

## Vendor Placement

Vendor placements are made as applications are processed, in the order completed applications are received. Every effort will be made to assign the best space available at the time of processing, with consideration given to the type of items being displayed so as not to place similar vendors adjacent to one another.

Staff will not hold or promise a space for vendors. Once a booth is assigned, vendor will not be moved or reassigned.

## Permits

Vendors must provide a State of California Seller's Permit number or a non-profit tax identification number on the Street Fair application form.

Ventura County sales tax at the rate of **7.25%** must be collected by vendors for any and all goods they sell at the event and report.

Applications cannot be processed without the non-profit tax identification number.

## Insurance

Vendors choosing to supply proof of own insurance must have both a Certificate of Liability and a Letter of Endorsement. The insurance policy must endorse the City of San Buenaventura as an additionally insured party for a minimum \$1 million for each occurrence and \$2 million aggregate for bodily injury and property damage must be provided with your application and registration fee. Applications cannot be processed without proper documents. Please see sample.

For an additional fee of \$50, insurance provided by an independent insurance company may be purchased for the one-day event through the City of Ventura. A **separate check** in the amount of \$50 payable to the "City of Ventura" must be included with the application. **Credit cards are not accepted for insurance payment.**

## Cancellation Policy

Refunds will be issued only for the following:

- 1) Cancellations made by **Wednesday, June 6, 2012**. Verbal cancellations must be followed with a written letter. A \$50 administrative fee will be deducted from the application fee paid. Fees cannot be credited to future events.
- 2) In the event the City cancels the Street Fair because of inclement weather the City will retain a \$50 administrative fee.

## Advertising

General publicity for the July 4th Street Fair will include information on the City's website at [www.cityofventura.net](http://www.cityofventura.net), advertisements in area newspapers, radio and internet, widespread distribution of posters and fliers, and press releases to local media outlets.

## Booth Decorating Contest

New this year, "Best Decorated Booth for 4th of July" will win their entry fee back (does not apply to insurance fee). This year's theme, is "Happy Birthday Lady Liberty & America." Judges will be going to every booth and the winner announced the week after on the street fair website.

## Checklist for Applicants

- Application form — fully completed, signed and dated
- Preprinted** check or money order, made out to the *City of Ventura*, for application fee (do NOT send cash).
- Provide proof of insurance (see sample) or **separate check** for independently brokered insurance made out to the City of Ventura

Applications can be downloaded at [www.cityofventura.net/streetfairs](http://www.cityofventura.net/streetfairs)



[www.cityofventura.net/streetfairs](http://www.cityofventura.net/streetfairs)  
805.654.7749

In compliance with the Americans with Disabilities Act, this document is available in alternate formats by calling 805/658-4726 or by contacting the California Relay Service.



## Information for Non-Profit Vendor Participants

— Wednesday —  
**July 4, 2012**  
**10 am – 5 pm**

Parks, Recreation & Community  
Partnerships Department  
City of Ventura  
805.654.7749  
[www.cityofventura.net](http://www.cityofventura.net)



## Application For Vendor Registration

Applications will be accepted beginning **January 31, 2012 at 10 am.**

Applications must be received by the PRCP Department no later than 5 pm on **Thursday, April 12, 2012.** Applications cannot be faxed or e-mailed into the Street Fair office.

### Mail to:

July 4th Street Fair  
PRCP Department  
P.O. Box 99, Ventura, CA 93002-0099

### Hand deliver to:

PRCP Department, Room 226  
Ventura City Hall, 501 Poli (at the intersection of California and Poli Streets)

Organizations choosing to hand deliver their application may **NOT** do so prior to 10 am on **Tuesday, January 31, 2012.**

## Criteria For Participation

Non-Profit organizations are invited to apply for participation in the Street Fair.

### Examples of acceptable items include:

- Pamphlets, flyers, brochures about the non-profit
- Items sold with non-profit organization logo
- Items made by non-profit organization members

### Examples of unacceptable items include:

- Wooden rubber band guns or other toys that create a public safety hazard
- Knives or sharp metal objects that create a public safety hazard
- Pornographic material, drugs and/or drug-related items or images and pipes of any kind
- Food items, unless sold by pre-approved food vendors

## Application Requirements

- Insurance Requirements
- Brief paragraph about the Non-Profit
- Federal Tax ID number
- Number of years the Non-Profit has been in existence

## Confirmation of Participation

A confirmation email will be sent out prior to your mailed information. Confirmation of participation will be sent to vendors within 4 weeks after the application deadline and will include the complete instructions to event participants, a map, event pass and booth card. Emails will be sent out notifying you if accepted prior to mailed out materials. Rejected applications will be returned to the vendor with the accompanying check(s) and photographs. Please do **NOT** call the Street Fair office for confirmation sooner than 4 weeks after the application deadline.

## Spaces

Booths are 10 feet by 10 feet, the majority of which are placed down the middle of Main Street, clustered in groups of six allowing two open sides for corner vendor and one for middle vendor. A small number of booths along West Main Street in the 100 block and California Street in the 800 block are backed against the street curb, side by side. If a larger site is needed, up to one additional space may be purchased. Two or more non-profits may share a space if the booth will be present for the duration of the event.

Each vendor is responsible for providing their own setup materials, including white canopies, tables, and chairs. A fire inspector from the City of Ventura will be on hand to inspect all displays for code compliance. Those who fail to comply and cannot meet compliance standards before the event begins will be forced to shut down.

Vendors are not to use open space between booths or "no show" spaces for storage or display of items. All items are to remain within purchased booth space. Vendors cannot display items on the outside common wall.

*Thank you for your interest in the Ventura Street Fair, presented by the City of Ventura Parks, Recreation & Community Partnerships Department (PRCP). The Street Fair is held July 4th and is the largest of its kind in Southern California. An estimated 30,000-50,000 people attend the fair, enjoying live entertainment, shopping for quality arts and crafts and sampling a variety of food throughout the nine blocks of the Downtown Cultural District of Ventura.*