

Santa Rosa Wednesday Night Market – 2026

Food Vendor Packet

Market Dates: Wednesdays, May 13 – August 12 (14 total Markets)

Market Hours: 5:00 PM – 9:00 PM

Location: Old Courthouse Square, Downtown Santa Rosa

Welcome

The Santa Rosa Wednesday Night Market is excited to return for 2026! The Market has drawn more than one million people to Downtown Santa Rosa over the past thirty years, and we plan on continuing the tradition each night this season. The Market is free to attend and open to all ages.

Attached you'll find the 2026 Food Vendor Application along with the Market Rules & Regulations. Please read carefully, initial each page, and sign the final page.

Applications, required documents, and the \$35 non-refundable application fee must be mailed to:

Wednesday Night Market
Attn: Vendor Applications
755 Fourth Street, Suite H
Santa Rosa, CA 95404

We look forward to another great season together in Downtown Santa Rosa.

Vendor Selection & Space Assignment

- Applications are reviewed by the Vendor Subcommittee and approved by the Board of Directors.
- Selection considerations include history with the Market, type of product sold, presentation, and feedback from the public.
- The Market Manager coordinates booth placement and maps based on vendor type, booth size, and City requirements.

Vendor Application Instructions

To apply, complete the 2026 Food Vendor Application and include all required documents listed below along with the \$35 non-refundable application fee.

Required documents:

- 2026 Food Vendor Application
- \$35 application fee
- Temporary Food Facility (TFF) Permit from Sonoma County Department of Health Services
- 2026 Santa Rosa Fire Propane Permit (if applicable)
- Santa Rosa Business License (if approved)
- Certificate of Insurance (\$1,000,000) naming the City of Santa Rosa and Wednesday Night Market as additional insured

Incomplete applications will not be reviewed until all required documents and fees are received.

Menu Variety & Limitations

To maintain a diverse and balanced selection of food at the Market, the following policies apply:

- The Market prioritizes variety and may decline applications that duplicate existing food offerings.
- Vendors must submit a concise, limited menu that is easy for customers to read and understand.
- This is a high-volume event; if your operation relies on long wait times, beepers, or call-back systems, this event is not a good fit.
- During review, the Market may request removal of specific menu items to avoid duplication.
- No additions or substitutions may be made after approval without written approval from the Market Manager.

Menu Approval – Required

List all menu items you plan to sell at the 2026 Santa Rosa Wednesday Night Market.

Only the items listed below will be reviewed for approval.

Any additions or substitutions must be approved in writing by the Market Manager.

Planned Menu Items:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

7.

8.

(Attach additional pages if needed.)

Food Vendor Booth Fees

Early Bird Full-Season Pricing

Early Bird pricing is available for food vendors who commit to the full 2026 season and submit full payment by the announced Early Bird deadline. The Early Bird deadline will be announced once 2026 Market dates are confirmed. Early Bird pricing is not available for weekly participation.

Early Bird pricing is based on 14 total Markets, with vendors paying for 12 weeks and receiving 2 weeks free.

Early Bird Participation (Optional)

- I am applying for the Early Bird full-season rate and understand that full payment must be received by the announced Early Bird deadline.
- I am not applying for the Early Bird rate and understand that weekly participation and pricing will apply.

Booth Pricing

10' x 10' Booths

- Foods Prepared On-Site: \$1,800 Full Season Early Bird
- Foods Prepared On-Site: \$150 Weekly
- Drinks & Frozen Treats: \$900 Full Season Early Bird
- Drinks & Frozen Treats: \$75 Weekly

20' x 10' Booths (Includes Food Trucks & Trailers)

- Foods Prepared On-Site: \$2,700 Full Season Early Bird
- Foods Prepared On-Site: \$225 Weekly
- Drinks & Frozen Treats: \$1,200 Full Season Early Bird
- Drinks & Frozen Treats: \$100 Weekly

Booth Fee Payments, Cancellations & Credits

Payment Deadlines

Payment for a vendor's first scheduled Market must be received no later than midnight on the first Friday prior to that week's Market.

Vendors who have not paid by this deadline will forfeit their space for that week and may be replaced by a vendor from the waitlist.

Ongoing Weekly Payments

After a vendor's first Market, payment for the following week's Market may be made in person at the Market Information Booth during Market hours.

Vendors who miss a Market due to non-payment may return in a subsequent week after submitting payment, pending availability.

Cancellations & Credits

- Vendors must notify the Market Manager by **5:00 PM on Mondays** if they will not attend that week's Market.
- Vendors who cancel by the Monday 5:00 PM deadline will receive a credit toward a future Market.
- Each vendor receives one emergency late cancellation per season.
- Late cancellations or no-shows beyond this will result in forfeiture of that week's booth fee.

Accepted Payment Methods

- Credit card payments may be made online at wednesdaynightmarket.org
- Cash, check, or credit card payments may be made in person at the Market Information Booth (northwest corner of the Square) during Market hours
- Checks may also be mailed to:

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

Mailed payments must be received by the stated deadline.

Late Payment Consideration

Repeated late or missed payments will be considered when determining future event participation.

Equipment Checklist

- BBQ
- Deep fryer
- Open flame (please describe)
- Propane (requires Fire Permit)
- Generator (silent, 80 dB or less)

Booth Setup & Rules

Tarp Requirement

Vendors preparing food or products that may create a mess must place a tarp under their booth space. Other materials are not accepted.

Cleanliness

- Booth spaces must be left clean of all trash, debris, and materials at the end of the Market.
- Trash and compost must be deposited in designated areas at the northeast corner of the Square.
- All boxes must be flattened before disposal.

Signage & Footprint

- All displays, signage, umbrellas, and condiment stations must remain within the assigned booth space.
- Nothing may block sidewalks or public walkways.

Vehicles

- Vendors must enter at designated entrances, unload quickly, and move vehicles immediately to public parking areas.
- Only farmers may keep vehicles in booth spaces, and vehicles must fit entirely within the booth width.
- No vehicles or equipment may extend into traffic lanes or sidewalks per Fire Department requirements.

Power & Electricity

Electrical power is not provided. Vendors must supply their own power using silent generators (80 dB or less).

Booth Lines & Etiquette

- Vendors must monitor customer lines to avoid interference with neighboring booths.
- Lines must begin at one end of the booth so they extend in front of the vendor's own space.
- Vendors with trucks or trailers must be prepared to unload quickly or coordinate with the Market Manager.

Vendor Conduct & Cooperation

Setup and breakdown can be busy. Vendors are expected to be patient and courteous, park considerately, move vehicles promptly, and treat fellow vendors, staff, and volunteers with respect.

Health & Safety Requirements

- Vendors must comply with all Sonoma County Health Department regulations.
- Cooking equipment requires approved fire extinguishers.
- Propane users must have a valid Fire Permit; tanks must be secured and inspected for leaks.
- Hot oil must be disposed of properly and never placed in garbage containers.
- Booth setups must remain fully within assigned spaces per Fire Department regulations.

Compliance & Enforcement

- Vendors who repeatedly violate Market rules may be removed without refund.
- Vendors must conduct themselves professionally and honestly.
- Compliance decisions are at the sole discretion of Market management and the Board of Directors.

Breakdown & Closing Times

- Vendors must be packed and ready to exit by 9:45 PM.
- Roads reopen to traffic at 10:00 PM.
- All equipment must be removed promptly.

Weather Policy

The Market operates rain or shine unless otherwise notified. Refunds are not issued for weather-related cancellations unless the Market officially closes.

Agreement

By signing below, the vendor agrees to read and comply with all Market Rules & Regulations, ensure all representatives also comply, understand that non-compliance may result in removal, and indemnify the City of Santa Rosa and Wednesday Night Market against claims arising from vendor activities.

Signature: _____

Date: _____

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