

Summer Fest and Sidewalk Sales

July 27 and 28, 2012

It's time for Summer Fest and Sidewalk Sales registration. This event, to be held July 27 and 28, will coincide with Wilson's Department Store's Tent Sale. We are working hard to make sure this year's event is the best ever! There will be activities for children, music, and food vendors downtown on Friday and Saturday. Your participation provides a tremendous opportunity to promote your business and generate sales. It's a chance to invite visitors to Greenfield and to welcome town residents to a fun summer day outside!

Date and Time

Friday and Saturday, **July 27 and 28**, 10 am to 5 pm, RAIN OR SHINE. You may open earlier and close later but you are required to be open these hours.

Participation in Summer Fest and Sidewalk Sales is open to all businesses in Greenfield. **Deadline to sign up: April 19.**

The Summer Fest and Sidewalk Sales committee (the committee) will provide a list of participants to the town. Only those who sign up will be covered under our blanket town license and insurance. The committee reserves the right to invite GBA and Franklin County Chamber of Commerce members and other area businesses to participate in Summer Fest and Sidewalk Sales if they will strengthen the event.

General Information

Please be respectful of the boundaries of your designated sidewalk space. Make sure there is enough room for traffic flow (a direct line along your sidewalk) so that pedestrians aren't forced into the street.

Parking

During Summer Fest and Sidewalk Sales please park in the long-term outlying parking lots and ask your staff to park there so there will be parking available for shoppers.

Town Fees and Permits

The GBA pays town fees and permits for this event. We also carry insurance for the event. Please be aware that **only those businesses that sign up in advance** with the GBA will be covered by our permits and insurance.

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Tents

Tents are available from Redeker Rentals in Bernardston (413-648-9093). All temporary structures larger than 10'x10' are subject to Building Inspector's approval. In addition, no alterations or disturbance of the sidewalk or pavement is permitted.

Locations

All Main Street businesses shall set up in front of their own stores. For those businesses off Main Street that need a different location, site placement will be handled on a first-come, first-served basis by the Summer Fest and Sidewalk Sales committee. No business will be placed in front of or next to a competing business.

The GBA is awarded a blanket permit for the sidewalks from the permitting committee. You may not rent, sublet or allow any other party to use the sidewalk space in front of your establishment. Please ask interested parties to make arrangements by calling the GBA at 413-774-2791. We are committed to providing space for any Greenfield business or organization that is interested in participating.

Promotion

The GBA will provide bag stuffers and posters to increase visibility for retailers. Supplemental advertising is available with local radio and newspapers. See your local sales representative for details.

Entertainment

All entertainment supplied by the Summer Fest and Sidewalk Sales committee will perform at specified locations.

Information for Food Vendors

Summer Fest and Sidewalk Sales welcomes food vendors and restaurants to display and serve food along Main Street, however, the Summer Fest and Sidewalk Sales committee reserves the right to place food vendors for the best functioning of the space. Applicants will be considered on a first-come, first-served basis.

The Town of Greenfield required all participants to comply with the Board of Health rules on proper food handling. Contact the Board of Health with any questions at 413-772-1404.