

## DTCA Downtown Street Sale FAQ



### 1. Who can participate in Street Sale?

Only active DTCA members with dues paid by July 19 are eligible to register.

### 2. Where will my space be located?

We try to place merchants in front of their storefronts, but assignments depend on space availability. Off-block members will be assigned a space or may request sidewalk use (with prior DTCA approval).

### 3. What can I sell at Street Sale?

You may sell merchandise typically offered in your store or promotional items tied to your business. Reselling or subleasing your space is not allowed.

### 4. What should I bring?

You're responsible for your own tent, tables, signage, and staffing. Remember: tents must not exceed 15' deep.

### 5. What time does setup start?

Streets close and setup begins at **6 AM**. The sale opens to the public at **8 AM**.

### 6. Can I stay open for Friday Night Live too?

Yes! We encourage merchants to remain open during **Friday Night Live (6–9 PM)**. It's a big draw for foot traffic.

### 7. What if I have a fire code or spacing question?

Contact [sara@downtowntc.com](mailto:sara@downtowntc.com) with concerns and we'll connect with TCFD.

### 8. What's the teardown timeline?

Teardown starts at **9 PM**. Please be packed up by **10 PM** so streets can safely reopen.

### 9. Who do I contact if I have questions?

Email [sara@downtowntc.com](mailto:sara@downtowntc.com) or call/text **231-360-0234**.

### 10. What happens if it rains? Is there a rain date?

Street Sale is a rain-or-shine event. Please plan accordingly: tents and weatherproof setups are recommended.

### 11. Can I use electricity?

Electricity is not provided. If you plan to use a generator or battery-powered equipment, it must be quiet and safe. Please notify DTCA in advance. Cords must be taped down securely in their entirety.

**12. Will there be access to restrooms or water?**

Downtown [public restrooms](#) will be open. Bring your own water and refreshments for staff.

**13. Can I bring promotional signage or music?**

Yes, but signage must stay within your assigned footprint and not block neighboring vendors or the fire lane. Music must be kept at a courteous volume.

**14. Will there be security or event staff on site?**

DDA staff will be present throughout the day. Officer Garvin, our designated Downtown TC police officer, will be checking in, and we work closely with city services for safety.

**15. Is there a map or booth number system?**

You will receive a space assignment and map a few days before the event via email.

**16. Will there be marketing or promotion for this event?**

Yes! We will promote Street Sale via paid advertising, social media, email newsletters, posters, and local press. Merchants are encouraged to cross-promote. You will receive graphics to share out on your comms channels.

**17. Can I cancel after registering?**

If you can't attend, please let us know ASAP. We appreciate advance notice to reallocate space if possible, especially as vendors need to be fit in for FNL.

**18. Can I drive up to unload and load?**

Yes, during designated setup and teardown times only. All vehicles must be off the street by **7:30 AM**. Re-entry is allowed after **9 PM** for teardown.