

*Stephen Avenue Walk*  
ON 8TH - 1ST STREET SE - 4TH STREET SW

## Stephen Avenue Walk Vendor Guide and Application Package 2012



**Website:** [www.downtowncalgary.com](http://www.downtowncalgary.com)  
**Blog:** [www.getdown.ca](http://www.getdown.ca)  
**Facebook:** [www.facebook.com/downtowncalgary](http://www.facebook.com/downtowncalgary)  
**Twitter:** [www.twitter.com/downtowncalgary](http://www.twitter.com/downtowncalgary)  
**Youtube:** [www.youtube.com/CalgaryDowntown](http://www.youtube.com/CalgaryDowntown)

**Downtown Calgary**  
720, 304 – 8 Avenue S.W.  
Phone: (403) 215-1570  
[www.downtowncalgary.com](http://www.downtowncalgary.com)



## Vending Guidelines

**Note: If you do not follow these guidelines, or complaints are received, your vending permit may be immediately revoked.**

You must operate at least four days a week, weather permitting.

Vending Permits must be displayed in a prominent and visible manner.

Radios and/or music from vendors are not permitted.

All vendors are supplied with a Downtown Calgary (DT) tent. The tents must be secured with the supplied weight bags.

Vending areas may not be left unattended. It is your responsibility to find coverage for bathroom breaks, etc.

Maintain a clean area and pick up any trash left within five (5) feet of your vending area. This includes the roadway and sidewalks.

- Food vendors must place drip sheets under the carts and clean up all grease and condiments from the sidewalk daily.
- All vendors must remove packaging garbage and/or not cause the street garbage cans to overflow with their own garbage.

Practice good customer service and wear shirts and shoes while operating your booth.

A zero tolerance policy is in effect for use of offensive language, slander or threatening other vendors or pedestrians.

Activities that jeopardize security, maintenance, public safety or enjoyment of the Walk are not permitted.

You may not engage in any illegal activities while operating your vending booth.

All items to be sold must be approved by the Pedestrian Mall Manager.

Any new items you wish to sell after receiving your permit must be approved by the Pedestrian Mall Manager.

## Now What?

You now have the information you need to vend on Stephen Avenue Walk and clearly understand what is necessary for you to make an application to vend on the Pedestrian malls.

This checklist will help ensure you are submitting your **COMPLETE** application package.

You have included:

- Completed Application Form
- A copy of your Health Inspection Certificate (food vendors only)
- Only once you have been accepted, post-dated cheques must be supplied prior to the tent and permit being released

Without the above components, your application is not complete and will not be considered.

**All applications will be considered April 15, 2012 and notification will be sent out to you by mail.**

Once you have been accepted you will be asked to sign a contract with the Calgary Downtown Association for the use of space.

If you have any questions please call Downtown Calgary at (403) 215-1570.

## Important Phone Numbers and Information

### Vending Information

Downtown Calgary Office	(403) 215-1570
Pedestrian Mall Manager	(403) 215-1566
Downtown Calgary Website	www.downtowncalgary.com

### Health Department

(For questions related to cart design and the food product for sale)

Jeremy Donaldson, Alberta Public Health Inspector (403) 943-8013

**Note:** If you receive a vending permit from Downtown Calgary, you do NOT have to purchase a City of Calgary Business license unless you are also vending outside the Stephen Avenue Walk or Barclay Walk boundaries.

## Definitions

### Merchant

Merchants are the businesses that are permanently located along Stephen Avenue Walk and operate 365 days of the year. They pay business taxes, and a levy to Downtown Calgary.

### Vendor

Vendors are temporary, daily re-sellers of product on Stephen Avenue.

Vendors receive a designated space on Stephen Avenue Walk and must follow the guidelines set out in this booklet.

### Artists

Artists are the most temporary business located on Stephen Avenue Walk. They are given a specific area to set up their handmade goods on Stephen Avenue Walk.

## Items that Cannot be Sold on Stephen Ave.

Coffee/Tea  
Coffee Mugs  
T-Shirts  
Canadian Flags or Souvenir Items

Ladies Undergarments  
Shoe Shines  
Cowboy Hats /Baseball Hats

## Vending Guidelines cont'd

Street furniture (e.g. benches, trees, light poles, etc.) may not be used for vending or display purposes.

All vehicles must be off Stephen Avenue Walk prior to 10:00am., no exceptions.

You may be located next to another vendor selling the same or similar products, if you are not comfortable with this, you may want to rethink your decision to vend on Stephen Avenue Walk

Downtown Calgary reserves the right to grant all vending permits as well as revoke those that do not follow the guidelines. Downtown Calgary will decide on your location. We reserve the right to move your location at any time.

## Artist Areas

There are designated artist areas on each block.

The artist areas measure 5' x 5'.

All are supplied with a Downtown Calgary 5' x 5' tent. The tents must be secured with the supplied weight bags.

Artists must:

- Create/perform their own original art
- Reproductions are not considered original art
- Henna is included in this category

## Vending Booth Design and Set Up

Downtown Calgary reserves the right to approve or refuse any vending set up that does not harmonize with the character or aesthetics of Downtown Calgary or Stephen Avenue Walk.

You must set up in your designated area. You will not be permitted to exceed the boundaries of the area indicated on the road (10' x 10' for vendors and 5' x 5' for artists).

The area occupied by a vendor/artist and all their storage containers, chairs, display fixtures, etc. must NOT exceed the designated space.

Vendor and artist tents will be provided by Downtown Calgary and must be erected according to the Downtown Pedestrian Mall Manager's instructions. Tables will not be provided.

All tables must be attractively arranged, i.e. table cloths and skirting in good repair.

All storage containers, boxes, etc. must be out of sight.

Your business name and logo may be displayed on the side of the skirting or on the table.

No paper flyers or banners are allowed.

No A-Board or Sandwich Boards are permitted inside or outside the vending or tented area.

All vendors committing to a 3 month rental period will be considered first.

Non-food vendors are required to use a (10' x 10') pop-up tent provided by Downtown Calgary for the season. The tent rental is included with your permit, however a \$500 refundable deposit is required. The deposit may be a post-dated cheque payable September 1, 2012.

### Vendor Sites Must:

**Be set up by 10:00am**  
**Taken down by 6:00pm daily**

***This will be strictly enforced.***  
***You may lose your permit if you do not comply.***

## How Much Will It Cost?

***Note: Vendors and Merchants must commit to a three (3) month rental period for the prices below. (June, July & August)***

### Vendors

Non-Food Items	\$520.00 + GST Per Month (10' x 10' space)
Food Items	\$850.00 + GST Per Month (10' x 10' space)

### Anything less than a three month commitment:

Non Food Items	\$580.00 + GST Per Month (10x10 space)
----------------	--

Food Items	\$920.00 + GST Per Month (10x10 space)
------------	--

### For Space May 15 – 30 or Sept 1 – 15

Non Food Items	\$260.00 + GST
----------------	----------------

Food Items	\$425.00 + GST
------------	----------------

### Artists

Artist permits may be purchased monthly	\$125.00 + GST Per Month
---	--------------------------

Artists are required to use a (5' x 5') pop-up tent/umbrella provided by Downtown Calgary for the season. The tent rental is included with your permit, however a \$350 refundable deposit is required. The deposit may be a post-dated cheque payable September 1, 2012.

### Stephen Avenue Walk Merchants

Non-Food Items	\$385.00 + GST Per Month (10' x 10' space)
----------------	--

All merchants are limited to two (2) 10' x 10' spaces. Merchants need to use a DT tent, secured with the supplied weight bags.

### All Vendors – Stampede Week Only

	\$125.00 + GST Per Day (10' x 10' space)
Space Limited	\$1100.00 + GST for all 10 Days (10' x 10' space)

**HIGH SEASON:** May 1 – September 30

**LOW SEASON:** October 1 – April 30  
All permit fees in Low Season less 50%