



# VENDOR PACKAGE

2018

*Stephen Avenue Walk & Barclay Parade Vendor Information*

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# GENERAL INFORMATION

## General Information

Are you interested in vending on Calgary's only pedestrian mall, Stephen Avenue Walk?

The Calgary Downtown Association (CDA) operates and maintains Stephen Avenue Walk (referring to **8 Avenue SW** from **3 Street SW to 1 Street SE**) & Barclay Parade (**3<sup>rd</sup> Street SW** between **2<sup>nd</sup> Avenue SW & 9<sup>th</sup> Avenue SW**) on behalf of the City of Calgary.

According to the Stephen Avenue Mall Bylaw, "When any person, group, firm or corporation wishes to carry on any activity, render service, or sell or advertise for sale or setup or make any display on the Mall, application for permission to do so shall be made to the CDA."

Stephen Avenue is closed to vehicle traffic from 6AM – 6PM allowing for the opportunity to vitalize the area with community vendors. We are looking for local vendors that offer a unique product that is not already located in the downtown area.

All funds generated from permits go back into the beautification, programming and maintenance of Stephen Avenue and Barclay Parade.

## OPPORTUNITIES AVAILABLE TO VENDORS ON STEPHEN AVENUE & BARCLAY PARADE

1. The CDA is looking for 6-8 vendors for July & August 2018. This would be a flat rate for 'unlimited' use of the Avenue – you would have your own space on the Avenue and are welcome to come down 7 days a week from 6am-6pm – as much or as little as you please.
2. This application can be used for various other vending opportunities:
  - ✓ Permanent Trailer/Cart space – May through September
  - ✓ One-time or short period vending – including Special Events, Holidays, Stampede season, etc.
  - ✓ Off-Peak vending – September through December
  - ✓ Late Night vending
3. If you are interested in joining the *Market on Stephen Avenue*, held Tuesdays from 10am-4pm, visit [www.dmeinc.ca/events/](http://www.dmeinc.ca/events/) or contact [inquiries@dmeinc.ca](mailto:inquiries@dmeinc.ca) for more information. These applications are collected through Delisle Marketing.

You are welcome to apply to any number of vending opportunities, please be specific in your request.

# APPLICATION PROCESS & IMPORTANT DATES

## Application Process & Important Dates

### 2018 TIMELINE FOR VENDING ON STEPHEN AVENUE

**January** – Online applications open for summer vending. All applications must be submitted online.

**Mid-February** – Notification of application status will begin.

**April** – All applications submitted prior to April 1st will be reviewed on a first-come first-serve basis. Applications will still be accepted throughout the summer (space permitting) or will be waitlisted.

**May – September** – Peak Vending Season.

**September – December** – Off-Peak Vending Season. We welcome vendors to reach out to the CDA if they are interested in vending during our off-season. Please remember that we do not offer refunds for poor weather and will do our best to offer you an alternate date.

In order to be approved as vendor on Stephen Avenue, you must:

- ✓ Complete the online vendor application in full.
- ✓ Provide proof of liability insurance.
- ✓ If you are a food vendor, you must be able to provide a valid CGY # from Alberta Health Services.

Our vending applications can be found on our website here:

Non-Food vendors: <http://www.calgarydowntown.com/saw/vending/vendor-application.html>

Food Vendors: [http://calgarydowntown.com/SAW\\_foodvendor.html](http://calgarydowntown.com/SAW_foodvendor.html)

# SELECTION PROCESS

## Selection Process

The selection process will be completed only after your online application has been submitted. Applications will be reviewed and only vendors that offer unique items, great customer service, quality and value will be approved.

Priority will be given to downtown businesses to expand and to those who have an upstanding reputation in the community already.

### APPLICATIONS MAY BE **REJECTED** BASED ON THE FOLLOWING:

- **Product competes directly with brick & mortar businesses**
- Negligent history
- Reduced space capacity – Food TRUCKS are not permitted on the Avenue
- Electrical/set up requirements
- Other – which will be discussed after application has been reviewed

### ITEMS THAT ARE **NOT** PERMISSIBLE:

- Meals that compete with brick & mortar businesses
- Ladies & Men's undergarments
- Coffee Mugs
- Shoe Shines
- Canadian Flags or souvenir items
- Items that directly compete with adjacent storefronts

# INSURANCE & AHS REQUIREMENTS

## Insurance & AHS Requirements

### GENERAL LIABILITY INSURANCE

All vendors are required to show proof of the proper insurance documents for their time on Stephen Avenue, the licensee is required to obtain Comprehensive General Liability Insurance in the amount of \$2,000,000.00; in addition, the Calgary Downtown Association and City of Calgary are required to be named as additional insured with respect to the General Liability. A copy of this certificate/policy is to be submitted to the Calgary Downtown Association prior to approval. The cost of this insurance is to be borne by the licensee.

### ALBERTA HEALTH SERVICES #

All food vendors are required to provide a valid CGY # from Alberta Health Services. Food vendors are not required to have a business license through the City of Calgary but they must be approved by AHS for the safety of their patrons.

Note: Food Trucks are not permitted on Stephen Avenue. Food trailers or carts will be considered.

**\*Preference will be given to those vendors who have a City of Calgary Business License.**

# 2018 PERMIT RATES

## 2018 Permit Rates

VENDOR TYPE	DAY (ONE-TIME OR SHORT PERIOD VENDING)	JULY & AUGUST 'UNLIMITED' FLAT RATE	PERMANENT FLAT RATE (MAY - SEPTEMBER)	LATE NIGHT VENDING PER DAY (PEAK/OFF SEASON)
<b>FOOD VENDOR</b>	\$200.00	\$3,000.00	\$5,500.00	\$45.00/\$35.00

VENDOR TYPE	DAY (ONE-TIME OR SHORT PERIOD VENDING)	JULY & AUGUST 'UNLIMITED' FLAT RATE	PERMANENT FLAT RATE (MAY - SEPTEMBER)
<b>NON-FOOD VENDOR</b>	\$180.00	\$2,700.00	N/A
<b>ARTISAN NON- FOOD VENDOR</b>	\$75.00	\$1,125.00	N/A

ADDITIONAL RENTALS	ADDITIONAL TENT/LINENS/WEIGHTS	USE OF POWER	ADDITIONAL VAP (VEHICLE ACCESS PERMIT)
	\$35.00	\$25.00	\$25.00 Oversized vehicle - \$75.00

\*All prices do not include GST

\*\*Off-Peak Day vending fees are determined on a case by case basis. Please apply and we will provide a quote based on your request.

# PAYMENT POLICY

## Payment Policy

Permits must be paid in full or post-dated cheques must be received before permits can be handed over. We accept payment in the form of cash, debit, MasterCard, Visa or cheque.

A fee of \$55.00 will be charged if cheques come back NSF. Vendors will have two (2) business days to make payment, or permit may be revoked.



# VEHICLE ACCESS PERMIT

## Vehicle Access Permit

- Each vendor will receive 1 Vehicle Access Permit (VAP). They must be visible while on Stephen Avenue Walk.
- The VAP allows you to load and unload on Stephen Avenue Walk in the block you are allocated to set up.
- This is NOT a parking pass. It offers 20-30 minutes for setup and take down only.
- Parking is not permitted on the south side of the road.
- Those caught with their vehicles on the mall beyond these times will have the VAP revoked or will be ticketed/towed.
- There is NO DRIVING permitted on Stephen Avenue Walk from 10:30AM to 2:00PM daily for pedestrian safety.
- Vehicles need to follow the rules of the road and not block another vendor spot.
- Stephen Avenue Walk is a one-way street. Please adhere to the correct direction of traffic.
- Stephen Avenue gates must be closed as soon as you drive onto the Avenue.
- The holder of this Permit assumes all risk of personal injury or loss or damage to property.

# VENDOR GUIDELINES

## Vendor Guidelines

All guidelines must be followed – if you are found not to be following them or if we have received complaints, your permit may be revoked.

- Vending permits must be available at all times – whether you have it on display or on hand.
- Radios and/or music must be played at an appropriate level.
- All vendors are supplied with a Downtown Calgary tent, which must be weighted at all times. It is the responsibility of the vendor to ensure proper and safe weighting.
- Vending areas may not be left unattended. It is the vendor's responsibility to find coverage in the event they need to leave their tent (i.e. bathroom breaks). The CDA is not responsible for the safety and security of your vending area if left unattended.
- Vendors must maintain a clean area and pick up any trash left within five (5) feet of the vending area. This includes roadway and sidewalks.
- Food vendors must place drip sheets under carts and clean up all grease and condiments from the sidewalk daily. Grill mats are also an ideal solution and can be purchased easily at stores such as Canadian Tire.
- All vendors are responsible for proper disposal of their waste. Street garbage bins are not large enough to contain all the waste from vendors. You may be fined if continual usage of bins causes them overflow or if our street maintenance crew has reason to believe garbages are being misused.
- All vendors using power must properly secure their cords with a mat to avoid any safety hazards. Under no circumstances are extension cords permitted to be run across the street.
- A zero-tolerance policy is in effect for use of offensive language, slander or threatening of other vendors or pedestrians.
- Activities that jeopardize security, maintenance, public safety or enjoyment of the Avenue are not permitted.
- You may not engage in any illegal activities while operating your vending booth.
- Any new items you wish to sell after receiving your permit must be approved first.
- The CDA hosts many events on Stephen Avenue Walk and may require vendors to relocate for such activations. We will do our best to notify vendors of relocation as soon as we confirm an event. We will always notify with a minimum of 3 days' notice.

# VENDOR SET UP & AESTHETICS

## Vendor Set Up & Aesthetics

### TENTS

- All tents are provided by the CDA and are branded *Downtown Calgary*. If you wish to use your own tent, it must be clean, professionally branded and approved.
- The CDA requires a \$500.00 deposit for multi-day use of our tents. If the tent is returned with damage, we will not return your damage deposit.
- Tent sharing is not permitted. Two vendors cannot share one tent.

### LINENS

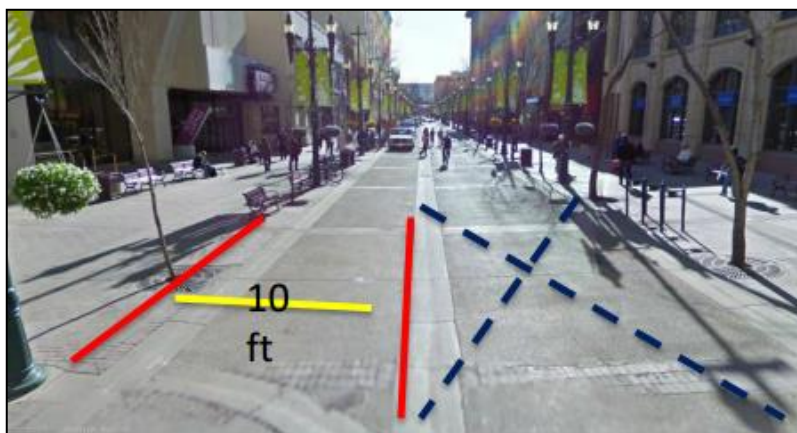
- All tables must be covered by white linens. No other colored tablecloths or linens are permitted, unless otherwise approved. The CDA will provide you with white linens if you do not have your own. If you wish to bring your own white linens, they must be clean and in good condition.

### STORAGE

- If you have storage bins onsite, they must remain under tables, out of pedestrian view.

### STREET GUIDELINES

- Vendors **MUST** stay within tent space. Tables, chairs, displays cannot come outside of tent perimeters.
- Alberta Fire code requires we maintain a fully clear south lane at all times. Tents/weights/tables must not come outside of perimeters shown below.



# VENDOR SET UP & AESTHETICS

## POWER

- Power must be requested in your initial application process.
- You are responsible for understanding your power needs. If you can't plug it into your bathroom, you can't plug it in here!
- Please note that if power issues consistently arise, your contract may be terminated early.
- All power cords must be secured and out of pedestrian way. Power cords must be covered with power cord mat and cords may not be run over Stephen Avenue Walk under any circumstances.

## SIGNAGE

- All signage must be professionally made. Self-printed or handmade signs are NOT permitted. A-board or sandwich board signs are allowed as long as they are professional and do not block fire lane or pedestrian walkway.

## VISUAL DISPLAY

- Do not overcrowd or clutter your product. Please ensure all items are easily visible.
- Price displays are encouraged as long as they are professional.

\*Be conscious of how you store your money and set up your booth to discourage sticky fingers!

# WEATHER & CANCELLATION POLICIES

## Weather & Cancellation Policies

### WEATHER POLICY

Calgary is known for its unpredictable weather. We do not provide refunds for bad weather days. Only in the case of a weather emergency will we look at readjusting permit fees.

### CANCELLATION POLICY

If you do not show up for any of the days on your permit, refunds will not be made. If you have signed a multi-date contract and wish to end your permit early, please contact Michelle Mullane at [michellem@downtowncalgary.com](mailto:michellem@downtowncalgary.com) and we will do our best to accommodate. On a case-by-case basis, a partial payment may be refunded.

# CONTACT INFORMATION

## Contact Information

Vendor Program

Michelle Mullane, Programming Assistant

Phone: 403-215-1572

Email: [michellem@downtowncalgary.com](mailto:michellem@downtowncalgary.com)

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