



Dear Prospective Vendor,

The Alive at Five Concert Series is returning to Jennings Landing this year for its 32nd season. This series has proven to be a staple of summer in the Capital Region, showcasing a diverse lineup of big names, up-and-coming acts, and the region's most talented original artists. Alive at Five offers eight weeks of critically-acclaimed free to the public concerts spanning across all music genres.

As last year, we are offering half series commitment options to go along with the full 8 week run for a limited number of retail vendors to fill the concert series with a variety of quality craft, art, and retail vendors for the public to enjoy.

Enclosed, please find an application packet with the information sheet explaining the application process each vendor must follow. Please use the application sheet provided and be sure to understand the policies and procedures of vendor participation. **Deadline for all applications to be postmarked is April 15th, 2021.**

The concert series dates are June 9th, June 16th, June 23rd, July 7th, July 14th, July 21st, July 28th, and August 4th, 2022. All of the Alive at Five concerts will be held at Jennings Landing at the Corning Preserve, or at the Corning Preserve Boat Launch in cases of inclement weather. Vendors must be available for all the dates selected to be considered.

On behalf of the City of Albany Office of Cultural Affairs, we look forward to receiving your application for 2022 Alive at Five. If you have any questions regarding the application process, please contact me at 518.434.5416 or vendors@albanyny.gov.

Sincerely,

Philip Ball
Program Aide
City of Albany Office of Cultural Affairs





5 RETAIL

VENDOR INFORMATION

June 9, 16, 23
July 7, 14, 21, 28
August 4, 2022
Jennings Landing Albany, NY

GUIDELINES

- The City of Albany requires all retail, craft, or art products for sale or display to be of professional quality. Vendor's display should be visually appealing to help enhance the overall aspect of the event.
- Only products represented in the application and by the attached photos may be sold in booth space.
- Booths may not be shared.
- Alive at Five is rain or shine: no refunds will be given due to inclement weather; rain location will be utilized if needed.
- All vendors must stay for the duration of the event.
- All vendors are allowed to have **ONE** parking permit.

SELECTION

- Applications will be judged on specific application criteria and the overall integrity of the event.
- Acceptance into previous events does not guarantee acceptance into the 2022 series.
- Selection notifications will be sent out no later than **April 21, 2022**.
- Failure to provide all required information will be deemed an incomplete application, resulting in rejection.

TIMELINE

| | | | |
|-----------------|-------------------------------------|-------------------------|--------------------------|
| April 15 | Deadline for postmarked application | June 9- August 4 | Load in 12:00pm – 4:00pm |
| April 21 | Acceptance and rejections mailed | | Event 4:30pm - 8:00pm |
| May 20 | Information packets mailed | | |

FEES

Options**

1. **\$385 entire 8 week series** (June 10, 17, 24, July 8, 15, 22, 29, August 5)
 2. **\$220 first 4 weeks*** (June 10, 17, 24, July 8)
 3. **\$220 second 4 weeks*** (July 15, 22, 29, August 5)
**Limited space available onsite per week, priority given to 8 week vendors.*
- All vendor fees must be included with the submission of your application. Rejected applicants will receive returned check or money order for booth space after April 21st, 2022.
 - The City will not accept personal checks from any previous vendor who has had a check returned for insufficient funds.

**** The City requires a ten percent (10%) deposit in addition to the vendor fees. The deposit will be returned to the respective vendor if the vendor attends each of the events that the vendor has committed to attend, or at the discretion of the City of Albany Office of Cultural Affairs. (For example, a vendor applies and is selected to attend the entire eight (8) week series. The vendor is required to submit with its application a total amount of \$385 (= \$350 + \$35). If the vendor attends each of the eight (8) events, the Office of Cultural Affairs will return the deposit in the amount of \$35).**

BOOTH

- Booth space: **10' wide by 10' deep**. All displays and products must remain within the confines of the space provided.
- Vendor to provide their own electricity, water, tents, tables, chairs, weights, and displays. Booth may not be level, bring leveling devices for displays. This is an outdoor event; be prepared for all types of weather.
- For safety, all tents must be tied down by weights of a minimum 40lbs. per leg, no staking of tents allowed within the park.
**The City of Albany reserves the right to force the removal of any aspect within their booth if deemed to be unsafe.*

PHOTOS

- Four (4) digital photos submitted with the application: Two (2) representative of the food you plan to sell. One (1) booth setup. One (1) menu.
- All photos submitted in working JPEG format via CD, USB drive or email, **vendor@albanyny.gov**, to be used in the jury process.
- Be sure to include applicant's name on all photos provided. Please note, CD, and USB will not be returned.

ADDITIONAL INFORMATION

- If accepted, a packet containing load-in procedures, parking information and other necessary information for the series will be provided.
- Proof of Commercial General Liability insurance if vending Packaged Food or Body Care.
- The vendor is required to collect and pay NY State Sales tax. A current New York State Tax ID number must be provided on your application and a current Certificate must be displayed within your booth during the festival.
- **Failure to adhere to these requirements or to submit all necessary information required will result in immediate rejection.**
- The City of Albany maintains the right to close any exhibit, not in compliance with the provided Policies and Procedures.



**2022 Albany Alive at Five
Retail
Vendor Application**



Application submission deadline Friday, April 15th, 2022
Fill out completely and please print or type

NAME: _____
(First) (Last)

BUSINESS NAME: _____

CRAFT CATEGORY (circle): APPAREL BODY CARE CERAMIC DÉCOR JEWELRY PACKAGED FOOD PET PRODUCT
TOY OTHER: _____

ADDRESS: _____

CITY: _____ **State:** _____ **Zip:** _____

PHONE (cell): _____

EMAIL: _____

NEW YORK STATE TAX ID: _____

DESCRIPTION OF ATTACHED PHOTOS
Including pricing, materials used, techniques, booth display

PHOTO 1. _____

PHOTO 2. _____

PHOTO 3. _____

PHOTO 4. _____

FEES: One (1) check or money orders made payable to "THE CITY OF ALBANY" must be submitted with the application.

CHOOSE 1: **\$385-** All 8 weeks **\$220 –** 4 weeks (June 9, 16, 23, and July 7) **\$220 –4** weeks (July 14, 21, 28, and August 4)

***The City requires a ten percent (10%) deposit, which is already incorporated in the vendor fees listed above. The deposit will be returned to the respective vendor if the vendor attends each of the events that the vendor has committed to attend, or at the discretion of the City of Albany Office of Cultural Affairs. (For example, a vendor applies and is selected to attend the entire eight (8) week series. The vendor is required to submit with its application a total amount of \$385 (= \$350 + \$35). If the vendor attends each of the eight (8) events, the Office of Cultural Affairs will return the deposit in the amount of \$35).*

INSURANCE REQUIRED (to be attached to application):

- Proof of Commercial General Liability insurance with minimum limit of one million dollar.

One (1) Vendor parking permit is provided onsite at this event. Provide information for the vehicle/trailer permit.

| | | |
|----------------------|--------------------|--------------|
| Vehicle Plate Number | State Plate Issued | Make & Model |
| Trailer Plate Number | State Plate Issued | |

MAIL COMPLETED APPLICATIONS BY April 15, 2022 TO:
TULIP FESTIVAL VENDOR COORDINATOR
CITY OF ALBANY OFFICE OF CULTURAL AFFAIRS
24 EAGLE STREET, ROOM 402
ALBANY, NY 12207

2022 City of Albany Alive at Five Policies and Procedures

1. Only one business or organization may operate in each exhibit space. Sharing of booth space with other businesses or organizations is prohibited. Booth/tent space may not be reassigned or sublet. Exhibitors may not distribute, display, or sell products, literature, or other items from any business or organization other than the one specifically contracted with the City of Albany to rent the booth or tent space.
2. The City of Albany reserves the right to change the location, dates, hours, or to terminate entirely the operation of the scheduled event, at any time and without prior notice to the vendor. The City of Albany will make reasonable efforts to provide advance notice to vendors of any changes or cancellations.
3. Items and products:
 - a. An Exhibitor Application must be completed, including a full list of all items or products to be sold, distributed free or sampled; these must be approved by the City of Albany prior to the start of the event.
 - b. Balloons, stickers, t-shirts, or posters may not be sold or distributed free without the prior consent of the City of Albany.
4. General Rules for Exhibitors:
 - a. Exhibitors must provide their own water, electric, tables and chairs.
 - b. Exhibitors must make their own arrangements for transport of their products, equipment, etc. to and from their exhibit spaces; event personnel are not available to assist, and cannot provide storage space for product, equipment, literature, etc. for exhibitors.
 - c. Exhibitors must take full responsibility for set-up and other display materials; City of Albany will establish set-up and takedown times.
 - d. Exhibitors must have personnel present and in their booths at all times during the official operating hours of the event: 4:00pm to 8:00pm weekly.
 - e. Exhibitors may not open or close earlier or later than the official operating hours without express permission of City of Albany.
 - f. Exhibitors must keep all displays, merchandise, etc. within the confines of the tent or space itself.
 - g. Exhibitors must keep boxes and cartons out of sight.
 - h. Exhibitors must maintain a neat and clean area, and provide refuse bags to condense and secure all waste produced by the booth.
 - i. Exhibitors may not hawk, peddle, sell, or advertise outside the assigned area.
 - j. Exhibitors may not distribute literature or other items to passers-by while standing outside of the assigned area.
 - k. Exhibitors may not have music or conduct activities that may be disruptive to neighboring exhibitors, passers-by, or Alive at Five personnel; the City of Albany reserves the right to make such determinations.
 - l. Exhibitors must return the areas to their pre-event condition (if repair and cleaning costs are incurred and the City of Albany determines Exhibitor is responsible, the Exhibitor will be billed for the cost of the repair.) Also the Exhibitor must comply with the September 1, 1992 New York State Source Separation Law when vending in the City of Albany (separate all waste for proper recycling and disposal).
 - m. Exhibitors must comply with the event's parking regulations.
 - n. With the exception of food trucks or trailers, no vehicles of any type may be driven on the grass or sidewalks or parked on or near exhibitor's assigned location during the event.
 - o. The City of Albany may, for publicity purposes, use any photographs and information received or obtained.
 - p. Exhibitors must operate their business in a professional manner. At the discretion of the City of Albany, any Exhibitors, or any agents or employees of the Exhibitor who do not conduct themselves in a professional manner and according to the policies contained herein may be removed from the event. Event coordinators reserve the right to remove any objectionable merchandise from any booth. No merchandise shall be displayed or sold with the name "Alive at Five" in any form.
 - q. Exhibitors that are using an electric generator or any other motor must soundproof that device to the satisfaction of the City of Albany. (This will be strictly enforced due to continual complaints. The City of Albany suggests anyone using a generator to either have a backup that runs more quietly or to have their current one serviced. The City of Albany does have the right to make anyone not conforming to this or any policies or procedures shut down for the remainder of the event.)
 - r. Receipts upon sale of merchandise will be given to purchaser. Refunds will also be given if the purchaser is unsatisfied with quality of workmanship or if defect in material or craftsmanship are found to exist.
 - s. Exhibitors that are cooking and/or vending food products (other than using deep-fryers) shall at all times have a 9lb minimum, commercial grade, ABC-type fire extinguisher within the permitted exhibition space. Exhibitors that are using deep fryers shall at all times have a 6-liter, K-type fire extinguisher within the permitted exhibition space. Exhibitors shall allow the Albany Fire Department to inspect said fire extinguisher, as well as the permitted exhibition space. The City of Albany maintains the right to close any exhibit not in compliance with the above policy.
 - t. Exhibitor must comply with City tobacco-free park legislation [Ordinance 38.52.14]. Effective January 1, 2015, all parks in the City of Albany are curb-to-curb tobacco-free. Smoking of any kind is prohibited. Exhibitors in violation of this policy may be subject to fine and may face revocation of permit or termination of contract for events.
5. Permits/Certificates:
 - a. Exhibitors are solely responsible for collecting and paying all New York State sales taxes and shall properly display their New York State Sales Tax Certificate.
 - b. Exhibitors are responsible for obtaining and displaying event permits as required, and operating within any local, state, or federal guidelines or laws.
6. Exhibitor is solely liable for equipment (installation, operation, and tear down), and any other personal property at the event. Exhibitor represents they have insurance coverage for said items to cover loss due to vandalism, theft, or any other casualty. Security is provided at specifically designated times; however, any losses due to fire, theft, damage, or injury are the sole responsibility of the Exhibitor. It is specifically agreed that the City of Albany, Alive at Five and Alive at Five personnel shall be held harmless for any claim of theft, vandalism, casualty, or loss.
7. The Exhibitor shall defend, indemnify, and save harmless the City of Albany, Alive at Five, Alive at Five personnel, and their employees and agents, from and against all claims, damages, losses and expenses (including, without limitation, reasonable attorney's fees) arising out of, or in consequence of, any negligent or intentional act or omission of the Exhibitor and/or the Exhibitor's employees or agents, to the extent of the responsibility of the Exhibitor and/or the Exhibitor's employees or agents for such claims, damages, losses, and expenses.
8. Exhibitor shall not bring any animal or pet of any kind within the event, except any animal as defined as a service animal under the Americans with Disabilities Act (ADA); this includes vendor booth spaces.
9. Refunds:
 - a. Alive at Five is rain or shine. No refunds will be given due to inclement weather.
 - b. The ten percent (10%) deposit will be returned to the respective vendor if the vendor attends each of the events that the vendor has committed to attend, or at the discretion of the City of Albany Office of Cultural Affairs.

I have read, understand and agree to abide by the above policies and procedures. Upon acceptance of my application, this form will be binding and will represent the terms of the permit agreement:

AUTHORIZED SIGNATURE _____

EXHIBITOR NAME (print) _____ **DATE** _____



2022 CITY OF ALBANY ALIVE AT FIVE VENDOR APPLICATION CHECK LIST:

- Application filled out completely with all required information

- Signed Policies and Procedures

- Photos including 1 clear photo of booth display attached to application

- One (1) check or money orders made payable to “The City of Albany”
 - The check or money order should be in the amount of the vendor fees listed in application. The ten percent (10%) deposit fee is already included in the listed price.

- Proof of Commercial General Liability insurance if vending Packaged Food or Body Care

APPLICATION MUST BE RECEIVED BY FRIDAY, APRIL 15, 2022

SEND APPLICATIONS TO:
Tulip Festival Vendor Coordinator
City of Albany Office of Cultural Affairs
24 Eagle Street, Room 402
Albany, NY 12207

