



Get YOUR Business in front of OUR Lakeshore community!!



Stroll the Street is organized by the Belle River-On the Lake BIA and aims to bring the community, local business and organizations together to enjoy food, shopping and entertainment as an upbeat urban experience with small town charm geared for guests of all ages.

WE INVITE YOU TO PARTICIPATE! Local businesses, vendors, and entertainers will be set up to line the street of Notre Dame on May 8, June 19, Sept 18, and Nov 20, 2020 between 6pm and 8:30pm. **The street closure begins at 5pm with the road opening up by 9pm.** Please confirm your attendance by completing the form below and submitting your form along with payment to the Belle River – On the Lake BIA.

Stroll the Street is your opportunity to meet interesting people as they walk, shop, eat and enjoy all that the local businesses have to offer AND an opportunity for the community to visit with friends and family and even meet new people while enjoying a variety of music and activities.

Ways to Participate:

- Take your business to the street, set up a tent and sell your wares.
- If you are a service provider you can participate by sponsoring an activity (don't forget to make the most of the marketing opportunity)
- If you have a restaurant or food truck, there will be many hungry families.
- If you have a talent or are part of an organization this is your chance to showcase it.

Fun Activities that can take place on the Street:

- Entertainment – singers, dancers, musicians, artists, superheroes, magician, stilt walker, clown, buskers, mime, fashion show, cooking demonstration, outdoor movie, pet parade, face painters, henna artist, balloon artist etc
- Games – Fun for all ages! Kids vs parents, or just for kids - Blow up soccer or hockey, dunk tank, roller derby, obstacle course, sumo wrestling, putt putt golf, etc
- Contests – Raffles, Draws, Colouring, Chalk Art, Corn Hole Toss, Eating Contests – Pizza, Pasta, Pies etc.
- Food – BBQ, packaged food and snacks, bake sale, frozen desserts, lemonade, pop/water
- Giveaways – Promotional products for your business –pens, notepads, refillable bottles, shopping bags, key chains, sunglasses, frisbee, can coolers, balloons, beachballs, etc
- Attention Grabbers – Cool Cars, exhibits, Wind Dancers, Princesses, Superheroes, etc.



Simple Rules and Regulations

- All applications and payment should be returned at least one month before each event with a payment of cash, debit or cheque at Lakeshore Town Hall or a cheque mailed payable to the Belle River- On the Lake BIA. Arrangements can also be made to e-transfer the BIA
- Vendors who pay for all events together are guaranteed to have the same location on the street at each event if they so desire and will receive a prime spot.
- A vendor can be a home based business, professional, artist, crafter or a general merchandise vendor including gently used items
- All sale items must be clearly priced
- ABSOLUTELY NO knives, lighters, articles with profanity, or body piercing services
- Locations along Notre Dame will be assigned as your applications are accepted and you will be notified as soon as the layout has been completed (at least one week prior to event)
- You must be open and prepared to do business during the entire time 6pm to 8:30pm. Removal or take down of booths before closing is not permitted without permission
- Set up on the street begins at 5pm after the road blocks are up and the OPP have closed the road. Road Closure is from 5 pm to 9pm. Alternate parking will be needed for your vehicle as no cars will be allowed on Notre Dame between 5pm and 8:30 pm. You will not be allowed to access your booth by car until 8:30pm and the road must be clear by 9pm!
- Vendor locates will be marked on the pavement in the designated parking spots
- Tent set up will be on pavement, therefore ALL TENTS must be securely weighted down in case of high winds
- The Belle River-On the Lake BIA reserves the right to not accept any applications and any payment will be returned
- All applications must be approved by the Stroll the Street Committee
- **No** refunds on any cancellations on your part but refunds will be given if we cancel the event due to bad weather. This would be done at noon the day of the event and you will be contacted by email.



Stroll the Street Committee Members:

Tracey Bailey, Janel Gagnier, Sandy Pepper, Kym Riley,
Tina Roy, Lucille Soulliere and Dale Sanger



YES!!! I'D LIKE TO PARTICIPATE IN THIS GREAT EVENT

Selling: _____

Providing an activity and/or entertainment (details)_____

BUSINESS NAME: _____

CONTACT NAME: _____

PHONE NUMBER: _____ EMAIL: _____

MAILING ADDRESS: _____ SOCIAL MEDIA: _____

WEBSITE: _____

*Please note that BIA Members and Not for Profit Organization Application Fees will be waived!

SPECIAL LOCATION REQUESTS (we will try but can't commit)_____

Date of Event	Space Required	Cost (HST included)	Date Paid	Application deadline	Activity
Friday, May 8	10ftx10ft	\$25		May 1	
	10ftx20ft	\$50			
Friday, June 19	10ftx10ft	\$25		June 12	
	10ftx20ft	\$50			
Friday, Sept 18	10ftx10ft	\$25		Sept 11	
	10ftx20ft	\$50			
Friday, Nov 20	10ftx10ft	\$25		Nov 13	
	10ftx20ft	\$50			

Participation Waiver - I am aware that there are always risks associated with participating. Having knowledge of these risks I hereby assume all risk of injury, damage and liability arising from such activities. I hereby release the Belle River-on the Lake BIA, Stroll the Street Committee, Town of Lakeshore, its officials, employees and agents and waive any right of recovery I might have to bring a claim or lawsuit against them for any personal injury, death, or other consequence occurring to myself or my group as a result of my participation. Further I grant full permission to use any photograph, video, film or record of my participation. I agree to all terms and conditions.

Signed _____ Date _____

