

# STREET FAIRS

## FOR COMMUNITY AND PROFIT

How to Plan, Organize and Stage  
a Sensational Street Fair While  
Building Community

BRIDGET BAYER



# STREET FAIRS FOR COMMUNITY AND PROFIT

*How to Plan, Organize and Stage a Sensational  
Street Fair While Building Community*



*Dedicated to my mom,  
Mary Ann Bayer,  
the ultimate party planner*

Copyright © 2015 by Bridget Bayer. All rights reserved.

This book, or any part thereof, may not be reproduced in any form without written permission by the author.

The author wishes readers to use and benefit from the information included herein, but to know that this book is no substitute for the services of a fundraising professional. The author assumes no liability of responsibility to anyone or any entity for alleged damages caused directly or indirectly from information included in this book. Events and persons described in this book bear no resemblance to actual people or events.

Readers should be aware that Internet websites offered as citation or sources for further information may have changed or disappeared between the times this was written and when it is read.

Street Fairs for Community and Profit/Bridget Bayer. 118p  
Includes references and index

Printed in the United States of America  
First Edition

---

# TABLE OF CONTENTS

---

<b>Table of Contents</b>	<b>2</b>	<b>5.     MARKETING</b>	<b>65</b>
<b>Introduction</b>	<b>3</b>	Tools	66
<b>Guidebook Contents</b>	<b>6</b>	Public Relations (PR)	68
<b>Symbols</b>	<b>7</b>	Advertising	70
		Social Networking	73
<b>1.     PLANNING</b>	<b>9</b>	Poster	75
Committees	10	Radio & TV	78
First Steps	13		
Street Fair Outline	16	<b>6.     PRODUCTION</b>	<b>81</b>
		Permits	81
<b>2.     VOLUNTEERS</b>	<b>25</b>	Street Preparation	91
Street Fair Planning Committee	26	Equipment	93
Supervisors	29	Sanitation	96
Contractors	33	Safety	97
Day of Event	34	Set Up	99
		Street Fair Day	105
<b>3.     FUNDRAISING</b>	<b>39</b>	Take Down	106
Sponsorship	42	Production Book	107
Donations	45		
Grants	48	<b>Bibliography</b>	<b>111</b>
Fees	48	<b>Index</b>	<b>113</b>
Sales	49	<b>Acknowledgments</b>	<b>118</b>
<b>4.     ACTIVITIES</b>	<b>53</b>		
Street Vendors	53		
Beverage Gardens	57		
Entertainment	59		
Kids Areas	61		
Parades	62		
Races	63		



# INTRODUCTION

Event planning is in my genes. I grew up around events. My parents and friends were forever planning and participating in parties for friends, neighborhoods and small towns. Most of my professional work experience was in restaurants and catering, multitasking to the maximum.

First cutting my teeth on business promotions for my own restaurant, Bridges Cafe & Catering in Portland, OR, I learned the value of partnering on business promotions. With the neighboring businesses, I planned and hosted a Saturday Stroll event close to my business, inviting all our different customers to come have fun, listen to music, eat good food and buy speciality items only available that day. It was a solid success and made me realize that my minuscule marketing budget, coupled with my business friends' small budgets, became exponentially more effective.

Twenty years and more than 300 street fairs or special events later, I have discovered similarities among volunteers, the best fundraising options and planning tips for producing a community-led street fair.

## WHY A STREET FAIR?

Street fairs are as old as the medieval village fair and are reliably proven to attract people. As part of both the ancient Roman empire and the pre-Inca South American civilizations, people have come together annually to bring in the harvest, celebrate celestial events or trade goods.

Traditionally, town centers hosted street fairs because everyone gathered in town with some regularity. Today, when people stroll down the middle of a city street on street fair day, with no auto or bus traffic, they have a sense of ownership, not normally granted on just any day. A street fair takes over the road right-of-way, and pedestrians rule. An ordinary shopping day becomes extraordinary!

Street fairs feature colorful, generally local vendors, as well as entertaining activities that provide a tantalizing glimpse of experiences yet to be discovered. People see the area at its absolute best, most vibrant and fun!

Many associations and groups that organize around a neighborhood want to establish an identity. Once established, street fairs help brand a district. Place-making is now, more than ever, recognized as an important economic development step.



Street fairs welcome all community members

Branding plays a significant role in creative marketing. It identifies the shopping district, main street, or business community - critical for small retail businesses.

I know how difficult it can be to have a small business within a commercial center, city, small town or business district.

It is hard to make a profit just on business savvy. Creative marketing and management makes small businesses profitable.

Hosting annual street fairs entices people to come to an area. They will see and hear signs of triumph all around them. They will make new experiences, enjoy good tastes and feel a part of shared group activities.

## WHY BUILD COMMUNITY?

Communities are a group of people coming together by commonality. A community is built for many reasons: shared location, pets, religions, foods, sports, gender, age, race and other intentional reasons.

Neighborhoods form naturally, through everyday interaction. People living near one other become part of a shared community by default. One commonality is a safe, clean, and friendly place to live. This is true for neighbors, both residents and businesses.

Safety is key to one's sense of community. Imagine raising kids in a place where walking to school carries no danger, where grocery stores, coffee shops and dentists are easily accessible; a neighborhood where it's safe to walk, bike without hassle and park with assurance.

Envision a neighborhood where summer jobs are easily available to teenagers, from people you know and trust. The development of a cohesive, supportive neighborhood is the product of a street fair.

In my experience, it's not an accident that a prosperous and safe community is an outcome of organizing a street fair. No matter what the size, fair planning involves a considerable amount of volunteer time and effort. The point is in planning the street fair. That is what creates relationships and a positive atmosphere that lasts.



Street fairs offer a place for “regulars” and neighbors to be irregular for a day

Building community is a process that adds value to the lives of everyone involved and street fairs are a good way to go about it.

The benefits of building community become obvious over time. When people have a reason to connect regularly and consistently, they are building a community.



Shoppers love to find unusual items at street fairs

## WHY PROFIT MATTERS!

If you create it, they will come. In my experience, street fairs jump start the revitalization of a worn district or breathe life into one not yet established. Street fairs show off the best of the area, drawing in families, social groups and friends. They will want to check out your area because they heard about or saw a vibrant and thriving place on fair day. This, in turn, draws more businesses to locate in the area and, eventually, more investment.

Local businesses welcome increased exposure, so on fair day, they want to look their absolute best. When enticed, shoppers will want to come back when no crowds are around. Diners will seek out restaurants they saw, but didn't have time to eat at, on fair day.

Not only will individual businesses profit when hosting street fairs in their area, the planning organization can raise funds for their ongoing needs throughout the rest of the year.

A profitable street fair can raise \$5,000 to \$20,000, or more, each year. These funds can be used for ongoing marketing campaigns, infrastructure improvements and supporting community groups in the area. It can make a business community thrive.



Participating in street fairs gives access to new customers who may not have come inside



# STREET FAIR GUIDEBOOK CONTENTS

*Carry this guidebook to plan and execute a sensational street fair while building community in your neighborhood.*

Street fair planning is not linear. Ideas lead to research that leads to development and planning. In this Street Fair Guidebook, multiple topics are reviewed from different perspectives. For example, vendor management is first introduced in Chapter 2 under Volunteer supervisors. It is fully discussed in Chapter 4 under Vendor Activities and referred to in Chapter 6/Production/ Site Layout. Use the index and references to maneuver easily through this guide.

## STREET FAIR GUIDE CONTENTS

**Chapter 1 - Planning** will help groups outline their plans for a street fair. Be a fly on-the-wall at a fair planning meeting and learn about committee dynamics.

**Chapter 2, on Volunteers**, describes the people involved in making a fair come to fruition. Sketch out tasks and explanations for filling the volunteer roles.

**Chapter 3 - Fundraising** makes the hard job of paying for the fair, easier. Learn to manage quality sponsorship programs, donations, sales, and raffles among others.

**Chapter 4, on Activities**, provides ideas and resources that will make your fair fun! Describe beverage gardens, stages, games and vendors.

**Chapter 5 on Marketing** describes the best tools for getting people to the fair. Identify critical resources for getting your fair seen and heard.

**Chapter 6, on Production** provides instructions on how to get permits, handle logistics and operations for on site event management.



Patios become quality retail spaces on fair days

***“A street fair can literally put a town, business district or main street on the map”***

Phillip Stanton,  
Mississippi Pizza, Sponsor Mississippi  
Avenue Street Fair 2004 - 2015

# SYMBOLS



“Been there, done that!” Mistakes common to newbies will happen. This symbol points out good practices from experienced volunteers and event professionals.



The “Build Community” symbol means that you will have better results in a team. People with a variety of skills and interests will improve your street fair and community.



The “Coffee Time” symbol means stop reading and do something, even if it’s just thinking! Take the time to practice using these planning ideas and tools.



The dollar sign indicates that this is an area where a street fair can profit, either to enhance an organization, the neighborhood or individual businesses.



People of all ages come together on fair days



The reference symbol refers to examples, templates and sample documents that can be accessed online at [BAMPdx.com](http://BAMPdx.com).

*E-books include direct links to usable templates and references.*

Boxed information highlights lists, suggestions and examples to use in street fair planning.



# CHAPTER 6 PRODUCTION

People think that fair day is all about tables, tents and toilets, but it's really about being prepared, communicating and enjoying the event. Production includes logistics (the movement of equipment and people from place to place,) measurements, safety and communications. In this book, it also includes the necessary permit information because government service providers can help stage a safe and happy event.

There are many production details to attend to so this is not a one-person job. For example, safety systems, seek advice from area businesses to set up. For sanitation, look to garbage and recycling services in your area, etc. There are so many ways to engage the members of your community when producing a street fair.

**Remember to ask for what you want!**



Consult stakeholders lists to find people who may have experience setting up events

## PERMITS

Street fairs are not isolated events. Neighbors who didn't get your fabulous marketing messages still need to know that a lot of people will be in their neighborhood.

Local government agencies want to know that events occurring in public spaces will be safe and fair for everyone. Cities own the roads and access to them, known as the right of way (ROW.) You are asking for permission to use, and "own" the ROW during your fair.

Most government bureaus and agencies want to give you a permit. They might be stressed for time and or impatient with new requests, but most want your event to take place as planned.

**Permit Applications** - Public entities like police, fire and transportation agencies can direct fair planners through the permitting process. The best advice for securing permits is to start early, about 6 months before your fair date!

Just like any other part of the planning process, try to get to know the person helping with your permit request. They might become your best ally and certainly will help process your applications.

## STREET FAIR PRODUCTION

**Permits** - Rules and regulations for site management and safety.

**Layout** - Logistical concerns about where everything is and why.

**Equipment** - Supplier lists by activities, location and volunteers.

**Safety** - Volunteer teams, paid security and police that manage safety, activities and entrances.

**Sanitation** - Washing areas and cleanup crew duties.

**Set Up** - Street closure, set up activities' equipment, signs, decorations and check in information.

**Take Down** - Equipment, materials and vendors removal, reopen street.

**Itinerary (Production Book)** - Who does what, when and where.

When filling out permit application forms, fill in every line. Write NA (Not Applicable) to answer something that does not pertain to your fair. That way processors will know that the question didn't just get mistakenly missed.



Take time to get to know the person processing permit requests





## PERMIT EXAMPLES

Permit application examples, site plans, neighbor requests, and notifications are found in this chapter.

Once applications have been submitted, processed and the permits received, keep a copy with the Coordinator on fair day and in your Production Book.

### POSSIBLE PERMITS OR REQUIREMENTS

1. Street closure
2. Parade route
3. Police notification
4. Fire – Tents & Propane use
5. Noise variance
6. Public transit
7. Parks use
8. School use
9. Banners
10. Food license
11. Alcohol server license
12. Event insurance
13. Liability waivers

#### 1. STREET CLOSURE PERMIT

This permit is sometimes called a Street and Sidewalk Use Permit, Community Event or Special Event Permit.

The purpose of the street closure permit is for neighbors, police, fire and municipal providers to know about changes in access to a public right of way (ROW.) Government agencies are tasked with managing the ROW for the safety and well-being of all citizens. When applying for a street closure permit, your group is requesting to manage the ROW for a time. You are taking responsibility for the street.



Patience is required to secure a permit to close a major street for a fair

In some cities, the street closure permit request involves multiple steps, including some or all of the items listed below. Not all of these items, discussed in this chapter, are required for a street closure permit, you might simply ask your mayor or town councilpersons.

- Application form
- Site plan
- Traffic control plan
- Certificate of insurance
- Additional insured form
- Benefiting organization letter
- Neighborhood support letter
- Property notification
- Sample promotional materials
- Fee

**Application Form** - The street closure application will most likely be found online through local municipal websites. It may also be available through neighborhood, transportation or economic development offices.

**Filling Out the Application** - Provide the name of the event, date, times (both setup and start times) and event description. Be specific about which streets need to be closed to vehicle traffic. Make it clear who the contact organizations is, as well as the contact on site during the street fair. Be honest about the attendance number expected, based on actual counts in previous years, or estimate a low attendance for your first year.

Include information about alcohol service, if there is a beer or wine garden planned. In addition, most applications will ask about security or safety plans, beneficiaries and volunteer management plans (if any.)

**Site Plan** - Draw a site plan, as close to scale as possible, and include the layout with your application. Label cross streets and parking lots or sidewalk areas that are being used.

**EXAMPLE SITE PLAN**



Hay bales help define areas, plus offer seating

Public transit that is affected by a street closure may require additional signs to allow buses through neighborhood streets. You will want people to come by bus to help reduce street parking use. Outline alternate route in a traffic control plan (below)

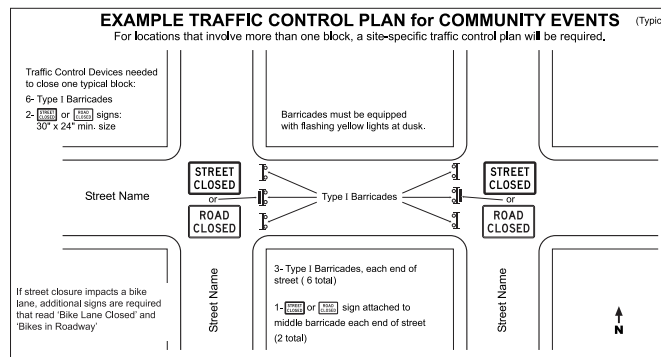


**Traffic Control Plan** - This is usually required by a transportation agency. It is more about the roads in and around the event and less about the interior-focused site plan.

The Traffic Control Plan indicates modifications that will be made to block off the street and restrict access to vehicles. It shows the type of barricades, where they are used, and the signs for re-directing traffic.

A street closure permit usually means parking is not allowed on the street(s) on fair day. To make that happen, plenty of advance notice will help neighbors, residents, businesses and their customers know about the fair.

As part of your permit request, distribute “No Parking on Street Fair Day” flyers throughout the neighborhood a few days before the fair. Give businesses a stack of these flyers to remind their customers not to leave their cars on the street.



Volunteers will need to set up 'No Parking' signs along both sides of the street(s) at least 24 hours before fair day. Some cities will validate that no parking is allowed in this area on fair day. Sometimes 'No Parking' signs need to be set up further in advance, as directed by individual permits.

**Certificate of Liability Insurance** - This is a one-day event insurance policy purchased from an insurance agent. If your organization already has liability insurance, simply ask for a 'rider' that will indemnify the owner of the street--your city or government--against possible claims from accidents. An additional insured endorsement form may also be required.



EXAMPLE  
BENEFIT  
LETTER

**Benefitting Organizational Letter** - The street closure application sometimes requests a letter from the benefitting organization so processors will understand the reason for the closure request. Write a letter on letterhead, and have it signed by the president or chair of your organization.



EXAMPLE  
SUPPORT  
LETTER

**Neighborhood Support Letter** - Sometimes public agencies ask for a letter of support from a neighborhood group representative. Either way, it's a very good idea to enlist support from community groups in your neighborhood.

If there is a specific group who represents residents or property owners in your area, ask for their participation first, then request a letter of support. Attend one of their meetings and let attendees know about the upcoming fair with a 'Save the Date' flyer or promotional material. Draft the letter or ask them to compose a letter themselves.

**Property Notification Signatures** - Businesses or neighbors that live on the street to be used, need to be notified about your event. Many government agencies require actual signatures from these residents or property owners.

A notification form should have your contact information, date, time and location of street closure plus other details about your fair. Space for signatures is usually located at the bottom of the page.



Going door-to-door collecting signatures allows organizers to connect with neighbors



Quiet signs posted in neighborhoods surrounding large street fairs



EXAMPLE  
SIGNATURE  
FORM

When collecting signatures, add a return address to the form so it can be left at the door when residents are not home. Use all methods of communication; hand-delivered, email, phone, and post mail in some cases. Try collecting signatures at different times of the day, after work, about 7 pm and on weekends.

**Fees** - A city fee is not always required for street fairs in the ROW. Part of the cost of a street closure permit is based on the number of parking spaces and how many city services are provided. Sometimes, police, fire or other agencies are required to check on events in the ROW.

If your fair has a beer garden, an alcohol licensing agency will check your setup and the fee will be higher. Similarly, when your event has food vendors, the health department will check licensees to maintain food safety. This is so the general public is protected and safe.

## 2. PARADE ROUTE PERMITS

Parades are a great idea to combine with a street fair. Usually they involve a route that is bigger than the streets that will be closed for the fair.

Parade permits (or special events permits) often require much the same information as a street closure permit.



### EXAMPLE PARADE APPLICATION

There are 2 (or more) types of closures for parades, full closure and rolling closure. A full closure lists street closure start and end times plus all the details of the parade.

A rolling closure means that police will escort the parade, closing each block as the parade passes.

A parade permit application may ask for these items:

- Application form
- Route plan
- Traffic control plan
- Certificate of insurance
- Additional insured form
- Benefitting organization letter
- Sample promotional materials
- Fee

## 3. POLICE NOTIFICATION

Local police are usually notified about your street fair or parade through the application process. It's a good idea to get to know your local department or station officers, too. If time permits, stop by and let your community police force know about upcoming events. Deliver a flyer or special VIP invitation to the chief or head of the local station.



When applying for permits, fill in every line. Write NA (Not Applicable) where it doesn't apply to your request.



Races and runs have similar permit applications as parades

## 4. FIRE BUREAU

Tent structure permits - The fire department wants to know about large structures in the Right of Way (ROW) to make sure there is safe entry and enough exits. Tents or outdoor canopies without sides usually do not require a permit.

Enclosed tents can be up to 40' x 40', and still not require a permit. Unless your fair is huge, or you want fire department personnel onsite, there is usually no fee for this permit.



### EXAMPLE FIRE PERMITS

**Fire art permits** - These are sometimes required for fire performers such as fire dancers, jugglers or magicians.

Fire performers may be required to follow these rules:

- 25 feet or specific distance from audience
- Spotter to watch
- Fire extinguisher
- Water and towels
- Property owner permission



**Propane use permits** - This permit is required by the fire department as a way to educate users about the safe use of these flammable fluids in public spaces.



**EXAMPLE  
PROPANE  
PERMIT**

Food vendors that are cooking or heating using propane need to have a permit either on file or a license just for the one day. There is usually a nominal fee—the fire department just wants to know in advance to be prepared.

**Firework displays** - Special effects or pyrotechnics require a special permit. Fees depend on the size and scope of this kind of production.

## 5. NOISE VARIANCE PERMIT

This permit is essentially to let your local municipality know that you have let all neighbors know about your event and the entertainment scheduled. In many cities, the general noise level should only be heard within one block of the public ROW.

Your street fair entertainment is going to have speakers and a public address system (PA) that will broadcast several blocks so you are asking for a variance to the normal rules.



**EXAMPLE  
NOISE PERMIT**

Like the street closure permit, permit processors want to know how you let neighbors know about the event and the noise associated with it. Fees depend on the size of event and duration.

A noise variance application may require these items and information:

- Event and entertainment description
- Times and duration of event
- Stage location and direction of music (site plan)
- Distances to neighbors
- Outreach plan

## 6. PUBLIC TRANSIT

If there is a public bus that travels or crosses the streets to be closed, the local transit municipality should be notified as part of your street closure permit. If a bus needs to be rerouted, additional signs will be necessary on the street it will travel on fair day.

Buses need to be able to make wide turns and pull over to pick up riders. Special signs and possibly a fee will be charged to change the bus route on fair day.



Cooking demonstrations usually require fire permits



Large bands require noise permits because they impact a greater area

## 7. PARKS & RECREATION USE

There may be a permit and fee required whenever your street fair relies on the use of a city or municipal park.

Most of the time you will not need to use a park because generally the goal of a street fair is to have the fair on a closed public street. However, some activities feel better in a park, like pony rides, petting zoos or small children's activities.

If you have an adjacent park to your closed street, start a conversation early with your Parks Department and ask them to get involved in your fair. Parks employees have long experience in what works well on their property.



**EXAMPLE  
PARKS USE  
APPLICATION**

If a permit is required, start the application process early, 3-4 months before the fair and follow prescribed rules.

## 8. PUBLIC SCHOOLS CIVIC USE OF BUILDINGS (CUB)

If a school is next to the street being closed, it might be advantageous to ask for use of the building or school grounds.

Parking lots, not normally used on weekends, can be an excellent place for a school fundraiser. Ask for donations for parking (for both cars and bikes) and raise funds for the school PTA or clubs.

Use of building applications are usually easily found online. The general public can apply and pay for the use of the school. A school employee can also apply internally and may circumvent any fees involved.



**EXAMPLE  
CIVIL USE  
APPLICATION**

Events that take place outside of normal building operating hours usually require additional fees. School equipment can often be rented, too.



A teacher or parks employee can help connect your group to gain in-kind support



Hang street banners 30 days before a street fair

## 9. BANNER PERMIT

A large banner hung across a street, in the right of way (ROW,) is one of the most effective tools to advertise to your community.

Banners cannot obstruct visibility of any traffic signal or sign so most banners are hung from power poles far away from intersections. They need to be hung high enough not to impede traffic, generally 18 feet or higher. Other hanging requirements involve specific materials used, limited text on the banner and the length of time it will be hanging.

A city application will ask for event information, organization name, pole owner, location, time that the banner will be hung and taken down.

A banner permit that is required by a local transportation department is sometimes free, or minimal.

Utility companies usually have their own banner policy and application, similar to the city's. Both city and utility will ask for an insurance rider so if anything happens with your banner, they will not be at fault.



**EXAMPLE  
BANNER  
APPLICATION**

Banner applications include:

- Banner design (or picture)
- Liability insurance naming exemption (insurance rider)
- Permission from pole owner (usually local power utility)
- Liability insurance naming power company exempt (insurance rider)
- Professional crew (licensed and insured) responsible for hanging banner
- Licensed flagging crews required on busy streets

Sometimes there just isn't enough time or energy to get a banner hung across a public street. When first starting out, try hanging a banner on a prominent building in your district. There is no application process or fee involved. The building owner might ask for an insurance certificate of liability, or might not. Asking property owners is usually a whole lot less work and just might start a relationship that builds community.



**EXAMPLE  
MOU  
AGREEMENT**

It's a good idea to have a memo of understanding, (MOU) or agreement signed in advance with property owner(s) so everyone is clear about commitments.

## 10. TEMPORARY FOOD LICENSE

Since food is another 'must-have' at your street fair, make sure to have food vendors signed up early.

Experienced food vendors may already have a permit, called a temporary food license, purchased through your local health department.

Temporary food service permits can be for a single event, multiple events or for a season. Ask to see a food vendor's temporary restaurant license when they register.

Food vending permits usually require:

- Prepped food done in an approved kitchen
- Hand washing station
- Cold and hot holding facilities
- Roof and floor
- Probe thermometer
- Sanitizing cloths



Serving small samples likely does not require a permit

**Application** - Food vendors will need to describe their booth, the type of food sold, how it is cooked and how it is stored. A sample menu should be included.



**EXAMPLE  
FOOD  
PERMIT  
APPLICATION**

Applications should be submitted to the health department at least 2-3 weeks before the fair.

Last minute applications require additional fees for accelerated review.

**Food Fundraising** - If your organization wants to sell food, you will need to apply for this temporary food permit yourselves. Food booths can sometimes be effective fundraisers.

Tax-exempt, nonprofits usually do not have to pay a fee for this permit but a letter from your organization, proof of tax-exempt status and food handling procedures are still required. Ask for help from experienced restaurateurs who can help buy food or drinks wisely so a profit can be made from these booths.

Follow health department rules and regulations to keep everyone safe and well fed from your booth.



# STREET FAIR STORIES

## FREE FOOD DRAWS A CROWD

Adding a “Taste Pavilion” to the Historic Parkrose Street Fair meant applying for another permit. Since our association was a nonprofit, there was no fee, only writing a letter showing support. We did have to provide the basics including a floor (the parking lot), a roof (a big tent), and handwashing facilities. The “tastes” had to be kept small, 3 ounces or less, and food had to be kept cold or hot depending on the items.

Registration for these special food vendors was much the same except food providers didn’t have to get their own temporary server’s permit, but were covered under our general application.

The Taste Pavilion drew a big crowd and people loved the free tastes. It added a lot to our street fair and was well worth the effort!



Tents with no sides usually require no fire permits

## 11. ALCOHOL LICENSE

Your organization will need to secure a one day alcohol license from your state regulatory agency. Most nonprofit groups do not need to pay a fee for this one day license. The application is straightforward, asking for all basic event and organization information, including your tax-exempt status, if applicable.

One person will need to be in charge of this area and be listed on the application. Rules vary, but this volunteer usually needs to have an alcohol server’s permit, having gone through an licensing class. Virtually every restaurant or bar that serves alcohol has staff with these permits. Ask a local business with an alcohol license to be the sponsor of the garden and be onsite. Volunteers can be servers without a servers permit but need to know how to spot intoxicated drinkers.

A Beverage Garden area must be fenced in some way and have alcohol monitors and identification checkers for all those entering the area.

It is preferable by most licensing agencies to have food vendors attached to beverage gardens, a typical requirement of a one-day license. Food should be close by when alcohol is being served.

Beer and wine gardens are detailed in Chapter 4, Activities: Beverage Gardens.



EXAMPLE  
ALCOHOL  
APPLICATION



Ask a local restaurant or caterer who has food handling and alcohol experience to help with special food or beverages tents.



## 12. EVENT INSURANCE

Most cities and small towns require the organizing group to have liability or one day event insurance. Costs for insurance varies depending on how many events your groups has each year, the amount and type of activities at your fair and the type of music scheduled. Insurance providers don't like rap or heavy metal bands. They love bluegrass or pop music. The larger your event, the greater the insurance cost.



A certificate of liability indemnification shows that your association has insurance to protect individuals, and government agencies.

EXAMPLE  
CERTIFICATE  
OF LIABILITY



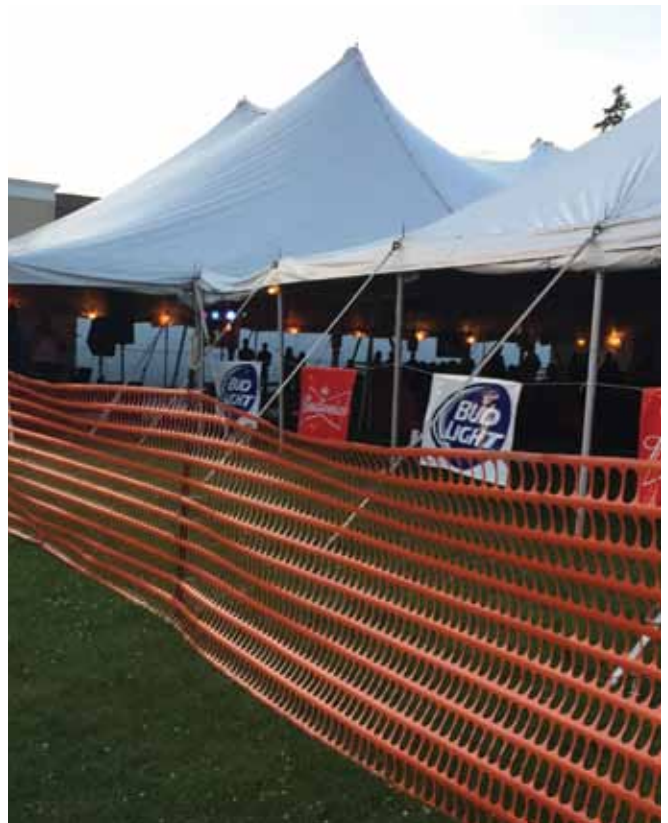
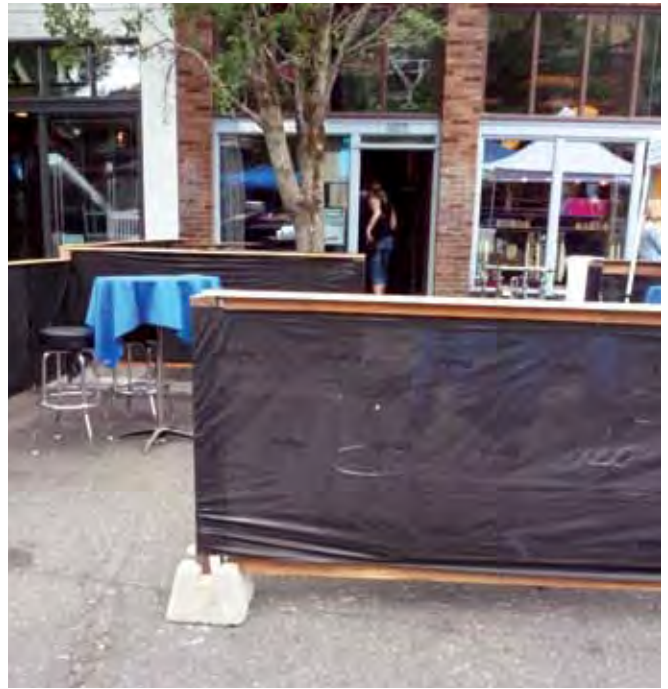
Ask a local insurance agent to sponsor by helping to secure event insurance

## 13. LIABILITY WAIVERS



It is a good idea to have vendors and volunteers sign a waiver releasing your organization from liability for anything that might happen to them during the fair.

EXAMPLE  
WAIVER



Types of fencing.

# STREET PREPARATION

To put everything on the street in a short time, you will want to have a clear set of plans. A site plan may have been created through the planning process, Chapter 1, Street Fair Outline. Now it's time to clearly articulate where everything will fit and how to make that happen.

A good street fair layout will take advantage of significant locations already within your area. Select spaces for activities by looking for positive characteristics that make people want to be there. For example, a children's area is good next to grassy spot. Shady spots invite seating. A large stage will want to be set up near a beer garden, so will demand more space.



Keep intersections open, they are natural places for people to congregate



Allow space for potential lines that may form at pony rides or bounce houses

## ACTIVITY SPACES

When designing your layout, carefully consider placement of entertainment stages or dynamic interactive activities. Sometimes it's advantageous to draw people to the ends of your street, sometimes setting them directly in the middle of the fair. Set sponsors' and vendor booths on the cross streets facing your main street. The bigger the space the more grand the entertainment can be, like a climbing rock.

Corners that have 4 participating businesses are special places, known as 100% corners. Make something happen there.

People naturally want to check out historical or beautiful buildings. Those with generous overhanging awnings shelter audiences, as do those with large inset entryways.

Outdoor seating areas are natural spaces to place rest stops. Empty lots surrounded by trees are good places for petting zoos and horse rides, providing nature in an urban setting.

Food vendors often like to be grouped together. The food area will always be a draw. Try not to place in narrow lanes because lines will block pedestrian flow.

Parking lots don't have good natural characteristics. When staging activities there, add colorful tents and group vendors to add lanes to break up the empty space.

## CONNECTOR SPACES

Vendor booths grouped or strung in a line connect large open spaces. In narrow spaces, set up a sequence of booths, interspersed with busker entertainment to create fun experiences and draw people along. Art on walls or fences beautifies and links spaces. Community information booths, provided free of charge to non-profit vendors, offer games, contests or raffles that engage walkers.

**Measurements** - However it looks, measure it and write it down. A detailed site plan is necessary to close a street. Mapping the area means accurately measuring the fair area.

Measure vendor spaces 2 or 3 times. Check for driveways, grates, and large trees that may inhibit tent setup. Add places where electricity and water can be easily obtained from local businesses or on the street.



EXAMPLE SITE PLAN

Leave a 15' lane for emergency vehicles and note it on the site map. Some public agencies require this clearance. Ask rental companies for dimensions of rental equipment to make sure it will fit in allocated areas.

**Parking lane space** - Many commercial center public streets are 30' to 60' wide. This includes parking lanes that are generally 8' wide. One of the hardest questions to decide is: to tow or not to tow. If the whole street is going to be used, plan to spend time letting your community know in advance.

Setting out No Parking signs doesn't guarantee that cars won't be there when you arrive to start setting up on fair day. Arrange for a tow truck to be available early morning on event day, to provide "courtesy tows" where vehicles are towed to the nearest free space. Be sure to budget for this extra expense or try to secure a towing company as an in-kind sponsor.

If cars are there in the morning and you have decided not to tow vehicles, try to keep good humor and set up some busker entertainment or place a directional sign in front of the offending vehicle.

**Vendor booth numbering** - Mark off vendor spaces before the fair. Take 2 volunteers and a 10 foot stick, rope or measuring tape and use chalk, spray chalk or other materials to draw lines and number the vendor booths.

Whenever you have street vendors, leave space for shoppers so people who want to linger won't stop the flow of pedestrian traffic. A 6 foot wide pedestrian lane between vendor tents or booths works well.

Set up barbecues or cook-off competitions at the outer edges of the fair or in a locations downwind of immediate vendors or entertainment activities.

**Children's areas** - Set apart from loud activities or music stages. Add shade tents in this area for parents who are waiting. In really hot weather, add sprinklers, water wands or cooling pools nearby. This is a great area to add one or two rest stops with benches or picnic blankets.

Leave space for teens to hang out on the fringes. Skateboard areas can be set in large adjacent parking lots. Set bales of hay, crates or boxes to sit on in protected corners at exit and entrance areas. Teens love to be somewhere away from parents. Check with community partners to see if anyone could host movies or a video game space nearby.



Vendor spaces are marked the day before or very early on fair day

**Beverage Tents/Gardens** - Remember to place food vendors and alcoholic beverages close together. The back side of these drink areas should have access to vehicles so that resupplies of ice or beer are easily accessible.


Refrigerated trucks with internal generators can be donated by a sponsoring grocery or distributor business. They can be just as loud as portable generators so make sure they are far away from any stages.

**Music stages** - Set up stages in prominent locations. Electricity will be required either from a generator, power source, nearby business or home. Arrange to borrow, or bring, many electrical cords. A loss of power occurs with too many electrical cords so keep the cord distance short whenever possible.

Rent or buy commercial electrical splitters because computer power strips do not work for large power needs.

Make sure the back sides of the stages are accessible to vehicles so musicians and equipment can be loaded and unloaded easily. Save parking spaces nearby for performers.





Leave room for people to shop. An alley for shoppers should be at least 4 persons wide



**Sound** - Set sound booths, usually a 10' x 10' canopy, off center, in front of the stage, near a corner that has access to electricity. Set up the sound system early and test the sound before fair hours start. A professional sound company will know how and where to set up a sound booth. When using small systems, keep in mind the volume required to make an impact in a large outside area.

Dancers, magicians, jugglers or awards presentations can take place in front of stages in between acts while bands change or set breaks. Set a microphone at street level, in front of the stage, to make announcements.

**Rest stops** - Rest stops are much appreciated anywhere, especially near children's areas. Rent benches, hay bales, or set chairs in groups to make comfortable places for visitors to take a break. Use simple pop-up tents with tables and chairs underneath to offer a place to eat, or rest, especially near food areas.

On your site map, note the location of rest stops, both existing and those added the day of the fair. Note businesses that may offer indoor respite from the heat outside.



Professional sound equipment makes music sound better outdoors

**Street Closure Signs** - Usually rented or borrowed, these are most effective when using official highway traffic signs. If using homemade versions, use bright, reflective paint.

Set as required by your street closure permit or in the best way to keep vehicles out of your street fair area. Use directional signs to intersections and cross streets so vehicles are alerted to take a different route. Use bright orange cones to delineate a lane for vehicles when needed. If the fair goes late into the evening, use signs that have flashing beacons to make sure vehicles can see them.

Direct cars to parking areas, or fair entry points, with signs that have arrows. Add a poster or flyer to signs so pedestrians know they are heading the right way.



EXAMPLE TRAFFIC SIGNS



EXAMPLE DIRECTIONAL SIGNS



Kids and families need benches to take breaks during the day

## EQUIPMENT

The list of equipment needed will depend on what takes place during your fair. Every fair will require street closure signs, most use tents, tables, chairs and toilets. The rest will be up to your scheduled activities and entertainment.



Street closure type I barricade



**Tents** - There are innumerable styles and sizes of tents or canopies that are available for shade, to protect from rain or to define activity areas.

Tents can have poles for legs, as well as sails or nylon material with tension lines attached to a building or trees. They are made from recycled materials close at hand or rented and put up by professional crews.

Most street fairs are on concrete or asphalt streets so staking a tent to hold it down is not an option. Rental companies provide weights to hold tents in place. Large tents often use large water barrels for weighting because they are light to move around until filled. Access to water is critical to their use.

Music performances usually require a large tent. Make sure it is high enough that when having a stage, performers are still fully visible.

A separate small tent is required for a sound manager. Professional crews often bring their own tent. Eating areas usually need a dining tent or somewhere to sit and eat that is shaded. Cooking should not take place under a tent.


Small pop-up 10' x 10' tents are ubiquitous at street fairs. These inexpensive tents go up and come down easily, making them especially useful with volunteer set up crews.



Four people set up pop-up tents easily

#### Stage Equipment Needs:

- Electricity
- Large tent or canopy
- Raised stage with steps
- Sound system (public address system or mixer, microphones, speakers)
- Instruments (drum kit, piano)
- Lighting
- Performer refreshment tent (table or break spaces)



Make a large covered area using small tents, by tying tent legs together and fill milk jugs with water or sand for weights

**Stages** - This is another equipment item that takes many forms. Rental companies provide the surface for stages and usually a variety of sizes for legs, or the structure that holds the stage. This way you can set the stage at any height desired. A stage over 8 inches high will require steps to get on or off the stage.

Borrow stages from local schools, gyms or community centers. This will require a volunteer picking up and returning borrowed equipment. A very large carpet can be used as a small stage and when no riser is available.

Leave an open space for dancers or viewers immediately in front of the stage for the public to dance, or for viewers who just want to watch. Depending on the size of the fair, this area could be 10 feet or much larger.

Beyond the open space, provide a few rows of chairs for people who are unable to stand up for long periods of time, but may want to hear the music.



Rental companies know stages need steps

**Tables and Chairs** - Tables can be borrowed, rented or built. Save money and get creative by asking community partners to help bring tables and chairs.

Most activity areas will need at least one chair and usually one table. Small community fairs can provide tents, tables and chairs for vendors so that local producers can attend and just bring their products. Provide them for community information groups, too.

It's okay to charge for any rental equipment provided to retail businesses or street vendors. They will appreciate not having to bring these items. Make sure additional fees are collected before the fair.


Beverage gardens require large spaces, tables and chairs. Performance areas, even more space. The type of music will dictate how many chairs will be needed.

In addition to space for chairs, make space for dancing when energetic bands such as rock, swing, zydeco or bluegrass perform.



Have tables and chairs delivered to the spot where they will be used

CHAIRS NEEDED BY MUSIC TYPE	
Rock, Techno	chairs
Jazz, Bluegrass	+ chairs
Classical, Blues	++ chairs
School bands, choirs	+++ chairs



Ask transit providers to donate bus tickets for volunteers to reduce parking issues

**Bike racks** - As the fair grows, parking will be a problem. Encourage people to ride bikes to the fair. Rent bike racks or low fencing that can be used for locking bikes. Be creative and build temporary stands.

Local nonprofit groups can raise money by offering a Bike Check at street fairs. Donations to the group to watch over the bike corral is a win-win for all. Fence in a corral-like area and let people lock their bikes inside. Volunteers from the nonprofit take shifts and monitor the area.

**Equipment storing** - Ask a local business for permission to use a space within a loading area or warehouse to store equipment before the fair.

Store signs, tents, decorations, prizes, flagging, fencing or anything that is not delivered the morning of your fair.

An ideal staging area is within a nearby business warehouse or resident's garage. Find one that has a roll up door for ease in loading. Most important, the property owner must be willing to freely give access to the staging area or will be part of production on fair day.

Make multiple copies of equipment lists and maps with locations for setup and takedown crews.



EXAMPLE EQUIPMENT LISTS

## SANITATION

Toilets – Rented portable toilets are common at street fairs. Plan to distribute toilets in several locations throughout the fair site. Note them on the Site Map.

When starting out, the rental rule of thumb for an 8 hour event, for about 200 people, is to have at least one toilet. When alcohol is being served, plan to double the number of toilets needed. Always have at least one handicapped-accessible toilet available.

It's okay to direct disabled fair-goers to toilet facilities inside a nearby business who has agreed in advance to help in this way.


A small fair, or one just starting out, should still provide at least one rented toilet on site. If using neighbor business bathrooms, get commitments from the owner(s) or manager in writing, if possible, so they remember to tell their employees.

Direct one volunteer to ride with rental toilet delivery people to set units in the correct locations. The best spots are usually at intersections, placing them on sidewalks if necessary. If the delivery company cannot pick up the portable toilets until the following morning, put ziplock ties or padlocks on units when leaving overnight.

Set toilet doors so that they open to the side of main traffic flows. For larger fairs, set in groups around hand washing sinks. Its a good idea to separate men and women areas and add urinals for men whenever possible. Rental deluxe toilet units usually come equipped with liquid hand sanitizer.



Group waste containers for clean event stations



Ask adjacent business owners to allow fairgoers use of their bathrooms

**Sinks** - Many health department permits require hand-washing sinks. A place to wash hands after using the toilet is greatly appreciated!

**Grey Water Disposal** - Food vendors need to dispose of their used hand washing and waste water. This is called grey-water. Its disposal tank can be rented for large events. Small fairs can use buckets that are dumped in agreeable businesses nearby or ask vendors to take grey water away themselves.



**Garbage** - Many big fairs use large cardboard garbage boxes lined with plastic bags for disposable trash. Local radio or media companies often sponsor them. Buy removable garbage bags to line the boxes.

Other garbage containers might be supplied from the local town or city municipality. Also, ask neighboring residents to use their cans for the day, emptying them before returning.

A large garbage dumpster should be ordered to have onsite for clean up. Local haulers might sponsor your fair by either providing the dumpster free or the fees for dumping the garbage. In first few years, ask local businesses to allow garbage bags to be thrown in their dumpsters on fair day.

Schedule volunteers to check garbage cans regularly and replace new bags as needed. Food areas fill garbage bags more quickly; replace garbage bags more often. These volunteer teams can also pick up litter and keep activity areas clean.

**Recycling** - Try putting recycling containers next to every garbage can to see how much waste can be diverted to recycling. Use good signs to show what materials can be recycled. Volunteers make the difference in getting attendees to separate recyclable materials.

Brag about your fair to local media afterwards to let them know how your fair was environmentally friendly. This is also a great promotional opportunity to market a unique aspect of your fair.

## SAFETY

Safety is critically important at a street fair. Hired security and police need to work hand in hand with volunteer crews. See types in Chapter 2, Volunteers. Site design is another way to maintain safety at your fair.

**Environmental Design** - Safe, fun street fairs happen by design. Set all activities far enough apart to accommodate lines, noise and traffic flow. Set children's play areas away from potential contact with vehicles that are still moving on nearby streets. Put alcohol gardens in prominent, well-lit locations where the whole perimeter can be seen.

Bikes or any wheeled activities should be at the bottom of a hill, if there are slopes in your area. Similarly, water features need to be at the lowest level so possible overflow won't cause a hazard.



Small rental trucks are especially handy when pick ups are not available for easy set up

**Safety Teams** - Teach safety volunteers how to use event radios. If you have hired security or police on hand for your fair, make sure not to use the same frequency. Set up a chain of command so volunteer crews know who and how to contact supervisors, hired security or police if necessary. Safety teams keep their eyes open and smiles in place.

**Hired security** - Large fairs often hire contractors to monitor the fair area. Often called "T-shirt" security because they wear T-shirts instead of uniforms to be more visible and less threatening, these people are well trained in conflict management. They know when and how to diffuse a situation so nothing gets out of control.

**Police Contact** - Arrange for only 1 or 2 persons to be the contact with police. This volunteer, or paid staff, should understand police protocols before the fair. The main point is to know how best to reach them on fair day. Ask for a training or simple directions for crowd control management.



**First Aid** - Have first aid kits at information booths. Large fairs sometimes set up first aid tents with paramedics on hand to help people. Having water, sugary treats and a place to get out of the sun is often all that is needed for someone who is not well. Know where the closest hospital is located and emergency responder contact information.

**Communication System** - Set up a good system for communication and make sure that all supervisors or key volunteers know how to use it on fair day. Sometimes the best system is a simple list of cell phone numbers. Rented or purchased radios can be effective depending on the size of your fair.

**Automated Teller Machines (ATM)** - Place ATMs in well-lit, high traffic areas, if needed. Ask companies who provide temporary ATMs to monitor them periodically throughout the day. Add ATM locations on the site plan or map.

**Money Handling** - Pick up money from fundraisers every hour at large, busy fairs or periodically throughout the day. Schedule safety teams of 2 people to pick up cash and drop at a designated local business or safe deposit box nearby. In beer gardens, schedule a safety supervisor, if possible, to keep an eye on cash at all times.

**Safety crews tools and instructions** - Wear bright colored T-shirts, usually a different color than other volunteers. These crews should carry a radio or cell phone and contact numbers for supervisors.

Radio use basics:

- Decide what to say before calling
- Say who is with you
- Give your location

Harassing situations protocols:

- Use smiles and friendly tones
- Keep one arm length distance
- Talk at calm, normal level
- Send disrupter to a specific place
- Ask inebriated people to pour out alcohol or to leave fair



Invite local fire and police departments to show off vehicles and make community contacts

# STREET FAIR DAY SET UP

Get up and get going early on fair day. A large crew of fifteen to twenty volunteers can take up to 4 hours to close a street, set up, and decorate a 5-block area. A small crew will take longer, depending on types and number of activities.

If there are only a small number of volunteers available on fair day, don't try to do too much yourselves. Pay an event or flagging contractor to close the street. Have rental equipment delivered to specific activity locations. Ask participating community groups to set up their own areas, equipment and signs.

## FAIR DAY SETUP STEPS

- 1 - Set Volunteer Check-in & Information Booth
- 2 - Close street
- 3 - Mark spaces
- 4 - Meet deliveries
- 5 - Stage management
- 6 - Set equipment
- 7 - Allow vendors
- 8 - Decorate and post signs



Volunteer crews are more effective in teams



Ask coffee vendors to open early for early setup crews and vendors

## STEP 2 - CLOSE THE STREET

Provide traffic plan and maps to teams of at least 3 people and pickup trucks. Volunteer crews will need a copy of the traffic plan, designating signs used, direction placed and any special instructions. Include a traffic sign equipment list, preferably with pictures of signs, when closing a street to traffic.



EXAMPLE  
TRAFFIC PLAN

When closing a street, it's best to start from the farthest point away and work your way in toward the center of the fair. Have 2 teams set the main barricades closing the street at roughly the same time. Directional signage can be placed last.



Closing the street is often the first component of a fair that is managed by event production contractors.

## STEP 3 - MARK SPACES

If not already completed the night before, mark off activity areas and vendor booth numbers. Use spray chalk or similar washable marking tools and be consistent where numbers or names are placed, either on the street, curb or other clear spot.

## STEP 4 - MEET DELIVERIES

Arrange for the deliveries of equipment to be checked in at the Information Booth, or staging area. Alternatively, designate a volunteer for each block to meet delivery people and direct them where to set equipment.

Some equipment may have been gathered or donated from neighboring business or residents. Try to schedule early morning volunteers to pick up these items from the staging area on their way in.

Toilets are best dropped directly to the spot on your streets. Provide rental companies with a map or meet them at the information booth, then ride with them to make sure they are placed in correct locations. Be sure the front is facing the right direction.

Positioning one supervisor or volunteer at the main stage or central activity area will make sure rental equipment deliveries get set up correctly. Direct delivery crews when they arrive. Stay with setup crews until placement is confirmed as it is very difficult to move large tents after setup takes place.



Early setup volunteers should be able to lift Type 3 barricades



Teams of 2 work together when closing streets to save time and backs

*“Do what you do best, outsource the rest”*

Steve DeAngelo,  
DeAngelos Catering and Events



## STEP 5 - STAGE MANAGEMENT

Set aside at least an hour in the morning, after the stage and sound equipment are set, for musicians to come early for a sound check.

Meet performers at the stage(s) where the performance takes place or at an agreed upon location. Arrange to meet busker entertainers at an agreed upon spot to check in and out. Provide all entertainers with water, refreshments if possible, site map and schedule of events. Make sure stage managers have checks or payments for performers ready on fair day unless prior arrangements have been made.

## STEP 6 - SET UP EQUIPMENT

Remove staged equipment from staging area(s). Set up all equipment in activity areas. Greet community groups at their designated areas and help with their setup as needed.

Set up garbage and recycling containers at every intersection. Sweep debris from street and pick up litter. Make sure pre-arranged, or delivered, large dumpster and toilets are unlocked.



Provide extra garbage and recycling bins in food areas

## STEP 7 - VENDORS ON SITE

Generally allow vendors 2 hours to set up before the fair. Vendors who need extra time can make special arrangements to come early. As fair planners gain experience, allow vendors to arrive earlier.

Even though street vendors may have been given detailed instructions on how to check in or enter the fair site, they will need assistance in the morning on fair day.

**Vendor Check In** - A street vendor check-in area can be set up on the edge of the fair. Attach a large, bright sign that is easily spotted, with "VENDOR CHECK-IN." Add colorful flags or balloons and let vendors know in advance what to look for. Alternatively, set up multiple check-in locations, at each intersection if possible. Direct vendors to designated areas. Another good method is to direct volunteers to check in vendors at each block. Equip them with vendor lists and maps.



Greeting vendors at fair entry points facilitates setup

It may be possible to have vendors pre-check in online, the day before, signifying that they know where to go and what to do. Not everyone will be able to understand written protocols and procedures.

Print out multiple copies of vendor registration lists. Sort the lists by business name, the contact person's name and by location, if possible. Print out multiple copies of a map with vendor placement.

When vendors check in, ask them to sign a liability waiver. Make a note if payment was received on fair day or any other information that may have changed. Plan to have volunteer greeters to help expedite the vendor check-in process.

Vendors can sometimes be unhappy with their location. Help them find a resolution so everyone can continue to set up quickly.



## VENDOR LOCATION DISPUTE RESOLUTION

- Listen to complaint fully before trying to fix situation
- Ask vendor to try working out the best arrangement with the other vendors
- Offer choice of moving them to an extra reserved space, usually in the back

**Vendor Unloading** - Ask vendors to enter the street from one direction only. Vendors should be instructed to drive the direction you choose to unload, allowing cars to pass. Vendors will continue in one direction after dropping off their loads and exit the fair area at the next block.

If possible, have extra volunteers on hand to help vendors unload so vehicles can be moved out of the way quickly.

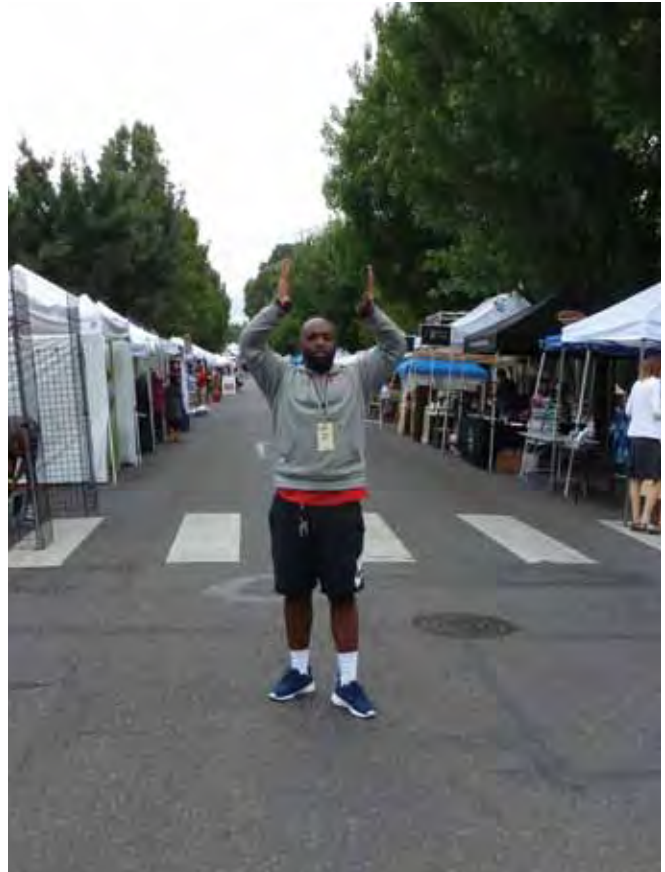


### EXAMPLE VENDOR PROTOCOL

Provide an example of how a vendor should set up their booth on the street. Distribute a copy of vendor protocols at check-in, if the fair gets large and there isn't much time for one-on-one interactions. Give vendors a site map, if possible, and note location(s) of any ATMs in the area.

**Vendor set up** - All vendors need to stay within their booth spaces, including equipment, supplies and displays.

Food vendors require extra care during setup so that their booths meet health and safety standards. Show food vendors where to get fresh water and dump grey water. Ask that they display their temporary food serving license visibly. Ask food vendors to keep garbage cans serviceable or make sure the areas around them have cans ready.



Smiling set up crews help vendors unload quickly



Vendors drive in on one side of street to facilitate unloading during set up

## STEP 8 - DECORATE

Finally, spend time decorating and hanging signs everywhere. Flags and banners work well at street fairs. Helium balloons aren't always available but are still very popular. Try tying balloons into bunches or arches to attract attention.

When funds become available, buy balloon arches for main entry points. Bright, colorful signs are the best marketing tool on site. Try to keep consistent with your brand. Hang sponsor banners and thank you signs at eye-level whenever possible.

Experienced setup crews use aluminum or plastic poles connected by elbows to raise activity signs above tents. This makes it easier for fairgoers to find their way. Bungee cords and rope are good materials. Duct tape is forever, leaving sticky residue, so is not great on fair day.



Bright, colorful balloons are attention getters, especially in large bunches



Kids can contribute to street fair decorations with chalk art



Give fair goers unique photo opportunities





Dunk tanks make a splash



## STREET FAIR DAY

If possible, try scheduling a pre-qualified rotating sales person for the retail businesses on your street. In general, these businesses are swamped on fair or event days. They love to participate but actually end up working their tails off. Most are very happy, especially when they later claim “best sales day yet.” It is very important that they step away from their business and actually walk through the fair once. This is the time to experience the magic. While there are many tasks to attend to on fair day, the main one is to have a good time.

Similarly, planning committee volunteers should have scheduled time off so they can walk the full length (or breadth) of the street fair. Sponsors, partners and potential supporters will want to be able to give feedback during evaluation so ask them to step away from their volunteer roles for a period of time and actually experience the fair.

## ATTENDANCE COUNT

Take count of the number of people that attend your street fair. There are many ways to do it—all time-consuming—but worth it. It is an important number to have for grant requests and sponsor benefits.

Professional event managers suggest doing sample counts at exits along with brief interviews to see how long people were there, how much they consumed, purchased, etc. This may require too many volunteers, especially in early years but can provide a good estimate of the number of attendees at your fair.

Try asking your scheduled safety volunteers to do a count on one of their walks through the area. Team them up, side by side, one counts to the right, one to the left. Walk the entire distance of the fair, counting every person. Do this about 1-2 hours after your fair starts, then again in the middle and again towards the end of the fair. Add these together to get a rough estimation of total attendees.

Another way is to count every person in a given area, for 5 minutes, every hour. Multiply by 12 (the number of 5 minute intervals in an hour,) then add the numbers together.

If appropriate to your layout, try counting people within a pre-defined area. Sometimes, it may be easier to count the number of people in each block at a set point every 2 hours. Add together, then divide by the number of blocks counted.



Counting many people in the street requires a team of volunteers or staff

Another good attendance indicator is by providing clicker counters to volunteers at activity entrances. These handy gadgets are inexpensive at party supply stores and will give an accurate count for each of these areas. It will also give you an idea of an activity’s popularity.



Fair attendees stay approximately two hours at a street fair




## TAKEDOWN

Almost in reverse, everything that was set up now needs to be taken down.

Sometimes activities end before the street fair ends. When an activity ends, ask current volunteers to remove materials and equipment or pack up and stack. It's important that equipment be returned to its appropriate locations. Provide supervisors and volunteers with equipment lists to keep track of items being returned to the staging area.

Vendors will be ready to go when the fair ends. Allow early departure if you want, but only allow removal of their equipment and materials by hand. When the fair is over teams of volunteers may be helpful for vendor break down so they can leave quickly. Monitor street closure signs so vendors can get their vehicles in and out but the street doesn't get re-opened too soon.

Have a volunteer block captain monitor each block so that vendors remove all their equipment efficiently. Large tents and rental companies will need room to take down their equipment. Make sure all vendors and equipment is removed before re-opening street.



Do not allow vehicles on the street until after the fair officially ends

Remove signs and decorations. Sweep street or ask city crews to provide street cleaning services when possible. Sometimes this activity takes place in the dark so provide headlamps or ask takedown volunteers to bring their own.

Finally, re-open street by removing street closure signs.



Sweeping is sometimes part of setup and always part of takedown

## PRODUCTION BOOK

Put together an event production book, or itinerary, with all the items discussed in this chapter. Include organizer and neighborhood contacts, map, schedule and protocols, or agreed-upon procedures for fair day management.

The production book can be in a 3-ring binder or pages simply stapled together. Any way you do it, compile information and make multiple copies to give to key volunteers, supervisors and contractors as well as interested business or property owners in your area.

### 1. CONTACTS

Contacts - The first list in the Production Book includes all key volunteers, coordinators, supervisors, managers, contractors and any government agency. Include rental company contacts and cell phone numbers for delivery people, not just office numbers.

Add supporting business contacts and resources. Include local police and fire agencies and government support too. A good contact list has names, organizations, responsibilities, mobile (cell) numbers and emails.



Counting many people in the street requires a team of volunteers or staff

**Site Map** - Everyone involved in the fair should have a site map.



**EXAMPLE  
SITE PLAN**

It can be a detailed site plan used for planning, a flyer or newspaper insert created for marketing, or a simplified map showing all locations. Include activity areas, toilets, rest stop information, ATMs, first aid stations, cross streets and existing street reference points.

## PRODUCTION BOOK CONTENTS

### 1. CONTACTS

- Site Map
- Event Contacts
- Neighborhood Contacts
- Agency Responsibilities

### 2. EVENT SCHEDULE

- Hours and Operations
- Event Schedule

### 3. VENDORS

- Vendor Protocols
- Vendor SetUp

### 4. VOLUNTEERS

- Check-in
- Volunteer Packet
- Break Area

### 5. PERFORMERS

- Performance Schedule
- Performer Protocols

### 6. SECURITY

- Safety Teams
- Security Agencies
- Areas of Responsibilities

### 7. SITE

- Toilets
- Rest Stops
- Waste Management
- ATMs

### 8. TRAFFIC CONTROL

- Street Close & Reopen Plan  
(Traffic Control)
- Protocols

# STREET FAIR STORIES

## GOOD CONTACTS EASE EMERGENCIES

Our fair kept getting bigger because it was so popular. The number of street vendors multiplied each year, and by the sixth year, had over 100 vendors. We also had 5 stages and every business was incredibly busy.

About 2 pm, right in the middle of the fair, a major power transformer on the street blew up. Amazingly, the Site supervisor had the city information and referral number who connected us to the power company operations immediately.

Communication went out to operations volunteers by radio. Anyone free hurried to the area to lend a hand. We had the cell numbers for the tent rental staff who came to help take down a huge tent, move sound equipment and help with access so the transformer could be replaced.

Power was restored in about 2 hours and the final bands were able to play a full set. Having a good communications system in place helped us handle this emergency like professionals.



Printed site maps list locations and activities while retaining the look of branded marketing materials

## 2. EVENT SCHEDULE



Make a list of all start and end times. List times for parade lineup and start. Include performance times and other activities scheduled.

### EXAMPLE EVENT SCHEDULE

Create a master list or spreadsheet of every task or activity that will take place on fair day. This is an invaluable tool for volunteers who are meeting rental companies to receive equipment or greeting sponsors and activity supervisors.

## 3. VENDORS

Print multiple types of vendor lists. Sort lists alphabetically by contact name, business name and by booth number. Highlight any vendors who need special instructions.

Good vendor lists make check in easy during arrival. Note if money still needs to be collected. Also, list whether liability waiver has been signed and collect signatures if not done in advance.

Vendor protocols, evaluation forms or anything else provided in vendor packets should be in the book.

## 4. VOLUNTEERS

Have printed lists of volunteers' shifts and tasks. Have liability waiver forms at check-in. Distribute volunteer packets with T-shirt, tickets or other goodies. Let volunteers know about designated break areas, and where they can get drinks. Ask them to fill out a brief evaluation before leaving for the day.

## 5. PERFORMERS

Read performer's contracts in detail to provide what is expected by performers. Make sure specific instructions are sent to performers about how to get to the stage area, where to unload and generally what to expect on fair day. Show them a map with a clear route to get around the street closure. Describe where parking is available.



## 6. SECURITY

Write down security and safety procedures in your Production Book. Describe the communication process for what to do in an emergency.

Note responsibilities of volunteers, hired security and police or fire departments.

Note who has radios or has checked out equipment.

## 7. SITE

**Toilets** - Note locations of rented toilets on site map. Also, note any bathroom facilities that are available from adjoining businesses.

**Rest Stops** - Note locations and amenities where people can rest or get away from crowds. Special signs should be put up where emergency responders, first aid or information can be easily found.

**Waste Management** - List items to be set up at each garbage and recycling area.

For example:

- 1 trash box with a bag liner
- 1 recycling container
- 1 bucket for glass bottles
- 1 bucket for food compost

Show where a large dumpster is located on the site map so volunteers will know where to take trash after emptying cans.

ATMs should be shown on site map, both existing in the area and those installed just on fair day.

## 8. TRAFFIC CONTROL

Have a copy of the traffic control plan and any special instructions. Include a traffic sign equipment list, preferably with pictures of signs.

List order of street re-opening procedures and any other protocols involving vehicles.



Contact lists include cell numbers for service providers and delivery people

# PRODUCTION TAKEAWAYS

## COMMUNITY

Production schedules, lists and coordinated information make street fairs fun for those involved on fair day. Ask for help creating a Production Book with all information from everyone involved to be made available on fair day.

Always be prepared in case of emergency and enjoy the fair!

## PROFIT

A good site map, cross-referenced with equipment lists, will define needs. By being aware of these needs, materials can be shared or borrowed, keeping costs down.



Music stages look great under a 20'x20' tent

The Production Timeline and Task list includes must-do tasks and deadlines for many planning details.



**PRODUCTION  
T&T**



Street fairs create spaces that connect communities

---

# IS YOUR DOWNTOWN OR COMMERCIAL DISTRICT THRIVING? IS IT A DESTINATION LOCATION? DO YOU WANT TO MAKE IT BE THE GO TO PLACE WHERE NEIGHBORS AND VISITORS WANT TO WORK, PLAY AND SHOP?

A branded identity is crucial for neighborhood retail businesses. Street fairs raise the visibility of a main street as well as build a cohesive community that will ensure their long-term success.

Street Fairs for Community and Profit is a guidebook that will help volunteers plan and execute a street fair.

## **STREET FAIR GUIDEBOOK PROVIDES:**

- Organization and coordinator's tools
- Fundraising strategies
- Marketing and outreach tips
- Relationship-building techniques
- Steps to professional event management

The guidebook provides real-life examples of how to plan and make a street fair profitable. Learn the tips and tools to create enticing activities that gain publicity. Become an expert on partnership building, sponsor engagement, finding low-cost resources and overall event management.



One of the founders and hands-on organizer of the wildly successful Mississippi Street Fair, Bridget Bayer, is bringing her considerable community-building skills and experience to a wider audience. Bayer has worked with business groups, main street associations, cities and small towns for the past 15 years. Bayer's company, BAM (Business Association Management) is dedicated to helping businesses and neighborhood groups build community through events.

[www.BAMpdx.com](http://www.BAMpdx.com)