



## ~ ARTISAN VENDORS WANTED ~

### Downtown San Jose Farmers' Market Returns for Its 17<sup>th</sup> Season

Starting Friday, May 1<sup>st</sup>, the Downtown San Jose Farmers' Market returns to San Pedro Square! This very popular event will continue to run every Friday, from 10 a.m. to 2 p.m., through December 18<sup>th</sup>.

The Downtown San Jose Farmers' Market runs in conjunction with Pacific Coast Farmers' Market Association (PCFMA), a not-for-profit organization established 20 years ago, which operates and promotes more than 40 farmers' markets throughout the greater Bay Area, and the San Jose Downtown Association (SJDA), also a non-profit formed over 20 years ago to promote San Jose's downtown vitality through its local business partners. Together we attract almost 2,000 shoppers a week, making the Downtown Market one of the busiest markets in the Pacific Coast family. While PCFMA provides space every Friday for more than 30 farmers to offer a beautiful array of the freshest fruits and vegetables, nuts and breads, flowers and plants, juices and pastries, SJDA proudly showcases approximately 15 local artisans who present a wide variety of uniquely made, handcrafted items along with a smattering of commercial vendors.

Each week Filco Events manages and schedules SJDA's artisan and commercial spaces. In an effort to maintain SJDA's support of local artisan vendors, we continually strive to increase the percentage of handcrafted items sold each week. Space is provided on a first-come, first-served basis. There are two vendor categories – "artisan", where products sold are at least 75% handcrafted, and "commercial", where products sold are more than 25% manufactured. Artisan booth fees start at \$30 per week for vendors who commit to participating for 4 weeks. Artisans who do not wish to make this commitment will be charged \$40 per appearance. Commercial vendors who commit to 4 weeks participation will also be charged \$40 per week; otherwise it is a \$50 participation fee. Placement is made a week in advance, with preference given to those who commit to 4 weeks. *All fees are due in advance of Market placement.* SJDA accepts Visa and MasterCard credit card payments, cash, and personal checks (made out to *SJDA*).

All vendors are guaranteed a 10' x 10' usable space with one open selling side. Additional space can be negotiated for an additional fee. Vendors are responsible to provide their own booths, tents, tables, and chairs. Vendors are allowed to drive onto the site to unload and reload during designated times, but all vehicles must be parked off-site for the duration of the Market. All load-in and event details are outlined in SJDA's *Vendor Booth Policies & Procedures* document.

If you are interested in joining the Market and have additional questions, please call SJDA's Farmers' Market voicemail at **(408) 279-1775 x35** or email Lisa Mitchell, with Filco Events, at **vendors@filco.com**.

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



DOWNTOWN  
SAN JOSE FARMERS'  
MARKET

## PART I: VENDOR INFORMATION

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

ALT PHONE: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

RESALE #\*: \_\_\_\_\_ EMAIL: \_\_\_\_\_

*\*The State Board of Equalization requires all businesses to have a seller's permit.*

An informal jury selection occurs before vendors are notified of status. **PLEASE DESCRIBE IN DETAIL MERCHANDISE TO BE FEATURED and INCLUDE A DETAILED PHOTOGRAPH WITH YOUR APPLICATION.** *Alternatively, pictures can be sent to Lisa Mitchell, with Filco Events, at [vendors@filco.com](mailto:vendors@filco.com).*

---

---

---

---

---

---

---

What percentage of your product(s) are *handcrafted* by you or others? (*Receipts may be requested.*)

25% OR LESS

75% OR MORE

## PART II: FEES & PREFERRED SCHEDULE

### CHECK SCHEDULING & BOOTH PREFERENCE BELOW:

Standard fees cover a standard 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 (see below).

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

- 1 Week (\$40 fee)                      – OR –                       4-Week Series (\$30 per week fee)  
*Participation does NOT need to be consecutive,  
but dates need to be given at time of contract/payment.*

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

- 1 Week (\$50 fee)                      – OR –                       4-Week Series (\$40 per week fee)  
*Participation does NOT need to be consecutive.  
Participation does NOT need to be consecutive,  
but dates need to be given at time of contract/payment.*

- 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 national holidays, there will be NO Farmers' Markets on July 3<sup>rd</sup> or November 27<sup>th</sup>.*

<b>Fridays in May</b>	<b>1</b>	<b>8</b>	<b>15</b>	<b>22</b>	<b>29</b>
<b>Fridays in June</b>	<b>5</b>	<b>12</b>	<b>19</b>	<b>26</b>	
<b>Fridays in July</b>	<b>n/a</b>	<b>10</b>	<b>17</b>	<b>24</b>	<b>31</b>
<b>Fridays in August</b>	<b>7</b>	<b>14</b>	<b>21</b>	<b>28</b>	
<b>Fridays in September</b>	<b>4</b>	<b>11</b>	<b>18</b>	<b>25</b>	
<b>Fridays in October</b>	<b>2</b>	<b>9</b>	<b>16</b>	<b>23</b>	<b>30</b>
<b>Fridays in November</b>	<b>6</b>	<b>13</b>	<b>20</b>	<b>n/a</b>	
<b>Fridays in December</b>	<b>4</b>	<b>11</b>	<b>18</b>		

*Please Note: Upon approval of your application, every attempt will be made to honor as many of your requested dates as possible. Filco Events and SJDA reserve the right 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. Filco Events will follow up with specific payment information and requirements upon vendor approval; SJDA will monitor and collect all vendor fees. (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: If a vendor decides to pursue a 4 week contract for 5/8, 5/15, 5/22, & 5/29, then the \$120 payment is due by 2pm on Friday, May 1.*
- **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. 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 **phone** call with a status report for a scheduled Market **by 9:00am**, that vendor's space may be given to a "Last-Minute Vendor" with no refund of fees.
- **COMPLIANCE.** If a vendor does not follow any of the policies or procedures outlined here and 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 refund provided. Adequate warning shall be given before any action is taken.

**I have filled out the 3-part Downtown San Jose Farmers' Market 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 3-page application, the Hold Harmless Agreement, any necessary photo(s), and a check made out to *SJDA* for the amount of weeks to which you are committing (not to exceed 4 weeks) and mail to:**

Downtown Farmers' Market  
c/o Filco Events  
605 S. First Street  
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 in the Market.*

FOR FURTHER INFORMATION, CONTACT LISA MITCHELL AT FILCO EVENTS,  
(408) 279-1775 x35 OR AT VENDORS@FILCO.COM.



DOWNTOWN  
SAN JOSE FARMERS'  
MARKET

## Downtown Farmers' Market at San Pedro Square

### Fact Sheet

Find the season's freshest fruits and vegetables, cut flowers, and gourmet treats from more than 30 local certified growers and purveyors of fine food, plus unique gifts from local crafters and artisans, at the Downtown Farmers' Market, now in its 17<sup>th</sup> season.

<b>When</b>	Every Friday from 10 a.m. – 2 p.m. May 1, 2009 – December 18, 2009 <i>(no Market July 3 or November 27, the day after Thanksgiving)</i>
<b>Where</b>	The Downtown Farmers' Market is located on San Pedro Street in San Jose, between St. John and Santa Clara Streets.
<b>Admission</b>	The Market is free and open to the public
<b>Attendance</b>	Weekly attendance averages approximately 2,000
<b>Audience</b>	Downtown office workers, out-of-town visitors, residents, and San Jose State University students
<b>Event Producers</b>	The San Jose Downtown Association (SJDA), a local nonprofit business association, in partnership with Pacific Coast Farmers' Market Association (PCFMA)
<b>Special Promotions</b>	<b>Chef at the Market</b> – offers sample-of-fare or cooks up unique and healthful recipes using Market produce <b>Merchant at the Market</b> – provides downtown businesses with informational booth space <b>Performances at the Market</b> – allows a downtown Arts or Theatre group an opportunity to demo their upcoming event(s) or work(s) <b>School Days at the Market</b> – schools are encouraged to visit the market during 10-11:30am to learn about local, fresh, and organic fruits and veggies. Businesses can sponsor “carrot cash” donations which allow students to select produce to bring home or donate to a shelter of their choice.
<b>Advertising</b>	Market fliers and posters are distributed to downtown offices, restaurants, stores, condos and apartments, and all SJDA seasonal events. Ads run in The Metro and El Observador newspapers; VTA signage and APT posters also advertise the event.
<b>Websites:</b>	<a href="http://www.sjdowntown.com">www.sjdowntown.com</a> and <a href="http://www.pcfma.com">www.pcfma.com</a>