from Redeker Rentals in Bernardston (413-648-9093). All temporary structures larger than 10'x10' are subject to Building Inspector's approval. In addition, no alterations or disturbance of the sidewalk or pavement is permitted.

(over)

Locations

Vendor locations will be determined by the SummerFest Committee. No vendor will be placed in front of or next to a competing business. If you wish to be placed in a certain location we will try to accommodate your request but the final decision rests with the Committee.

Promotion

The SummerFest Committee will provide promotional materials (posters, bag stuffers, facebook cover images) in digital form to help you advertise to your customers.

Entertainment

All entertainment supplied by the SummerFest Committee will perform at specified locations. If you know someone who would like to busk (play acoustic music on sidewalk), do caricatures, juggle, or perform in some other way at SummerFest, please have them contact Caitlin (see below).

We look forward to your being a part of Greenfield's SummerFest!

If you have any questions, contact **Caitlin von Schmidt at 774-2791 or gba@franklincc.org**. **Email is the best way to reach Caitlin quickly.**



Downtown Business Registration Form

Business name _____

Address _____

Phone _____ Fax _____

E-mail _____

Contact name _____

SummerFest Fees (please check one)

_____ GBA member (free)

_____ Non-GBA member \$25

Please return form by July 8.

Agreement

I understand my obligations as a SummerFest participant and I agree to comply with all of the rules and responsibilities set forth in this document.

Signature _____ Date _____

Please return to:

Greenfield Business Association, 395 Main Street or PO Box 898, Greenfield, MA 01302
or fax to 413-773-7008

Please make checks payable to the Greenfield Business Association or GBA.

Questions, contact Caitlin von Schmidt at 774-2791 or gba@franklincc.org.