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ECHDC Announces Applications Open for Programming and Events at Canalside

Canalside looking for new, innovative programs to round out returning favorites in 2017

Erie Canal Harbor Development Corporation (ECHDC) and Be Our Guest today announced that applications are now open for programs and events at Canalside. Be Our Guest, the new management company for Canalside, is looking for new, innovative programs and events to round out returning favorites that will comprise a packed calendar of options for kids and families, fitness enthusiasts, music lovers, history buffs, festival goers and more on Buffalo's waterfront during summer 2017. An estimated 1.5 million visitors spent time at Canalside during summer 2016, up from approximately 1 million in 2015.

"As we plan an exciting summer 2017 at Canalside, we're open to hearing any idea you have and encourage creative use of Canalside," said **ECHDC Chairman Robert Gioia**. "We especially support new ideas from our city's community and cultural partners. We look forward to making this summer unforgettable."

Canalside has a strong preference for recurring programs and events, whether they are daily, weekly, semi-monthly or monthly. There are several locations for hosting programs and events at Canalside, including the Central Wharf, Dart Lawn, Dunbar Lawn, Historic Ruins, Pierce Lawn, Aud Block (which features re-created canals) and East Canal area. Canalside offers a host of benefits including media attention, year-round publicity and constant foot traffic. Programs and events are promoted through Canalside's website and social media.

Canalside is especially looking for programs and events that:

- Target families and children.
- Incorporate health, fitness and wellness.
- Tell the "Story of Buffalo" (its history, especially related to the Erie Canal and waterfront).
- Feature Western New York culture (including music, dance, visual art, theater, ethnic cultural heritage and tours).

If your program or event seems like a fit, fill out an application and return via email to info@CanalsideBuffalo.com. Be Our Guest will review the application and contact

you as soon as possible. Although applications can be submitted throughout the year, those received by April 5, 2017 will be given preferential treatment for consideration this summer.

Ready to apply? Please download and fill out the correct application for:

- [2017 Canalside General Programming Application](#)
- [2017 Canalside Large Event Application](#)
- [2017 Canalside Musician Application](#)

Fees are determined on a case-by-case basis and are calculated based on a number of factors. All applicants will need general liability insurance of \$1 million per occurrence and \$2 million on the aggregate. Additional insurance may be necessary.

For more information and FAQ, visit <https://www.canalsidebuffalo.com/get-involved/eventapplication/>.

About Canalside

Canalside is a growing regional destination and entertainment district, situated on 21 historic acres along downtown Buffalo's emerging waterfront on the Buffalo River. Canalside earns its name from its storied past, when the Erie Canal Harbor was built in 1825 as the western terminus of the Erie Canal. Until five years ago, the land was barren and inaccessible, but the area has been reclaimed by the state's Erie Canal Harbor Development Corporation and developed with millions of dollars in public and private investment. With more than 1,000 yearly events and 1.5 million annual visitors, Canalside is fast becoming the go-to place for in- and out-of-towners of all ages to learn, play and relax.

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