

Fall Festival Vendor Application:

We would like to invite you to our first annual Harvest & Halloween Festival. This event will take place on October 23rd & 30th, 2024, in Courthouse Square & Fourth Street, 5:00 to 9:00 pm. ***Lights are required in ALL booths. Participation in Trick or Treating, (give away candy/or other treats to kids) is mandatory for October 30th.** We hope you will join in the festivities by decorating your booth and dressing up for Halloween. We are looking forward to this fun filled night!

Attached you will find a 2024 Vendor Application and Vendor Rules and Regulations. **PLEASE READ through each page, initial each page at the bottom with the last page requiring a signature** *For New applicants only : Fill & Email or Print & Mail application. ***For New Vendors ONLY: ALL permits and licenses required with your application, a photo of your product & booth and a \$35 non-refundable Application Fee to Wednesday Night Market 755 Fourth Street, Suite H, Santa Rosa, CA 95404.**

IMPORTANT DATES:

September 1	Application due for priority placement.
September 15	Vendors will be notified by email whether the application has been accepted.
October 15	Pay your Booth fee.
October 20	Vendor map sent out by email.
October 23	Harvest Wine and Blues Night
October 30	Halloween Festival- Mandatory Trick/Treating for ALL Vendors

How to pay your Booth Fees:

- Mail check to 755 Fourth Street Suite H Santa Rosa Ca 95404
- Credit Card payments will be accepted on our website, Wednesdaynightmarket.org, vendor-portal-select your booth-select size of booth-date-checkout
- Cash or Card Payments will be accepted at the Market Information Booth from 5-8pm
- **All Booth Fees must be made by the day of the event before 8pm. Vendors may risk losing their space at the Wednesday Night Market if they neglect to pay booth fees on time.**

Vendors must notify the Vendor Manager, Kristina Cassidy 707-245-7557, as soon as possible by phone or text if they will not be able to attend.

***Weather Permitting* Event will be canceled if there is rain. Vendors will be reimbursed if the event is canceled.**

Parking – Each Vendor is responsible for all parking fees or fines and finding nearby parking – no vehicles are allowed to park within the Market area except for select Farmers. There is parking available in the garage located on Third Street.

Electrical power is not provided to Market Vendors. Please be prepared to supply your own power. Propane is preferred to Generators. (Silent generators must be used no louder than 80 decibels).

Thank you for your interest in the Santa Rosa Wednesday Night Market. We look forward to receiving your application. If you have any questions, please email Kristina at santarosawednesdaynightmarket@gmail.com or text emergencies to Kristina at 707-245-7557.

Fall Festival Vendor Application: This is a Themed Event and requires ALL Vendors to use lights in their booth for both dates. Participation in trick or treating by giving away candy/treats, is mandatory on Oct 30th)

*Food Vendors include all foods that are Prepared On Site. Includes bbq, propane cooked, heated, grilled, blended, popped, chopped or chilled and served on site at Market in a booth, trailer or truck.

* Processed Foods/Farmers include all foods that are prepared or preserved in a Commercial or Home Cottage Kitchen in advance of Market date or produce grown by a Farmer. Products can be sold fresh or packaged (requires proper labeling), this includes nuts, spices, teas and dog treats. **No Resale of any food products purchased may be sold.**

*Artists, Crafters, Upcyclers, Repurposing, Vintage clothing and antiques all welcome in this category. **No Resale of new products will be accepted, including new jewelry that is not made by the vendor.**

*Entertainers include clowns, DJ/broadcast, magicians, characters and single or duo musicians. Kids Space includes games, educational and physical activities, contests, crafts and demonstrations. (Jump Houses, Rock Walls, obstacle courses and large scale exhibits are booked on a case by case basis.)

Name of Business _____

Owner/Manager/Contact _____

Mailing Address _____

What do you plan on serving/selling? _____

Contact Phone(s) _____ Email _____

Have you participated in the Wednesday Night Market before? Yes No If yes, when? _____

Circle dates you plan to attend: October 23 and/or October 30

Do you agree to string lights in your booth? Yes No

Do you agree to participate in Trick & Treating on Oct 30th? Yes No

List of Documents Required to apply:

____ 2024 Fall Festival Application

____ ***New Vendors ONLY:** Photo of your product & Booth

____ ***NEW Vendors ONLY:** \$35 Application Fee made out to WNM

____ ***Food Only* TFF (Temporary Food Facility Permit) from Sonoma County Dept of Health Services.** This is required to have a food booth on the street. This is in addition to your Kitchen Food Facility Permit. * Farmers will need to provide this as well.

____ ***Food Only* 2024 SR Fire Propane Permit for those using propane only.** Permit is \$76 and available online at the Santa Rosa Citizen’s portal at <https://citizen.srcity.org/CitizenAccess/Default.aspx>

____ ***ALL Vendors If Approved Santa Rosa Business License (Tax Certificate) will be required.**

____ ***ALL Vendors If Approved “COI” – Certificate of Insurance of \$1,000,000, naming as additional insured the Thursday Night Market Association, Inc. and the City of Santa Rosa will be required.**

BOOTH FEE Per Day:

____ Food/Truck/Trailer \$150

____ Food Prepared on Site \$100

____ Processed/Packaged Food/Dessert/Drinks \$50

____ Farmer \$80

____ Artist/Crafter \$40

____ Kids Space \$40

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Check what you will be using at Market:

BBQ Deep Fryer Open Flame, if YES, what kind? _____
 Propane (requires a SR Fire Propane Permit) Generator (Under 80 decibels)
_____ Other

Mail Application Packet to:

Wednesday Night Market
755 Fourth Street, Suite H, Santa Rosa, CA 95404

2024 RULES AND REGULATIONS

PURPOSE

The Santa Rosa Wednesday Night Market (hereinafter "Market") is an event for the community that includes Food Producers, hot street foods, farmers, artists/crafters, local non-profit groups, kids activities, local beer and wine, live concerts and community information.

FOOD VENDOR REQUIREMENTS

1. In order to prevent cleaning fees from the City, All Vendors preparing Foods, Treats or Drinks will require a TARP put down under all tents, cooking and serving tables, including condiments.
2. NO Styrofoam serving containers. Compost serving trays, wood utensils and plastic glasses with #1 on the bottom is preferred by local recyclers. NOTE: Plant based glasses/utensils not recyclable in So Co.
3. In 2024 all vendors using Propane need a SR Fire Propane Permit. The Permit is \$76 and available online at the Santa Rosa Citizen's portal at <https://citizen.srcity.org/CitizenAccess/Default.aspx>
3. Food Vendors using cooking equipment are required to have an approved, current Fire Extinguisher.
4. Bring 5 gal minimum prep trash and booth trash receptacles, these can be dumped in the garbage cans at the NE corner of the Square at end of night. Please be conscious of compost/food waste and landfill items when you are dumping. Thank you RECOLOGY for taking away all our waste for us!
5. Food Vendors using hot oil need to bring the proper metal cans to take the oil home with you. **PLEASE do not dump any oil products in the provided garbage cans and crush any empty oil jugs and boxes.**
6. Food Vendors need to follow all Health codes including:
 - food needs to be kept 2 ft off the ground and at expected temperature
 - 4 sided tents required for food prep and cooking with proper hand and utensil washing stations
 - Post clear easy to read Menus with prices and a copy of your TFF Health Permit

<https://sonomacounty.ca.gov/Health/Environmental-Health/Food-Program/Temporary-Food-Facility-Definitions-and-Operating-Requirements/>

ADMISSION PROCESS

Admission to sell at the Market shall be at the discretion of the Vendor Selection Committee. Determinations made by the Committee take into consideration the following: a. History with the Market, b. Type of product sold, repeat products are avoided, c. Local business, d. Recommendations from other Markets.

ASSIGNMENT OF SELLING SPACE

Vendor locations, space size and other factors of assignment of selling space within the Market shall be at the discretion of the Vendor Manager, in accordance with the policies, rules and regulations established by the Santa Rosa Wednesday Night Market. Determinations made by the Vendor Manager take into consideration the following: a. History with the Market, b. The maintenance of a good product flow, c. Size of booth and/or size of vehicle at unloading and loading times, d. City requirements.

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STALL RULES

1. All Vendors must accept the space assigned by the Vendor Manager, booth location is subject to change per the Vendor Manager.
2. All Vendors will receive an Event Map in advance that clearly shows location.
3. Enter the Market at your designated Entrance at the time instructed. No entry will be allowed into the Market after 4:45pm. Road reopens for vendors to re-enter no earlier than 9:30pm.
4. All operations must be within the marked space of your booth number. No activities are allowed on sidewalks, sidewalk peninsulas between parking bays, or on the street itself unless specifically designated by the Market Manager.

STALL FEES

1. Current Stall Fees are listed on the Vendor Application.
2. All Vendors are expected to attend the dates they signed up for and required to pay their stall fee.
3. Vendors must notify the Vendor Manager as soon as possible if the vendor needs to cancel.

CLEANLINESS

1. Vendors must maintain the space assigned to them in a clean and sanitary condition, and when vacating the premises must remove from the area all equipment, produce, trimmings, wrappings, and containers.
2. All trash must be cleaned up and deposited in the appropriate garbage cans on the NE corner of the Square. Give a big Thank you to **Recology** for hauling away all the garbage for all of us!
3. All Vendors preparing Foods, Treats or Drinks will require a TARP be put down under all tents, cooking and serving tables and displays.

LIVE ANIMALS

No dogs or live animals are allowed in the food isles, per Sonoma County Health Dept. Exceptions: guide dogs or service dogs when used in a manner specified in Section 54.1 of the Civil Code and animals as part of an exhibit or education. *Animals are allowed on the sidewalks that run along the outside of the Market and in the square.*

VEHICLES

1. **All vehicles are asked to enter at your designated entrance. When your space is found, pull to the right and park along the front of your space. DO NOT Park in your space or a neighbor's space. Unload immediately and move your car to a parking garage on 3rd St. or D St.**
2. Only Farmers are able to keep vehicles with them in their space. Farmer vehicles parked behind the Vendor booth, along the curb, cannot exceed the size of the booth width of 20' or 10' for small cars. Vehicles that do not fit will be asked to move immediately and park outside of the Market footprint.

VENDOR ETIQUETTE

1. Vendors are renting a space, all supplies needed in vendor space must be supplied by the vendor, including tents, tables, chairs, and cooking equipment, etc.
2. All Vendors are required to monitor their customer lines in such a manner as to avoid interference to other Market Vendors. *Start your line at one end of the booth and not in the center of the booth so that line travels in front of your own space before others.* Ask the Market Manager/Staff for help monitoring lines.
3. Vendors with trucks and trailers must be ready to unload quickly or make a plan with Manager.
4. NO signage, umbrellas or condiment stations allowed outside your designated booth footprint.

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5. **All Vendors must be packed and ready to leave the event by 9:45pm, Roads re-open at 10 pm.**
6. Request from the City of Santa Rosa Fire Department - all booth space is located only in the parking spaces, keeping the street area clear for our walking customers. There is a line in the road designating the difference in most areas, please don't put front of space over that line between street and parking space.
7. Sellers are expected to maintain high standards of honesty and to conduct themselves always in a courteous and business-like manner. Rude, abusive or other disruptive or offensive conduct will not be allowed in the Market at any time, and is cause for expulsion without fee refund.

VENDOR REGULATIONS

1. All Vendors must submit a Vendor Application and all documents listed on the Vendor Application before they can show up and sell at any Market date, including the "COI" – *Certificate of Insurance of \$1,000,000, naming as additional insured the Thursday Night Market Association, Inc. and the City of Santa Rosa when your application is approved.* Contact the Vendor Manager for space availability at santarosawednesdaynightmarket@gmail.com
2. Vendors be aware that the Market's liability insurance does NOT cover your sellers. It is recommended that you obtain your own liability insurance for your workers.
3. Vendors who do "Food Sampling" must abide by Sonoma County Health Department rules regarding sampling and tasting of produce or prepared food.
4. All Vendor fees are non-refundable. There are no refunds for rained out Markets.
5. Any variation from the foregoing regulations may preclude the seller's right to participate in the Market. The Santa Rosa Wednesday Night Market, including its officers, directors, and employees, have the authority to enforce these regulations and to suspend non-conforming sellers. These regulations have been adopted by the Board of Directors of the Santa Rosa Wednesday Night Market to supplement the California Direct Marketing Regulations (California Agricultural Code, Title 3, Article 6.5) on January 23, 2024, recorded by Market Secretary, Terri Moore.

WNM Vendor Rules and Regulations are subject to change and may be sent via email prior to the beginning of the 2024 Market Season. By signing below Vendor agrees to read and abide by all WNM Rules and Regulations above and those sent at a later time by the Vendor Manager. Vendor also agrees each individual representing the Vendor at the Market will be made aware of and abide by WNM Rules and Regulations.

AGREEMENT, The undersigned agrees that he/she has read and understood the Rules and Regulations of the Thursday Night Market Association, Inc. dba the Santa Rosa Wednesday Night Market and will be able to comply with all of the Rules and Regulations described therein. The undersigned understands non-compliance may, at the discretion of the Market, result in removal from the Market. The undersigned further certifies that he/she is the responsible person referred to in the Rules and Regulations and that he/she is authorized to 1) execute this application on behalf of the group, and 2) accept legal processes on behalf of the group. Applicant agrees to defend, hold harmless, and indemnify the City of Santa Rosa, its officers, directors, employees and volunteers, and the Santa Rosa Wednesday Night Market, its officers, directors, employees and volunteers from any claims for damages or loss that arose from or were caused by a negligent omission on the part of the City of Santa Rosa, the Santa Rosa Wednesday Night Market or any of its officers, directors, employees or volunteers. Applicant has read the Santa Rosa Wednesday Night Market's Rules and Regulations, the entire Vendor Application, is familiar with the Hours of Market Operation and Vendor Regulations.

Signature _____ Date _____

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