

ATTACHMENT 2

K= Fair Vendor or Pro Vendor
V= Volunteer

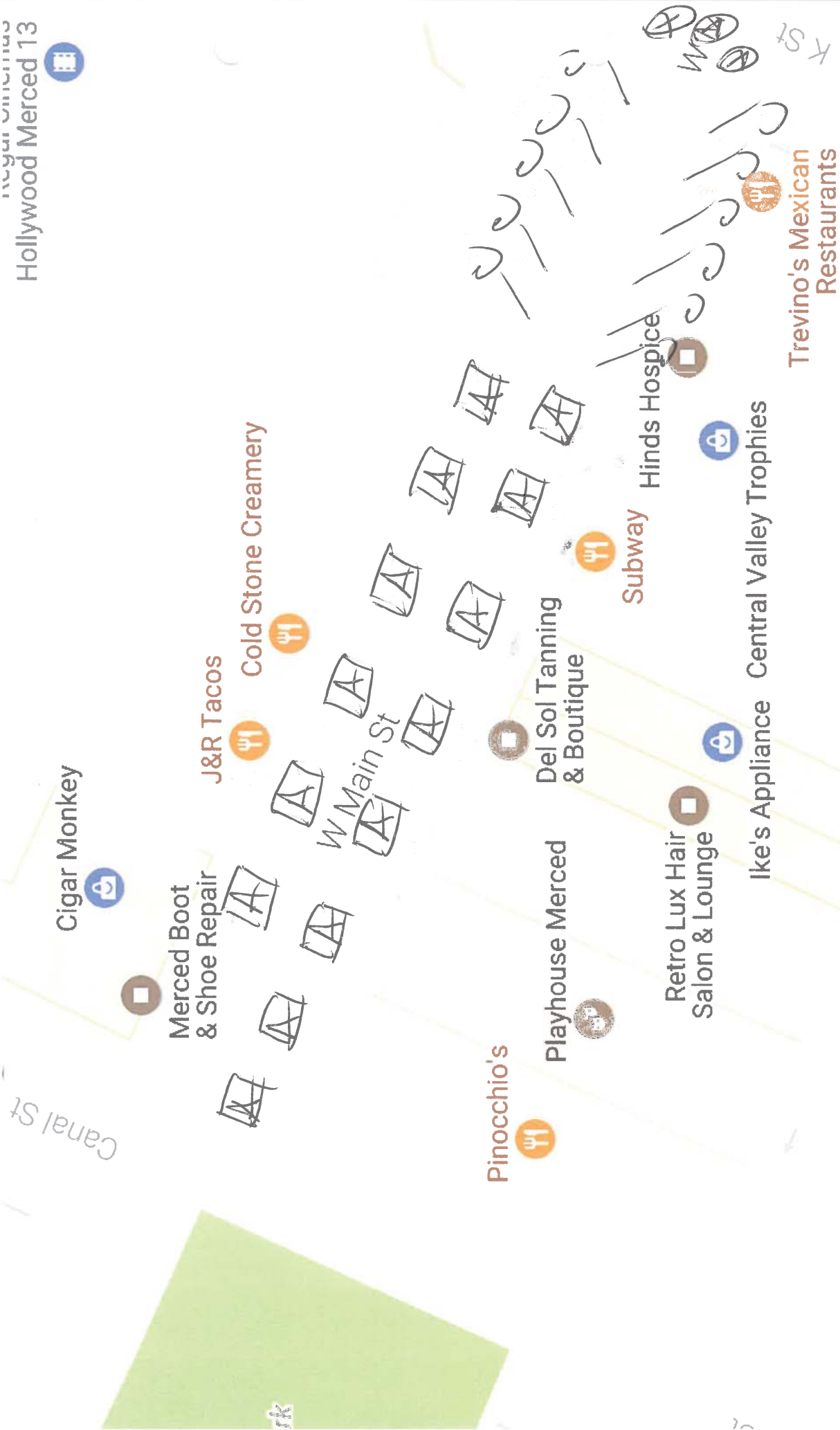
A= Artisan Vendors

K= kids zone

Party



Hollywood Merced 13



X = Banniere
V = Volunteer
C = Car shows
A = Artisan Vendors



"MERCED DOWNTOWN STREET FAIRE"

VISION:

Our Vision is to bring the Community together by having "Merced Downtown Street Faire" every Thursday. By having weekly events in Downtown, it will bring awareness to local business in the community as well as revenue into the Community. It is our goal to help Vendors in doing business in Merced and hopefully choose Downtown as a place to open their store.

HIGHLIGHTS:

- Closure of Kst through Nst
- 40 Vendors Information Booths or Retail Vendors
- 15 Food Vendors
- Private Security
- Themed Events

STRATEGY / PLAN OF ACTION:

Marketing: The most important aspect of our marketing strategy is interaction with our community businesses and leaders.

FEES FOR VENDORS:

- Retail Vendors \$25
- Information Booths Nonprofits no charge
- Food Trucks \$100
- Food Vendors \$50
- Prime locations of the event will be charged and extra \$50 (In front of Bob Hart Square) for more details contact event organizer

TIMELINE:

March 10, 2017 - Deadline to submit Street Closure Application for approval by Merced City Council.

April 7, 2017– Submitting Community Food Event Organizer Application to Public Health Department

June 15 – August 31, 2017 - Every Thursday evening from 6:00pm – 10:00pm

MERCED DOWNTOWN STREET FAIRE

RULES AND REGULATIONS

A. ENFORCE RULES AND REGULATIONS

Merced Community Development Corporation shall enforce the following Rules and Regulations uniformly, consistency, fairly and without bias or favor. Merced Community Development Corporation or designee shall have the authority to interpret Rules and Regulations to apply them in an equitable manner in order to obtain generally acceptable conduct and business practices that are in keeping with the applicable State and local laws regulations.

B. ISSUE ADMINISTRATIVE DIRECTIVES TO CLARIFY AND IMPLEMENT THE RULES AND REGULATIONS

Merced Community Development Corporation shall have the authority to issue serially numbered and dated directives that may be needed to clarify these Rules and Regulations to assure fair and equal applications, and to resolve any special situations or issue that may arise. Administrative Directives shall be maintained in an appropriate file for the use of Downtown Street Faire Vendors and/or customers.

C. PROVIDE AN ATTRACTIVE AND PLEASANT BUSINESS CLIMATE

Downtown Street Faire shall be maintained in a clean and orderly manner so that honest and ethical business persons will be attracted to Downtown Street Faire to offer quality goods and service at fair and reasonable prices. Merced Community Development Corporation however, assumes no responsibility of the actions or performances of Vendors, or for the quality of operation of goods offered for sale or which may be purchased.

D. MAINTAIN ACCURATE VENDOR LIST

Merced Community Development Corporation shall maintain a current list of Vendors that have paid rent for the current and/or future rental period. The list shall include name, address, phone number, primary goods offered, booths spaces rented, period for which rents and applicable licenses.

E. PRIVATE SECURITY

Private Security will be provided by Merced Community Development Corporation.

2. GENERAL PROVISIONS:

A. "VENDOR" SHALL MEAN THE PERSONS NAME WHO RENTED THE BOOTH SPACE

The Vendor is the person whose names entered in Downtown Street Faire records as the tenant of the space rented. All required licenses and permits must be provided at time of registration shall be promptly reported to Downtown Street Faire Coordinator. Vendors or the employee on record must be on the grounds of Merced Downtown Street Market on all days and times that the designed space(s) are occupied.

B. THE VENDOR IS FULLY RESPONSIBLE FOR THE ACTS AND CONDUCT OF ALL EMPLOYEES OR ASSOCIATES INVOLVED IN THE VENDOR'S DOWNTOWN STREET FAIRE BUSINESS

C. REIMBURSEMENT FOR DAMAGES TO CITY PROPERTY

Reimbursement for damages to City property committed by Vendor, Vendor's employee(s) or associate(s) involved in the Vendor's Downtown Street Faire Business shall be the responsibility of the Vendor.

D. BUSINESS HOURS: THURSDAYS 6:00PM – 9:00PM

Customers access to Downtown Street Faire area shall begin at 6pm. Vendors are expected to completely set up their booth prior to 6pm. Vendors arriving after that time will not be allowed to drive in to unload and must carry items to their space. Teardown can begin at 9pm and must be completed in a timely fashion.

E. BOOTHS AND SPACES SHALL BE LEFT CLEAN, WASTE SHALL BE REMOVED FROM THE

Vendors shall be responsible for leaving the rented booths and spaces clean and neat at the end of the day. All Vendors' waste shall be removed from Downtown Street Faire grounds.

F. LOST OR STOLEN PROPERTY

Vendors and customers not the City, are responsible for safe keeping of personal property and goods offered for sale. In the event of theft or loss of property, you can contact the Merced Community Development Corporation at (209) 500-7773.

G. RESERVED BOOTHS AND SPACES SHALL BE OPEN FOR BUSINESS BY 5:00PM ON FAIRE DAYS

Spaces shall be occupied by 4:00pm on Market days, unless Merced Community Development Corporation has provided prior written approval for a later time. Any spaces not occupied by the specified time will be available for re-rental to Vendors waiting to rent spaces on a daily basis. NO REFUNDS will be made for unused reserved space(s). Rain or shine Downtown Street Faire will continue, based on safety Vendors will be notified by Merced Community Development Corporation.

H. SPACE RENTALS: LATE PAYMENTS OF RENTAL

Rental payments are accepted at Merced Community Development Corporation during normal business hours. For all Vendors the first monthly rental payment must be made in person by the Vendor, subsequent payments must be made by mail or in person. 1 Week prior to the 1st Market day for the month. Available spaces are also for rent on a first serve basis on the day of each event.

I. RENTAL SPACES ARE FINAL

Rental charges are weekly or monthly. There are no discounts, rain checks, or refunds, except that if action by Merced Community Development Corporation results in a rented space not available for use, a credit shall be awarded for use at the subsequent Faire day.

J. PORTABLE GENERATORS SOURCES

Electrical power needs shall be provided by the Vendor. Generators shall be muffled so that there is no noise nuisance outside the Vendor's sales area. All electrical wires and fixtures shall be appropriately grounded and protected from wear, scuffing and accidental contact. The power systems shall comply with the City's Electrical codes. Vendors are responsible for damages caused to any and all the City's electrical equipment.

K. VENDOR'S VEHICLES ON DOWNTOWN STREET FAIRE GROUND

No Vehicles will be allowed on Downtown Street Faire grounds except for the specified times allowed for loading and unloading.

L. NO "USED ITEMS" OF ANY KIND WILL BE ALLOWED FOR SALE

Under no circumstances will used items be allowed for display with the intention of sale. Vendors are responsible for only selling new packaged items.

3. VIOLATIONS AND PENALTIES

A. VIOLATIONS AND PENALTIES

Violations of laws and/or Rules and Regulations may result in temporary or permanent rental privileges. First violation will result in a written warning. Second violation will result in suspension of rental privileges for up to three (3) months. Third violation will result in suspension from Downtown Street Faire.

B. PRODUCE PROVISIONS

A. FOOD VENDORS SHALL COMPLY WITH LOCAL HEALTH LAWS

Local health laws are enforced by the Merced County Public Health Department

B. UNLAWFUL FOODS OFFERED FOR SALE ARE SUBJECT TO DESTRUCTION

In accordance with laws and regulations, State inspectors may inspect all foods offered for sale and destroy any which fail to meet State standards and regulations.

C. PERMITS AND BOOTH/SPACE RENTAL RECEIPTS READILY AVAILABLE

All Vendors must have readily available, upon entry into Downtown Street Faire, current receipt and any other permits required by law or the Faire. Such items shall also be displayed within the booth or space in a conspicuous place.

D. MERCED COMMUNITY DEVELOPMENT CORPORATION RESERVES THE RIGHT TO LIMIT RENTALS OF PRODUCE BOOTHS AND MERCHANDISE

Merced Community Development Corporation reserves the right to limit the number of Produce Vendors, Food Booths, and merchandise booths. The City also reserves the right to limit the number of booths and/ or spaces rented by anyone Vendor.

NOTIFICATION OF PENDING STREET CLOSURE

This is to notify you of an event that will require the closure of street(s) in your area. Please note the details below, including the date and time of the closure(s), and plan to park your vehicle(s) off the affected street(s) on the day of the event. Your cooperation is greatly appreciated. If you have any concerns, please notify the contact person listed.

Name of Event: _____ Type of event (parade, etc.): _____

Contact Person: _____ Phone Number: _____

Date(s) of closure: _____	Time: between _____ am/pm and _____ am/pm
Streets to be closed: _____ _____	
Other streets with restricted access: _____ _____	

Please Note: Event Sponsor is responsible for posting of parking restrictions where street is closed. "No Parking" signs shall be posted at least twenty-four (24) hours prior to any necessary towing of vehicle(s), per California Vehicle Code Section 22651(m).

To avoid having your vehicle towed, please keep this notice as a reminder and comply with the posted parking restrictions. If you are a business with employees, please notify your employees as soon as possible and post this notice in a conspicuous location. Thank you.

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To be signed by Event Sponsor Representative after completion of required 72-hour notification and submitted to the City of Merced Planning Dept, City Hall (2nd Floor), 678 W. 18th Street, Merced.

I have notified the required parties of the dates, times, and affected streets, as required.

Signed _____ Title: _____ Date: _____