

# SANTA ROSA WEDNESDAY NIGHT MARKET

## Dear 4th Street Merchant Vendor:

Thank you for your interest in the **2019 Santa Rosa Wednesday Night Market**. The 2019 Santa Rosa Wednesday Night Market Season will run every Wednesday from **May 15 to August 28 from 5:00-8:30 pm**.

The Santa Rosa Wednesday Night Market provides vendors, as well as market-goers, a wonderful event bringing the community together to enjoy a variety of food, arts & crafts, fresh produce, non-profit agencies, entertainment and activities. The Market has drawn more than one million people to Downtown Santa Rosa over the past thirty years and will continue to attract thousands each night this season.

**PLEASE READ** through each page and initial at the bottom. The last page requires a signature. The application processes and deadlines are as follows:

- Enclosed you will find a **2019 Application Form and Rules and Regulations for Market Vendors**. We recommend submitting the application, a **\$25 non-refundable application fee** and the initialed Rules and Regulations as soon as possible to be considered for the first Market on May 15th. Applications will be considered as availability allows on a first come first served basis. Applications are accepted throughout the Market Season. Please allow up to 2 weeks for processing once the Market has begun.
- Vendor required permits, licenses and other applicable data is indicated on the application – these documents must be received by the Market Manager for all approved Vendors.
- Additionally, your first week's booth payment or full season's pre-payment is due on April 26<sup>th</sup>, 2019.
- **PLEASE NOTE** All Vendors will be required to pay their booth fees one week in advance of each Market night attending. Vendors who are delinquent on their payments **will not be allowed to set-up their booth**.
- **PLEASE NOTE** Any Vendor who is two (2) weeks or more delinquent in payments is considered failing in fulfilling the applicant's obligations and all future reserved Market booth spaces will be cancelled.
- **Credit Card payments** are accepted online. Once a booth space is approved, invoices will be sent by email and an online payment option will be available on the invoice. Credit Card payments will also be accepted at the Information Booth at the Market for future weeks.
- **Vendors must notify the Market Manager no later than 48 hours before the Market if they will not be attending at a given Market or they will be charged for the space. They may call or text (707) 524-2123 or email [market@sonic.net](mailto:market@sonic.net) 48 hours in advance of non-attendance.**
- Once your permits, licenses, other applicable data and payment have been received you will be notified by email with a Market driving map, general information and your assigned booth location.
- Each Vendor is responsible for all parking fees – no vehicles are allowed to park within the Market area (except for select Farmers).
- The Market participates in the Supplemental Nutrition Assistance Program (SNAP) for fresh farmed goods. See our Frequently Asked Questions website page for more information.
- **Electrical power is not provided to Market Vendors.** Please be prepared to supply your own power. (Silent generators must be used no louder than 80 decibels.)

Please include the following along with your completed application:

- \$25.00 non-refundable application fee. (Checks payable to: Santa Rosa Downtown Market.)
- Initialed Rules and Regulations and Signed Agreement.
- All required permits and/or documents as noted on application.
- If new to the Market, photographs of the items you propose to sell and a diagram or photo of your booth set-up (photos will not be returned).

Mail Applications to:  
Wednesday Night Market  
613 Fourth Street, Suite 205C, Santa Rosa, CA 95404

Send Questions to [Market@sonic.net](mailto:Market@sonic.net)

Applications will not be reviewed until the \$25 application fee is received. Thank you for your time and interest. We look forward to receiving your application.

Specific requests for booth spaces included on applications will be considered, however the overall scope of the Market may limit our ability to accommodate all requests.

# 2019 FOURTH STREET MERCHANT APPLICATION

This application is only available to those Downtown merchants on 4<sup>th</sup> Street or that are within the Market's footprint who wish to promote their retail storefront. Wednesday Night Market Footprint includes: 4<sup>th</sup> Street from B to D Street, Mendocino Avenue from 4<sup>th</sup> to 5<sup>th</sup> Street, and both the east and west side streets of Courthouse Square. **Food Vendors are not applicable and must use a Food Vendor Application.**

**Applications will be accepted throughout Season. To be considered for the first night of the Market we recommend submitting your application as soon as possible.**

## Step 1 - Application

Name of Business \_\_\_\_\_

Owner/Manager \_\_\_\_\_

Email Required \_\_\_\_\_ (most correspondence will be via email)

Downtown Business Address \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Have you participated in the Downtown Market before?  Yes  No If yes, when? \_\_\_\_\_

Please circle the dates you wish to participate at the Market (or select "all"):

May			15	22	29
June	05	12	19	26	
July	03	10	17	24*	31
August	07	14	21	28	
ALL					

\*Due to Ironman Santa Rosa being in Courthouse Square on 7/24, the WNM layout will be reduced and space will be limited.

PLEASE CHECK ONE PAYMENT OPTION:  
**BOOTH RATES for one (10' x 10') OR (6' x 4') space:**

- EARLY BIRD RATE** - FULL SEASON - \$400 (16 weeks) paid **BY** April 26th, 2019
- WEEKLY RATE - \$25

Please note – If the Early Bird Rate is chosen and not paid by April 26th, 2019 – Vendor rate will automatically revert to weekly rate as of 4/29/2019.

Payments may be made by check to Santa Rosa Downtown Market via mail to the Address indicated below, or online via credit card (invoices with online payment option will be sent via email once a booth space has been approved). Weekly payments may be made at the Information Booth at the Market for future weeks with cash, check, or credit card.

## STEP 2 – Required With Application:

\_\_\_\_\_ \$25 Application Fee – application will not be processed without \$25 application fee.

\_\_\_\_\_ Santa Rosa Tax Certificate (Business License if items will be sold at Vendor booth).

\_\_\_\_\_ CA Sellers Permit (if items will be sold at Vendor booth).

\* A Certificate of Insurance (\$1,000,000) naming as additionally insured the Thursday Night Market Association, Inc. and the City of Santa Rosa will be required if application is approved.

# 2019 FOURTH STREET MERCHANT RULES & REGULATIONS

1. Fourth Street Merchants will be approved as the Santa Rosa Wednesday Night Market ("Market") deems appropriate. Space is limited. Early application is recommended. Vendors who wish to sell at Opening Night must apply as soon as possible.
2. Approved applicants may schedule the first available weeks of their choice prior to the beginning of the Market.
3. Participants may not harass downtown visitors. Activities which are conducted in such a manner as to interfere with the goals or purposes of the Santa Rosa Wednesday Night Market may result in immediate removal from the Market without a fee refund.
4. Handbills may not be posted without City or property owner approval.
5. Participants must clean all streets, curbs, sidewalks and adjacent business alcoves and remove any litter that results from their activity.
6. Vendors should be aware that the Santa Rosa Wednesday Night Market liability insurance does **NOT** cover sellers. Vendors are encouraged to obtain their own liability insurance, as stated in the Santa Rosa Wednesday Night Market Rules and Regulations.
7. There are no A-frame sandwich board signs allowed outside of your designated area.
8. All Vendors will be required to pay their booth fees one week in advance of each Market night attending. Vendors who are delinquent on their payments **will not be allowed to set-up their booth**.
9. Any Vendor who is two (2) weeks or more delinquent in payments is considered failing to fulfill their contract obligations and all future reserved Market booth spaces will be cancelled.
10. **Credit Card payments** are accepted online. Once booth space is approved, invoices will be sent by email and an online payment option will be available on the invoice. Credit Card payments will also be accepted at the Information Booth at the Market for future weeks.
11. **Vendors must notify the Market Manager no later than 48 hours before the Market if they will not be attending at a given Market or they will be charged for the space. They may call or text (707) 524-2123 or email [market@sonic.net](mailto:market@sonic.net) 48 hours in advance of non-attendance.**
12. All fees are non-refundable. There are no refunds for rained out Markets.
13. Approved Vendors are responsible for providing:
  - a. Their own equipment, tables, chairs, etc. – and the people to set-up/take down.
  - b. Electrical power if needed (silent generators below 80 decibels). The Market does not supply electrical power to Vendors.
  - c. The name of the responsible person in attendance at the Market.
  - d. Proper disposal of any trash.
  - e. A table draping (if applicable) that covers the table down to the street.
14. All Vendors are required to operate customer lines parallel to Market traffic, and in such a manner as to avoid interference with access to other Market Vendors.
15. Vendors are responsible for paying any and all parking fees associated with parking. The Wednesday Night Market is not responsible for paying any parking fees or fines Vendors incur.
16. Vendor Rules and Regulations are subject to change and may be sent via email prior to the beginning of the 2019 Market Season. By signing below Vendor agrees to read and abide by all Rules and Regulations above and those sent at a later time by the Market Manager. Vendor also agrees each individual representing the Vendor at the Market will be made aware of and abide by the 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. The undersigned understands non-compliance may, at the discretion of the Market, result in removal of the activity from the boundaries of 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 and against any and all claims for damages and any or all loss, provided such claim, liability or loss arises in whole or in part by any act or omission of applicant or that of any employee or agent of applicant, and so applicant agrees, irrespective of whether such claim, damages or loss also 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, all applicable Regulatory Agencies, Fees for the Market Season, and the Section herein regarding applicant's specific area of participation, and applicant agrees to conform to the regulations contained therein. All operations must be within the allocated space. No activities are allowed on sidewalks, sidewalk peninsulas between parking bays, or within the fire lane area of the street.

Signature \_\_\_\_\_ Date \_\_\_\_\_