



**Dear Arts and Crafts Vendor:**

Thank you for your interest in the **Santa Rosa Downtown Market**. **The 2011 Market Season will run for 17 weeks every Wednesday from May 11<sup>th</sup> to August 31<sup>st</sup> from 5:00-8:30 p.m.**

The Santa Rosa Downtown 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 twenty-two summers, and will continue to attract thousands each night as we enter our 23rd year.

Enclosed you will find a 2011 Application Form and Rules & Regulations for Arts and Crafts Vendors. Please be sure to read the 2011 Santa Rosa Downtown Market Rules and Regulations (available on our website). Once you've been accepted to the Market, you will receive a Market permit and your assigned booth location.

**All applications and a separate \$12.00 non-refundable application fee are due by Friday, March 11** with your payment (payable to the "Santa Rosa Downtown Market"). After this date, your application will be considered on a first-come, first-served basis. Except for the separate \$12.00 application fee, your check will not be cashed until you have been accepted as an Arts & Crafts Vendor in the 2011 Market.

**The following MUST be submitted by Friday, March 11, 2011:**

- The application and a **separate, \$12.00 non-refundable application fee.**
- Photographs of the items you propose to sell - **mandatory** (photos will not be returned).
- Fees in full for all 15 weeks, the trimester you're attending, or a one-week spot appearance of \$48.

If you have any questions, please call the Market office at 707-524-2123, we will be happy to answer any of your questions.

Thank you for your time and interest. We look forward to receiving your application!

Our best,

Santa Rosa Downtown Market

PO Box 15140 Santa Rosa, CA 95402  
707-524-2123 / Fax – 707-545-6914

**2011 Application for Arts & Crafts**  
**Santa Rosa Downtown Market**

**Application Deadline: Friday, March 11, 2011**

**Return application to:**

Santa Rosa Downtown Market, PO Box 15140 Santa Rosa, CA 95402

Call 707-524-2123 for information or fax to 707-545-6914

www.srdowntownmarket.com or e-mail: market@sonic.net

**(Please print or type)**

Business Name, if applicable \_\_\_\_\_

Name of Artist or Craftsperson \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ E-mail address \_\_\_\_\_

Day phone \_\_\_\_\_ Evening phone \_\_\_\_\_ Fax # \_\_\_\_\_

Proposed Sales Items (please check off the items you propose to sell)

Handmade Crafts     Fine Arts     Seller's Permit # \_\_\_\_\_

**NOTE: No products outside of approved categories may be sold at the Santa Rosa Downtown Market.**

Specific Items to be Sold & Price Range (all items sold or promoted MUST be listed):

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

Please check which of the following you will use for your booth:     Table ONLY     Tent or canopy

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

**I am interested in participating in the Market: (please check one)**

**BEST VALUE**

All 17 weeks of the Market (May 11-Aug. 31) ~ \$595 total (\$35/week)

First Trimester (May 11-June 15) ~ \$252 total (\$42/week) – 6 weeks total

Second Trimester (June 22-July 27) ~ \$252 total (\$42/week) – 6 weeks total

Third Trimester (August 3-Aug. 31) ~ \$210 total (\$42/week) – 5 weeks total

Spot Appearances ~ \$48/week

Please specify which dates you will participate:  
\_\_\_\_\_

**AGREEMENT**

The undersigned agrees that he/she has read and understood the 2011 Rules and Regulations of the Santa Rosa Downtown 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 that he/she is authorized to 1) execute this application on behalf of the group and 2) accept legal process on behalf of the group.

Applicant agrees to defend, hold harmless, and indemnify the City of Santa Rosa, its officers and employees, the Santa Rosa Downtown Market, its officers and its directors, and the Santa Rosa Chamber of Commerce, its officers and its employees 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 Downtown Market, the Santa Rosa Chamber of Commerce or any of its officers or employees. Applicant has read the Santa Rosa Downtown Market Regulations regarding the Purpose, Goals and Structure; General Policies and Operating Procedures for All Participants; Participation & Application; Hours of Market Operation; Regulatory Agencies; Equipment and Services; Fees for the 2011 Market Season, and the Section herein regarding applicant's specific area of participation and applicant agrees to conform to the regulations contained therein.

**\*All fees are non-refundable. There are no refunds for rained out Markets.**

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

**2011 ARTS & CRAFTS RULES AND REGULATIONS**  
**Santa Rosa Downtown Market**

1. Arts and Crafts Vendors will be approved as the Santa Rosa Downtown Market (“Market”) deems appropriate.
2. Space is limited. Early application is recommended. Vendors who wish to sell on Opening Day of the Market must apply by **Friday, March 11, 2011**, and must include their Market fees. **Approved vendors must have all documentation to the Market office by Friday, April 8 if they wish to sell opening night of the Market.**
3. Applications received after March 11 may not be reviewed/screened until there is space available.
4. The Arts & Crafts Selection Committee places priority on providing a variety of high quality, wholesome arts, crafts, and unique activities at the Market. **Out-of-county applicants are considered after local applicants.**
5. **In order to ensure a quality, handcrafted Market, the Santa Rosa Downtown Market requests that the maker is the seller.** Immediate family members (parent, son, daughter, brother, sister, spouse) or partners who actually participate in the making of your handmade item on a regular basis may sell in your booth. Collectives and co-ops are approved on a case-by-case basis.  
**“Handcrafted” imports will only be considered at the discretion of the selection committee. Machine made (factory) imports will NOT be considered.**
6. The Market will assign a location to each arts & crafts vendor. \*Space sizes are approximately 10x10. Booth location is subject to change per the Market Director.
7. Demonstrations of the art or craft process are encouraged in all spaces, as appropriate.
8. The Arts and Crafts Selection Committee will make its decision based on an application, a photographic presentation, and/or a personal showing of the product as described in the Arts & Crafts Application. The Committee will select arts and crafts that best meet the overall goals of the Santa Rosa Downtown Market.
9. **Approved applicants are responsible for providing:**
  - A. copy of State Board of Equalization Sellers Permit
  - B. an attractive display of their wares
  - C. tables, chairs, furnishings, backdrops or any equipment needed for their booth
  - D. a table draping that covers the table down to the street
  - E. proper disposal of in-booth trash
  - F. electrical power, if needed for demonstration
  - G. signs indicating vendor name and price
  - H. approval by the Market Manager of any changes in items sold or price change prior to changes being made. Items sold must be those items described in the application and approved by the Arts & Crafts Selection Committee.
10. **Vendors should be aware that the Santa Rosa Downtown Market liability insurance does NOT cover sellers. Vendors are encouraged to obtain their own liability insurance, as stated in the 2011 Santa Rosa Downtown Market Rules and Regulations.**
11. All vendors are required to operate customer lines parallel to Market traffic.
12. If participation is contracted per trimester: Fees for the 1<sup>st</sup> Trimester are due and payable on March 11. Fees for the 2<sup>nd</sup> and 3<sup>rd</sup> trimester are due and payable two weeks prior to each trimester booked.

\*Space sizes are based on an approx. 10' x 10' space, designated along 4<sup>th</sup> street. All operations must be within the marked space for your booth. No activities are allowed on sidewalks, sidewalk peninsulas between parking bays, or within the fire lane area of the street, unless specifically designated by the Market Director.

Applicant understands that he/she will not be allocated space until all of their documentation is on file in the Santa Rosa Downtown Market office and fees are paid.

**\*All fees are non-refundable. There are no refunds for rained out Markets. \*see rules and regulations**