



~ Downtown San Jose Farmers' Market Returns for Its 19th Season ~

Starting Friday, May 6, 2011 the Downtown San Jose Farmers' Market returns to San Pedro Square! The Market will continue to run every Friday, from 10 a.m. to 2 p.m., through November 18 (*except for July 1*).

The San Jose Downtown Association (SJDA), a non-profit formed 25 years ago to promote San Jose's downtown vitality through its local business partners, in association with Pacific Coast Farmers' Market Association (PCFMA), is once again producing this very popular event. In conjunction with the more than 25 farmers PCFMA manages each week, SJDA will continue to proudly showcase approximately 20 local artisans who present a wide variety of uniquely made, handcrafted items, along with a select number of commercial vendors.

Lisa Mitchell will again manage and schedule SJDA's artisan and commercial spaces, while SJDA will notify all vendors of fees that are due, run the Information table, and provide a staff member to be the Market's On-Site Manager. **Amy Anderson**, with SJDA, will collect all on-site vendor fees as arranged between each vendor and SJDA.

SJDA continues its commitment to support local artisan vendors while also welcoming back those commercial vendors who have supported the Market over the years. SJDA vendors will continue to be divided into two categories – "Artisan", where products sold are at least 75% handcrafted, and "Commercial", where products sold are more than 25% manufactured. This year, due to reduced outside funding, both Artisan and Commercial booth fees will see a slight increase from last year. **Artisan** booth fees are now \$35 per week for vendors who commit to participate for 4 weeks. Artisans who do not wish to make this commitment will be charged \$45 per appearance. **Commercial** vendors who commit to 4 weeks participation will be charged \$60 per week; otherwise it is a \$70 participation fee. *Please Note: There will be a \$5 reduction in fees for all recurring Artisan and Commercial vendors during the seven Market weeks of October and November, 2011.*

Weekly vendor placement will continue to be provided on a first-come, first-served basis, with preference given to those who commit to 4 weeks. *All fees are due in advance of Market placement.* SJDA still accepts Visa and MasterCard credit card payments, cash, and personal or business checks (made out to "SJDA").

All vendors are guaranteed a 10' x 10' space with ONE open selling side; additional space can be provided at an additional fee. Vendors are still responsible to provide their own tents, tables, and chairs. Vendor load-in will continue to be handled on a staggered schedule, with all vendors needing to park off-site for the duration of the Market. All load-in and event details are outlined in SJDA's *Vendor Booth Policies & Procedures*.

SJDA is again working on a massive PR and marketing campaign for this year's Farmers' Market, including over 160 PSAs on CBS TV; and weekly promos on partnering radio stations, such as KBAY 94.7 (A/C), Mix 106.5 (Top40), and KFOX 98.5 (Classic Rock). Combined, over 25 ads will appear in the Metro and El Observador newspapers; 30,000 fliers and 250 posters will be distributed throughout downtown, the greater San Jose suburbs, and at all SJDA seasonal events (including Music in the Park, Starlight Cinemas and South First Fridays); and pedicab ads, VTA signage, and APT posters will also advertise the Market throughout our season.

During 2010's May – December Market season, SJDA's website averaged 1,560 unique visitors per month to the Farmers' Market page, showing a strong and continual 25% annual growth. Over 3,000 active Facebook fans received weekly postings last year about special events or featured artists and producers at the Market. The Market was also included multiple times in SJDA's Downtowner Online weekly e-newsletter (7,000+ readership). This year, other promotional events will continue to be held at the Market, including PCFMA's Cookin' with the Chef demos, VTA rider rewards, parking validation, Veggielution and Children's Discovery Museum cross promotions with local schools, and specific targeting of San Jose State University students/faculty, local businesses, and residents who live in downtown San Jose.

To sign up for this year's Downtown Farmers' Market, please fill out the attached application and send it to SJDA. If you have any questions about this year's Market, please contact **Lisa Mitchell** on her cell at **(408) 595-2007** or at marketvendors@sjdowntown.com.

The Downtown San Jose Farmers' Market is produced in conjunction with the San Jose Downtown Association and Pacific Coast Farmers' Market Association.

www.sjdowntown.com  www.pcfma.com



DOWNTOWN
SAN JOSE FARMERS'
MARKET

PART I: RETURNING VENDOR INFORMATION

BUSINESS NAME: _____

Provide information below ONLY if anything has changed since 2010.

CONTACT NAME: _____ CELL PHONE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

ALT PHONE: _____ FAX NUMBER: _____

RESALE #*: _____ EMAIL: _____

**The State Board of Equalization (800-400-7115) requires ALL businesses to have a seller's permit & collect taxes.*

New Merchandise

If you have added any new or significantly different merchandise from what was approved last year, SJDA will need to approve it prior to selling at this year's Market. Do you plan to sell any new or significantly different products from what you sold last year?

No

YES

If you answered YES to the above, please **DESCRIBE IN DETAIL** the new merchandise you would like to sell *and* **INCLUDE A DETAILED PHOTOGRAPH** with your application. *Alternatively, pictures can be sent to Lisa Mitchell at marketvendors@sjdowntown.com.*

PART II: FEES & PREFERRED SCHEDULE

CHECK SCHEDULING & BOOTH PREFERENCES BELOW:

Remember, standard fees cover a basic 10' x 10' booth space with ONE open side. Corner slots (10' x 10' space with TWO open sides) and double spaces (10' x 20' spaces with TWO open sides) are available at higher rates, listed below.

Artisan Rate (applies to vendors whose products are more than 75% HANDCRAFTED):

1 Week (\$45 fee)* – OR – 4-Week Series (\$35 per week fee)*
Participation does NOT need to be consecutive.

Commercial Rate (applies to vendors whose products are more than 25% MANUFACTURED):

1 Week (\$70 fee)* – OR – 4-Week Series (\$60 per week fee)*
Participation does NOT need to be consecutive.

***NOTE – There will be a \$5 reduction in the above listed fees for the seven weeks of October & November, 2011**

I would like to have a **Regular space** (standard fee above)
 Corner space (+30% to the standard fee above)
 Double space (1½ times the standard fee above)

CIRCLE ALL KNOWN PREFERRED MARKET DATES:

Due to the extended national holiday weekend, there will be NO Farmers' Market on July 1

Fridays in May	6	13	20	27	
Fridays in June	3	10	17	24	
Fridays in July	n/a	8	15	22	29
Fridays in August	5	12	19	26	
Fridays in September	2	9	16	23	30
Fridays in October	7	14	21	28	
Fridays in November	4	11	18		

Please Note: Upon approval of your application, every attempt will be made to honor as many of your requested dates as possible. SJDA reserves the right, however, to alter vendor scheduling to ensure fair representation and variety of products each week, without saturating any one-product category.

Due to last minute cancellations, we sometimes have space available for vendors who are able to fill in on an emergency basis. Please indicate below if you wish to be placed on this list and when you would need to be contacted for availability (e.g., by 9pm Thursday, as late as 9am Friday).

I wish to be added to the Last-Minute Vendor List! YES, PLEASE NO, THANKS

I can be contacted as late as (day & time) _____

PART III: VENDOR AGREEMENT

ALL MARKET VENDORS ARE REQUIRED TO PAY FEES IN A TIMELY MANNER. Lisa Mitchell will follow up with initial specific payment information and requirements upon vendor approval; SJDA will monitor and collect all vendor fees thereafter. (If paying by check, please ensure "SJDA" is listed as the payee.)

Important Market Policies:

- **PAYMENT.** All vendor fees are due **no later than 2pm ONE WEEK before** a scheduled Market. If a vendor commits to a 4-week series, payment **IN FULL** must be received by this deadline.
EXAMPLE: A 4-week Artisan commitment fee (\$140) is due by 2pm Friday the week **PRIOR** to the first committed week of the series.
- **NO REFUND. Rescheduling is the only recourse for missing a pre-determined Market.** In order to receive credit towards a later date, notice of cancellation is required **by NOON on the Wednesday before** a scheduled Market. Cancelled end-of-season appearances will not be refunded or carried over to next year, even if notified in a timely manner. **No exceptions.**
- **RAIN OR SHINE.** The Market is open when it rains and booth fees will be applied if a vendor decides after the Wednesday cancellation deadline not to appear due to inclement weather.
- **NO SHOW.** If a vendor does not arrive on site or call with a status report for a scheduled Market **by 9:00am**, that vendor's space is forfeited, with no expectation of a fee refund or rescheduling of Market appearance.
- **COMPLIANCE.** If a vendor does not follow any of the policies or procedures outlined here or in the Vendor Booth Policies & Procedures document, SJDA reserves the right to charge additional fees or dismiss a vendor from future Market participation, with no pre-payment refund provided. Adequate warning shall be given before any action is taken.

I have filled out the 3-part Downtown San Jose Farmers' Market Returning Vendor Application truthfully and to the best of my ability, read the Vendor Booth Policies & Procedures document, and will comply with all outlined terms.

SIGNATURE: _____

DATE: _____

Please return this completed 4-page application, including the Hold Harmless Agreement, any necessary photo(s), and a check made out to "SJDA" for the amount of weeks to which you are initially committing (not to exceed 4 weeks) and mail to:

Downtown Farmers' Market
c/o San Jose Downtown Association
28 North First Street, #1000
San Jose, California 95113

***** Before submitting this application, please be sure to read all provided materials carefully and thoroughly. Any incomplete applications will not be considered.**

***** Please allow at least two weeks between the time of your application's submission and receiving notice of acceptance status. All checks will be returned to any vendor not accepted to participate.**

FOR FURTHER INFORMATION, CONTACT **LISA MITCHELL** AT
(408) 595-2007 OR AT MARKETVENDORS@SJDOWNTOWN.COM.



Vendor Booth Policies & Procedures

Welcome and thank you for your interest in re-joining us at this year's Downtown San Jose Farmers' Market! We will be glad for your continued participation and hope to have a wonderful season. Please read carefully through the following load-in and booth presentation instructions. If you have any questions regarding these policies or procedures, please contact **Lisa Mitchell** at (408) 595-2007 or marketvendors@sjdowntown.com.

Vendor Notification

- Notification will *not* be given when applications are received. Vendors should allow at least two weeks after application submission before expecting any kind of response.
- If a vendor's application is approved, **Lisa Mitchell** will contact the vendor and Market dates will be set. Please be aware that not every vendor will be able to attend all requested Markets due to space constrictions and the goal of not saturating the Market with the same kind of product. Every attempt will be made, however, to accommodate as many requested dates as possible.
- All scheduled vendors will receive a confirmation email by the Tuesday before that week's Market. Booth placement and arrival times will be provided in this message. **Remember: In order to receive credit towards a later date, LISA MITCHELL must receive a notice of cancellation (either by email or cell phone) by NOON on the Wednesday before a scheduled Market.**
- On-going vendor fees will be monitored and collected by SJDA. When fees are due, vendors will receive a separate notice by SJDA. *All inquiries and correspondence regarding fees and their payment should be directed only to SJDA.*

Vendor Load-In is from 8:30am to 8:50am -- RAIN OR SHINE

- Please be sure to arrive as close to your scheduled arrival time as possible. Because there is not enough room for all vendors to arrive and unload at the same time, we stagger everyone's load-in time. Odd numbered vendors should arrive *no later than 8:30am* and even numbered vendors should arrive *no earlier than 8:45am*. This staggered schedule allows vendors 10–15 minutes to unload their vehicle.
- The best way to arrive on site is via Santa Clara Street, turning north to pass under the San Pedro arch. The *south-bound* side of the street will be barricaded to on-coming traffic *no earlier than 8:30am*. If you are scheduled to arrive at this time but the barricade is not yet in place, please drive around the block (going through the open lot on your left, mid-way down the block) until it is. ***Do not park or begin unloading on San Pedro unless the barricade is in place.***
- Vendor spaces will be numbered in chalk on San Pedro's surface the morning of the Market. When you arrive on site, find your assigned booth number and park your vehicle across the street from it. ***Quickly unload onto the sidewalk directly behind your space. Be careful crossing the street while unloading, as traffic turning onto San Pedro from Santa Clara Street still has the right-of-way.***

Vendor Load-In is from 8:30am to 8:50am -- RAIN OR SHINE, cont'd

- Permanent parking should be found as soon as your vehicle is unloaded, so that the street is clear during the Market's set-up stage. There will be enough Market personnel out that your items will be safe while you are away.
- The 2nd, north-bound, half of San Pedro Street will be blocked off at 9am. *Everyone attending the Market must be on-site before this time.* If a vendor has not arrived by 9am, and has not contacted the On-Site Manager, their space is forfeited and they will be considered a “no show”, with no refund of fees or rescheduling allowed.
- Once San Pedro is fully blocked off, vendors may begin to set up in their designated space, between the sidewalk and the street's yellow line. Vendors may **NOT** begin setting up their space until San Pedro Street has been fully closed. Vendors must also only utilize the area assigned to them, unless specifically redirected by the On-Site Vendor Manager.
- *All vehicles need to be moved off the street by 9:15am.* Vendors need to be ready no later than 10am for the Market's official opening.

Parking

- ❖ Metered parking is available on the streets surrounding the Market. There also is an \$8 flat-fee open lot to the left of the Market, between Peggy Sue's and The Old Spaghetti Factory, & a \$15 maximum tiered-garage to the right. (*Please Note: If you park in the flat-fee lot, be sure to place your ticket on your dash BEFORE you begin your set-up, otherwise your car may be towed.*)

Stated lot pricing is based on 2010 amounts and may change for 2011.

Set-Up Policies

- Standard booth spaces are 10'x10' and vendors are required to bring all necessary materials for displaying their products *within these measurements*. If a vendor wants to have more space made available to them, **Lisa Mitchell must be contacted first** in order to arrange additional booth space. **Vendors may not negotiate with each other to extend their space beyond what is originally designated in chalk or extend their set up beyond what has been outlined.**
- Vendors are not required to use a canopy, but if one is used, it must be certified as being fire retardant. If a canopy does not have this imprinted on its fabric, it is the vendor's responsibility to bring the manufacturer's documentation to each Market. *This is a requirement of the San Jose Fire Department, who may make spot inspections throughout the season.* If a vendor is unable to produce adequate certification, they may be forced to take their canopy down.
- Vendors who use canopies must also have an adequate weight system for anchoring the booth – at each of the four (4) legs. *This is also a San Jose Fire Department requirement.*
- All booth signage must be attractively made without any handwriting, cardboard, or poor construction used. If you create your own display signs, they also need to be done in a creative, attractive, and professional manner. Vendors who do not meet these criteria will be notified immediately and given until their next showing to correct and replace, as needed.
- Basic, non-decorative tables must be covered with an attractive cloth. The front edge of the cloth should be level and as close to the ground as possible. If a table skirt is used, the top of the table must also be fully covered in an appropriate manner.
- Booth packing materials should be hidden from view (e.g., under covered tables) during open Market hours. Boxes may *not* be stacked on the sidewalk behind a vendor's booth. *Only vendor products should ever be seen by Market customers.*
- Products need to be displayed tastefully and professionally. They *should not* be showcased in a cluttered fashion or in inappropriate containers (e.g., plastic storage bins).

Set-Up Policies, cont'd

- **Only products pre-approved by Lisa Mitchell and SJDA can be sold during a Market.** If at any time during the season a vendor would like to add an item to their booth, *Lisa Mitchell must be contacted first* (marketvendors@sjdowntown.com).
- No food or beverage sales are allowed without prior approval given by Lisa Mitchell or SJDA.
- No power is available to Market vendors and no amplified sound is allowed to play from a vendor's booth.
- **ZERO WASTE REQUIREMENT** – We are a ZERO WASTE event. The following must be followed, or you will incur a **\$25 fine** and/or risk not returning to the Market:
 - Only paper goods, cardboard, or Biobags® may be used when handing off sold goods to your customers. Plastic or cellophane may continue to be used if it is part of a product's overall packaging (e.g., gift basket or individual item's wrapper).
 - If you would like a list of suppliers for Biobags® or compostable containers, please contact SJDA at: aanderson@sjdowntown.com or (408) 279-1775 ext. 324.

Vendor Load-Out is from 2pm to 3pm

- The Market officially closes at 2pm. No vendor may leave the Market before the official closing. *Do not start packing your booth before this time.*
- **All vendor transactions must be completed by 2pm.** Vendors may finalize a sale started before 2pm, *but should not start a transaction after the Market is closed* to ensure a smooth and safe load-out.
- Vendors should pack all items and break down their booth BEFORE getting their vehicle. As in the morning, vendors should *leave all items on the sidewalk behind* their booth space.
- Vehicles should cautiously be driven *south-bound* on San Pedro Street and parked directly in front of their packed items. **The south-bound lane will be open to exiting traffic at 2:15pm; be sure to be completely out of this lane as you load your vehicle so that you do not block the street.**
- After loading your vehicle and ensuring *nothing* is left behind, carefully merge into the south-bound lane of San Pedro and exit onto Santa Clara Street.
- **ALL vendors must be off site by 3pm, when San Pedro Street is fully re-opened.** Any vendor who is still on the premises after this time is entirely responsible for any repercussions that may arise with the City; neither SJDA nor any of its staff will be at fault or share any accountability.

*****IMPORTANT:** If a vendor is unable to comply with the above policies and procedures, depending on the circumstances of the situation, additional fees may be applied or the vendor will not be invited back to the Market.

Lisa Mitchell is only responsible for scheduling and coordinating each week's Market. She can be reached at (408) 595-2007 or marketvendors@sjdowntown.com.

Amy Anderson, with SJDA, is responsible for tracking and collecting all vendor fees (*which will be collected by 2pm every Friday*) and informing each vendor when future payments are due. If there is a payment question, she can be reached at (408) 279-1775 ext. 324 or aanderson@sjdowntown.com.

The **SJDA On-Site Market Manager** will be on site all day during the Market, is responsible for coordinating load-in/load-out, and will man the Market's Information booth during the Market. If you run into any difficulties on a Market day, please contact the On-Site Market Manager immediately. *This person's contact information will be provided within each Market confirmation.*