

PARTY^{ON THE} PAVEMENT Vendor FAQs

Great ready! Get set! Apply today to participate in the Midwest's largest street festival - recently voted Best Event in Wisconsin by the Wisconsin Economic Development Corporation. Join the 100s of vendors that will line the streets within the 12 blocks radius of the street festival and welcome an estimated 24,000 festival goers.

WHEN IS THIS YEAR'S EVENT?

The 23rd Annual Party on the Pavement will take place on Saturday, Sept. 19, Noon - 7 p.m. Party on the Pavement is a rain or shine event!

WHAT'S THE HISTORY OF THIS EVENT?

The first Party on the Pavement took place in 2003 to celebrate the completion of extensive road work on Main Street between Seventh to State streets. The event has continued through the years because it gives the community a chance to come together to celebrate all the wonderful aspects Racine has to offer.

WHEN WILL VENDOR APPLICATIONS BECOME AVAILABLE AND WHERE CAN I FIND THEM?

Applications will be available starting on Wednesday, July 22, 2026 and will be due by August 22, 2026 at racinedowntown.com and at the Downtown Racine Corporation office (425 Main St.) Only complete applications will be accepted (including the application, certificate of insurance, health department licenses and photos of your booth and what you plan to sell or display).

WHAT ARE THE VENDOR CATEGORIES?

Downtown Merchant (Brick & mortar business in Downtown Racine)

Arts & Crafts (Handcrafted items only)

Food Vendor (Anything that is consumable - food and drink)

Retail/Commercial

Non-Profit (a W-9 for the organization will need to be provided)

WHAT IS A 'CERTIFICATE OF INSURANCE' AND HOW DO I ACQUIRE ONE?

A Certificate of Insurance (COI) is available through your insurance company. (Business, home, auto, renters, etc.) Insurance companies are very familiar with this document which will need to list the Downtown Racine Corporation, 425 Main St, Racine, WI 53403 as 'Certificate Holder' or additionally insured. (Note: A COI is not a copy of your insurance coverage)

WHEN ARE VENDORS ALLOWED TO SET UP?

Food trucks, food trailers & food vendors are to set up between 8-9:30am. All other vendors are welcome to set up at their location between 9:30-11am. ALL vehicles must be off-site by 11am. No exceptions. Staff will be available to direct you to your assigned location.

HOW WILL I KNOW IF MY APPLICATION HAS BEEN APPROVED?

Applications with all check boxes have been completed: Signed application, COI, payment, and photos (if applicable). We will email you to let you know your application has been approved. Food vendors are responsible for making sure they have all licenses and certificates completed with the City of Racine Health Department as we will be providing the vendor list prior to the event. Racine Health Department: 262-636-9496 or email: Sadie.Schuldt@cityofracine.org

WHERE SHOULD I PARK AFTER I SET UP?

Parking is conveniently available at the Lake Avenue Ramp (300 Lake Avenue), Civic Centre Ramp (501 Lake Avenue), or Shoop (Main & State) for an all-day rate of only \$4.

IS THIS EVENT PET FRIENDLY?

Well-behaved dogs on a leash are allowed, but not recommended.

WILL THERE BE ELECTRICITY AT MY BOOTH?

Please plan on bringing your own source of electricity. The running of any gasoline or diesel motors, compressors, or engines is NOT permitted. The only exception are generators that operate below 50 db.

I WANT THE SAME BOOTH LOCATION OR A DIFFERENT BOOTH LOCATION AS LAST YEAR. HOW DO I REQUEST THAT?

Feel free to make a note on the application, and we will do our best to place you where you would like, however booth assignment requests are not guaranteed.

QUESTIONS?

Call the DRC office at (262) 634-6002 or stop in the office at 425 Main St. on Tuesday - Friday from 11- 4 p.m. or Saturday from noon-4 p.m.