



April 2021

Dear Downtown Frederick Business:

This year marks the 39<sup>th</sup> annual In The Streets celebration, Frederick's favorite block party!

The planning committee is excited to announce that this year the festival is planned to be held on the second Saturday in September, **Saturday, September 11<sup>th</sup>**.

In The Streets brings entertainment, children's activities, food and fun to Market Street, from Carroll Creek to Seventh Street, and to the Carroll Creek Linear Park. Attracting crowds of up to 70,000, this year's festival, held in whatever capacity it may allow, will be an exciting day in Downtown Frederick!

As many of you already know, the In The Streets Committee is hard at work planning this year's celebration. As the event grows and evolves, it is my hope that more and more members of the downtown business community will be encouraged to provide engaging displays to both enhance the event and promote their business.

**NOTE – PLEASE BE AWARE THAT SPACES ARE FILLED ON A FIRST-COME, FIRST-SERVED BASIS. PAST PARTICIPATION DOES NOT GUARENTEE PLACEMENT AT THIS YEAR'S EVENT. DUE TO THE POTENTIAL MASS GATHERING RESTRICTIONS AND SOCIAL DISTANCING REQUIREMENTS DUE TO COVID-19, BOOTH SPACE MAY BE LIMITED AT THE 2021 FESTIVAL! TO ENSURE PLACEMENT IN YOUR DESIRED LOCATION, PLEASE RETURN THE REGISTRATION FORM AND FEE AS SOON AS POSSIBLE!**

The 2021 In The Streets Committee will continue the sales policy enacted several years ago, **allowing merchandise sales at In The Streets**. All downtown merchants are invited to take advantage of this opportunity. Merchants with a Market Street address can register to sell merchandise in a street space directly in front of their business.

**NEW** - All other downtown merchants are invited to sell their merchandise on the 'Artisan Block', located between Third and Fourth Street, in place of where the Lifestyles Block was located in 2019. In addition, opportunities are available for downtown merchants not located on Market Street to 'partner' with a Market Street merchant should the committee deem the partnership appropriate. ***Please note that if you choose to take advantage of this opportunity, all items for sale must be normally carried in your store. In addition, issuance of permits and all necessary paperwork is contingent upon the committee's approval of merchandise.***

As in the past, downtown Frederick merchants are also invited to host a free activity in the street. Merchants interested in this option will be allotted a space in which to set up an activity. The In The Streets committee encourages business owners to select an activity that is appropriate to the theme of the block. The committee does, however, understand the difficulty this may cause for some businesses and is willing to approve activities that do not conform to a specific block theme, provided they enhance the event. *Enclosed are an outline of each block theme and a brief description of current participants.* Please be aware that **any merchant interested in being in the street must first obtain approval and a permit from the Office of Special Events.**

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121 N. Bentz Street, Frederick, MD 21701  
Phone: 301-600-2844 Fax: 301-600-2849  
CelebrateFrederick.com



All downtown business owners may elect to reserve space in 10' x 10' increments up to the length of your storefront. The majority of this space must be programmed with either sales, a free activity or by inviting a non-profit that you support to utilize the space to market their organization. You may, however, request that a portion of this space be left open for easy access to your doorway. Please indicate this preference on the attached application.

If you choose, you may rent a 6' table and two chairs from the committee for \$20.

**NEW** - RENTALS ARE NOW AVAILABLE TO ARTISAN BLOCK PARTICIPANTS. Please indicate your rental needs on the Participation Form. **Electricity will not be available from the committee.**

There is \$50 registration fee for each 10' x 10' space reserved. **Checks should be made payable to 'Celebrate Frederick.'**

When considering participation, please be aware that absolutely no vehicles are permitted on Market Street, between All Saints and Seventh Streets, between the hours of 8:30 AM – 6:30 PM. When setting up supplies in the morning, all participants must keep belongings within the width of a parking space until the Market Street Mile is complete, at approximately 10:30 AM. Finally, all supplies must be removed from the street by 5:45 PM to accommodate street sweepers. If you feel that you are unable to meet these guidelines, please refrain from applying to participate in this festival.

As we strive to include more and more members of the Frederick County community in this event, space at In The Streets becomes more and more limited. As business owners located in direct proximity to the event, we would like to offer you the first chance to reserve your space. **Therefore, to guarantee placement applications and payment must be received by Monday, June 14<sup>th</sup>.** Applications will continue to be accepted through Monday, July 12<sup>th</sup>, but placement cannot be guaranteed after June 14<sup>th</sup>, and a late fee of \$15 will be assessed. **NO APPLICATIONS WILL BE ACCEPTED AFTER MONDAY, JULY 12<sup>th</sup>.**

Please complete the enclosed Participation Form and return it, with payment, by **Monday, June 14<sup>th</sup>** to:

In The Streets Committee  
c/o The City of Frederick Office of Special Events  
121 N. Bentz Street  
Frederick, MD 21701

The 2021 In The Streets Committee looks forward to working with you this year. If you have any questions, please do not hesitate to contact me at [hjohnson@cityoffrederickmd.gov](mailto:hjohnson@cityoffrederickmd.gov).

Sincerely,

Hailey Johnson  
Events Coordinator  
The City of Frederick/Celebrate Frederick

Enclosure: Block Theme Information Sheet & Merchant Participation Form



2021 IN THE STREETS
MERCHANT PARTICIPATION FORM
Saturday, September 11, 2021

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

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

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

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

In The Streets - 11 AM - 5 PM. Please indicate your plans by checking the appropriate activity. If you are not located on Market Street but would like to partner with a Market Street merchant please also indicate. A \$50 registration fee for each 10' x 10' space requested is required to process all applications. (Make check payable to 'Celebrate Frederick'.)

Yes, I would like a space in the street to sell merchandise normally sold in my store. I would like to be located at/in \_\_\_\_\_.

Yes, I would like a space in the street to provide a free activity promoting my business. I would like to be located at/in \_\_\_\_\_.

Yes, I would like a space in the street to host a non-profit organization and/or other downtown Frederick business. The organization/business is \_\_\_\_\_ I would like them to be located at/in \_\_\_\_\_.

Please indicate the amount of space that you would like to reserve. A \$50.00 registration fee for each 10' x 10' space applies. Note that space requested cannot exceed storefront.

I would like to reserve a 10' x 10' space. (Cost is \$50.00)

I would like to reserve a 10' x 20' space. (Cost is \$100.00)

I would like to reserve a \_\_\_\_\_ space. (Cost is \$\_\_\_\_\_)

- over -

Please provide a brief description of your planned activity or of the merchandise you would like to sell. If you wish to leave a portion of your space open to allow easy access to your door, please note. Reminder - The majority of your space must be programmed throughout the day.

Three horizontal lines for providing a description of the activity or merchandise.



**Please check one of the following:**

\_\_\_\_\_ YES, I would like to rent a 6' table and two chairs for \$20. Please include a check payable to Celebrate Frederick, Inc.

\_\_\_\_\_ NO, I do not want to rent a table and chairs.

**I agree that I will not sell any merchandise at this event not normally sold in my store. Should the committee find me in breach of this agreement, I understand that I will be asked to leave the event.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please return this form, with your registration fee, \$20 rental fee *(if applicable)*, and \$15 late fee *(if applicable)* to:  
In The Streets Committee  
c/o The City of Frederick Office of Special Events,  
121 North Bentz Street, Frederick, MD 21701.

The form and payment must be received on or before Monday, June 14<sup>th</sup> in order to guarantee placement at In The Streets.

**Applications will continue to be accepted through Monday, July 12<sup>th</sup> however placement cannot be guaranteed past June 14<sup>th</sup> and a late fee of \$15 will be accessed.**

**NO APPLICATIONS WILL BE ACCEPTED AFTER MONDAY, JULY 12<sup>th</sup>**

**\*PLEASE NOTE – Due to potential extended mass gathering restrictions and social distancing measures, Booth Space may be limited. To secure Booth Space, Celebrate Frederick asks that you please submit your application as soon as you are able.**

FOR OFFICE USE ONLY		
Payment Type: Cash Check MO		
Payment Info: _____	Event: _____	Event: _____
Amount: \$ _____	Account #: _____	Account #: _____
Date: _____	Allocation: \$ _____	Allocation: \$ _____



## BLOCK THEME INFORMATION SHEET 2021 IN THE STREETS

Please review this information sheet carefully. If you have specific questions or concerns, please feel free to contact The Office of Special Events at 301-600-2844.

### **Sports Block** – *Carroll Creek to Patrick Street*

This block is filled with fun activities that test attendees' athletic ability, such as putt-putt golf, basketball shoot out and other great games.

- Operational from 11 AM to 5 PM
- Vehicles must be off Market Street by 8:30 AM

### **Art Block** – *Patrick to Church Streets*

This block highlights the talents of local performing and creative arts groups. Live entertainment is provided throughout the day on the Art Block Dance Floor, located at the intersection of E. Church & N. Market Streets.

- Operational from 11 AM to 5 PM
- Vehicles must be off Market Street by 8:30 AM

### **History Block** – *Church to Second Streets*

This block will showcase the rich historical heritage of Frederick County. Area museums will offer demonstrations and living histories will be highlighted.

- Operational from 11 AM to 5 PM
- Vehicles must be off Market Street by 8:30 AM

### **Health & Wellness Block** – *Second to Third Streets*

Local groups encouraging a healthy lifestyle are featured in this block.

- Operational from 11 AM to 5 PM
- Vehicles must be off Market Street by 8:30 AM

### **NEW – Artisan Block** – *Third to Fourth Streets*

Artisans are invited to sell their handmade treasures. In addition, Downtown Frederick merchants not located on Market Street are invited to sell their merchandise.

- Operational from 11 AM to 5 PM
- Vehicles must be off Market Street by 8:30 AM

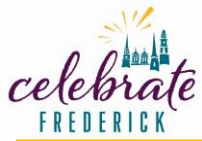
### **Going Green Block** – *Fourth to Fifth Streets*

This block hosts organizations committed to protecting the environment, while offering creative ways for attendees to join the "Green" movement.

- Operational from 11 AM to 5 PM
- Vehicles must be off Market Street by 8:30 AM

### **Public Safety Block** – *Fifth to Sixth Streets*

This block highlights the heroes in our community who strive to make Frederick a safe place to live and work.



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- Operational from 11 AM to 5 PM
  - Vehicles must be off Market Street by 8:30 AM

**Kid's Block** – *Sixth to Seventh Streets*

This block will be filled with fun things for kids to see and do. Activities include free children's crafts, wandering entertainers and amusements.

- Operational from 11 AM to 5 PM
- Vehicles must be off Market Street by 8:30 AM