

# W E L C O M E



## Fullerton

PARKS AND RECREATION

**The FULLERTON MARKET**  
is a program of the Cultural & Events  
Services Division of the City of Fullerton's  
Parks & Recreation Department.

**This GUIDE & APPLICATION**  
has been prepared to provide you  
with information regarding the application  
and participation process for the  
FULLERTON MARKET.

The FULLERTON MARKET provides an opportunity for local farmers, artisans, merchants, and service organizations to offer their unique products and services in a fun and festive atmosphere. The market includes a variety of features including fresh produce, prepared food, arts and crafts, jewelry, novelty and gift items, live entertainment, kids' activities and a beer garden.

**If you are interested in becoming a vendor, please read this entire Market guide for all policies and procedures related to vendor participation.**

The FULLERTON MARKET is open for the 2009 season on **Thursdays beginning April 2nd through October 29th**. Hours of the FULLERTON MARKET are 4:00 p.m. to 8:30 p.m. The FULLERTON MARKET is conveniently located in the heart of downtown Fullerton on Wilshire Avenue, between Pomona and Harbor Blvd. To get to the Fullerton Market, take the 91 freeway to the HARBOR & LEMON exit. Exit north to Fullerton. If traveling North on Harbor turn right onto WILSHIRE AVE. If traveling on Lemon turn left onto COMMONWEALTH AVE and make a right on HARBOR. Travel two blocks north on HARBOR to WILSHIRE and make a right.

**NOTE: All vendors (except Farmers) must check in at Wilshire and Harbor. NO EXCEPTIONS.** If you are a participating vendor, take Harbor Blvd. from Commonwealth, up 2 blocks and turn right on Wilshire Ave. Follow the directional signs and pull into the market area on Wilshire Avenue. **This is the Vendor Check-In area.**

Free parking is available for the Fullerton Market in the Wilshire Parking Structure (located on Wilshire Ave) and the Chapman Parking Structure (located on Chapman behind the plaza).

# APPLICATION PROCEDURE

**1. Please read this GUIDE in its entirety!**

## **2. Complete & submit a FULLERTON MARKET APPLICATION**

Be sure to follow the APPLICATION INSTRUCTIONS on the reverse side of application. All vendors, including returning vendors must fill out an application.

## **3. Enclose Required Documents**

Enclose additional documents as indicated under the Section "REQUIRED DOCUMENTS" (page 5).

## **4. Payment**

1. Enclose fees as specified in "PARTICIPATION FEES" (page 6)
2. Make check, money order, or cashiers check payable to "City of Fullerton" as indicated under section "Check Policy (Page 10).

## **5. Where To Submit Your Application:**

1. Mail To: Fullerton Market  
Fullerton Museum Center  
301 N. Pomona Avenue  
Fullerton, CA 92832

## **Application Deadline**

Applications must be filed at least 7 days prior to the desired date of participation. New vendors will not be considered for participation with less than 7 days notice and are not guaranteed a space when application is submitted. The Market Manager will contact you to confirm participation dates upon approval of your application.

## **Not Permitted:**

Drive-up and stand-by applicants are not permitted.

# PHONE NUMBERS & ADDRESSES

## **Sellers Permit Address & Market Location**

ALL VENDORS except food, must have a Sellers Permit. Please contact the **STATE BOARD OF EQUALIZATION** at (714)558-4059 to obtain your seller's permit. You must submit a copy of your Permit with your VENDOR APPLICATION. If you have a current seller's permit, the following address must be added to it. **Your Seller's Permit should be issued for the address below:**

**FULLERTON MARKET  
121 E. Wilshire Avenue  
Fullerton CA 92832**

## **Health Permit (Food Vendors Only)**

IF YOU ARE A FOOD VENDOR you must call the **Orange County Health Care Agency** at 714-433-6121 and speak with Simonida to obtain a health permit application.

## **Fullerton Market Mailing Address**

Please mail your completed application with all of the required materials/documents to:

Fullerton Market  
Fullerton Museum Center  
301 N. Pomona Avenue  
Fullerton, CA 92832  
(714) 738-3338

Please call if you have any questions regarding the FULLERTON MARKET. When leaving a message, please leave your name, address, phone number, type of product you are vending, and the reason for your call. We will return your call as soon as possible.

**THANK YOU!**

## Additional Vendor Fees

### Absences -

In order to receive a credit for a cancelled reservation, you must call by NOON on the **TUESDAY** prior to the date of participation. Credit will be applied to the next available space in the following weeks of the market, unless other arrangements have been approved by the Market Manager. NO REFUNDS will be given, only credit for an available opening for the 2009 season. Season Package: No credits or refunds are given.

### Late Fee

There will be a \$15.00 late fee charge if you are not ready to sell all items by 4:00pm.

## Additional Food Vendor Fees

### Absences

Food vendors must give 7 days notice when they will not be able to attend. The \$45 food vendor fee must be paid for the missed week and you may not participate until all fees have been paid. After the second absence the food vendor may be asked to leave the Market and reapply the following year or pay the missed week (s) fee.

### Late Fee

There will be a \$15.00 late fee charge if you are not ready to sell all food by 4:00pm.

### Check Policy

- You may pay by check only if you are paying at least 7 days in advance of the desired date (s) of participation. The vendor fee must be paid in cash if paying less than 7 days in advance.
- When you make your payment to the City of Fullerton, please be advised that if your check is returned for non-sufficient funds, it will be sent to the City's contract agent FEDChex, for collection. The handling fee for a non-sufficient funds check is \$25.00.
- You also may not resume participation in the FULLERTON MARKET until all fees have been recovered. If your check is returned, payment will be accepted by cash or a money order only. You may not post date checks. Checks may be cashed by the City of Fullerton within 30 days.

# CATEGORIES OF VENDORS

The FULLERTON MARKET extends participation to vendors in a number of categories, but places a preference on handcrafted items and certified produce. **Limited space is available to non-handmade or commercial items based on a review of the items and space availability at the Fullerton Market.** To be considered for participation, you must complete the application; include all supporting materials and submit photos or products for approval of each item you will be selling. If you would like to add items to your booth after initial application you must reapply and receive written approval from the Market Manager.

This event is not a "SWAP MEET." Products may be rejected on basis of quality. In addition, the FULLERTON MARKET absolutely does not guarantee exclusivity of product to any vendor. The FULLERTON MARKET has the right to limit the number of spaces containing duplicate and/or similar items or services.

Any questions regarding the appropriateness of your product or service for the FULLERTON MARKET should be directed to Ashley Glass at the Special Events Office at (714) 738-3338.

## Acceptable Vendor Categories

The following is a list of acceptable categories of vendors:

### Certified Farmers

The Downtown Farmers Market operates at the FULLERTON MARKET under State and County regulations. Prospective farmers will be referred to the Farmers Manager.

### Artists & Crafters

Handcrafted items include **but are not limited to:** wearable crafts, jewelry, decorative items, fine art, and seasonal items. (No commercial items allowed.)

### Fullerton Businesses

Fullerton based retail storefront businesses with a Fullerton Business License may participate. Space activity must be for the express purpose of selling and/or promoting the goods and/or services which are directly related to the licensed business. Limited space is available to non-handmade or commercial items, duplicate businesses or services.

## Non-Profit Organizations

(registered 501-C3 organizations only)

Fund-raising and membership drives are encouraged for Fullerton based groups. Activities must be directly related to the services provided by the organization as stated by their mission. If selling food, please see "FOOD VENDORS" below (food items must be approved prior to participation.) All revenues generated, excluding direct material costs, must go directly to the non-profit organization.

## Food Vendors

The following are considered food vendor categories for the Fullerton Market:

(1) NON-PROFIT ORGANIZATION FOOD SALES/FUND-RAISER: Any non-profit organization can sell 3 times within a 90 day period. Food items that compete with the sales of current vendors may not be allowed. To participate, please contact the MARKET offices at (714) 738-3338 for the non-profit permit packet from the Orange County Department of Health.

(2) FOOD CART/TRAILER: Vendors must submit a copy of their license issued from the Orange County Department of Health with their application (see page 11). The vehicle/cart must have a valid sticker in plain view. Market staff reserves the right to inspect and dismiss any vehicles/carts in violation. If found to be in violation, you will be removed from the site, forfeit any payment and be reported to the County. Please call the MARKET offices at (714) 738-3338 prior to submitting your application for details.

(3) OTHER COMMERCIAL FOOD VENDORS: Food vendors must turn in a Market application in order to be considered for participation. Once approved, a copy of the license issued from the Orange County Department of Health must then be submitted (as indicated under section "HEALTH PERMIT" - see page 11). Please call the MARKET offices at (714) 738-3338 prior to the start of the market to discuss any food sales.

## Not Acceptable

Commercially produced items commonly available in retail stores, i.e. house wares and certain types of clothing are not acceptable at the Fullerton Market. Also not allowed are home distributorship (Tupperware, Cookie Lee Jewelry, Avon, Vitamins, Medical Products etc.) or "pyramid" type company products.

## Electricity & Lighting Policy

- Electricity is available for lighting only.
- Each vendor must supply their own lighting.
- The use of low watt fluorescent lighting is encouraged.
- Every 10 x 10 space has approximately 100 watts maximum capacity with two plugs.
- **You may NOT plug in multiple outlet adapters (i.e. electrical strips).**
- Other low watt appliances, other than lights, must be approved prior to the market by market staff. Items that are not approved will not be allowed.

## Flyers, Banners, Signs & More

- Do not post any materials, i.e. signs or banners, on trees, pillars, walls etc. Materials can only be posted in vendor areas, on tables or canopies.
- No handwritten signs allowed.
- Do not pass out stickers of any kind.
- Do not pass out or use chalk in the Market area.

## Closing Procedures

- The FULLERTON MARKET is officially closed at **8:30 p.m.** **Tear down and vacating of your space may not begin prior to this time** as indicated under section "SPACE ACTIVITY" (page 7).
- You must dismantle your space **completely** prior to bringing your vehicle back into the site.
- **Vendors have one hour to clean their space and vacate the area.** A \$50 fee may be assessed if a vendor requires the assistance of Market staff in order to vacate by 9:30 p.m.

## MARKET EVENTS

The Market hosts two or three special events throughout the season. During these events, reserved spaces may be subject to change temporarily.

## Rain or Shine!

- The FULLERTON MARKET will be held on a weekly basis regardless of the weather. **Vendors should not assume the event is cancelled.** No credits will be given to vendors who do not check in.
- In the event of a natural disaster, extreme weather, or unexpected circumstance the Market Staff, will notify Vendors of event postponement and arrange any necessary credits. Refunds will not be given; credits will be arranged as available.
- No credits will be given under any circumstances, unless the market staff cancels the market.

# Vendor Policies & Procedures

## Vendor Entrance & Arrival

- Vendors must enter from Harbor and Wilshire Ave (east of Harbor).
- Farmers enter from Pomona and Wilshire Ave.
- Vendors may arrive for set-up between **2:00 - 3:15 p.m. Check-In hours for the vendors will be strictly enforced.**
- Vendors arriving prior to 2:00 pm will not be allowed into the event area until check-in has begun.
- Vendors arriving after 3:15 p.m. must enter at the Wilshire parking structure off of Harbor and Wilshire to unload their items.
- **All vehicles must be removed from the Market area by 3:30 p.m.**
- Vendors must have all items set-up and **ready to sell by 4:00 pm** as indicated under section "LATE FEE" (page 10).

## Vendor Set-Up

- Staff will direct you to your space upon arrival to the event.
- When arriving to your space, **off-load your vehicle directly in front of your space** and then park in either the Wilshire Parking Structure or Chapman Parking Structure (free parking).
- **Please set-up your space AFTER parking your vehicle** to ensure there is enough space for all vendors to unload their items in a timely manner.

## Display Specifications

- Spaces are 10' x 10' and located throughout the Market area.
- Your set-up may not obstruct fire lanes (beyond 2' in front of or 2' behind booth).
- All display items **must fit** in the 10' x 10' space assigned to you
- Sound amplification at your space is not permitted unless authorized by FULLERTON MARKET Staff.
- Vendors may bring their own canopies to set up. **Canopies are NOT provided by the FULLERTON MARKET.**

## Equipment

Vendor is responsible for providing all equipment necessary for their space operation including: tables, chairs, lights, etc. **Equipment is NOT provided by the FULLERTON MARKET.**

# REQUIRED DOCUMENTS

Unless otherwise noted below, all applicants must submit:

- (1) Copy of California Seller's Permit w/Fullerton address (See "PHONE NUMBERS & MARKET ADDRESS" - page 11)
- (2) Photographs or samples of all products to be sold
- (3) Completed VENDOR APPLICATION
- (4) Completed INDEMNIFICATION CLAUSE
- (5) Fees: \$35 or **\$976.50 (10% discount)** for the season (See page 6 for details)

## Craft Vendors

Craft vendors should submit all items mentioned above.

## Certified Farmers

Farmers should submit their VENDOR APPLICATION and a copy of their certified farmers' health permit only. All farmers will be contacted by the Farmers Market Manager and will go through a separate approval process. Please call Kae Thomas at (714) 871-5304 on Wednesdays from 8:00 a.m. - 2:00 p.m. or meet with her at the market on Thursdays.

## Fullerton Businesses

In addition to the documents listed above in "Required Documents", Fullerton Businesses must also submit a copy of their Fullerton Business License.

## Food Vendors

In addition to the items listed above in "Documents Required" (with the exception of #1), food vendors must submit a copy of their permit from the Orange County Health Care Agency (after being approved for participation) .

## Non-profit Organizations

In addition to the items listed above in "Documents Required" (with the exception of #1), non-profit organization must submit proof of their non-profit status. Any one of the following documents is acceptable:

- IRS letter showing organization to be tax exempt
- State Tax Franchise Board letter showing group is tax exempt
- Certificate of Registration w/Registry of Charitable Trusts
- Articles of Incorporation of Organization

# PARTICIPATION FEES

## Fee Structure

FULLERTON DOWNTOWN PLAZA 2009 MARKET

## Options for Participation

Vendors have two options to participate in the market.

1. **SEASON DISCOUNT**- A vendor may purchase a season package for **only \$976.50**, a discount of 10%, for a total of 31 Thursday markets and a guarantee to remain in the same standard booth space for each market. The amount due must be paid in FULL by Friday, March 20, 2009. Offer expires on March 20th and discounts are no longer available after this date. Make sure to take advantage of this offer! **Season vendors are not guaranteed a "season space" until approved by the Market manager.**

2. **WEEKLY** - Vendors can pay for an available space on a **weekly basis**. These vendors however, will **NOT** be guaranteed a space, **cannot reserve** a particular space, and **may be bumped** from their reserved space.

- **Standard Booth Fee** - \$35.00 per Thursday. Absolutely no refunds will be given for cancellation of a reserved space; however credits for the 2009 season may be given.
- **Food Vendor Booth Fee** - 10% of GROSS earnings collected at the close of each Market (minimum fee of \$45 per Thursday). Food vendors are required to pay the minimum fee of \$45 when absent from the Market to hold their space. Please see Cancellation Policy below and Weather Policy (pages 9 & 10).

Participating WEEKLY vendors of the Market must reserve their space for each week, at least one week in advance. The Market Staff will not ASSUME a Vendor is attending the following week, nor will they reserve the same space for a vendor without prior notice no matter how long the vendor has occupied the space.

At any point during the Market season a weekly vendor may reserve their space by paying for the remainder of the season; doing this will guarantee their space each Thursday.

## Cancellation Policy

If you need to cancel participation due to an emergency, please call Ashley Glass at the Market Offices at (714) 738-3338. Please refer to pages 9 & 10 for more details.

# PARTICIPATION GUIDELINES



## Space Activity

- Activities of participating vendors must not disrupt or interfere with the operation of the FULLERTON MARKET, Staff or participating Vendors. If a situation is deemed disruptive to the Market operation the Market Manager will remove vendor at any time during the event. Vendors may appeal removal in writing to the Parks & Recreation Manager.
- Any vendor requesting the sale of additional items must complete an additional application and receive written approval from the Market Manager before selling additional items.
- No applicant shall be permitted to deviate from the sale of retail goods or services or from the approved activity as described in their VENDOR APPLICATION without prior approval from the FULLERTON MARKET Staff.
- The use of the rental space shall be limited to "Permitted Use" (the sale of approved items only). Any other use shall be subject to the City's prior written consent. Tenant shall not operate the premises for any illegal use or "prohibited use". Examples of illegal use include selling, storing or transporting illicit drugs, drug related paraphernalia or other contraband, violation of any law or ordinance, or commission of a waste or nuisance on or about the premises. As used in this paragraph, "prohibited use" shall be defined to mean sale of pornography or items depicting sex in any medium including but not limited to film, DVD, print material or statues and figurines, the sale of swords, knives or weapons of any kind, the sale of alcohol or any change of use from the Permitted Use unless the City has given its prior written consent. Tenant shall at all times operate its business in compliance with all applicable regulations and requirements of all county, municipal, state, federal and other governmental law or regulations in effect during the term of this agreement.
- Vendors agree to participate for the entire time of the event. **If a Vendor vacates his space prior to the evening closing time (8:30 pm) or leaves their space unattended for an extended amount of time, that vendor will be prohibited from future participation in the Fullerton Market and will forfeit refund of any unused fees.**
- Failure to comply with "PARTICIPATION GUIDELINES" may result in immediate removal from the MARKET and/or denial for participation in subsequent weeks.