

# PARTY ON THE PAVEMENT

## **It's That Time of Year to Start Planning for the 19<sup>th</sup> Party on the Pavement**

Party on the Pavement will be held on Saturday, September 17, from noon to 7 p.m. This family friendly street party has become Racine's must-attend event of the year, thanks to you and all you've offered over the years.

**Downtown Retailers and Restaurants** – Plan something outside of your business; bring your business out onto the street:

- A tent sale or outdoor store-front
- An activity such as a drawing for merchandise or a demonstration of products or services
- Provide face painting, balloon animals, kid's games, etc.
- "food-on-a-stick, snacks, beverages" are always popular

Party on the Pavement will provide live music throughout the day on various stages located along Main and Sixth Streets and rides and activities similar to what has been provided in the past (bouncy houses, carnival rides, etc.) Since sound can overlap, please let us know if your merchant activity will include music or entertainment with a sound system to allow for spacing of events. Similarly, if you are providing food, please let us know so that we can space out our vendors.

**Please note: Each merchant is required to pay \$125 vendor fee for Party on the Pavement. Merchants choosing not to pay the \$125 vendor fee will not be included in the city of Racine Festival Permit and therefore cannot setup on the street.**

**IMPORTANT NEW INFORMATION** – If your merchant activity involves another business, club or association setting up in front of your business, you **MUST** include that information on your Merchant Activity Form. The City of Racine Festival Permit we are required to apply for must include a list of any businesses, clubs or associations participating in Party on the Pavement, either on the sidewalks or within the right of way. We also are requiring that you secure an additional \$100 fee from any participating business, club or association to help support the event. The fee must be included with your Merchant Activity Form.

**Deadline – We must receive your completed Merchant Activity Form by August 12, 2022.**

In the event that fee is not submitted by this date, the Committee may assign another vendor or activity to the space in front of your business.

**Make check payable to:** Downtown Racine Corporation

**Send completed forms and checks to:** Downtown Racine Corporation, 425 Main Street, Racine, WI 53403

Deadline for receipt of completed forms and checks: **August 12, 2022**

**Merchant Sponsorship & Activities Form**

**Contact Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

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

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

\_\_\_\_\_ **Check here if your merchant activity will involve another business, club or association.**

Additional business, club or association fee: \$ \_\_\_\_\_ **Activities**

**Planned: Please describe your merchant activity in detail.**

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\_\_\_\_\_ **Check here if you are planning to sell food and /or refreshments. You must also complete and return a Food Vendor Application form.**

**(It is the sole responsibility of each food vendor to obtain the applicable and appropriate state and local licenses and permits as well as payment of taxes pertaining to their operation.)**

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

