Movies in the Park 2016 Series

Vendor Agreement

Movies in the Park is back for another season of outdoor films that are drawing record crowds to Downtown Grand Rapids. In its fourth year, *Movies in the Park* has quickly become a community staple of the summer event calendar and one of the most beloved events in our great city.

Downtown Grand Rapids Inc. (DGRI) and its Presenting Partner, Friends of Grand Rapids Parks, are happy to bring this fun, free, entertaining, community series to Grand Rapids where patrons can come together and watch a beloved film in the park underneath the stars.

About Movies in the Park

The inaugural series, held in Ah-Nab-Awen Park in Downtown Grand Rapids, allows people to participate in a free, family friendly event. To add to the event experience, DGRI hosts pre-movie entertainment and activities. Guests are allowed to bring their own food, beer, and wine; however, many people still like to treat the event as a special night out under the stars by purchasing treats from the local vendors that are present.

The series has featured movies like The Princess Bride, The Goonies, Back to the Future, Raiders of the Lost Ark, Rocky Horror Picture Show, Grease, Anchorman, E.T., Hook, Ghostbusters, Dirty Dancing, Top Gun and much more. Attendance for each film ranges from 1,500 to 6,000 viewers depending on which movie is shown and weather. Word-of-mouth carrying the excitement and serving as the main source of marketing besides social media, print and web. Attendance and reach continues to grow each year by collaborating with our Sponsors, Community Partners, and promoting through new marketing outlets.

To continue the momentum in 2016, Downtown Grand Rapids Inc. and its Presenting Partner, Friends of Grand Rapids Parks, will once again host the film series at Ah-Nab-Awen Park with a total of six event dates and seven films. *Movies in the Park* collaborates with our sponsors and community partners to help assist with pre-movie program activities for each event.



Vendor Expectations, Terms, and Conditions

Each movie starts at dusk with pre-movie activities starting at 7:00pm (unless programmed otherwise, in which DGRI's Events Manager will let you know) and continuing until 30 minutes before the movie starts (twilight). Event staff provides reminders to encourage attendees to get snacks and refreshments before each movie starts. Vendors are to arrive early and be setup prior to attendees coming down for the pre-movie activities. The public starts arriving as soon as 5pm to set blankets/chairs down and often reside within the area in order to reserve their spot.

Setup/Takedown:

- Each vendor must come in from the north end of the park off of the Bridge/Michigan Street entrance.
- All vendors are expected to arrive between 4:00-5:30pm. Set up and ready to go by 6:00pm. If you need to set up sooner, please let us know.
- Within this document is a site-map of the park showing the designated area within the park where vendors are allowed to setup. Whoever arrives first will pull into the area and follow the layout as shown in the site-map and pull in as close as they can to the vendor in front of them, allowing room for other vendors. Depending on park conditions (due to weather), the vendor location may change to a different layout within the park. If that is the case, upon your arrival, we will keep you updated.
- If you are a vendor that does not operate out of a food truck but rather a tent, you will need to unload your equipment then move your car to the Scribner Lot underneath the highway as soon as you are done unloading. This is free parking after 5pm.
- Vendors must stay for the entire duration of the movie and are not allowed to leave until most of the park is clear of pedestrians. If you wish to leave sooner, this will need to be approved on a case by case basis by DGRI's Special Events Manager.

Equipment

- If you need any sort of tent ($25 per event), table or chairs, we will do our best to provide those to you on most occasions, but you are responsible for the setup and takedown of the tents and/or tables that you use. We will need to work with you directly on these requests as we have limited equipment. You are responsible for the setup and takedown of your tent each event. We will place your tent in your designated location where you will need to setup and takedown.
- We will have a specific location for you at the north end of Ah-Nab-Awen Park to set up for each movie (as shown on the attached site-map). There is electric and water close by. You are responsible for bringing your own extension cords to hookup to the power panels and electricity as well as a hose for the water hook-up, if you need it.

Payment/Refunds

- There is a non-refundable charge of $100.00 for each *Movies in the Park* event you are working with a $250.00 deposit for the entire *Movies in the Park* series that is refundable after your designated vending dates are over. You will receive this deposit paid back in full if you are not late for any of the movies that you are assigned to be a vendor at. You must arrive between 4:00-5:30pm and be set up and ready to go by 6:00pm. If you do not follow these guidelines, you will not receive your $250.00 deposit back.
- Based on your approved designated vending dates for *Movies in the Park*, we will send you an invoice for the total dates. Payment is due two (2) weeks prior to the first movie date you have been approved to be a vendor for.

- In the event of rain or bad weather, we will have to cancel the movie. You will receive an email cancelation notice in this instance. We will make that call by 2pm the day of the event. In this case, a full refund of the event-vending fee for that day ($100.00) will be provided back to you at the end of your designated movie dates with your deposit. If you decide to not show up due to weather, you will not receive any refunds or your deposit back. It is up to Downtown Grand Rapids Inc. to determine event cancelations.

Marketing/Advertising

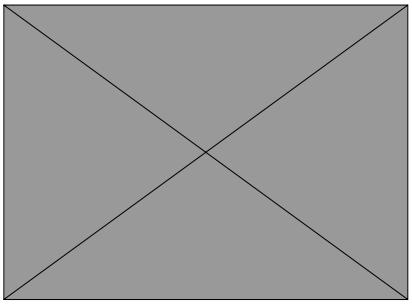
- Downtown Grand Rapids Inc. will be marketing your company in all press releases, social media, website and marketing materials leading up to each specific movie date.
- We also request that you help promote the event through your website, social media outlets, word of mouth and help distribute any marketing materials we may have to your networks.
- Please provide us with a working email that you check frequently as this is the main form of communication we use. This allows us to send you back contracts, site-maps and easily communicate information.

Vendor Selection

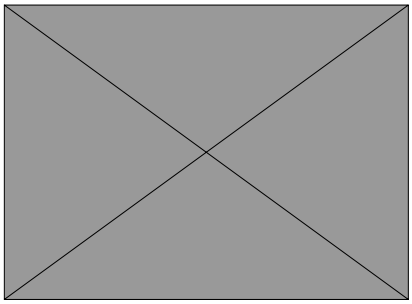
- Downtown Grand Rapids Inc. works with our partners and events committee to help determine which vendors are slected to attend the events.
- Vendors are chosen by past history, space and electric capabilities.

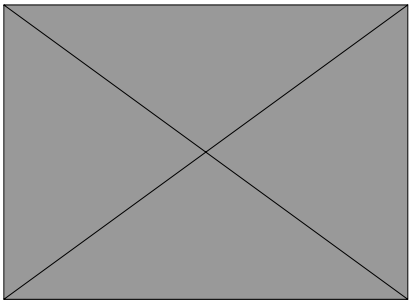
To learn more about any of these opportunities, please contact:

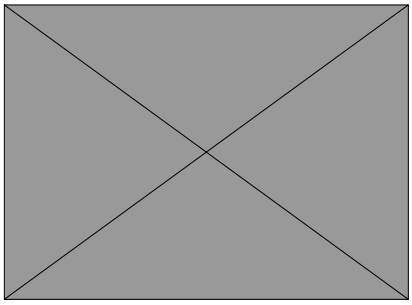
Kimberly Van Driel - Special Events Manager
Downtown Grand Rapids Inc.
29 Pearl St. NW, Suite 1
Grand Rapids, MI 49503
kvandriel@downtowngr.org
616.719.4610











Movie in the Park Site-Map



MOVIES IN THE PARK

Movie in the Park Site-Map

Ah-Nab-Awen Park

Capacity: 12,800

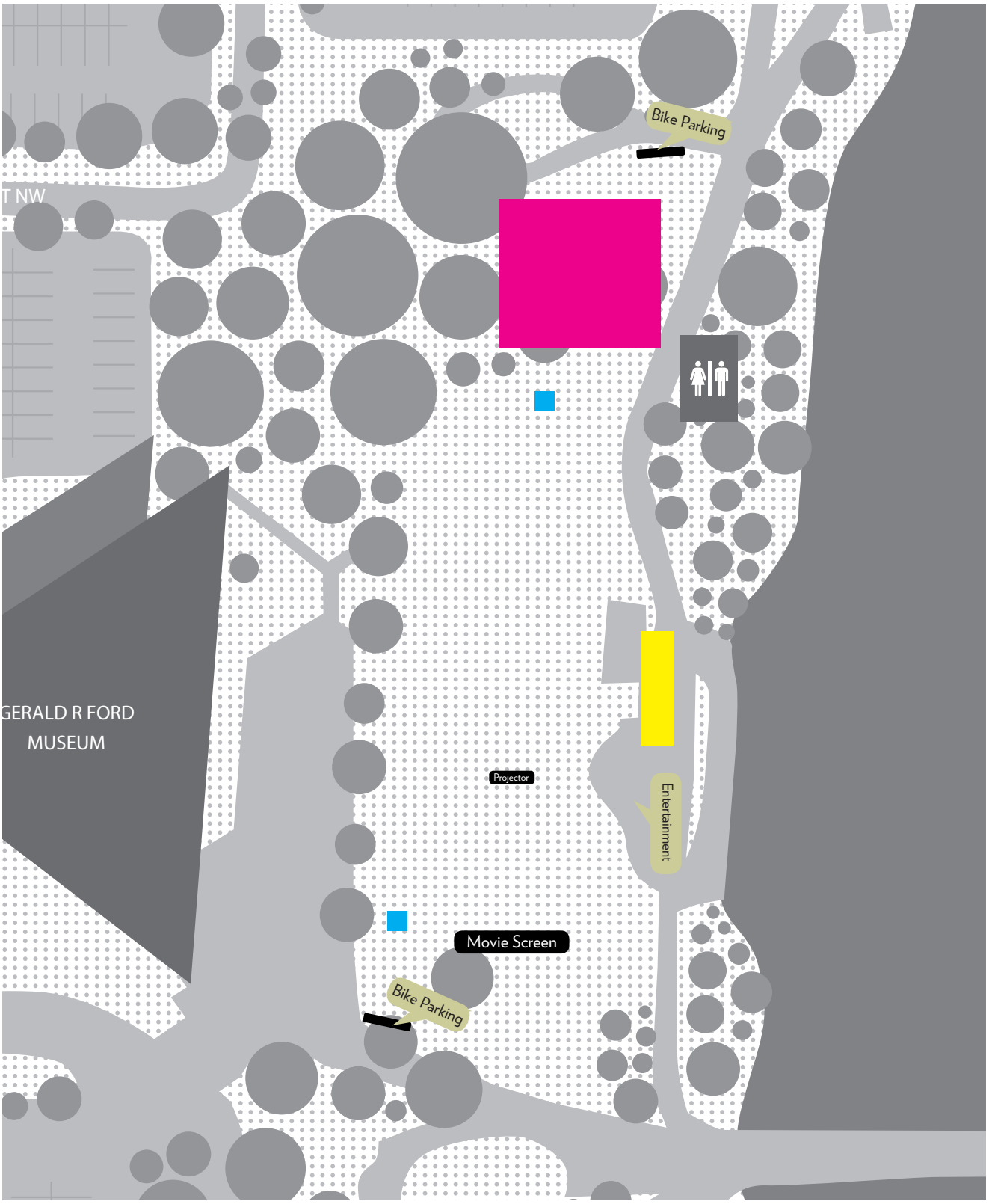
N

	Bathrooms
	110 Outlet
	220 Outlet
	Water Spigot



MOVIES IN THE PARK

Movie in the Park Site-Map



- Downtown Grand Rapids Inc. I.D. Check
- Community Partners/Sponsors
- Vendor Zone

MOVIES IN THE PARK

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2016 Movies in the Park Dates

There are six movie date showings this season with one double feature at the end of the series. This year's *Movies in the Park* series will run from June 3 through August 19. We ask you to fill out the area below with your preferred dates that you are available and wishing to be a vendor. We will then confirm dates via email with you letting you know your approved designated vending dates, and advancing a memorandum of understanding regarding the dates and terms described herein.

☐ June 3 ☐ June 17 ☐ July 8 ☐ July 22 ☐ August 5 ☐ August 19

☐ August 26 (possible rain date if needed)

Vendor Contact Information

Company Vendor Name: _____

Point of Contact: _____

Email: _____ Phone number: _____

Mailing Address: _____

Are you a licensed vendor: ☐ Yes ☐ No

What does your business operate out of? ☐ Food Truck ☐ Food Cart ☐ Tent

Will you need a 10x10 easy up tent? If yes, the charge will be $25 per event. ☐ Yes ☐ No

Will you need a table and chairs: ☐ Yes ☐ No

What type of electric do you need in order to operate? ☐ 220 outlet ☐ 110 outlet ☐ none

I have read this document and agree to the Vendor Expectations, Terms and Conditions (please sign below).

_____ _____ _____

Printed Name Signature Date

DOWNTOWN GRAND RAPIDS INC.

friends of grand rapids parks