



16th Annual
Starry November Night
Friday November 19, 2021

MERCHANT PACKET

*Deadline to submit applications is November 5th

Starry November Night is one of South Louisiana's most anticipated annual events. It's a safe, family-friendly, and free-to-attend celebration in the heart of the downtown district. Local musicians, artists, and small businesses provide quality entertainment for all ages, cultivating a one-of-a-kind atmosphere that can only be found in Downtown Hammond.

This application is for any brick-and-mortar business within the DDD hosting any special event, entertainment or sales during Starry November Night. This application lets the DDD know how to advertise for you.

This application is also to sign up for the Wine Walk.

I. Application Process:

1. Complete the District Merchant Application online. [LINK HERE](#). (*only online applications will be accepted.)
2. If participating in the Wine Walk, a confirmation and invoice will be emailed. See below for full guidelines.
3. No applications will be accepted after **Friday, November 5th**.

II. Special Events

1. Businesses are encouraged to have added entertainment to create more interest during Starry November Night. Examples include:
 - Artists
 - Musicians
 - Non-profits
 - Light snacks
 - Drawings
 - Giveaways
 - Food and drink specials (restaurants)
 - Etc.
2. All special events will be advertised by the DDD at no cost to you.
3. Include all special events in your application for the DDD to better assist you.

III. Permits and safety:

1. Any business seeking additional street or parking closures is responsible for their own permits with the City of Hammond.
2. Any restaurant or bar selling alcohol outside of their business is responsible for acquiring their own ATC permit.



3. Any business hosting additional outdoor entertainment/activities is responsible for hiring their own security.
4. Starry November Night runs from 5:30-10:00pm. Any business that chooses to remain open past 10:00pm is responsible for their own security.
5. Police Chief Edwin Bergeron has been involved with the planning and safety of Starry November Night. If you have any specific concerns or requests for Hammond PD contact Edwin Bergeron: bergeron_ej@hammond.org

IV. Inclement Weather Clause

- a. Starry November Night is expected to operate rain or shine.
- b. Starry November Night may be cancelled or postponed in the event of:
 - i. A state-issued state of emergency
 - ii. A severe weather warning
 - iii. City of Hammond closure
- c. In the event of a cancellation, the Hammond DDD may choose to reschedule the event to a later date.

Wine Walk:

I. General Rules:

1. While the Wine Walk is not mandatory, it is encouraged! Over 670 people participated in the wine walk and visited Downtown businesses for this event in 2019.
2. The Wine Walk fee is \$200 and includes 2 cases of wine. Additional cases of wine may be purchased for \$100 per case.
3. Applications will not be accepted after **November 5th**. Merchants who have not applied by the deadline will not be advertised in the 2021 Starry November Night printed material.
4. Invoices should be paid by **November 6th**.
5. All participants will receive 2 cases of wine, wine informational handouts, and wine stop signage and advertisements.
6. **ATC does not allow anyone with a current alcohol permit to participate in the Wine Walk. No restaurants or bars can participate in the Wine Walk.** Instead, we encourage you to host live music and fun activities and we'll advertise for you!
7. The Wine Walk will run from 5:30pm-9:00pm. After 9:00pm participants are free to close up and enjoy the rest of the entertainment or remain open to customers.
8. Glasses will be marked for *proper* pouring. Guests will be allotted a certain number of tastings. Punch cards will be utilized to prevent unlimited wine pours.
9. Guests who complete the Wine Walk will be entered to win a Starry November Night prize.
10. In order for the DDD to obtain an ATC event permit for Starry November Night, certain guidelines must be followed. **Participants of the Wine Walk are REQUIRED to send at least 1 representative to a meeting on Wednesday, November 10th, 5:30pm in the City Council Chambers, 312 E. Charles St.** Anyone that will be pouring alcoholic beverages is encouraged to attend.
 - a. If a representative cannot be present, you must notify the DDD.
 - b. Absence without warning may result in a participant's dismissal, and *no refund will be given.*



II. Pop Up Businesses:

- a. Businesses out of walking distance (within the DDD) can still participate by setting up a booth.
- b. Booths will be placed in high traffic areas designated by the DDD.
- c. Pop Up businesses must participate in the Wine Walk.
- d. Pop Up businesses will be provided with a 10ft x 10ft space to set up their booth at no extra cost.
- e. Pop Up businesses are responsible for providing their own equipment (tables, tents, extension cords, supplies, etc.).
- f. Pop Up Businesses are responsible for the setup of their booth. Booths must be set up by 5:00pm and disassembled at 10:00pm on the same day.
- g. Check in instructions will be sent the week of the events.
- h. **SPACE IS LIMITED.**

III. Payment Requirements and Dates:

1. All approved applicants who participate in the Wine Walk must pay to participate.
2. An invoice will be emailed to you.
3. Advance payment (via credit card or check) is required. Make checks payable to Downtown Development District.
4. The Wine Walk fee is \$200 and includes 2 cases of wine.
 - a. Additional cases of wine can be purchased for \$100
5. No refunds for Hot August Night or Starry November Night 2021 will be given past November 19th. Those that do not participate in Starry November Night or do not contact the DDD for a refund before the event will forfeit their refund.

IV. Inclement Weather Clause

- d. Starry November Night is expected to operate rain or shine.
- e. Starry November Night may be cancelled or postponed in the event of:
 - i. A state-issued state of emergency
 - ii. A severe weather warning
 - iii. City of Hammond closure
- f. In the event of a cancellation, the Hammond DDD may choose to reschedule the event to a later date.
- g. **No refunds will be given to participants of the Wine Walk.** Once the alcohol is purchased from the distributor, it legally cannot be returned.

V. Hold-Harmless Clause and Insurance

All authorized vendors participating in Starry November Night 2021 shall be individually responsible for any loss, personal injury, deaths, and/or any other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees, and all vendors hereby agree to indemnify and save the Hammond Downtown Development District harmless from any loss, costs, damages, and other expenses, including attorney's fees, suffered or incurred by the Hammond Downtown Development District by reason of the vendors' negligence or that of its servants, agents and employees; provided that the vendors shall not be responsible nor required to indemnify the Hammond Downtown Development District for the Hammond Downtown Development District's own negligence or that of its servants,



agents, and employees. Because no insurance is provided to participants in Starry November Night 2021, each vendor is encouraged to carry his/her own product liability insurance.

Thank you for your support of Downtown Hammond and Starry November Night!
We hope to see you on November 19, 2021!

CONTACT US

Email: tallo_ca@hammond.org

Phone: 985-277-5680

VISIT THE HOT AUGUST NIGHT EVENT PAGE:

dddhammond.com/hotaugustnight/