

Dear Prospective Vendor,

The Alive at Five Concert Series is returning to Jennings Landing this year for its 34th 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 public concerts spanning across all music genres.

We are offering half-series commitment options. Instead of a full 8-week commitment, you have the option of 4 weeks. Select the alternative that best suits your preferences and goals.

The Office of Cultural Affairs is currently accepting applications from potential retail vendors. The retail row features original, handcrafted, and expertly executed products. Enclosed, you will find the application packet which contains an information sheet explaining the process, as well as the policies and procedures for vendor participation. **The deadline for all applications to be postmarked is April 26th, 2024.**

The concert series dates are June 6th, June 13th, June 20th, and June 27th, July 11th, July 18th, July 25th and August 1st, 2024. 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 at least 4 weeks of 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 the 2024 Alive at Five Summer concert series. If you have any questions regarding the application process, please contact me at **518-434-5416** or vendors@albanyny.gov.

Sincerely,
Andre Cowan, Program Aide
The City of Albany Office of Cultural Affairs





RETAIL / CRAFT

VENDOR INFORMATION

June 6, 13, 20, 27
July 11, 18, 25
August 1, 2024

Jennings Landing Albany, NY

GUIDELINES

- 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

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 2024 series
- Selection notifications will be sent out no later than **May 12, 2024**
- Failure to provide all required information will be deemed an incomplete application, resulting in rejection

TIMELINE

April 26th	Deadline for postmarked application	June 6th - August 1st Load-in 12:00 pm – 3:00 pm
May 10th	Acceptance and rejections mailed	June 6th - August 1st Event Time 4:30 pm - 8:00 pm
May 17th	Information packets mailed	

FEES

1. **\$400 entire 8-week series** (June 6, 13, 20, 27 July 11, 18, 25, August 1)
 2. **\$250 first 4 weeks*** (June 6, 13, 20, 27)
 3. **\$250 second 4 weeks*** (July 11, 18, 25, August 1)
**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 a returned check or money order for booth space after **May 10, 2024**
 - The City will not accept personal checks from any previous vendor who has had a check returned for insufficient funds

BOOTH

- Booth space: **10' wide by 10' deep**. All displays and products must remain within the confines of the space provided
- Vendor must provide their electricity, water, tents, tables, chairs, weights, and displays. The 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 of 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

- Three (3) digital photos submitted with the application: Two (2) representatives of what you plan to sell. One (1) booth setup
- All photos submitted in working JPEG format via CD, USB drive, or email, **vendor@albanyny.gov**
- Be sure to include the applicant's name on all photos provided. Please note, CD, and USBs 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



2024 Albany Alive at Five Retail Vendor Application

Application submission deadline Friday, April 26th, 2024
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. _____

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

CHOOSE 1: \$400- All 8 weeks \$250 – 4 weeks (June 6, 13, 20, and 27) \$250 – 4 weeks (July 11, 18, 25, August 1)

INSURANCE REQUIRED (to be attached to application):

- Proof of Commercial General Liability insurance with minimum limit of one million dollar. If vending packaged food or Body Care.

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 26, 2024 TO:
CITY OF ALBANY OFFICE OF CULTURAL AFFAIRS
24 EAGLE STREET, ROOM-252
ALBANY, NY 12207

2024 City of Albany Alive at Five
Retail Vendor 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, and 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 before the start of the event
 - B. Balloons and Mass-produced items may not be sold or distributed for free without the prior consent of the City of Albany
 - C. Helium tanks of any size are prohibited on festival premises
4. General Rules for Exhibitors:
 - a. Exhibitors must provide their water, electricity, tables, and chairs. Tents must be securely weighted down by a minimum of 40 lbs per leg. Tents cannot be staked into the ground
 - b. Exhibitors must make 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 products, equipment, literature, etc. for exhibitors
 - c. Exhibitors must take full responsibility for set-up and other display materials; the 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: 4:30 pm to 8:00 pm
 - e. Exhibitors may not open or close earlier or later than the official operating hours without the express permission of the 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 the 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. Except food trucks or trailers, no vehicles of any type may be driven on the grass or sidewalks or parked on or near the exhibitor's assigned location during the event. If violated, the vehicle will be ticketed and towed
 - o. The City of Albany may, for publicity purposes, use any photographs and information received or obtained
 - p. Exhibitors must professionally operate their business. At the discretion of the City of Albany, any Exhibitors, or any agents or employees of the Exhibitor who do not conduct themselves professionally 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 the purchaser. Refunds will also be given if the purchaser is unsatisfied with the quality of workmanship or if defects in material or craftsmanship are found to exist
 - s. Exhibitors 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 a fine and may face revocation of permit or termination of contract for events
 - t. The City of Albany does not hold the grandfathered-in clause to any exhibitors
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 shall obtain proper insurance coverage for said items to cover loss due to vandalism, theft, or any other casualty. 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. 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.

Please return the signed Policies and Procedures agreement with the vendor application.

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 (Please Print) _____ **DATE** _____



2024 CITY OF ALBANY ALIVE AT FIVE RETAIL VENDOR APPLICATION CHECKLIST:

- Application filled out completely with all required information
- Signed Policies and Procedures
- Photos including 1 clear photo of booth display, (2) representatives of what you plan to sell attached to the application
- One (1) check or money order made payable to “The City of Albany”
- Proof of Commercial General Liability insurance if vending Packaged Food or Body Care

APPLICATION MUST BE RECEIVED BY FRIDAY, APRIL 26, 2024

SEND APPLICATIONS TO:
City of Albany Office of Cultural Affairs
24 Eagle Street, Room M-252
Albany, NY 12207