



2025 City of Alexandria Special Events Cultural Exhibitor & Vendor Selection Guidelines

The City of Alexandria's produces numerous Special Events throughout the year. The purpose of this document is to set parameters for the selection of cultural exhibitors and vendors at those events.

Selection Process: To ensure a diverse range, applicants will be selected based on the following criteria:

1. Selections will be curated to provide a well-rounded cultural experience.
2. High standard of excellence will serve as top priority.
3. Consideration will be given to Alexandria-centered or DC/Virginia/Maryland exhibitors.
4. Selection outcome is designed to serve the in-person experience of Alexandria residents and other attendees at a live in-person event.

Selection Requirements: Applicants **MUST** apply for consideration and be available for at least one (1) **Signature Event**, and two (2) **Community Events**. You may apply for consideration at several or all of the Special Events. However, if selected, you will be chosen for at least one (1) Signature Event and one (1) Community event.

If other events become available during the year, first consideration will be given to those that have already applied.

Fees & Requirements: If exhibiting **ONLY**, there is no fee to participate. If selling, there is a **\$250 fee**. Applicants must be fully-licensed to sell goods in the City of Alexandria. They will also be required to pass all required inspections and have all up-to-date permits, as applicable. Applicants will also be expected to disclose sales at the request of City of Alexandria. Applicant must provide their own equipment to successfully provide their service at the event. If the vendor requires a 10x10 tent, the City will accommodate one at **\$175 per tent request**.

All applicants MUST provide a hands-on activity to the public.

Scheduling: All Applicants will have the option to apply again for the following year, regardless if they are selected. However, if an Applicant is selected for this year and fails to attend a selected Special Event (Signature or Community Event), Applicant will incur a **\$200 penalty** and will be unable to apply for selection in the following year.



Weather

All events are rain or shine (please note posted rain dates). In case of flooding, reasonable adjustments will be made in conversation with Special Events team in advance of event.

Applicant Requirements

- Applicant must provide their own equipment to successfully provide their service at the event. If they require a 10x10 tent, the City will accommodate one at **\$175 per tent request**.
- Applicants will not be provided with parking or with load in/load out privileges. Applicants must find and pay for their own parking/transportation (there are a multitude of nearby parking garages). Applicants are responsible for bringing all equipment/supplies from their vehicle to their tent location. Staff will not be available to assist.
- Additionally, there will be no staff available to offer support to any individual Applicant. For any type of break, the Applicant is responsible for ensuring the safety/security of their belongings. Applicants are welcome to bring an assistant to support as needed.
- WiFi is limited. If WiFi is needed, Applicant should plan to use an internet “hot spot” with their cell phones.
- There are no electrical outlets available. Applicants will not be permitted to run extension cords across the premises.

Additional Requirements

In addition to the previously mentioned responsibilities, applicants further confirm that the content presented by the Applicant during the event is:

- a. the Applicant’s own original work or,
- b. available for use without permission because they are in the public domain or,
- c. when materials utilized are not the Applicant’s own original work or in the public domain, they are either presented with the permission of the originator / owner of the material or are believed to be within the “fair use” exemption of copyright law which includes use for purposes of criticism, news reporting, commentary, teaching and research.



Code of Conduct

Applicants will treat patrons with respect and may not approach any patron in an offensive manner. Applicants cannot solicit for sales (ex: calling out to passerby from tent), impede pedestrians access to the event or park, or come in direct contact with a passerby that did not choose to actively engage in Applicant's business.

Timeline of Applicant Process 2025:

- **Friday May 23, 2025:** Applicant submit through online city portal no later than 11:59PM
- **Wednesday, May 28, 2025:** Applicants are notified of selection and placement at one Signature Event and at least one Community Event.
- **Monday, June 9, 2025:** Applicants submit registration payment **(\$250)** if intending to sell at event. Applicants submit proof of permits and licenses in compliance with City of Alexandria. If requesting a 10x10 tent, the **\$175 tent fee** must be paid at this time.
- **Friday, June 13, 2025:** Applicant confirms final activity and setup logistics with City Staff
- **Ongoing:** Applicant and City Staff hold one-on-one debrief sessions and lessons learned upon completion of either Signature or Community Event



Signature Events

47th Annual ALX Jazz Fest

Saturday, June 14, 2025

3 – 9 PM

Waterfront Park, 1A Prince Street

Celebrate jazz music, America's original beloved art form, at the Alexandria Waterfront! Enjoy live performances by some of the region's top jazz performers, along with inspiring words by renowned poets. Plus: experience hands-on art projects, lawn games, food applicants, and drinks all afternoon. Admission is free.

Alexandria & USA Birthday Celebration

Saturday, December 12, 2025

6 – 9:45 PM

Oronoco Bay Park, 100 Madison St.

The City will celebrate its 276th and the USA's 249th birthday on Saturday, July 12, at Oronoco Bay Park (100 Madison St.). Experience this one-of-a-kind Alexandria event with your family. The evening includes live music, food and drink applicants, and ends with the grand finale -- a fireworks display on the Potomac River at 9:30 p.m. Admission is free.

Community Events

ALX Jazz Fest Pop Up @ The Market at Southern Towers

Sunday, September 7, 2025

12 – 2 PM

4901 Seminary Rd

Join us for a Pop-Up concert in a neighborhood near you. Featuring free art activations, live jazz, and spoken word artists celebrating America's original art form.



Tons of Trucks 2025
Saturday September 20, 2025
10 AM – 2 PM
Chinquapin Park, 3210 King Street

The City of Alexandria will host its ninth annual Tons of Trucks event on Saturday, September 20, from 10 a.m. to 2 p.m., at Chinquapin Park (3210 King St.). The event is FREE to the public!

ALX Jazz Fest Pop Up @ Old Town North Farmer's Market
Sunday, October 5, 2025
12 – 2 PM
901 North Royal Street

Join us for a Pop-Up concert in a neighborhood near you. Featuring free art activations, live jazz, and spoken word artists celebrating America's original art form.

ALX Jazz Fest Pop-Up at the Four Mile Run Farmers' Market
Sunday, November 2, 2025
12 – 2PM
4109 Mount Vernon Ave

Join us for a Pop-Up concert in a neighborhood near you. Featuring free art activations, live jazz, and spoken word artists celebrating America's original art form.

Very Merry ALX Jazz Fest at the Masonic Memorial
Friday, December 12, 2025
5 – 8 PM
George Washington Masonic National Memorial, 101 Callahan Drive

Get ready to celebrate the holidays at A Very Merry ALX Jazz Fest - a festive gathering of music, art, and poetry!