



# Sonoma's Tuesday Night Farmers Market

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

## 2024 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

<b>Application Fee \$45</b>	Due February 23, 2024
<b>Late application fee \$75</b>	Applications received after February 23, 2024
<b>Fee Per Vendor &amp; Location</b>	<b>Vendor price per 10' x 10' Stall</b>
Within City Limits	\$30.00
Sonoma Valley (south of Oakmont, North of Hwy 37, along Hwy 12	\$30.00
Sonoma County	\$30.00
Outside Sonoma County	\$40.00
<b>NOTE: All quoted fees above reflect a 10' x 10' Stall</b>	

### 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 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](http://www.sonomastuesdaynightmarket.com).
- ❖ Enclose your payment! Applications without the \$45 application fee will not be considered! Any late applications received after the 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 4 and June 30, 2024**
- ❖ **By applying to participate in the market you are committing to participate 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 no later than March 23, 2024, if they have been accepted into the 2024 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 2023 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.

# Sonoma's Tuesday Night Farmers Market

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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: [Manager@sonomastuesdaynightmarket.com](mailto:Manager@sonomastuesdaynightmarket.com)**

Questions? Jerry Wheeler • 707-974-0216



**Section 2 • Agriculture Vendor Application**

**Return to: Sonoma's Tuesday Night Farmer's Market • #1 The Plaza, Sonoma, CA 95476 or [sonomastuesdaynightmarket@gmail.com](mailto: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

**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 your are most proud of and a statement of your farming history and philosophy

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

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

List participation in other Farmers Markets:

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**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
2 <sup>nd</sup> :		
3 <sup>rd</sup> :		

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

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

**Dairy Products:** Types of cheese or other dairy products

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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	<p style="text-align: center;"><b>Sonoma's Tuesday Night Farmers Market Agriculture Vendor Agreement</b></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 am submitting 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 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 <a href="http://www.sonomastuesdaynightmarket.com">www.sonomastuesdaynightmarket.com</a>
	I understand that City of Sonoma records, including this application, attachments and emails, are subject to the California Public Records Act.
	<p><b>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 <a href="mailto:manager@sonomastuesdaynightmarket.com">manager@sonomastuesdaynightmarket.com</a> of my absence.</b></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 • Agricultural Vendor's Supporting Documents

*Note: additional documents may be requested*

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

#### Agriculture Vendor Document Request

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/ <a href="#">Section 2</a>		
Proof of current seal & inspection from County Ag Commissioners Weights & Measures Division			
Nursery Stock License (if applicable)			
Egg handlers' registration (if applicable)			
CDFA organic Certification (if applicable)			
City of Sonoma Business License <a href="https://sonomabslic.sonomacity.org">https://sonomabslic.sonomacity.org</a>			
2M general liability Insurance COI to name: <b>City of Sonoma</b> #1 the Plaza, Sonoma, CA 95476 and <b>Sonoma Valley Chamber of Commerce</b> 651 Broadway, Sonoma, CA 95476			
Proof of vehicle insurance (vehicle used for the market)			
Marketing materials of your product for promotion purposes. Please forward high-resolution photos.			
<i>Additional documents required:</i>			