



2012 Vendor Application Deadlines, Season Rates, and Updates

SUBMISSION DEADLINES

Applications for the Thursday Night Market are accepted throughout the season! However, applicants who wish to participate on opening night (April 5) should note the following deadlines:

⇒ **Thursday, February 23 - Early Bird Applicants**

Take \$10 off application fee (or first weeks booth fee for DCBA Members) by submitting completed application, fees*, booth photo (if required) and any required permits by 2/23/12.

⇒ **Thursday, March 22 - All applicants**

All applicants wishing to participate on opening night should submit completed application, fees*, booth photo (if required) and any required permits by 3/22/12.

* A minimum of one week's booth fee MUST be submitted with application. Those submitted without booth fee will not be processed.

FULL SEASON RATE INFO.

Interested in saving 20% on your weekly booth rate? Apply for the entire 26-week season in advance!

<u>Vendor Type</u>	<u>Season Rate</u>
⇒ DCBA Member Business	\$728 (Save \$182)
⇒ Certified Grower	\$728 (Save \$182)
⇒ Non-profit/Political	\$728 (Save \$182)
⇒ Arts/Crafts (Handmade by vendor)	\$832 (Save \$208)
⇒ Commercial	\$1,040 (Save \$260)
⇒ Food Service (prepared foods)	\$1,144 (Save \$286)
⇒ Corporate	\$1,352 (Save \$338)

Conditions

- Full season pre-pay rates are offered until the end of April only and will be prorated if necessary.
- Prices above are quoted per booth space (i.e. 2 spaces = double price).
- **Seasonal application fee (\$50) is not included in the rates listed above.**
- Payment may be made in installments upon request - payment in full due by Thursday, April 26, 2012.
- Up to two excused absences will be permitted during the season. Refunds will be processed in October.

2012 SEASON UPDATES

Each year, the TNM is evaluated and adjustments are made. This year, we are making a couple of significant modifications:

1. Vendors on Broadway between 3rd & 4th Street will be moving to the center of the street. Our objective in making this move is to improve customer circulation and re-engage downtown retailers on this block, a critical element to the success of the market and the vitality of downtown Chico as a whole. We request that our valuable vendor-partners who have become accustomed to occupying booth space on this block be flexible and open to the possibility of a location and/or booth configuration change. We recognize the new layout may pose challenges for staff and vendors, primarily during load-in and load-out times. Additionally, it may also affect access to power, proximity to vendors' vehicles, and actual booth display for some. We appreciate your patience and flexibility during this transition as we are confident these changes will lead to a better overall market experience for our members and guests! A draft of the revised street layout can be found on our web site.

2. Traffic & barricade controls at 4th & Salem will be lifted this season, allowing unrestricted vehicle traffic to travel from 4th Street onto Broadway southbound, utilizing the access lane on Broadway created last year (western most lane). Additional safety precautions, including barricades, cones, and monitors will be in effect to ensure pedestrian safety in these areas.

For more information call the DCBA at (530) 345-6500

THURSDAY NIGHT MARKET

2012 Vendor Information, Rules and Guidelines

Thursday Night Market (TNM) is a fund raising event for the Downtown Chico Business Association (DCBA), a non-profit organization dedicated to enhancing and maintaining Downtown Chico as a vital and thriving retail and cultural center. The information, rules and guidelines that follow were established by the DCBA Board of Directors and staff in collaboration with several city, county and state agencies. The DCBA shall implement and enforce all rules and guidelines in a fair and equitable manner. All TNM vendors and their employees are responsible for adhering to the rules and guidelines presented in this document. Thank you for your cooperation.

DCBA CONTACT INFORMATION:

Office Hours: 9am-5pm, Monday-Friday
Phone: (530) 345-6500
Fax: (530) 345-3277
Address: 330 Salem Street, Chico, CA 95928
E-mail: TNM@downtownchico.com

EVENT DETAILS:

Dates: Every Thursday, April 5 - September 27
Location: Downtown Chico on Broadway between 2nd & 5th Streets including City Plaza
Market Hours: 6:00-9:00PM
Vendor Set-up: 5:00-5:45PM
Vendor Tear-down: 9:00-10:00PM

BOOTH SIZES:

Standard booth space: 10' x 10' (ALL participants except certified growers. Some exceptions may apply.)
Certified Grower booth space: 15' x 20' (Vehicles may park in space during market, per Dept. of Agriculture guidelines.)

VENDOR TYPES & FEES:

- A. Application Fee -- \$50 per season** (This fee is non-refundable and is waived for DCBA Members.*)
B. Space Fee -- varies by vendor type (See below)
C. Electricity Fee -- \$5 per week (if requested/based upon availability)

<u>Vendor Types*</u>	<u>Weekly</u>	<u>4-Week Prepay (10% Discount)</u>	<u>Full Season Prepay (20% Discount)</u>
DCBA Member	\$35	\$126	\$ 728 (Save \$182)
Certified Grower	\$35	\$126	\$ 728 (Save \$182)
Non-profit/Political	\$35	\$126	\$ 728 (Save \$182)
Arts/Crafts (Handmade by vendor)	\$40	\$144	\$ 832 (Save \$208)
Commercial (Incl. imported and re-sale arts/crafts)	\$50	\$180	\$1,040 (Save \$260)
Food Service	\$55	\$198	\$1,144 (Save \$286)
Corporate	\$65	\$234	\$1,352 (Save \$338)

* Please see page 2 for detailed descriptions of each vendor type.

- ✓ Prices are based on a single booth space. Two spaces = double price. (Some exceptions may apply.)
✓ A one-time use rate is available -- add \$10 to weekly rate in lieu of application fee.

PAYMENT PROCEDURES:

- Payment must be received by 5:00PM on Tuesday to reserve space for the current market week. A \$10 late fee per booth space may be charged to current vendors who pay after the deadline (and space may be reassigned). NEW vendor applications must also be submitted by Tuesday at 5:00PM in order to participate in that week's market.
- Cash, check (payable to DCBA), or Credit Card (MC, Visa or Discover) are acceptable. There are several payment options:
1. **Drop-off or Mail to:** DCBA, 330 Salem Street, Chico, CA 95928 so that it is received by Tuesday.
 2. **Phone:** Credit Card payments can be made by calling the DCBA office at 345-6500. Arrangements can also be made for automatic credit card payments throughout the season.
 3. **Market night:** Pay for the *following week* at the Event Headquarters booth located at 3rd & Broadway between 6:00-9:15PM

VENDOR TYPES & PERMIT REQUIREMENTS:

DCBA Member

Those businesses located in Downtown Chico with a current business license AND that pay the Downtown Parking & Business Improvement Assessment (DPBIA) tax. **Booth space must represent the downtown business listed on the license.** Churches, financial institutions and non-profit organizations located downtown are exempt from the DPBIA tax and therefore are not classified as this vendor type (i.e. application fee is not waived).

Certified Grower

Farms that grow/raise their own fruits, vegetables, herbs, wine grapes, flowers, plants, cattle, etc.

Required Permits:

- Certified Producer Certificate (CPC) from County Dept. of Agriculture
- Organic Producers/Handlers/Processors Registration from the State of CA Dept. of Food & Ag. - Only required if produce will be labeled as organic.
- State of CA Processed Food Registration (PFR) - Required for growers selling pre-packaged, non-potentially hazardous or processed foods (i.e. nuts, jam, salsa, etc.) processed using their own certified produce.

Non-Profit/Political

Not-for-profit organizations such as churches, schools, community service agencies, charities, political organizations, city/county agencies, etc. IRS Registered non-profit tax ID# must be provided on application.

Required Permits: Most non-profits will not require permits unless selling food, merchandise, or raffle tickets as fund raisers. In these cases, the following permits may be required:

- Seller's Permit/Resale License from the California State Board of Equalization
- Butte County Health Permit - However, non-profits are permitted to sell food items once per month without applying for a county health permit.
- State of California Non-Profit Raffle Registration - There are some exemptions to this requirement - please consult web site.

Arts/Crafts

Handcrafted items that are 100% produced, crafted, or created by the applying vendor

Required Permits:

- Seller's Permit/Resale License from the California State Board of Equalization

Commercial

Any business selling or promoting a product or service. Includes the resale of imported arts/crafts, clothing, etc. as well as businesses solely distributing information. Includes home-based businesses that do not fall into the "corporate" category as well as vendors selling pre-packaged or processed foods that are intended for consumption at a later date (jam, salsa, bread, pie, etc.).

Required Permits:

- Seller's Permit/Resale License – (Only required if sales take place at TNM.)
- State of CA Processed Food Registration (PFR) - ONLY if selling pre-packaged, non-potentially hazardous or processed foods (i.e. nuts, candy, jam, salsa, etc.)

Food Service

Any business serving prepared foods that are intended for consumption while visiting the market (pizza, hot dogs, sushi, brewed coffee, kettle corn, ice cream, etc.).

Required Permits:

- Seller's Permit/Resale License from the California State Board of Equalization (NOTE: Cold food is tax exempt.)
- Butte County Health Permit (Mobile Food Facility or Temporary Food Facility)
- State of CA Processed Food Registration (PFR) - ONLY if selling pre-packaged, non-potentially hazardous or processed foods (i.e. nuts, candy, jam, salsa, etc.) in addition to other menu items.

Corporate

Any business with a regional, statewide, or nationally recognized name/product/service/brand, etc. Home-based businesses and locally owned franchises are considered corporate if the company has offices nationwide (i.e. certain real estate agencies, skin care lines, fitness chains, communications providers, etc.).

Required Permits:

- Seller's Permit/Resale License – (Only required if sales take place at TNM.)

PERMIT/LICENSING INFORMATION:

- ☑ **Seller's Permit/Resale License:** State Board of Equalization at (800) 400-7115 or www.boe.ca.gov
- ☑ **State of California Processed Food Registration (PFR):** California Dept. of Public Health at (916) 650-6500 or www.cdph.ca.gov/programs/Pages/FDB%20ProcessedFoods.aspx#1
- ☑ **Butte County Health Dept. Permit:** Butte County Dept. of Public Health at (530) 891-2727 or www.buttecounty.net/publichealth/environmental/food.html
- ☑ **Certified Producer Certificate (CPC):** Butte County Dept. of Agriculture at (530) 891-2754 or www.buttecounty.net/agcommissioner. (If produced outside of Butte County, contact appropriate County Dept. of Ag.)
- ☑ **Organic Producers/Handlers/Processors Registration:** State of CA Department of Food and Agriculture at (916) 654-0462 or www.cdffa.ca.gov/is/i_&_c/organic.html
- ☑ **State of California Raffle Registration:** Contact the Office of the Attorney General at (916) 445-2021 or visit www.ag.ca.gov/charities/raffles.php

RESERVATIONS & SPACE ASSIGNMENTS:

***ATTENTION APPLICANTS:** The redesign of the market layout (Broadway between 3rd & 4th Street) will directly affect vendor capacity this year. All vendor applications will be carefully reviewed upon receipt. Vendors whose participation will enhance the overall market image will be invited to participate. It is important for all applicants to understand that acceptance is not a guarantee, regardless of past participation.*

1. New applications are not accepted at the Thursday Night Market. Please drop off, mail, or fax to the DCBA Office along with fees, photos, and any applicable permits.
2. Incomplete applications or those missing required permits will not be processed until all required items are submitted, including booth photos (required for new vendors only - certified growers excluded).
3. **Selection of market vendors is at the discretion of management based on the vendor's ability to enhance the overall market image. Management reserves the right to refuse or assign space at any time. Space is assigned based on many factors, including booth presentation/product appeal, past participation, supply and demand, application date, logistics, etc. Placement of booth space is not solely dependent on previous market participation.**
4. If application is accepted and space is not immediately available, vendors will be placed on a waiting list and contacted when an opening becomes available.
5. All vendor merchandise must be approved through the application process. *Sales of certain types of items that are deemed not suitable for this market will not be permitted. (Please see page 6 for product guidelines).* During the season, requests to sell products not listed on initial application must be presented in writing to market management.
6. Payment must be received by 5:00PM on Tuesday to reserve booth space for that week. A \$10 late fee per booth space may be charged to vendors who pay after the deadline and space may be reassigned. Spaces are assigned each Wednesday morning and only new vendors or those whose space is being reassigned will be contacted.
7. **Cancellations must be made 48 hours prior to the market** (by 5:00PM on Tuesday) in order to roll over fees for future use. *Four Week pre-pay and Full Season discount rates are based on consecutive weekly attendance.* Therefore, special arrangements must be made in order to roll over fees or process refunds as the result of a cancellation (no more than two per season will be granted).
8. Two or more consecutive cancellations or absences may result in space reassignment and/or loss of fees.
9. Sharing booth space with other vendors is prohibited and may result in loss of fees and opportunity to vend in future markets.

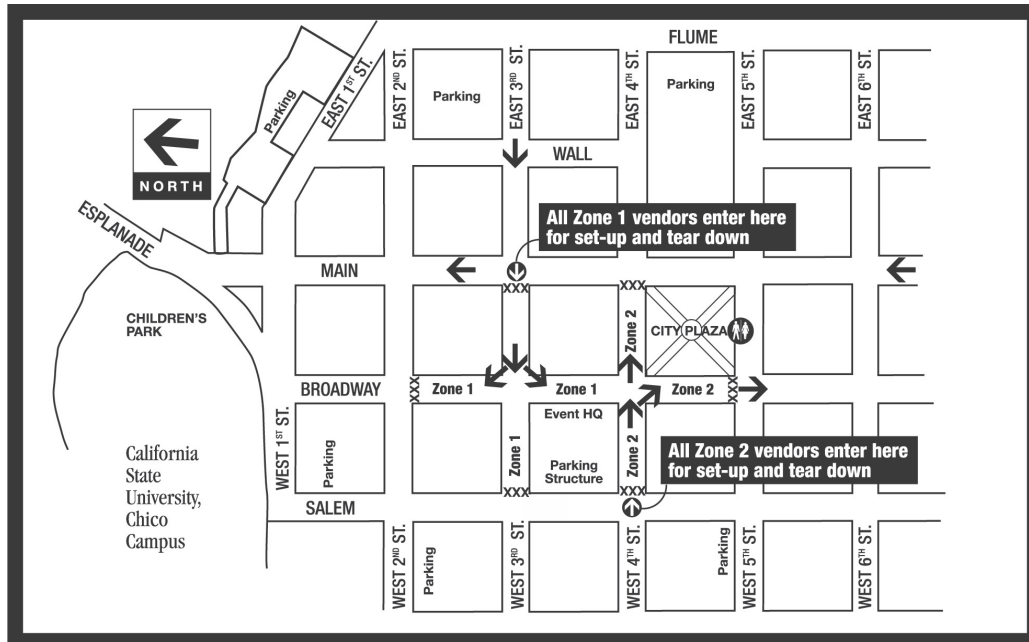
SET-UP/TEAR-DOWN PROCEDURES:

10. Set up is from 5:00 to 5:45PM, but **vehicle entry is only permitted until 5:30PM**. From 5:30 to 9:00PM, no vehicles may enter the event. All vehicles must clear the streets by 5:45PM unless authorized by market management.
11. During set-up and tear-down, vehicles may only enter market through assigned barricades (Zone 1 - intersection of 3rd & Main OR Zone 2 - intersection of 4th & Salem - refer to map on next page). Zone assignments will be made and vendor vehicle passes will be issued upon approval of application.
12. Parking is not permitted within market boundaries between 5-10PM (except certified growers). Chico PD may cite offenders.
13. Vehicles authorized to remain within the market may not park on curbs or sidewalks and must fit within designated booth space.
14. Merchandise and supplies may not be unloaded onto city streets or sidewalks until barricades are erected at 5:00PM and streets are deemed safe by market management. **ONCE STREETS ARE CLOSED, vendors must then quickly unload equipment and promptly remove vehicles to enable other vehicle access. If a parked vehicle is directly in your assigned vendor space, please allow 15 minutes for owner to return before requesting a space reassignment or setting up around it. It is important that downtown guests are given ample time to remove their vehicles.**

SET-UP/TEAR-DOWN PROCEDURES (Continued):

15. Vendors must remain set up for the duration of the market. Tear-down can begin at 9:00PM at which time vendors will be permitted to re-enter with vehicles. Tear-down must be completed in a timely manner so that streets can re-open no later than 10:00PM per city permit specifications. Failure to comply may result in a fine or may affect opportunity to vend in future markets.
16. During set up and tear down, the speed limit within market boundaries is 10mph.

ZONE/TRAFFIC MAP:



BOOTH CONTENT/DISPLAY:

17. All merchandise must be displayed on a table, rack, shelving, in display case, etc. (some exceptions may apply -- direct questions to manager). **Tables must be covered with a tablecloth** (fabric or vinyl) and table skirting is recommended. Vendors are responsible for providing furniture and all other equipment needed to vend. All booth content, including product demonstrations and signs, must be contained within designated booth space. Personnel must remain in designated booth space as well. **NO EXCEPTIONS.**
18. Non-Profit Vendors wishing to sell "raffle tickets" as a fund raiser must abide by State of California Office of the Attorney General guidelines. (See previous page for contact information.)
19. All signage is subject to management approval. Signs may not exceed 9' tall and may not protrude out of designated space.
20. Booth space must be maintained in a clean and sanitary condition. All trash, trimmings, wrappings, containers, produce and equipment must be removed when vacating the space. Vendors leaving excess waste behind at the end of the night may be assessed a cleaning fee. **Vendors may not utilize public receptacles for disposal.**
21. Electricity requests must be made on vendor application. Electricity is available in limited supply for an additional charge, and will be granted to vendors based upon availability. Booth location assignments may be dictated by need for electricity. Vendors may not access power from downtown businesses or City Plaza without management approval.
22. Booth lighting is encouraged. Battery powered or propane lanterns (accompanied by a fire extinguisher) or the use of a battery and inverter are acceptable options. The use of generators must first be approved by management for measure of noise and exhaust. (Generators should not be audible to neighboring vendors or market patrons.)
23. No open flames. No burning of candles, incense, sage or other aromatic products.
24. Vendors may not provide music or entertainment in booths unless prior approval is granted by market management.
25. Aggressive sales tactics will not be permitted (i.e. yelling to promote your product or attract customers).
26. All vendor booths will periodically be reviewed by DCBA staff to ensure compliance with the above guidelines.

FOOD VENDORS (FOOD SERVICE, PRE-PACKAGED & CERTIFIED GROWERS):

27. All vendors must be in compliance with governing agencies and have proper permits in good standing before applying to vend. (See pages 2-3 for details.) Some vendors selling only pre-packaged, non-potentially hazardous or processed foods may be covered under DCBA Event Permit and not required to apply for a Butte County Health Permit, *but may need the Processed Food Registration and/or Seller's Permit.*

FOOD VENDORS (Continued):

28. Only certified growers are permitted to sell produce at the market. Processed food items (olives, nuts, honey, etc.) can only be sold in the non-certified section of the market if they are not available from a grower in the certified farmers market area.
29. Samples must be prepared and packaged at an approved commissary (industrial kitchen) according to Butte County Dept. of Public Health Guidelines. Samples must be individually portioned (i.e. toothpicks or sample cups), served on a tray with a cover to protect them from dust, bugs, etc., and may not come into direct contact with the servers' hands. **If you have further questions about safe food handling or sampling at the market, please contact the Butte County Dept. of Public Health directly at 530-891-2727.**
30. Food vendors must provide a garbage receptacle at booth and may not utilize public receptacles for disposal.
31. All pre-packaged food products must be labeled with the following: name of product, name and address of producer, ingredients, and weight.
32. All food, food storage containers, and utensils must be stored/displayed at least 6 inches above the ground at all times.

Certified Growers Only:

33. Certified Producer Certificate (CPC) must be clearly posted in booth space at all times and only items listed on CPC may be sold. Certified growers may not advertise or promote other businesses or organizations within their booth space.
34. Only certified growers with Organic Certification from CA Dept. of Food and Agriculture may post signs advertising organic products, unless signs clearly state "not registered or certified" organic products.
35. Prices must be clearly posted on or around all produce.
36. Grower's load sheets must be filled out weekly and returned to the Event Headquarters Booth by 9:15PM.
37. Certified growers selling raw produce and fresh cut herbs are strongly encouraged to accept FMNP/WIC coupons. **In order to accept WIC, each farmer must be certified by the CA Dept. of Public Health every two years!** (WIC coupons can then be used by farmers to pay for booth space, but cannot be exchanged for cash at the DCBA booth.) Please visit <http://www.cdph.ca.gov/programs/wicworks/Pages/WICFarmersMarketNutritionProgram.aspx> for more information or contact the DCBA Office. The TNM is also in the process of becoming EBT-enabled. Certified Growers are encouraged to learn about this valuable program and will be required to participate when this time comes.

INCLEMENT WEATHER POLICY:

The TNM will take place "rain-or-shine". If rain is predicted by Market Management between the hours of 5-10PM, the following inclement weather policy will be in effect:

38. Management will declare a "weather optional market" by 1PM on the day of the market. (The DCBA uses several reputable weather sources to make this determination.)
39. Vendors are responsible for calling the DCBA Office AFTER 1PM market day to hear the recorded message.
40. If vendor chooses not to participate due to the forecast, booth fees will be rolled over to the NEXT MARKET. If vendor has a scheduling conflict and cannot participate in the next market, it is the vendor's responsibility to contact the DCBA by Tuesday at 5PM in order to schedule a make up date.
41. If vendor chooses to participate, they assume all responsibility for equipment, food or other items that may be affected or damaged by inclement weather. Fees will not be refunded.

GENERAL RULES:

42. California Retail Food Code prohibits animals within 20 feet of any mobile food facility or certified farmers market. Therefore, animals are not permitted within the market boundaries (especially inside vendor booth spaces). Please help enforce this rule by informing your customers.
43. Public restrooms are available in City Plaza, the Transit Center (2nd & Salem) and at Ringel Park (1st & Broadway). Please DO NOT ask to use downtown merchant facilities unless you are a paying customer that night.
44. Children of vendors (ages 10 and under) must be accompanied by an adult at all times while participating in the market.
45. Smoking is not permitted in or near vendor booth spaces. Additionally, City Plaza is a smoke-free zone.
46. Absolutely no alcoholic beverage consumption is permitted in/on any public right of way or property.
47. Photographs taken of vendors, customers, and performers during the TNM are often used for future promotion of event through printed materials, electronic media and web site. It is understood that there is no compensation for use of these photo images.

Please be sure your e-mail server is set to allow messages from TNM@downtownchico.com! Electronic communication is used heavily to communicate with vendors throughout the market season!

VENDOR PRODUCT GUIDELINES:

The Thursday Night Market (TNM) is designed to encourage community members and visitors alike to experience Downtown Chico's wide variety of restaurants and specialty shops, enjoy local entertainment and arts, and purchase farm-fresh produce and local products in a fun and safe, family-friendly atmosphere. In order to achieve these goals, the DCBA carefully reviews all vendor applications to be sure that merchandise being sold at the market is suitable and appropriate. The DCBA selects vendors whose presence will enhance the overall market image.

Vendors with the following types of products or services are encouraged to participate in TNM:

- ☺ Fresh, local certified fruits & vegetables, flowers, herbs, plant starts, etc.
- ☺ Handcrafted items such as jewelry, clothing, home accessories, childrens toys & baby items, custom photography, candles, fine art, ceramics, etc.
- ☺ Locally-raised or processed edibles such as cheese, meat, eggs, baked goods, oils & vinegars, spices, etc.
- ☺ Non-Profit organizations promoting local events or programs or bringing awareness to important causes or issues
- ☺ Locally-prepared foods and non-alcoholic beverages
- ☺ Locally-based personal and professional services such as massage, landscape, art instruction, etc.
- ☺ Children's activities such as inflatables, face painting, interactive games, etc.
- ☺ Local businesses with unique or specialty items such as jewelry, pet products, home accessories, yard decor, etc.
- ☺ Any business located in the downtown area! (Priority is always given to DCBA Members.)

The following types of products or services may not be suitable the TNM:

- ☹ Designer imitations or knockoffs (i.e. purses, sunglasses, fragrances, etc.)
- ☹ Electronics, cellular phones, MP3 players, computers, video games, accessories, etc.
- ☹ CDs, DVDs & other pre-recorded music (with some exceptions)
- ☹ Mass-produced, inexpensive gadgets or other trinkets, such as plastic toys, cheap souvenirs, knickknacks, etc.
- ☹ Clothing or other items containing profanity or images not deemed "family-friendly" by management

This is a guideline only.

Selection of market vendors is at the discretion of market management.

