

Sonoma's Tuesday Night Market

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

Agricultural Vendor Application

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

Application Due Date:

February 19, 2021

Mail or Deliver
Application & Fee to:

Sonoma Valley Chamber of Commerce
Attn: STNM Market Advisory Committee
651-A Broadway
Sonoma, CA 95476

--The main focus of Sonoma's Tuesday Night Market is making fresh, healthy, locally-grown produce from small-scale farmers available to our community. 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/bags; 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** available at www.SonomasTuesdayNightMarket.com.

--Enclose your payment! Applications without the **\$45 application fee** will not be considered! Any late applications received after the February 19, 2021 deadline must pay a late application penalty of \$30. **TOTAL LATE APPLICATION FEE is \$75.**

Questions?: Contact Lisa Janson, Market Manager, at:
Manager@SonomasTuesdayNightMarket.com
415.259.9458

Sonoma's Tuesday Night Market

Important Notes!

- ◆ Our beloved Tuesday Night Market is still under modified conditions, with limited vendor categories, and earlier hours. The City of Sonoma and Sonoma Valley Chamber of Commerce continue to partner to present STNM for 2021.
- ◆ Vendor stall rental fees will remain unchanged from 2020 rates. Agricultural Vendor stall fees will be tiered, based on your business location: Within Sonoma city limits \$25 per 10'x10' stall; within Sonoma Valley (south of Oakmont, north of Highway 37) \$29; outside of Sonoma Valley but within Sonoma County \$30; outside of Sonoma County \$32. Stall fees are posted on the Market website www.SonomasTuesdayNightMarket.com.
- ◆ A volunteer Market Advisory Committee made up of local citizens will review all vendor applications during the month of February, using objective criteria determined by the City of Sonoma and Sonoma Valley Chamber of Commerce. Vendor applicants will be notified by March 12, 2021 if they have been accepted into the 2021 Sonoma's Tuesday Night Market. Any vendor applicant may appeal the Market Advisory Committee's decision.
- ◆ We are excited to welcome former and new vendors to our 2021 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.

Please retain this page for your records—DO NOT return it with your completed application!

Sonoma's Tuesday Night Market

Agricultural Vendor Application

Business Name: _____

Name and Title of Person Applying: _____

Business Location: _____

City: _____ **State:** _____ **Zip Code:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Website URL: _____

Email Address: _____

Business Phone: _____

Cell Phone(s): _____

Fax: _____

**Please indicate what you will allow us to post on
the STNM website (circle any):**

Business Phone Cell Phone

Address Email

Link to your website Nothing

Best Way to Contact You (circle one): Email Business Phone Cell Phone Mail

Other (please specify): _____

STNM runs from the beginning of May through the end of September.

Preference is given to vendors who commit to our entire season.

Will you commit for the entire season? (circle one) Yes No

If NO, what are your beginning and ending dates for attending the Market? _____ - _____
Beginning Ending

How many 10' x 10' stalls will you need? (circle one): One Two Three
(10'x10') (10'x20') (10'x30')

Do you need a power source? (circle): No Yes Yes
(If requesting 240V, include a photo of your plug 120 V 240 V
and the amperage you will need.)

Business Ownership (circle any below):

Sole Proprietor Partnership/LLC Corporation Family-owned Non-Profit

Number of years in business: _____

Where do you sell your products? (circle all that apply)

Other farmers' markets Direct to stores (#? _____) Wholesale distributors
Online Your own store, stand or cart Festivals & fairs
Direct to restaurants (#? _____) Direct to schools/institutions Direct to food processors
CSA (# of subscribers? _____)

Please list all other farmers' markets that you sell or have sold at: _____

Please list below all individuals that you anticipate will work at your stall (we request this information to comply with California Farmers Market regulations and in case of emergency):

<i>Name</i>	<i>Phone number</i>	<i>Family, Friend, or Employee?</i>

Space for additional information, including any requests for a specific location within the market (specific placement requests cannot be guaranteed):

Due to limited space, not all agricultural vendors can be allowed to keep their vehicle adjacent to their stall area. Do you request to keep your vehicle adjacent to your stall area? (circle one)

Yes No

If YES, please provide the length and width of your vehicle, in feet.

_____ by _____
length width

Certified Producer’s Certificate Information:

<i>Name on Certificate</i>	<i>Cert. #</i>	<i>Issuing County</i>
<i>If you will be selling for other Certified Producers, enter their information below:</i>		
<i>2nd:</i>		
<i>3rd:</i>		

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

<i>CPC (circle one)</i>	<i>Farm Location (Address, City, County)</i>	<i>Acreage</i>	<i>Miles to VOMCFM</i>
Primary 2 nd 3 rd			
Primary 2 nd 3 rd			
Primary 2 nd 3 rd			
Primary 2 nd 3 rd			

Describe your farm history and farming philosophy: _____

Explain what variety, heirloom or specialty crops you grow and are most proud of: _____

Certifications/Registrations (Attach copies of any certificates or registrations):

Organic:

Certifying Agency: _____ Certified since what year? _____
CDFA Organic Registration #: _____

Egg Handlers Registration:

Handler Code: _____

Nursery Stock:

License #: _____

Other Certifications:

Type of Certification: _____
Certifying Agency: _____ Certified since what year? _____
Type of Certification: _____
Certifying Agency: _____ Certified since what year? _____

Crops Grown (circle all that apply):

Tomatoes	Peppers	Onions/Garlic	Beans/Peas	Cabbage
Corn	Broccoli/Cauliflower	Cucumbers	Summer Squash	Winter Squash
Eggplant	Potatoes/Root Vegetables	Artichokes	Lettuce/Salad Mix	Greens
Mushrooms	Olives	Herbs	Apples/Pears	Stone Fruit
Cherries/Berries	Grapes	Melons	Dates/Figs	Avocadoes
Dried Fruit	Flowers	Plant Starts		

Dairy Products:

Types of cheese or other items produced: _____

Type of coagulant/rennet used: _____

_____ % of milk from your farm

_____ % of milk from other sources Source name/location: _____

_____ % of raw milk products

_____ % of pasteurized products

Animals, Eggs and Bees:

List the breeds of all animals raised, including honey bees and laying chickens:

Animal	Breed	Size of herd/flock or # of hives

**All applicants must fill out the Product Availability Time Line
on the following page!**

List below your farm’s product availability time line. Be sure to indicate whether the product is on your Primary (P) or 2nd or 3rd Certificate (as specified on Page 3 of your application):

<i>Product/Variety</i>	<i>CPC (circle one)</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Sep</i>	<i>Oct</i>
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If you need more room, please reproduce this sheet and attach additional sheets as necessary.

Please read and initial each item
and sign and date below:

- ___ *I understand that I must submit a complete application, answering all questions. Incomplete applications 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 19, 2021 deadline, I have also included a \$30 late penalty, for a total LATE APPLICATION FEE of \$75. Checks should be made payable to “Sonoma Valley Chamber of Commerce.”*
- ___ *I understand that this application is non-binding on any parties. If accepted into STNM, I agree to sign a binding stall rental agreement between myself and the City of Sonoma, within 10 business days after notification of acceptance.*
- ___ *I understand that the STNM Market Advisory Committee will review all applications during the month of February 2021. All applicants will be notified of acceptance or rejection by March 12, 2021. There will be an appeal process for any denied applicant who would like to be re-considered.*
- ___ *I understand that, if my business is accepted to participate as a vendor in the 2021 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 2021 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.*

Applicant Signature: _____ ***Date:*** _____

Printed name/Title: _____