



## Hollister Downtown Association 2012 Farmers' Market Information, Rules and Guidelines

The Hollister Certified Farmers' Market is a fundraising event for the Hollister Downtown Association, a non-profit organization dedicated to revitalizing historic downtown Hollister to be the hub of social and economic activity in our community. The Market is designed to encourage community members and visitors alike to experience Downtown Hollister'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. All vendors and their employees are responsible for adhering to the rules and guidelines presented in this document. Thank you for your cooperation.

❖ **HDA CONTACT INFORMATION**

**Office Hours:** 8:00 am to 5:00 pm, Monday–Friday  
**Phone:** 831.636.8406  
**FAX:** 831.636.5909  
**Address:** 455 San Benito Street, Suite 21, Hollister, CA 95023  
**E-Mail:** market@downtownhollister.org

❖ **MARKET DETAILS**

**Dates:** Wednesdays, May 2, 2012 to September 26, 2012, 3:00 pm to 7:00 pm (22 markets total)  
**Location:** Fifth Street, between San Benito and Monterey Streets  
**Market Manager:** Tammy Jackson  
 PO Box 1025  
 Tres Pinos, CA 95075  
 408.804.1234  
 market@downtownhollister.org

**Market Hours:** 3:00 pm to 7:00 pm

**Vendor Set-up:** must be ready to sell by 2:30 pm, may begin selling once ready

**Vendor Tear-down:** 7:00 to 8:00 pm (no leaving early due to liability, even if sold out)

❖ **BOOTH SPACE SPECIFICATIONS**

**Produce Space—certified farmers:** to be determined by market manager (vehicles may be allowed to park in space during market)  
**Standard Space—non profit/artist/food service/non produce:** 10 x 10 (parking in space is optional & up to the discretion of the Market Manager)

❖ **PARTICIPANT FEES & TYPES**

**Application Fee:** \$35 one time per season (this fee is non-refundable and is waived for HDA members and Non-Profits only)

**Length of Participation:** Wednesdays, May 2, 2012 to September 26, 2012, 3:00 pm to 7:00 pm (22 markets total)

**Space Fee:** Varies by vendor type

**Electricity:** Any vendors needing electrical hook-ups will be charged a one time \$20 fee. Not all vendors are guaranteed the opportunity to have electrical outlets as hook-ups are limited! Make electrical payment checks to the City of Hollister.

<u>Vendor Type</u>	<u>Weekly</u>	<u>4-Week Prepay 10% Discount</u>	<u>Full Season 20% Discount</u>
Produce	\$30	\$108	\$528
Food Service	\$30	\$108	\$528
Arts/Crafts	\$30	\$108	\$528
Non-Profit/Political	\$15	N/A	N/A

**Note:** Prices are based on a single booth space. Two spaces = double price

A one-time use rate is available (add \$10 to weekly rate in lieu of application fee) This does not apply to non profits.

❖ **PAYMENT PROCEDURES**

Payment may be submitted by cash or check (payable to HDA)

Payment will be collected each market around 3:00 pm (Please be prepared to pay at start of market even if no sales have been made.) **A \$25 FEE WILL BE ADDED TO ALL BOUNCED CHECKS.**

❖ **REQUIRED PERMITS**

Copies of each applicable certificate and/or permit must be submitted with an application each season. All appropriate information must be included for application to be processed.

<b>Certified Producer's Certificate</b> (If outside SBC, contact appropriate county)	San Benito County Agricultural Commissioner 3224 Southside Road, PO Box 699, Hollister, CA 95024 (831) 637-5344
<b>Organic Registration</b>	
<b>Health Permit</b> (fee required) Required if giving out samples and/or selling prepared food products	San Benito County Health Department 1111 San Felipe Road, Suite 101, Hollister (831) 636-4035 www.sanbenitoco.org
<b>Resale Permit</b> (no fee required)	California State Board of Equalization 111 E. Navajo Drive, Suite 100, Salinas, CA 93906 (831) 443-3003 www.boe.ca.gov
<b>Hollister Business License</b> (fee required)	City of Hollister (City Hall) 375 Fifth Street, Hollister, CA 95023 (831) 636-4301

❖ **RESERVATIONS & SPACE ASSIGNMENTS**

1. Applications must be received by the Market Manager by March 30, 2012. Produce and Food Vendors who submit their completed application by September 28, 2011 will receive priority consideration for space in 2012. Applicants must accept the space given to them by the Market Manager. Applications received after March 30th may not be able to attend the market depending on number of previously submitted applications that are selling the same items/produce.
2. Incomplete applications or those missing required permits will not be processed until all items are submitted.
3. Selection of market vendors is at the discretion of the Farmers' Market Manager, based on the vendor's ability to enhance the overall Market image.
4. All vendor merchandise must be approved through the application process. During the season, requests to sell additional products must be made by contacting the Farmers' Market Manager.
5. Vendors must notify the Market Manager if they are not coming to the Market one day in advance. Failure to do so will require the vendor to pay a fine of \$25 (that must be paid prior to selling again at the market).

❖ **GENERAL RULES**

1. No animals allowed within the market boundaries (especially within vendor booth spaces). Please help enforce this rule by informing customers that the market cannot allow any animals on Fifth Street, in the parking lot, or on the grass lot. California Retail Food Code prohibits animals within 20 feet of any public market.
2. Port-o-potties are available.
3. Children of vendors (age 10 and under) must be accompanied by an adult at all times while participating in the Market.
4. Applicants may not leave due to rain unless directed to do so by the Market Manager.
5. Smoking or drinking of alcoholic beverages is not permitted in any of the stall spaces.
6. Applicants are responsible for the actions of their employees, representatives, or agents.
7. All applicants must comply with all applicable Federal, State, County, and local laws, ordinances and regulations.
8. The Market Manager will implement and enforce all rules and regulations pertaining to the operation of the Market in a fair and equitable manner.

❖ **BOOTH DISPLAY**

1. Applicants must maintain and leave their stall space(s) in a safe, clean, and sanitary condition. ***Applicants are not permitted to use the market trashcans—a \$100 fine for any vendor caught using city/market cans.*** Applicants are responsible for bringing their own receptacles for their own waste. For those vendors located on the lawn, you are responsible for repairs or replacements of sprinklers caused by your property (i.e. tents, displays, etc.) When using tents they MUST be secure and are your own responsibility. Vehicles are NOT permitted on the lawn.
2. Vendors are responsible for providing tables, chairs, and all other equipment needed to vend.
3. Vendors may not provide music or entertainment in booths unless approved by the Market Manager prior to the Market.
4. Certified Producer Certificate must be clearly posted in booth space at all times. Prices must be clearly posted on or around all produce.

❖ **FOOD VENDORS ONLY: PRODUCE, PREPAERD & PRE-PACKAGED**

1. All vendors must be in compliance with governing agencies and have proper licenses and certificates in good standing before attending the Farmers' Market.
2. Only certified growers are permitted to sell produce at the Market. Processed food items (olives, nuts, honey, etc.) may only be sold on the commercial side of the Market. Samples must be prepared according to Health Department guidelines.
3. Produce vendors selling fruits, vegetables, and fresh cut herbs may not accept WIC coupons unless they obtain a 6-digit WIC ID Number from the State of California Farmers Market Nutrition Program (916.263.3314). WIC coupons may be used by farmers to pay for vendor space; however, coupons may not be exchanged for cash.

# Hollister Downtown Association

## 2012 Farmers' Market Application

Please fill in the information requested below, read the Information, Rules, & Guidelines included with this application, and return the completed application (including copies of required certificates and/or permits) to the Hollister Downtown Association, 455 San Benito Street, Suite 21, Hollister, CA 95023. Make check payable to the HDA.

Business Name: \_\_\_\_\_

Business Contact Name: \_\_\_\_\_

Business Email Address: \_\_\_\_\_

Business Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Booth Operator's Name: \_\_\_\_\_

California state requirements for our EBT program at the Hollister Farmers' Market includes the collection of sales data from each of our participating farmers. This information will not be shared with anyone and will only be reported as part of a total for the Market.

**This information is required in order to participate in our current season—farmers only!**

Total Sales for previous Market Season: \_\_\_\_\_

List specific Produce or Products that you wish to sell at the Farmers' Market. Use additional sheet if necessary.

Month	Product
May	
June	
July	
August	
September	

By being accepted for membership and selling at the Hollister Downtown Association Certified Farmers' Market (HDACFM), the applicant agrees to abide by all State, Local, and HDACFM rules and regulations, and all decisions made by the Market Manager and the HDACFM Committee. The applicant agrees to indemnify and save harmless the Hollister Downtown Association, its Board of Directors, agents, servants, and employees from any damage, injury, or loss to any persons, including, but not limited to persons who the applicant may be liable under any Workman's Compensation Law and the seller him/herself, and from any loss damages, caused of action claims or suits for damages or in any other liabilities whatsoever, for the failure to operate a Market due to holidays, destruction by fire, other calamity, or by an act of God, strikes, statues, ordinances, or any legal authority or any other cause beyond the HDACFM's control.

I HAVE READ AND UNDERSTAND THE RULES, REGULATIONS, AND POLICIES HEREIN, AND AGREE TO CONFORM TO THE RULES, REGULATIONS AND POLICIES CONTAINED HEREIN. FAILURE TO CONFORM WILL RESULT IN DISMISSAL OF MY PRIVILEGE FOR THE HDACFM.

APPLICANT'S (PRODUCER'S) SIGNATURE \_\_\_\_\_

PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_