



Information for Commercial 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 St.
(at the intersection of California and Poli Streets)

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

Criteria For Participation

Vendors are invited to apply for participation in the Street Fair.

Acceptable items include:

- Informational material and items that do not compete with artists and are in good taste.

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

On the day of the event, staff will be patrolling booths to check the authenticity of each vendor's wares. 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.

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). 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.

Each vendor is responsible for providing their own setup materials, including 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. No refunds will be given.

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.

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 sold 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.

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.

Business License

Submit a required copy of your current City of Ventura Business License.

To apply for a one day license, visit:
www.cityofventura.net/businesslicense.

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 not receive a refund or credit.

Advertising

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

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 Visa/Mastercard payment).
- Provide proof of insurance (see sample) or **separate check** for independently brokered insurance made out to the City of Ventura.
- Copy of current City of Ventura business license.

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. 