



March 2019

Dear Friend of the Geneva BID,

I am writing today to ask you to consider participating in the Geneva Business Improvement District's **20th Annual Cruisin' Night & Block Party** event. This year, it will be held *Friday, July 26, 2019*, in Downtown Geneva. In the past 19 years this event has drawn crowds from neighboring cities and the greater Finger Lakes region, as well as participants from outside of New York State. It is a fun-filled night showcasing classic cars, trucks, and motorcycles together with live music, food, wine and beer, art and retail vendors, and children's activities.

We ask you to consider being a **Winery Vendor** at this event as it draws over 5,000 people and 200 classic car owners and enthusiasts to the heart of Downtown Geneva. This would be a wonderful opportunity for your business to gain exposure, as well as the potential for profit. The proceeds from this fundraising event go towards beautification efforts within our district, which include hanging baskets and sidewalk and flower bed maintenance. It is our goal at the Geneva BID to keep our streets looking clean and beautiful for community members and visitors alike.

I have attached a Winery Vendor registration form should you choose to participate. Your support in this effort will make all the difference in helping us reach our fundraising goal and keeping Downtown Geneva an enjoyable place to live, work, and play.

Should you have any questions, please do not hesitate to contact me at (315) 789-0102 or via email at info@genevanybid.com. Thank you for your consideration of this request and your continued support of the Geneva Business Improvement District.

Respectfully,

Patti Ely

Geneva BID

BID Coordinator



Geneva BID 20th Annual Cruisin' Night & Block Party Friday, July 26, 2019



All vendors must register in advance. Acceptance of vendors will be dependent upon the submission of a complete registration packet and the review of the Cruisin' Night Planning Committee. Space is limited, so register early. **This event will take place rain or shine. Registration fees are non-refundable.**

Winery Fee: \$135

WINERIES WILL BE ALLOWED TO SET UP IN SENECA STREET FOOD COURT.

- Winery Vendors we be provided 12' X 12' space (See attached Seneca Street Food Court map).
- Wineries may sell wine by the glass, but it must be sold in plastic cups as glass bottles, etc. are not allowed on event grounds.
- Set up may begin as early as Friday at 10:00 AM and must be completed by 5:00 PM. The event officially opens at 5:00 PM and will close at 10:00 PM. All vendors must be off premises by 10:30 PM. Vendors are responsible for their own trash removal. **You bring it in, you take it out!**
- Winery Vendors must comply with all applicable laws of the State of New York and Ordinances and Municipal Codes of the City of Geneva.
- All Winery Vendors must provide their own tents, tables, chairs, etc.
- An electric source is not guaranteed. Please make appropriate arrangements.
- Winery Vendors must park / set up in designated parking spots only.
- For safety reasons, the following items are prohibited – pets, bicycles, skates, skateboards or similar items. Do not bring these items to the event. Persons violating these rules will be required to leave the event.
- Fill out and return the form below **no later than Friday, June 28th** with your payment. Please make check / money order payable to: *Geneva BID*. Credit /Debit Cards will be accepted for payment.

For more details, contact Patti, Geneva BID at (315) 789-0102 or email info@genevanybid.com



Please retain above portion for your records.

20th Annual Cruisin' Night & Block Party :: Friday, July 26, 2019 :: WINERY VENDOR REGISTRATION **KINDLY REPLY NO LATER THAN FRIDAY, JUNE 28, 2019.**

BUSINESS NAME: _____ EMAIL: _____
 CONTACT PERSON: _____ PHONE: _____
 ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PLEASE CHECK ONE:

Seneca Street Food Court: \$135.00 Other (approved by BID): \$135.00

**See attached map for desired location in Seneca Street Food Court.*

Wineries may provide tastings and sell souvenirs, gifts, and bottled wine. Wineries may sell wine by the glass, but must be served in plastic cups.

Items to be sold (pending approval): _____

Waiver of Liability: I hereby waive any and all claims I may have against Geneva Business Improvement District, City of Geneva, or their agents or employees including liability, actions, damages, claims, demands, judgments, losses, costs, expenses and fees, including attorneys' fees, for injury or death or for loss of or damage to property as a result of any act or omission occurring in connection with my participation in CRUISIN' NIGHT.

SIGNATURE: _____ DATE: _____

GENEVA BID | ONE FRANKLIN SQUARE, SUITE 211 | GENEVA, NY 14456

Office Use Only:

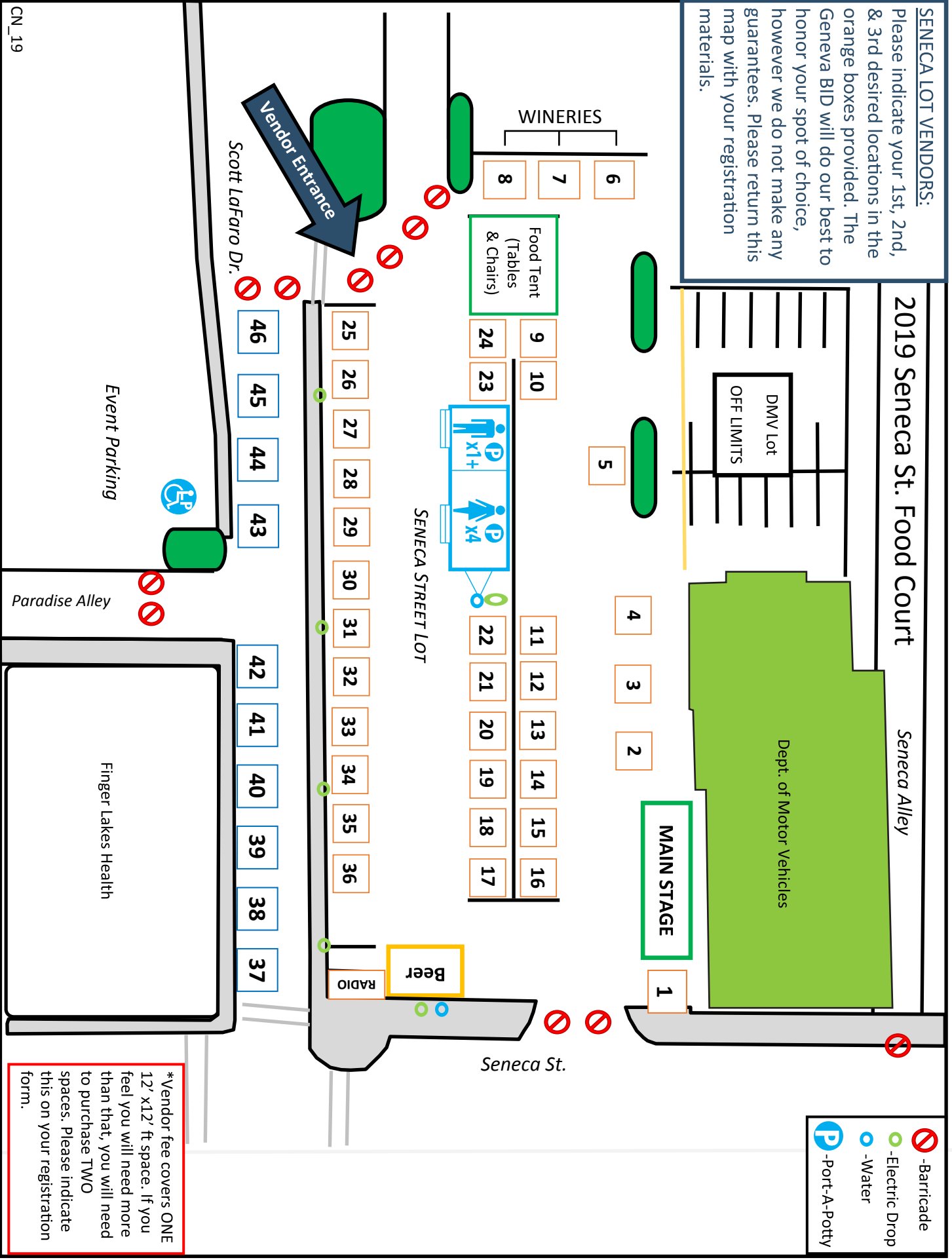
Date Rec'd: _____ Ck #: _____ Amt.: _____ Location #: _____

SENECA LOT VENDORS:

Please indicate your 1st, 2nd, & 3rd desired locations in the orange boxes provided. The Geneva BID will do our best to honor your spot of choice, however we do not make any guarantees. Please return this map with your registration materials.

2019 Seneca St. Food Court

Seneca Alley



- Barricade
- Electric Drop
- Water
- Port-A-Potty

*Vendor fee covers ONE 12' x12' ft space. If you feel you will need more than that, you will need to purchase TWO spaces. Please indicate this on your registration form.