



Sonoma's Tuesday Night Farmers Market

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

2024 Packaged Foods Vendor Application Process

Section 1 – Package Food Vendors – Please keep and review (page 1-2)

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

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

Section 1 • Package Food Vendor Information

Local Restaurants, Chefs and Bakers offering food items packaged & prepared off-site

Application Fee \$45	Due by February 23, 2024
Late application fee \$75	Applications received after February 23, 2024
Weekly Fee Per Vendor & Location	Weekly Vendor price per 10' x 10' Stall
Within City Limits	\$50.00
Sonoma Valley (south of Oakmont, North of Hwy 37, along Hwy 12)	\$60.00
Sonoma County	\$70.00
Outside Sonoma County	\$80.00
NOTE: All quoted fees above reflect a 10' x 10' Stall	

Sonoma's Tuesday Night Market 2024 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 packaged foods vendor applications to STNM, we consider the following criteria: fresh, in-season, locally sourced ingredients, purchased from STNM farmer vendors whenever possible; compostable, polyethylene-free packaging and utensils, 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 February 23, 2024; deadline must pay a late application penalty fee of \$30. Total Late Application Fee is \$75.
- ❖ We expect the 2024 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 2024. The Market operates from May through the end of September, a total of 20 market nights. There will be **no market the weeks of July 2 and July 30, 2024**
- ❖ **By applying to participate in the market you are committing to participating in all 20 of the nightly markets. All vendors will be required to pay the weekly stall fee regardless of attendance.**

Important Market Notes for 2024

- ❖ 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 March 27, 2024, if they have been accepted into the 2024 Sonoma's Tuesday Night Market. Any vendor applicant may appeal to the Market Advisory Committee's decision.
- ❖ We are excited to welcome former vendors to our 2024 season. All 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.

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**Mail or bring your application at Sonoma City Hall - open Monday-Thursday,
closed for lunch, noon-1 pm daily**

Mailing address - Sonoma's Tuesday Night Farmers Market

#1 The Plaza,

Sonoma, CA 95476

email: sonomastuesdaynightmarket@gmail.com

Questions? Jerry Wheeler • 707-974-0216



Section 2 • Packaged Food Vendor Application

Return to: Sonoma's Tuesday Night Farmer's Market#1 The Plaza, Sonoma, CA 95476 or sonomastuesdaynightmarket@gmail.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 (circle 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 (circle one)**

Business Ownership (circle any below):

- Sole Proprietor Partnership/LLC Corporation Family Owned

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

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

- Wholesale Distributors • Direct to Stores • Direct to Restaurants • Your store • Direct to Schools/Institutions • Special Events and Festivals

Additional Farmers Markets you participate in:

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

List products you intend to sell at Sonoma's Tuesday Night Farmers Market:

Describe the making of your products and any interesting facts about your product is made. Also, include any specialty items you offer, such as gluten free, vegetarian, vegan and ingredients local sourced.

***The market management requests all prepared and packaged food vendors to source your ingredients from Sonoma's Tuesday Night Market Vendors when possible.**

Initial Here	<p style="text-align: center;">Sonoma's Tuesday Night Farmers Market</p> <p style="text-align: center;">Packaged Foods Vendor Agreement</p>
	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 submit my application after the February 23, 2024, deadline, I have also included a \$30 late penalty, for a total LATE APPLICATION FEE of \$75. Checks should be made payable to "City of Sonoma"
	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 2024 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 2024 Market season, I agree that I and any authorized representatives who will sell/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.
	<p>I understand that if I do not show for a market, I am responsible for paying my nightly stall fees. And I will make every attempt to notify the market manager via email manager@sonomastuesdaynightmarket.com of my absence.</p>

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: _____, Lisa Janson, City of Sonoma Date: _____



Sonoma's Tuesday Night Farmers Market

Section 3 • Packaged Food Vendor Supporting Documents

Note: additional documents may be requested

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

Packaged Foods Vendor Document Request

Approved Vendor Business Name: _____

Documents	Notes	Requested	Received
Complete Application and fee paid			
Dept. of Tax and Adm. SELLER'S permit			
Dept. of Tax and Adm. SELLER'S permit naming the City of Sonoma as a sub-location			
Temporary Retail Food Facility Permit (Sonoma County Dept of Health Services) or Class A or B Cottage Food Operation Registration or evidence of a Commissary Agreement			
2024 City of Sonoma Business License https://sonomabslic.sonomacity.org			
2M liability Insurance COI to naming: City of Sonoma #1 the Plaza, Sonoma, CA 95476 and Sonoma Valley Chamber of Commerce 651 Broadway, Sonoma, CA 95476			
Proof of vehicle insurance (vehicle used at the market)			
Marketing information and photos of your product for promotional purposes			
<i>Addition Documents Required:</i>			