

Santa Monica Pier Vending Cart Guidelines

Rules and Regulations

- I. INTRODUCTION
 - II. MAINTENANCE STANDARDS
 - III. ADMINISTRATION AND MANAGEMENT
 - IV. DAILY VENDING CART OPERATION
 - V. MERCHANDISING GUIDELINES
 - VI. SIGNAGE
 - VII. STAFFING
 - VIII. CART SPECIFICATION
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I. INTRODUCTION

These guidelines set forth criteria intended to ensure highest possible quality of cart operation, maintenance, and cart design for Licensees operating under the Santa Monica Pier Vending Cart Program. The objective of such a vending cart program shall be to feature beach and Pier related merchandise, specialty retail, and food services, which provide the highest level and quality of customer service to enhance the experience of visitors to the Santa Monica Pier.

The City reserves the right to amend these guidelines as circumstances of the program warrant.

II. MAINTENANCE STANDARDS

- A. Licensee will be responsible for supplying vendor cart. The cart must be of highest quality and consistent design.
- B. Licensee is responsible for all cart maintenance. Cart must be clean, sanitary and in good working condition at all times to the satisfaction of City in its sole discretion.
- C. The area around each cart must be kept clean and free of trash. In the event that the cart causes damage to the area surrounding it, Licensee will be responsible for cleaning and finding a solution to prevent future damage. Electrical extension cords are not permitted to exceed five (5) feet from the cart. Cords are to be secured by a plastic or rubber cover to eliminate the potential tripping hazard.
- D. Licensee using heaters (pre-approved by the City or City designated Administrator) during cold weather shall have a fire extinguisher on the vending cart and shall set-up and operate heater in safe manner.

Santa Monica Pier Vending Cart Guidelines

III. ADMINISTRATION AND MANAGEMENT

- A. Licensee must obtain a business license from the City of Santa Monica. Licensee is responsible for ensuring that all required licenses and permits have been obtained and kept current, including all requirements of governmental agencies having jurisdiction over any aspect of the vending program. Copies of all permits and renewals are to be forwarded to City or its designated Administrator.
- B. Prior to acceptance into the vending cart program, each Licensee, cart and merchandise must be approved by City or City's designated Administrator. Following such approval, and prior to commencement of operation of any new vending cart, Licensee will be responsible for providing the following completed documentation to the City of its designated Administrator and, during the term of such operator's participation in the vending cart program, shall continue to keep current.
 - 1. City Business License.
 - 2. State of California re-sale license.
 - 3. Samples or information satisfactory to City of all merchandise to be sold from cart.
 - 4. County health permit as applicable.
 - 5. Any other license or permit as warranted.
- C. Licensee is responsible for providing information to the public regarding the vendor cart and merchandise and will be responsible for responding to inquiries, and complaints and distributing information. Information and responses must be made in a timely manner, in keeping with the intent of the program to provide a quality program and outstanding service. Copies of applicable written information shall be made available to City's Business License Division and the City's designate Administrator.
- D. Management of the Cart must be done in an ethical and professional manner. Licensee is solely responsible for the enforcement of cart rules and Santa Monica Pier Vendor Cart Guidelines as they pertain to individual cart operators.
- E. All products during the course of operation shall be approved in writing by the City or City designated Administrator.
- F. Licensee shall maintain and update for City a list of vending cart employees. No other person shall operate the vending cart except the Licensee and designated employees.
- G. Business checking account(s) should have the same business name as the vending cart business.
- H. Financial reports detailing monthly cart sales are to be provided to City or its designated Administrator within ten (10) days of month end. The financial reports are to include, but not be limited to, gross sales and operating expenses.

Santa Monica Pier Vending Cart Guidelines

- I. Licensee and City or its designated Administrator shall conduct regular meeting with all cart operators. Such meetings shall include a review of program operations, customer services, and merchandise presentation and standards.
- J. The merchandising of the cart must be neat, clean, fully stocked and visually pleasing in general presentation. All merchandise must be displayed on or within the carts. Licensee is responsible for ensuring displays standards are maintained. Only one (1) standard chair per cart is allowed. All signage and cart modifications must be approved by City or its designated Administrator prior to implementation.

IV. DAILY VENDING CART OPERATION

- A. Licensee may be subject to a notice to remedy for the following problems:
 - i. Opening late or closing early or failing to open the cart (without written authorization by the City or City's designated Administrator).
 - ii. Music or other sounds audible from the public path of travel.
 - iii. Leaving vending cart unattended.
 - iv. Allowing anyone other than a paid member of Licensee's staff to attend or operate vending cart.
 - v. Moving vending cart in a rapid or unsafe manner. Any accidents with pedestrians or damage to property shall be reported immediately to the City or City's designated Administrator.
 - vi. Allowing staff to move vending cart without direct supervision (Someone shall be in front of the vending cart as it is being pushed to assigned cart location).
 - vii. Failure to keep cart and space around cart in a clean and sanitary condition.
 - viii. Failure to maintain current Liability and or Worker's Compensation Insurance.
 - ix. Failure to attend Santa Monica Pier Cart Operators meetings.
 - x. Failure to comply with any requirements of the License Agreement or health, safety and welfare of the public.

In accordance with the License Agreement, violations of rules and regulations set forth in these guidelines may result in the termination of the license agreement.

V. MERCHANDISING GUIDELINES

Licensees are required to adhere to the following merchandising guidelines when creating vending cart displays:

- i. Display of merchandise shall be professionally designed and executed.
- ii. All displayed merchandise shall be visibly priced.
- iii. City or City designated Administrator will approve drawings and production of the display.
- iv. All fixtures, fabric, signage, chairs, and other decorations shall be maintained in good condition throughout the operation of the vending cart.

Santa Monica Pier Vending Cart Guidelines

- v. Merchandise shall be stored inside vending cart or presented on approved display fixtures at all times. No stored boxes, bags, or cloths are to be visible to the public.
- vi. Merchandise shall be in good condition.
- vii. Carts should be fully stocked with merchandise at all times during business hours.
- viii. Merchandise shall be presented in approved display units.
- ix. Merchandise shall be priced before placement upon the vending cart for sale.
- x. Daily preparation of merchandise and display shall not create a visual nuisance to public and surrounding businesses.
- xi. The sale of counterfeit merchandise is not permitted. Counterfeit products refer to items that are either imitations of genuine products or items made without permission of a trademark owner.
- xii. No display of merchandise shall be permitted upon vending cart roof or below counter/ shelf level of vending cart without written approval of City or City designated Administrator.
- xiii. Vending cart doors shall be closed and boxes and bags shall be off the deck while operating.

VI. SIGNAGE

Licensee is responsible for investing in a high quality sign(s) identifying name of business.

- i. Business identification sign must be located at or near cart's roof line.
- ii. Business identification sign must be produced by a professional sign company.
- iii. Maximum cart sign dimensions for business identification sign must not exceed 6" high x 48" long.
- iv. This work shall be produced to professional standards and shall be approved in writing by City or City designated Administrator prior to placement on the vending cart.
- v. Price signs and items description shall be preprinted and mounted on approved material. Handwritten signs are not permitted.

VII. STAFFING

In an effort to guarantee Pier visitors excellent service, the following staffing standards are required of all Licensees:

- i. All Licensee employees shall be neat and clean at all times and shall wear some distinctive article of apparel that identifies them as Licensee employees.
- ii. Licensee employees shall be courteous to all guests and patrons of the pier.
- iii. Licensee employees shall not while on duty use improper language, behave in a boisterous manner, emit any unduly loud or unreasonable noise, engage in any horseplay, or unbecoming or otherwise illegal or objectionable conduct or activities on the pier.
- iv. Licensees shall supervise the conduct of their employees.

Santa Monica Pier Vending Cart Guidelines

- v. Licensee shall insure that their employees understand and comply with the cart guidelines and special memos.
- vi. Licensee and staff shall be familiar with stores surrounding the Santa Monica Pier, rest room locations, ATMs and special events on the Santa Monica Pier's event calendar.
- vii. Should staff problems arise, Licensee shall be available in case of emergencies. If problem is not resolved City or City designated Administrator may exercise its discretion including closing/ securing of vending cart or require replacement of employee by the Licensee.

VIII. CART SPECIFICATION

- i. Over all cart dimensions (including displays and extendable shelves) shall not exceed 43" wide x 90" long x 84" high.
- ii. 1" welded and painted, square steel tube frame for durability and stability
- iii. 16 Ga. Painted steel side panels, doors, floor, and shelves.
- iv. 18 Ga. Painted steel canopy.
- v. Stainless steel corner trim.
- vi. Steel push handles mounted to one of the 43" sides of the cart.
- vii. 110 volt, 60 cycle, 15 amp wiring. Electrical cord must extend from the base of the unit. A duplex outlet with switch controlling the lights installed in the interior storage area. An opening, with grommet in the countertop for electrical access.
- viii. Electrical components UL listed and approved.
- ix. Heavy-duty, pneumatic wheels minimum of 2"width. Two swivel and two ridged. Brakes on all wheels.
- x. Lockable cabinet access doors.
- xi. Two color paint scheme.
- xii. Painted metal removable sign holder mounted to the cart roofline.

Any proposed modifications to cart specification must be reviewed and approved in writing by City or City designated Administrator.