



Dear Creative Enthusiasts:

Thank you for your interest in the **Santa Rosa Downtown Market. The 2011 Market Season will run for 17 weeks every Wednesday from May 11th to August 31st 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 a million people to Downtown Santa Rosa over the past twenty-two summers, and will continue to attract thousands each night as we enter into our 23rd year.

Enclosed you will find a 2011 Application Form and Rules and Regulations for Creative Enthusiasts. Please be sure to read the 2011 Santa Rosa Downtown Market Rules and Regulations (available at our website). Once you have 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 week's fee (payable to the "Santa Rosa Downtown Market"). Except for the separate \$12.00 application fee, your check will not be cashed until you have been accepted to provide demonstrations of your creativity in the 2011 Market.

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

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

Our best,

Santa Rosa Downtown Market

2011 Application for Creative Enthusiasts

Santa Rosa Downtown Market

Applications deadline: Friday, March 11, 2011

Return application to:

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

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

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

(Please print or type)

Business Name or Organization _____

Name of Applicant _____

Mailing Address _____

City _____ State _____ Zip _____ E-mail address _____

Day phone _____ Evening phone _____ Fax Number _____

Proposed Activity:

Demonstration of Craft/Hobby Local Author(s)

*For definitions of the categories listed above, please see rules for Creative Enthusiasts on the following pages.

Please describe in the space provided below a thorough explanation of the activity or demonstration you intend to bring to the Market and your intended audience (by age group and any other criteria):

Have you ever participated in the Downtown Market before? Yes No

If yes, when? _____

Have you participated in other festivals or events in the past? Yes No

When and where? _____

What is your primary occupation? _____

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

- This application filled out (both pages) & signed with separate \$12.00 non-refundable administrative fee.
 - A photograph or a diagram of your set up design (mandatory).
 - A photograph of the types of items you propose to demonstrate.
 - Fee for the week(s) of participation - (*see Page 2*).
- *make checks payable to the "Santa Rosa Downtown Market".**

Please fill out and sign the 2nd page...

Booth fees are as follows:

Space fees are \$42/per week. One “space” approximately 10' x 10', designated within the boundaries of the Market.

All operations must be within the space provided to the group. No activities are allowed on sidewalks, sidewalk peninsulas between parking bays, or within the fire lane area of the street.

All participants must enclose their week's fee payment with this application. Personal and cashier's checks are accepted. **Please do not send cash.** Except for the separate application fee, checks will not be cashed until vendor has been approved by the Selection Committee.

Please indicate how many nights you would like to participate in the Market:

- One Night Two nights Three or more nights

Please list the dates you would like to participate, in order of preference:

1. _____ 2. _____ 3. _____ 4. _____

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 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 Rules and 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.

Applicant understands that space will not be allocated until all of the above documentation is on file in the Santa Rosa Downtown Market office and the fee of \$42 per night is paid.

THERE ARE NO REFUNDS FOR RAINED OUT MARKETS.

Date _____ Signed _____

**2011 CREATIVE ENTHUSIASTS RULES AND REGULATIONS
Santa Rosa Downtown Market**



DEFINITION OF CATEGORIES:

Demonstrations of craft/hobby: Demonstrations will be accepted by organizations or businesses, the purpose of which is to promote interest in education regarding a “hobby or craft”. A “hobby or craft” is something one does for pleasure or relaxation and not as a primary occupation.

Local Authors: Sonoma County authors are welcome to share their books. Children’s books are acceptable, as well as adult literature which pertains to Market subjects (i.e. cookbooks, gardening, farming, art, history, certain types of fiction, etc.)

1. Creative Enthusiasts will be approved as the Santa Rosa Downtown Market (“Market”) deems appropriate.
2. Space is limited. Early application is recommended.
3. The Selection Committee places priority on providing a variety of wholesome, quality, family-oriented demonstrations and books.
4. **Acupuncture, psychic readings, tarot cards, etc. will not be considered for participation.**
5. The Market will assign a location to each Creative Enthusiast that best suits the needs of the Market. Spaces vary in size and accessibility to electricity. It is important to indicate on the application all of the requirements of the performance.
6. **Approved Creative Enthusiasts are responsible for providing:**
 - a) **Electrical power, if needed for demonstration.**
 - b) **Their own equipment, tables, chairs, furnishings, backdrops - people to set it up and take it down.**
 - c) **The name of the responsible person who will be in attendance at the Market.**
 - d) **Prior approval by the Market Director if there will be any change in the type of activity they are planning, and/or changes in items sold, prior to change.**
 - e) **Copy of State Board of Equalization Sellers Permit (if you are selling a product).**
 - f) **An attractive display of their wares.**
 - g) **Table draping that covers table down to the street.**
 - h) **Proper disposal of in-booth trash.**
 - i) **Signs indicating vendor name and price.**
7. Performance/demos presented **must be** the performance/demo described on the application. Variations must have prior approval of the Santa Rosa Downtown Market.
8. Performances/demos determined not to meet the goal of a family-oriented event will be stopped. Non-compliance will result in immediate sanctions, revocation of permit and possible permanent exclusion from the Market.
9. All demos and performances must be operating from 5:00 p.m. to 8:30 p.m., unless approval is requested in writing prior to the night of appearance.
10. **Sound must be kept within the limits established by the Market. Different levels may be appropriate at different times and places. Market staff will work with Creative Enthusiasts to reach an appropriate sound level. Non-compliance with requests to lower volume may result in immediate sanctions, including but not limited to revocation of permit and possible permanent exclusion from the Santa Rosa Downtown Market.**
11. **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.**