

# **DOWNTOWN BRENTWOOD THURSDAY NIGHT STREET CLOSURE EVENTS 2011 INFORMATION, RULES & GUIDELINES**

Downtown Brentwood Thursday Night Street Closure Events are a fundraising event for the Downtown Brentwood Coalition (DBC), a non-profit organization dedicated to enhancing and maintaining Downtown Brentwood as a vital and thriving retail and cultural center. The Street Closure Thursday's are designed to encourage to community members and visitors alike to experience Downtown Brentwood's wide variety of restaurants and specialty shops, enjoy local entertainment and arts, and purchase local products in a fun and safe, family-friendly atmosphere. The information, rules and guidelines that follow were established by the DBC, the Brentwood Chamber of Commerce, as well as several City, county and state agencies. All vendors and their employees are responsible for adhering to the rules and guidelines presented in this document. Thank you for your cooperation.

## **DBC CONTACT INFORMATION:**

- Office Hours: 10am – 5pm, Tuesday-Friday
- Phone: (925) 634-5900
- Fax: (925) 684-4370
- Address: 625 First St, Brentwood CA 94513
- Email: [events@brentwooddowntown.com](mailto:events@brentwooddowntown.com)
- Website: [www.brentwooddowntown.com](http://www.brentwooddowntown.com)

## **EVENT DETAILS:**

- Dates: Every Thursday, July 7<sup>th</sup> through October 6<sup>th</sup>, 2011.
- Location: Downtown Brentwood on First Street (between Oak Street and Chestnut Street)
- Event Hours: 5:00 – 8:00 PM
- Vendor Set-up: 4:15 - 5:00 PM
- Vendor Tear-down: 8:00 – 8:30 PM

## **BOOTH SPACE SPECIFICATIONS:**

- Standard booth space: 10' X 10' (ALL participants except produce vendors. Some exceptions may apply.)
- Large booth space: 15' X 20' and 20' X 20' . Ask for pricing.

## **EXCLUSIVITY CLAUSE:**

- The DBC has an exclusivity clause for normal Thursday participation for any vendor who's business is directly in competition with a merchant in the downtown business core.
- Vendor's who business conflicts with an existing downtown business may participate on special open night events. Please contact for details.
- Any questions regarding the exclusivity clause should be directed to [events@brentwooddowntown.com](mailto:events@brentwooddowntown.com)
- The DBC prefers to choose vendors that are from the local Brentwood area.

**VENDOR FEES & TYPES:**

- A. Application Fee –\$25.00 Per Season ( this fee is non-refundable)
- B. Space Fee – Varies by Vendor type and booth size
- C. Electricity - not readily available. May need to make private arrangements with local merchants. Safety regulations may apply.

<b><u>VENDOR TYPES</u></b>	<b><u>WEEKLY FEE</u></b>	<b><u>4-WEEK PRE-PAY (10% DISCOUNT)</u></b>	<b><u>FULL SEASON (25% DISCOUNT)</u></b>
ARTS & CRAFTS	\$10.00	\$36.00	\$265.00
NON PROFIT	\$10.00	\$36.00	\$265.00
COMMERCIAL	\$20.00	\$72.00	\$390.00

⇒ Prices are based on a single booth space. Two spaces = double price. (Some exceptions may apply.)  
 ⇒ A one time use rate is available – add \$10.00 to weekly rate in lieu of application fee.

**PAYMENT PROCEDURES:**

- Payment must be received by 5:00 PM on Tuesday to reserve space for that week. A \$ 10.00 late fee per booth space will be charged to vendors who pay after the deadline (and space may be reassigned). NO EXCEPTIONS.
- Cash, Check (payable to the DBC), or Credit Card ( M/C, Visa) is accepted. There are several payment options:
  1. Drop-off – His & Hers Formalwear, 625 First Street, Brentwood, CA 94513
  2. Mail – DBC C/O His & Hers Formalwear, 625 First Street, Brentwood, CA 94513
  3. Phone / Credit card payments can be made by calling the DBC C/O Chamber of Commerce - 925-634-3344.

**REQUIRED PERMITS:**

*COPIES OF EACH APPLICABLE CERTIFICATE AND/OR PERMIT MUST BE SUBMITTED WITH APPLICATION EACH SEASON. REFER TO THE CHART BELOW FOR ITEMS THAT MAY BE REQUIRED (VARIES BY VENDOR TYPE).*

1. Seller’s Permit/Resale License: Call the State Board of Equalization at (800)400-715 or visit [www.boe.ca.gov](http://www.boe.ca.gov)
2. Contra Costa County Health Dept. Permit: Contact 2120 Diamond Blvd, STE 200 Concord, CA 94520 (925) 692-2500
3. Business License City of Brentwood: 708 Third St Brentwood, CA 94513 (925) 516-5338-Special Modified License
4. Contra Costa County Fire Dept. Permit: 2010 Geary Rd Pleasant Hill, CA 94523 (925) 941-3300

<b>Vendor Type ↓</b>	<b>1. Seller’s Permit</b>	<b>2. County Health Dept</b>	<b>3. Business License City of Brentwood</b>	<b>4. County Fire Permit</b>
Arts & Crafts (Handmade Items)	√	N/A	√	N/A
Non Profit	√ (only if selling items)	N/A	√	N/A
Commercial	√ (only if selling items)	√ (only if food vendor)	√	√ (only if cooking food)

**RESERVATIONS & SPACE ASSIGNMENT:**

1. Applications are not accepted at the Thursday night street closure – drop off, mail or fax completed applications to the DBC office.
2. Incomplete applications or those missing required permits will not be processed until all required items are submitted.

3. Selection of vendors is at the discretion of management based on the vendor's ability to enhance the overall event image. Management reserves the right to refuse or assign space at any time. Space is allocated each season based on supply and demand, application date, logistics, and presentation of product and booth appeal.
4. All vendor merchandise must be approved through the application process. During the season, requests to sell products not listed on initial application must be presented in writing to event manager.
5. Payment must be received by 5:00 PM on Tuesday to reserve booth space for that week. A \$10.00 late fee per booth space will be charged to vendors who pay after the deadline and space may be reassigned. Spaces are assigned each Wednesday morning and only new vendors or those whose space is being reassigned will be notified.
6. Cancellations must be made 48 hours prior to the event (4 PM on Tuesday) in order to roll over fees for future use. FOUR WEEK and FULL SEASON discount rates are based on consecutive weekly attendance. Therefore, special arrangements must be made in order to roll over fees or process refunds as the result of a cancellation (no more than 2 per season will be granted).
7. Two or more consecutive cancellations or absences may result in space reassignment and/or loss of fees.
8. Sharing booth space with other vendors is prohibited and may result in loss of fees and ability to vend in future events.

#### **GENERAL RULES:**

9. No animals allowed within the event boundaries (especially with vendor booth spaces). Please help enforce this rule by informing your customers.
10. Children of vendors (Ages 10 and under) must be accompanied by an adult at all times while participating in the event.
11. No smoking in vendor booths.

#### **SET-UP/TEAR-DOWN PROCEDURES:**

12. Set up is from 4:15 PM to 5:00 PM, but vehicle entry is only permitted till 4:45 PM. From 4:45 PM to 8:00 PM, no vehicles may enter the event. All vehicles must clear the streets by 4:45 PM unless authorized by event manager.
13. During set-up and tear-down, vehicles may only enter the event through assigned barricades (either at the intersection of Oak and First or Chestnut and First). Traffic flow may be adjusted each event Thursday please allow for adjustments.
14. Parking is not allowed on First Street between Oak and Chestnut between the hours of 5-9 PM. Brentwood Police Dept. will site and tow offenders.
15. Merchandise will not be unloaded onto the city streets or sidewalks until the barricades are erected at the appropriate time and the streets are deemed safe by the police and event manager. After barricades are erected the all clear will be given to safely set-up. Vendors must remain set-up for the duration of the event (8:00 PM). Tear-down can begin after (and not before), at which time vendors will be permitted to re-enter with vehicles. Tear-down must be completed in a timely manner so the streets can be reopened.
16. The speed limit within the event boundaries is 5mph at all times.

#### **BOOTH DISPLAYS:**

18. All merchandise must be displayed on a table, rack or shelving (some exceptions may apply – see event manager with questions). Table must be covered with a tablecloth (fabric or vinyl) and a table skirting is recommended. Vendors are responsible for providing tables, chairs, tents, and all other equipment to vend. All booth content, product demonstrations and signs, must be contained in designated booth space.
19. Vehicles authorized to remain within market may not park on curbs or sidewalks and must fit within designated booth space.
20. All signage is subject to management approval. Signs may not exceed 9' tall and may not protrude out of designated space.
21. Booth space must be maintained in a clean and sanitary condition. All trash, trimmings, wrappings, containers, and equipment must be removed when vacating the space. Vendors creating excessive refuse may not use public trash cans.
22. No open flames. No burning of candles, incense, sage, or other aromatics allowed.
23. Vendors may not provide music or entertainment in booth unless event manager has given permission.
24. Aggressive sales tactics will not be permitted (i.e. Yelling or Barking for customers to come to your booth).

25. Vendors must stay in their assigned booth space.

26. All vendor booths will be periodically reviewed by the DBC event manager to insure compliance with the above guidelines.

**FOOD VENDORS:**

29. All food vendors must be in compliance with governing agencies and have proper permits in good standing before applying to vend.

30. Food items/edible's must be stored /displayed at least 6 inches from the ground at all times.

31. Food vendors are required to operate in a fully enclosed booth on all four sides with a service window for selling food from the front.

32. Any food vendor who will be deep fat frying any oil or wok cooking will need to operate in a 10' X 20' booth.

33. Any food vendor who will be heating/cooking food is required to provide a type K fire extinguisher.

34. Any food vendor who will be cooking using LPG must provide a milk crate for tank storage.

**WEATHER CANCELLATION POLICY:**

35. Event Manager will declare a weather cancellation (i.e. rain ) by 1:00 PM on the day of the event.

36. Vendors are responsible for calling the DBC office after 1:00 PM that day to find out if any cancelation has been made.

37. In the event of a Thursday Event cancellation, booth fees will be rolled over to the next week. If the vendor is unable to participate due to a schedule conflict, it is the vendor's responsibility to contact the DBC by Tuesday in order to reschedule a make up date. DBC is not responsible for the loss of anticipated revenue due to an event cancelation.

38. Fees will not be refunded or rolled over if the event is not cancelled and the vendor chooses not to attend.

**EMAIL POLICY:**

39. In order to keep in contact with the DBC please provide us with your current email address.