



## Information for Arts & Crafts Vendor Participants

— Monday —

**July 4, 2016**  
**10 am – 5 pm**

*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.*

## Application For Vendor Registration

Applications will be accepted beginning **February 1, 2016 at 8 am.**

Applications must be received by the PRCP Department no later than 5 pm on **April 28, 2016.** Applications cannot be faxed or e-mailed into the Street Fair office.

### Mail to:

July 4th Street Fair  
PRCP Department  
P.O. Box 99, Room 226  
Ventura, CA 93002-0099

### Hand deliver to:

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

Artisans choosing to hand deliver their application may **NOT** do so prior to 8 am on **February 1, 2016.**

## Criteria For Participation

Artisans, crafts people and fine artists making unique handmade arts and crafts and fine arts items are invited to apply for participation in the Street Fair. The Office of Cultural Affairs, with the assistance of experienced craftspeople, will jury all applications to ensure only the highest quality of handcrafted items are accepted into the event.

The following criteria will be used in selecting vendors to participate:

- All work must be **handmade by the artisan present at the booth** on the day of the event.
- Items will be evaluated for their uniqueness and artistic merit. The number of vendors selling similar items will be limited.
- The artisan's initials must be hand-embedded in items made of clay, wood, leather, metal, etc.
- Fine art, photography and paper goods must bear the artisan's signature.

- Mass-produced, imported, kit assembled, cottage industry or commercially produced items are not acceptable.
- Manufactured or pre-fabricated items **may be accepted** if they include handcrafted embellishments that account for at least 75% of the final product as determined by the jury. Mass produced clothing with beading or jewels layered over already printed design is not acceptable.

**Examples of acceptable embellished items**

**include:** hand-painted or hand-screened T-shirts; hand-strung and individually designed jewelry; hand-dyed or painted scarves, pre-formed ceramic objects that have been artistically hand-painted and fired and are signed by the vendor.

**Examples of unacceptable items include:**

Artisan designed, mass-produced clothing, jewelry, ceramics, posters and books; buy-and-sell toys, stuffed animals and dolls with or without embellishments; mass produced clothing with beading or jewels layered over already printed design.

Other items that will NOT be allowed at the Street Fair due to health and safety issues 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

On the day of the event, staff will be patrolling booths to check the authenticity of each artisan’s wares. Items that are determined not to be handmade by the vendor will be ineligible for sale. Failure to comply with the “Criteria for Participation” on the day of the event will disqualify the vendor from participation in future Street Fairs sponsored by the City of Ventura.

## Application Requirements

In addition to the attached application, please submit a maximum of ten (10) **color photographs**, no smaller than 3”x5” and no larger than 5”x7”, representing the variety of all items sold by you. Photos may be on one sheet or on a CD.

- **Photographs of items in production and of your workshop or studio are mandatory.**
- Failure to provide photographs will result in automatic rejection and return mailing of the application and accompanying check(s).
- We cannot accept photos faxed or by email.
- Only the types of items included in submitted photographs may be sold at the event.
- **DO NOT** send actual samples of items. They will be discarded.
- An estimated price list of your items.
- **Jury Fee** – All applications must include a separate check payable to the “City of Ventura” for \$10. This is a mandatory jury fee and is non-refundable.
- **Current Business License** – City of Ventura business license is required. Submit a copy of your license. To obtain a license visit: [www.cityofventura.net/businesslicense](http://www.cityofventura.net/businesslicense).
- **Copy of your State Seller License**

## Confirmation of Participation

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 artisans may share a space if both will be present for the duration of the event and if the state seller's permit number for each party is listed on the application.

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.

Vendors using glass blowing devices will not be allowed.

Generators are not permitted in artist/crafter booths.

## Vendor Placement

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

To aid us in placement, all applicants must indicate a 1st, 2nd and 3rd choice for their booth site on the application. 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. To secure a state Seller's Permit, call the State Board of Equalization at 800.400.7115 or 805.677.2701 to initiate that process.

City of Ventura 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 Seller's Permit number.

A current City of Ventura Business License is required. To obtain visit [www.cityofventura.net/businesslicense](http://www.cityofventura.net/businesslicense).

## 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 Ventura, its officials, volunteers, employees as an additionally insured party for a minimum \$1 million for each occurrence and \$2 million aggregate for bodily injury and property damage which must be provided with your application and registration fee. Applications cannot be processed without proper documents. Please see sample on website.

For an additional fee of \$55, 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 \$55 payable to the "City of Ventura" must be included with the application.

## 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.

## Cancellation Policy

Refunds will be issued only for the following:

- 1) Cancellations made by **June 3, 2016**. 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.
- 3) Cancellations made after June 3, 2016 will forfeit all fees paid.

## 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 or payment by VISA/Mastercard).
- Photographs or cd showing the workshop and full variety and type of handmade items to be sold at the July 4th Street Fair**
- Self addressed, stamped envelope for return mailing of photographs (and incomplete or rejected applications)
- Provide proof of insurance (see sample) or **separate check** for independently brokered insurance made out to the City of Ventura
- Jury application fee on separate check for \$10 payable to "City of Ventura"
- Copy of state seller's license.
- Copy of current City of Ventura Business License.

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

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. 