



City of Santa Monica Farmers Markets

Educational and Entertainment Activity PILOT Program Interest Form

BACKGROUND

The City of Santa Monica welcomes applications from interested parties for educational and entertainment activities at the **Sunday Main Street Farmers Market**. The intent is to provide locations within the Market where educators and performers can teach and entertain Farmers Market customers in a fashion consistent with, complimentary to the Farmers Market mission. Activities may include but are not limited to; cooking, gardening and urban homesteading demonstrations and workshops, face painters, balloon designers, magic or puppet shows, story time, jugglers, mimes, arts and crafts and dance performances with a preference for *non-animal* related activities.

This pilot program is intended to test a variety of educational and entertainment activities at the Sunday Main Street Farmers Market to determine which activities are successful and appropriate for the Market. As such, the contract periods, amount and location of space allocated, and frequency of attendance for selected applicants will vary and will be determined in the application evaluation process and may be negotiated collaboratively to best suit both the market and applicant.

To assist in evaluating each activity during the Pilot Program, the selected participants will be asked to collect consumer feedback and to provide feedback to market management.

TIMELINE

Attend the pre-application meeting – April 7, 2015 at the Main Santa Monica Library in the MLK Auditorium 11:30 am – 12:30 am. This meeting provides an opportunity to ask clarifying questions, and obtain a better understanding of the pilot program.

Applications will be accepted on a rolling basis and reviewed periodically according to the following schedule:

Applications received by	Notification of selection	Participation Start Date
April 10, 2015	April 2015	May 2015
July 1, 2015	July 2015	TBD

CITY CONTACT

The City has designated Jodi Low, as its contact (the “City Contact”) for this Activity Interest Form. The City Contact’s information is listed below:

Jodi Low, Farmers Market Coordinator II
City of Santa Monica Farmers Markets
1901 Main Street, Ste F
Santa Monica, CA 90404
Telephone: (310) 458-8712 x 5
Fax Number: (310) 391-9996
E-mail: jodi.low@smgov.net

Monday through Thursday, 9:00 AM to 5:00 PM

PLEASE NOTE:

Bands, musical entertainers, farmers, prepared food vendors, and retailers should apply through the application processes listed on the farmer’s market website and NOT WITH THIS APPLICATION.

LOCATION

Market Location: 2640 Main Street
Market Day: Sundays
Schedule: Set up 7:30 am – 9:30 am, Market Hours 9:30 am – 1:00 pm, Breakdown 1:00 pm – 3:00 pm
Approximate Attendance: 5,000 people each week
Current Vendor Mix: 30 farmers, 13 prepared and packaged foods vendors, 14 local retailers, 1 band

LICENSES AND PERMITS

The following permits and licenses may be required depending on the nature and type of activity proposed.

- City of Santa Monica Business License
- Seasonal Event / Community Event Permit – needed for cooking demos with samples
- Entertainment/Educational Activity Permit
- General Comprehensive liability insurance

Agreement Terms and Conditions

The agreement between the City and the selected applicant will follow the format, terms and conditions specified by the City and contain the terms and conditions set forth in Exhibit A, (“Entertainment/Educational Activity Permit”). However, the City reserves the right to negotiate with successful proposers on the final provision(s) in addition to those contained in this Interest Form. The contents of this Interest Form, as revised and/or supplemented, and the successful proposal will be incorporated into and become part of the agreement.

APPLICANT INFORMATION

Business Name: _____

Contact Name: _____ Date: _____
Full Name Title

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Phone: _____ Email _____

Facebook: _____ Website _____

Are you a citizen of the United States? YES NO If no, are you authorized to work in the U.S.? YES NO

Have you ever been convicted of a felony? YES NO

If yes, explain: _____

LOGISTICS

LAYOUT – Participants are to provide and set up their own equipment. Canopies or umbrellas may be required.

What amount of space does the proposed activity require?

- 5' x 5' 10' x 10' 10' x 20' Other, please list _____

What type of equipment will be utilized?

- Umbrella Canopy _____ - _____ ft. table(s) Chairs Propane
 Extension Cords Cooking Equipment, please list _____
 Other, please list _____

PROPOSED FREQUENCY OF ATTENDANCE

- Weekly Every other week Once a month Once a quarter One time Other please list

REFERENCES

Please list THREE professional references whom you have performed similar work for in the last three years.

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release.

Signature: _____ Date: _____