

This year marks the 42nd annual **In The Streets** festival – Frederick's favorite block party! The In the Streets Planning Committee is excited to announce that this year's festival is scheduled for Saturday, **September 14, 2024 (11 AM – 5 PM)** - the second Saturday of the month.

As many of you already know, In the Streets is a day-long street festival featuring downtown businesses and restaurants, stages of entertainment, children's activities, and Frederick City/County non-profits. The event itself takes place along Market Street, from Carroll Creek to Seventh Street, and Carroll Creek Linear Park. As the event grows and evolves, it is our goal to involve more members of the downtown business community.

2024 VENDOR RULES & REGULATIONS

- 1) Businesses located on Market Street may...
 - a. Register to sell merchandise in a street space directly in front of their business.
 - i. Merchandise should consist of items normally sold in store.
 - OR**
 - b. Host a free activity in front of their business.
 - i. If you choose to host an activity, we encourage you to select one that relates to the theme of your block. *(See final page of this document.)*
- 2) Downtown businesses not located on Market Street are invited to sell their merchandise on the Artisan Block, located between Third and Fourth Streets.
- 3) Downtown merchants not located on Market Street may also partner with a Market Street business. *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.*
- 4) All Market Street and downtown businesses interested in this event must first complete and submit the application and registration fee. Once accepted, you will receive a permit from the Office of Special Events.
- 5) Booth options:
 - a. All downtown business owners may elect to reserve space in 10' x 10' increments up to the length of your storefront. You may also request that a portion of this space be left open for easy access to your doorway. Please indicate this on your application.
- 6) Table/Chair Rental:
 - a. If you choose, you may rent a 6' table and two chairs from Celebrate Frederick for \$25. Please indicate your rental needs on your application. **Electricity will not be available from the Committee.**
- 7) Booth Fees: There is \$50 registration fee for each 10' x 10' space reserved.
 - a. Cash, Check, Money Order, or Credit Card Payment is accepted.
 - b. Checks should be made payable to 'Celebrate Frederick, Inc.'
 - c. A 3% processing fee applies to credit card payments. *Please call 301-600-2844 to pay over the phone.*
- 8) Check-in and set-up are between 7:00 and 10:30 AM. Absolutely no vehicles are permitted on Market Street, between All Saints and Seventh Streets, during the hours of 8:30 AM – 6:30 PM. When setting up supplies in the morning, all participants must keep

their belongings within the width of a parking space until the Market Street Mile is complete, at approximately 10:00 AM. Finally, all supplies must be removed from the street by 5:45 PM to accommodate street sweepers.

APPLICATION DEADLINE & SUBMISSION INFORMATION

Market Street and downtown businesses receive priority for In the Streets. A block application becomes available to Frederick City organizations, Frederick County organizations, and non-profits outside Frederick County in May. To ensure placement in your desired location, please return the application and fee as soon as possible!

- All applications are due **Monday, May 13, 2024.**
- A late registration fee of \$15 is assessed to applications received after May 13.
- **No additional applications will be accepted after Monday, June 10, 2024.**

Please forward your completed application materials & payment to Anna Davey.

- Email: adavey@cityoffrederickmd.gov
- Mail: Office of Special Events
Attn: Anna Davey
121 N. Bentz Street
Frederick, MD 21701



**2024 IN THE STREETS
MERCHANT APPLICATION
Saturday, September 14, 2024 (11 AM – 5 PM)**

Business Name: _____

Contact Name: _____

Business Address: _____

Phone Number: _____ E-mail: _____

Please indicate how you would like to participate by selecting one of the options below.

_____ I am a Market Street business, and I would like a space in the street to **sell merchandise normally sold in my store**. I would like to be located in front of my business located at _____.

_____ I am a downtown business, and I would like a space in the street on the Artisan Block to **sell merchandise normally sold in my store**.

_____ I am a Market Street business, and I would like a space in the street to **provide a free activity promoting my business**. I would like to be located in front of my business located at _____.

_____ I am a downtown business, and I would like a space in the street to **provide a free activity promoting my business**. I would like to be located on the (insert block – see pg. 5) _____.

_____ I am a Market Street business, and 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 placed in front of my business located at _____.

Please indicate the amount of space you would like to reserve. *Note - space requested cannot exceed your storefront.*

_____ I would like to reserve a 10' x 10' space for \$50.00.

_____ I would like to reserve a 10' x 20' space for \$100.00.

_____ I would like to reserve a _____ space for _____. (E.g. 10' x 30' is \$150.00)



In The Streets 2024 Merchant Application & Information

Please provide a brief description of your planned activity or 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 notate below. Reminder, your booth must be active for the entire event (11 AM – 5 PM).

Please check one of the following:

YES, I would like to rent a 6' table and two chairs for \$25.

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 In the Streets 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, \$25 rental fee *(if applicable)*, and \$15 late fee *(if applicable)* to:

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, May 13.

Placement is not guaranteed after May 13 and a late fee of \$15 will be assessed.

NO APPLICATIONS WILL BE ACCEPTED AFTER MONDAY, JUNE 10.

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

BLOCK THEME INFORMATION SHEET

All blocks are operational from 11 am to 5 pm. Vehicles are not permitted on Market Street from 8:30 am to 6:30 pm.

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.

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.

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.

Health & Wellness Block – *Second to Third Streets*

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

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 here.

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.

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.

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.