



## It's That Time of Year to Start Planning for the 15<sup>th</sup> Party on the Pavement!

The 15<sup>th</sup> Annual Party on the Pavement will be held on Saturday, September 23, from noon to 7 p.m. This family friendly street party has become Racine's must-attend event of the year, thanks to you and all you've offered over the years. The streets will be overflowing with thousands of visitors – what a great time to showcase everything Downtown has to offer. Let's all get involved and make this the best merchant driven event Racine has ever seen!

### **Downtown Retailers and Restaurants -- *Plan something outside of your business; bring your business out onto the street:***

- a tent sale or outdoor store-front
- an activity such as a drawing for merchandise or a demonstration of products or services
- provide face painting, balloon animals, kid's games
- do something crazy or create a creative menu or specialty item
- "food on a stick", snacks beverages
- Have fun!

All we ask is that your activity take place outside, that you follow City of Racine permit regulations, and that it be family-friendly. Our goal again this year is to have more and more Downtown businesses on the streets. If we can get enough participation by our own businesses, we will not have to bring in non-Downtown businesses to participate.

Party on the Pavement will provide live music throughout the day on various stages located along Main and Sixth Streets and rides and activities similar to what has been provided in the past (bouncy houses, carnival rides, rock climbing wall, etc.) Since sound can overlap, please let the committee know if your merchant activity will include music or entertainment with a sound system to allow for spacing of events. Similarly, if you are providing food, please let us know so that we can space out our venues!

**Please note: Each merchant is again being asked for a sponsorship of \$125 or more to support Party on the Pavement.** Larger sponsorship opportunities are available for those merchants who would like additional public relations and marketing exposure. This self-funding event relies on merchant contributions to pay for necessary items such as entertainment, street closing fees, decorations, security, restroom facilities, maintenance, advertising and more. Please keep in mind that this event benefits each and every one of us and that no contribution is too small. Remember, this is ***our*** event from which ***we*** benefit – and everyone's help is needed to pitch in to make it a reality. Every merchant making a donation of \$125 or more will be listed on the Party on the Pavement map and recognized in the Livin' It Up newspaper tab, a value far greater than \$125. **Merchants choosing not to provide a \$125 sponsorship will not be included in the City of Racine Festival Permit and therefore cannot setup on the street.**

**IMPORTANT NEW INFORMATION** – If your merchant activity involves another business, club or association setting up in front of your business, you **MUST** include that information on your Merchant Activity Form. The City of Racine Festival Permit we are required to apply for must include a list of any businesses, clubs or associations participating in Party on the Pavement, either on the sidewalks or within the right of way. We also are requiring that you secure an additional \$100 fee from any participating business, club or association to help support the event. The fee must be included with your Merchant Activity Form.

**Deadline** -- ***We must receive your completed Merchant Activity Form and sponsorship no later than August 25, 2017.*** This deadline allows us to plan the layout of the event and maximize the space we have. ***In the event that sponsorship is not submitted by this date, the Committee may assign another vendor or activity to the space in front of your business. Our first priority is to ensure that every business has the opportunity to utilize this space, however, we will be working to eliminate dead-space at this year's event.***

**Send completed forms and checks to:** Party on the Pavement, c/o Downtown Racine Corporation, 425 Main Street, Racine, WI 53403. For more information, contact Devin Sutherland