



Sonoma's Tuesday Night Farmers Market

presented by the **City of Sonoma** in partnership with
Sonoma Valley Chamber of Commerce

2025 Agricultural Application Process

Section 1 – Agricultural Vendor Information – Please keep and review (page 1-2)

Section 2 – Vendor Application Complete & return with your application fee (page 3-5)

Section 3 - Supporting Documents Upon approval, we will forward this document requesting required vendor documents (page 6)

Section 1 Agriculture Vendor Information

Farmers, Ranchers who grow and sell produce, flowers, meats, eggs, fish and dairy products

Application Fee \$45	Due February 21, 2025
Late application fee \$75	Applications received after February 21, 2025
Fee Per Vendor & Location	Vendor price per 10' x 10' Stall
Within City Limits	30
Sonoma Valley (south of Oakmont, North of Hwy 37, along Hwy 12	30
Sonoma County	30
Outside Sonoma County	40
NOTE: All quoted fees above reflect a 10' x 10' Stall	

Sonoma's Tuesday Night Market 2025 Event Information

- ❖ The main focus of Sonoma's Tuesday Night Market (STNM) is making fresh, healthy, locally grown produce from small-scale farmers available to our community. And provide a community gathering place for our residents of Sonoma Valley.
- ❖ In evaluating agricultural vendor applications to STNM, we consider the following criteria: fresh, in-season, locally-grown produce, meats, fish or dairy products; compostable, polyethylene-free packaging, small-scale, locally-based businesses, high-quality affordable options for purchase, compliance with all applicable local, county and state ordinances and permitting.
- ❖ All accepted vendors must read and comply with the Sonoma's Tuesday Night Market Rules and Regulations found on the vendor page, at www.sonomastuesdaynightmarket.com.
- ❖ Enclose your payment! Applications without the \$45 application fee will not be considered! Any late applications received after the February 21, 2025; deadline must pay a late application penalty fee of \$30. Total Late Application Fee is \$75.
- ❖ We expect the 2025 Market to reach full or nearly full booth capacities. The City of Sonoma and Sonoma Valley Chamber of Commerce continue to partner to present STNM for 2025. The Market operates from May 6, 2025 through September 30, 2025. At this time, we do not anticipate canceling any Market dates. We will have a total of 22 Markets for 2025. We will adjust start and end times in September to accommodate daylight hours.
- ❖ **By applying to participate I acknowledge all vendors to receive a one-week excused absence. However, you will you will financially responsible to pay weekly stall fees for any additional absences**

Important Market Notes for 2025

- ❖ Please note: effective March 1, 2019 the use of single use plastics at Plaza events is prohibited. This includes all plastic beverage containers (bottled water), **plastic bags**, utensils, plastic plates and cups. There are a variety of plant-based paper products and compostable produce bags that can be used. Local retailers will be posted on our website.
- ❖ A volunteer Market Advisory Committee made up of local citizens will review all vendor applications during the month of March, using objective criteria determined by the City of Sonoma and Sonoma Valley Chamber of Commerce. Vendor applicants will be notified by no later than March 14, 2025, if they have been accepted into the 2025 Sonoma's Tuesday Night Market. Any vendor applicant may appeal the Market Advisory Committee's decision.
- ❖ We are excited to welcome former vendors to our 2025 season. Any new changes and procedures are designed to ensure a fair, unbiased selection process, a safe and well-run market for patrons and vendors, and a welcoming event for our community, including our Plaza merchants and restaurants.
- ❖ The Fire Marshall will inspect all vendors on Market opening day.
- ❖ **NEW!** Please, do not forward applications, documents or photos via text. Forward all email documents PDF format to manager@sonomastuesdaynightmarket.com or mail/drop them off at City Hall

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Mail, email or bring your application at Sonoma City Hall - open Monday-Thursday

Mailing address - Sonoma's Tuesday Night Farmers Market

#1 The Plaza,

Sonoma, CA 95476

email: Manager@sonomastuesdaynightmarket.com.

Questions? Jerry Wheeler • 707-974-0216



Section 2 • Agriculture Vendor Application

**Return to: Sonoma's Tuesday Night Farmers Market • #1 The Plaza,
Sonoma, CA 95476 or Manager@sonomastuesdaynightmarket.com.**

Business Name _____

Applicants Name & Title _____

Business Location _____

City _____ **State** _____ **Zip** _____

Mailing Address _____

City _____ **State** _____ **Zip** _____ **Business Phone** _____

Email Address _____ **Cell Phone** _____

Social Media URL: _____

Best Way to Contact you (check one): **Email** **Business Phone** **Cell**

Phone **How many stalls are you requesting? (Please check the appropriate box):**

One (1)	One and half (1.5)	Two (2)	Two and a half (2.5)	Three
<input type="checkbox"/> (10'x10')	<input type="checkbox"/> (10'x15')	<input type="checkbox"/> (10'x20')	<input type="checkbox"/> (10'x25')	<input type="checkbox"/> (10'x30')

Will you require a power source? (circle): **No** _____ **Yes** _____ **120v or 240v (check one)**

Business Ownership (circle any below):

Sole Proprietor Partnership/LLC Corporation Family owned

Marketing: Sonoma's Tuesday Night Market has a weekly marketing program that includes vendor spotlights. Please include below or attach a description that can be used for marketing purposes.

- Include such items as heirloom or specialty crops you are most proud of and a statement of your farming history and philosophy

Where do you typically sell your products? Please check all that apply.

Wholesale Distributors Direct to Food Processors Direct to Stores Direct to Restaurants
____ Direct to Restaurants Direct to Schools/Institutions Special Events and Festivals
Your Store

List participation in other Farmers Markets:

Please list below all Authorized Representatives who will sell for your business * This information allows the market to comply with the California Farmers Market regulations in case of emergency.

Name	Cell phone number	Family, Friend or Employee

Certified Producer's Certificate (CPCs) Information:

Please attach/forward all current CPCs that includes the products you intend to sell at STNFM and make sure your farm/ranch is approved to sell produce in Sonoma County.

Certified Producer's Certificate Information:

If you will be selling for other Certified Producers, enter their information below:

Name of Certificate	Cert#	Issuing County
1 st :		
2 nd :		

Your Farm/Ranch Description - Provide information on all growing locations, including locations for 2nd and 3rd Certificates (see above), if applicable:

CPC (circle one)	Farm Location Address, City County	Acreage
Primary 2 nd 3 rd		
Primary 2 nd 3 rd		

Dairy Products: Types of cheese or other dairy products

Type of coagulant/rennet used: _____
 _____% of milk from your farm _____ % of raw milk products _____% of pasteurize products
 _____% milk from other sources - Source name /location _____

Animal's, Eggs and Bees

Animals	Breed	Size of herd/flock or # of bee hives

Initial Here	Sonoma's Tuesday Night Farmers Market – Agriculture Vendor
	I understand that I must submit a complete application, answering all questions and I acknowledge that an incomplete application may be rejected.
	I understand that a \$45 non-refundable application fee must be submitted with my application. If I am submitting my application after the February 21, 2025 deadline, I have also included a \$30 late penalty, for a total LATE APPLICATION FEE of \$75. Checks should be made payable to " <u>City of Sonoma</u> "
	I understand that this application is non-binding until both parties have signed the agreement.
	I understand that, if my business is accepted to participate as a vendor in the 2025 Market season, all required paperwork or agreements must be provided/completed prior to my business being allowed to set up and participate at the Market.
	If my business is accepted to participate as a vendor in the 2025 Market season, I agree that I and any employees or family members who will work at the Market will read and comply with the Rules and Regulations of Sonoma's Tuesday Night Market at www.sonomastuesdaynightmarket.com
	I understand that City of Sonoma records, including this application, attachments and emails, are subject to the California Public Records Act.
	I understand every vendor will be allowed a one-week Market excused absence. If I do not show for additional markets, I am financially responsible for paying nightly stall fees. I will make every attempt to notify the market manager via email manager@sonomastuesdaynightmarket.com of my absence.

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I have read, understand and agree to abide by the rules and regulations governing the proposed Special Activity or Event under the City of Sonoma Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. I agree to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the event venue and the conduct of the event. I agree to abide by all rules, regulations and permit conditions and further certify that I, on behalf of the Vendor organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any cost and fees that may be incurred by or on behalf of the vendor to the City of Sonoma. Such City Services may include, but are not limited to, Police, Fire, Public Works, Parks and Recreation, Business License and/or other necessary services provided by the City of Sonoma.

If the permit is granted, this application and supporting documents form a contract between the City of Sonoma and the Applicant relating to the described event. Applicant then becomes contractually obligated to the City of Sonoma regarding all requirements of the issued permit and agrees to protect, defend, indemnify, and hold harmless the City of Sonoma and its officers, agents and employees from and against any loss, injury, damage, claims, actions or lawsuits arising out of or in connection with Sonoma's Tuesday Night Farmers Market or the intentional or negligent acts, errors or omissions of the Applicant, volunteers, agents and event participants, including those caused by negligence of the parties being indemnified and/or any dangerous condition of property of the parties being indemnified.

Applicant Signature: _____ Printed Name _____ Date: _____

STNM Signature: _____ City of Sonoma _____ Date: _____



Sonoma's Tuesday Night Farmers Market

Section 3 • Agricultural Vendor's Supporting Document

Note: additional documents may be requested

Upon approval, we will forward this document to you requesting required vendor documents.

Agriculture Vendors Document Request – **Approved Vendors Only**

Approved Vendor Business Name: _____

Documents:	Notes	Requested	Received
Completed application and fee paid			
Current, certified CPCs registered with your County and CDFA	Should be Include in application/ Section 2		
Proof of current 2025 seal & inspection from County Ag Commissioners Weights & Measures Division (photo)	Should be included in the application submission		
Nursery Stock License (if applicable)	Should be included in the application submission		
Egg handlers' registration (if applicable)	Should be included in the application submission		
CDFA organic Certification (if applicable)	Should be included in the application submission		
City of Sonoma Business License https://sonomabslic.sonomacity.org	Should be included in the application submission		
2M general liability Insurance COI to name: City of Sonoma #1 the Plaza, Sonoma, CA 95476 <i>and</i> Sonoma Valley Chamber of Commerce 651 Broadway, Sonoma, CA 95476	Should be included in the application submission		
Proof of vehicle insurance (vehicle used for the market)	Should be included in the application submission		
Marketing materials of your product for promotion purposes. Please forward high-resolution photos.	Should be included in the application submission		
<i>Additional documents required:</i>			

