



Dear Prospective “The Lot On First”; Pop Up User -

We are excited to have a high-traffic, high-visibility opportunity for artists, non-profits, startups and unique experiences to have a place to showcase themselves in downtown Livermore.

This opportunity is in partnership with the City of Livermore, Livermore Downtown Inc. and the surrounding downtown businesses. We are looking for experiences that bring a new and exciting element to downtown Livermore, complementing our existing business draws.

If you are interested in participating, please complete and return the enclosed forms. Once we have reviewed your application and photos we will contact you to let you know if you have been selected as a participant and to collect payment. Incomplete applications will not be considered. Please note that if chosen, you must obtain a valid City of Livermore Business License. For more information, call the City of Livermore’s Business License Finance Department at (925) 960-4310.

If you have any questions, please do not hesitate to call us at (925) 583-5242 or e-mail us at events@livermoredowntown.com.

We look forward to hearing from you!

Sincerely,

Livermore Downtown Event Team
Livermore Downtown Inc.
www.livermoredowntown.com



LIVERMORE DOWNTOWN
Where Brilliance Thrives!

P.O. Box 1067 Livermore, CA 94551 www.LivermoreDowntown.com



VENDOR RULES AND REGULATIONS

Keep These for your Records

ALL VENDORS MUST HAVE A VALID CITY OF LIVERMORE BUSINESS LICENSE

Arts and Crafts Vendor Rules

All Art & Craft Vendors must only have products from artists showing, **NO REPRESENTATIVES!** **No manufactured products permitted in this classification.** *You must submit five (5) photographs of your products to be considered. You must also submit one (1) of the artist working in the studio with your application. This is to help us enforce the authenticity of the craft and help confirm that the product is not a commercial good.* Acceptance is based on compliance with Livermore Downtown Inc. design and quality standards. Art & craft vendors who present manufactured products or products made by another artist will be asked to leave. **Random inspection of booths** can happen throughout the event. If you are asked to leave, there will be no refund of fees.

You must also submit a sketch of the event set-up plan or event pop-up layout that you will implement including installation at "The Lot" for Livermore Downtown Inc Team to approve.

If you are selling **PRE-PACKAGED FOOD** as an Arts and Crafts Vendor YOU MUST have all appropriate **ALAMEDA COUNTY HEALTH PERMITS including TFF's**, which **must be obtained 30 days prior to Pop Up Event**. It is each vendors' responsibility to ensure that they have the appropriate permits and licenses. Please visit <https://deh.acgov.org/operations-assets/docs/tff/TemporaryFoodFacilityPermitCateredEventPermitApplication.pdf> for more information regarding the Alameda Country Department of Public Health and to obtain permits. Prior to the event, you must email your health permit to Livermore Downtown Inc. at events@livermoredowntown.com

Livermore Downtown reserves the right to reject any contract on the basis that items intended for sale do not meet the Livermore Downtown requirements and standards or merchandise intended for sale at said event is not listed on the Itemized List of Goods For Sale section of this application. If product is for sale and has not been listed, Livermore Downtown reserves the right to have the unlisted said product removed.

Food Vendor Rules

All Food Vendors, including pre-packaged food vendors must follow all of the above guidelines AND have appropriate **ALAMEDA COUNTY HEALTH PERMITS, which must be obtained 30 days prior. Prior to the event, you must email your health permit to Livermore Downtown Inc. to** events@livermoredowntown.com. If you have any questions, please email the special events coordinator at events@livermoredowntown.com.



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Think “green”!! All food vendors must serve food in biodegradable/ compostable material containers. NO Styrofoam allowed!

You must provide a sketch of “The Lot” setup layout and Installation Plan for approval.

All food vendors must provide a **Certificate of Insurance** showing their liability coverage in the amount of \$1,000,000.00, naming Livermore Downtown Inc., The City of Livermore, its officers, agents, employees and volunteers as additionally insured.

- You must take all gray water with you for disposal at a legal site.
- You must take all cooking oils with you for disposal at a legal site.

Dumping of charcoal is prohibited and must be removed by vendor. **ALL FOOD VENDORS MUST PROVIDE A MINIMUM 5 POUND ABC APPROVED FIRE EXTINGUISHER. Prior to acceptance, vendors will be required to sign a dumping agreement and post a \$500.00 cleaning deposit, to be sent in with application.**

Non Profit Vendor Rules

All Non-Profit Organizations must fill out an application and submit a fee for booth space. You will be allowed to hand out information about your organization to the public as long as there is no fee involved. You are encouraged to include signage identifying your group and you may also wear clothing that advertises your group. You may not sell anything from your booth except what you have contracted with Livermore Downtown Inc. to sell.

Livermore Downtown Inc reserves the right to reject any contract on the basis that items intended for sale do not meet the Livermore Downtown Inc requirements and standards or merchandise intended for sale at said event is not listed on the Itemized List of Goods For Sale section of this application. If product is for sale and has not been listed, Livermore Downtown reserves the right to have the unlisted said product removed.

You must provide a sketch of “The Lot” setup layout and Installation Plan for approval.

Commercial Vendor Rules

All Commercial Vendors must have a professional presentation and provide photographs of the event set up with the application to be considered.

All Commercial Vendors who have raffle/drawings must make their entries free to the public.

You must provide a sketch of “The Lot” setup layout and Installation Plan for approval.

Livermore Downtown Inc reserves the right to reject any contract on the basis that items intended for sale do not meet the Livermore Downtown Inc requirements and standards or merchandise intended for sale at said event is



not listed on the Itemized List of Goods For Sale section of this application. If product is for sale and has not been listed, Livermore Downtown reserves the right to have the unlisted said product removed.

Market Coordinator/ Event Promoter

This category is designed for entities that will be coordinating participation with individual vendors, utilizing the space as a for profit opportunity for the entity.

Theme and use plan must be approved by Livermore Downtown Inc.

Vendors participating must be approved and registered with Livermore Downtown Inc. If at inspection, unregistered vendors are in place, Livermore Downtown Inc. holds the right for their removal at promoter's expense.

Absolutely no alcoholic beverages or smoking of any substance will be allowed in "The Lot". Breach of this rule is grounds for immediate shutdown of event at the event promoters' expense and will ban event promoter from future use of "The Lot".

Set up/Design Plan must be approved by Livermore Downtown Inc. and signed off by the Livermore/Pleasanton Fire Department Fire Marshal.

Applicant must provide Certificate of Insurance showing their liability coverage in the amount of \$1,000,000, naming Livermore Downtown Inc. and the City of Livermore, its Officers, Agents, Employees and Volunteers as additionally insured.

You must provide a sketch of "The Lot" setup layout and Installation Plan for approval.



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For Office Use Only	
Received	_____
Category	_____
Electrical	_____
Corner	_____
# Spaces	_____
Booth #	_____

The Lot On First Pop Up APPLICATION

This application is for the purpose of assisting the Livermore Downtown Inc. in the selection of Pop Up Experiences for the “Lot On First”. This application IS NOT a contract, nor a guarantee of same. Return completed application to Livermore Downtown Inc. PO Box 1067, Livermore, CA 94551 **OR** email events@livermoredowntown.com. Applicants will be notified of acceptance to participate in Pop Up use within 5 days of receipt of application.

Name of Business: _____
PLEASE PRINT EXACTLY AS YOU WOULD LIKE IT TO APPEAR ON PRINTED INFORMATION

Name of Owner: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Cell Phone **(REQUIRED)**: _____ Day-Of Contact Cell **(REQUIRED)**: _____

Email address **(REQUIRED - Preferred Form of Communication for Event updates.)**:

Website: _____ Facebook: _____ Instagram: _____

License Number and Registered Owner of Vehicle(s) at event to be used in case of emergency:

CA Resale # (Mandatory): _____





City of Livermore Business License # (mandatory if selling product)

Please make an itemized list of goods for sale and/or planned activities and informative handouts. **You MUST list all items that you plan to sell on this page!** If you decide to sell items that are not listed below, Livermore Downtown has the right to remove the products. Please attach a separate sheet if additional space is needed.

GENERAL RULES FOR ALL VENDORS

1. All applications must be completed fully, signed and submitted prior to Lot reservation acceptance. Please make sure your writing is legible. Your application will be processed by business name so please include it on all correspondence.
2. Lot use fees should be included with your application in the form of separate payment(s), please make checks payable to Livermore Downtown Inc.
3. **We provide the lot only, no canopies, equipment, etc.**
4. Participants are asked to conduct themselves in a professional and tasteful manner at all times. Failure to do so may result in your being asked to leave the event with no refund of fees.
5. This is a rain or shine event. You are required to have weights for wind. You may not attach any structures or décor top the neighboring walls of buildings.
6. **No refunds issued after twenty-one (21) days before event. All refunds will be less a \$50.00 processing fee.**
7. Open flames are not permitted. All food vendors are required to have a minimum 5-pound ABC approved fire extinguisher in their booth at all times.
8. If you must have ELECTRICITY to operate, please note it in your set-up plan that you attached to your application designated as such. You will need to bring your own, whisper quiet, low exhaust generator.
9. Vendors are responsible for providing their own general liability insurance for the event and are responsible for their set up equipment and goods at all times, regardless of whether security is present or not, overnight security is not provided for the event area.
10. No drug paraphernalia or symbols are allowed. If seen, you will be told to remove those items and/or leave the event with no refund of fees.
11. No political content or symbols are allowed. If seen, you will be told to remove those items and/or leave the event with no refund of fees. At your own expense.
12. No products depicting nudity or pornography are allowed. If seen, you will be told to remove those items and/or leave the event with no refund of fees.
13. Balloon rules: No Helium balloons allowed. Air filled balloons and items allowed.
14. All vendors must have a **California Resale Permit** and it **must** be in plain view at all times during the event.
15. All Vendors must have a **City of Livermore Business License**. Business License Tax Application is available at <http://www.cityoflivermore.net/civicax/filebank/documents/7103/> or call (925) 960-4310.



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Livermore Downtown Inc. and the City of Livermore will not be responsible for any liability, damage, theft or destruction of property (including vehicles), including those related to weather. By printing and signing your name below, you agree and understand the guidelines of this event. You agree to comply with the RULES AND REGULATIONS as stated for this event. Failure to comply with these RULES AND REGULATIONS for this event will mean expulsion from the event, and NO REFUND of fees will be issued.

Name _____ Signature _____ Date _____

VENDOR FEES

See General Rules for Refund Policy.

Fee includes SPACE ONLY. Fee does not include sidewalk or parking stalls. You must provide your own set up i.e. tents, tables, chairs, etc.

Payment Method:

Mail Check or Money Order (payable to Livermore Downtown inc)
 Credit Card Payments (made over phone)

Non-Profit Organizations \$150.00 _____
 Art or Craft Vendor \$250.00 _____
 Commercial Vendor \$500.00 _____
 Market Coordinator/Event Promoter \$1,000.00 _____

*** Cleaning Deposit – REQUIRED – \$300.00 _____ (Separate Payment required)**

****Applicants are required to submit a separate payment in the amount of \$300.00 for a cleaning deposit. In order to receive a refund of said cleaning deposit, you must have your space inspected by our Representative before leaving the event. If your space is totally clean of debris at the end of “The Lot” use, your check will be returned to you.***

FOOD VENDOR FEES

Food Vendor \$500.00 _____



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***Food Vendor Cleaning Deposit – REQUIRED – \$500.00 _____ (Separate Payment required)**
***Food vendors are required to submit a separate payment in the amount of \$500.00 for a cleaning deposit.**
In order to receive a refund of said cleaning deposit, you must have your space inspected by our Representative before leaving the event. If your space is totally clean of debris at the end of the Lot Use, your check will be returned to you.

Name _____ Signature _____ Date _____

ELECTRICITY

If you do not fill out this form correctly and return with the rest of your application, YOU WILL NOT BE ALLOWED generator use at the event.

A late request will be subject to additional charge of \$100.00

- We may **only** supply a 110 outlet with a maximum of 2000 watts.
- Please **bring your own whisper quiet, low exhaust generator**
- Tents must be properly secured with sand bags or weights.
- **Electrical use areas may be inspected; below standard set up will be denied participation without refund.**

If you require electricity and have included your separate \$100.00 payment for electricity, please provide the required information in the format shown below (most electrical equipment lists the usage on the equipment, often near the plug):

<u>Type of Equipment</u>	Electricity Required (Maximum 110 outlet, 2000 watts)
Example: Hot Dog Cooker	Example: 1,500 Watts



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Electrical requirements made on the day of the event that exceed or are in addition to the requirements listed above are NOT guaranteed and may cause event staff to deny your participation in the pop-up area.

I have read and understand all of the above electrical guidelines:

Signature

Date

HOLD HARMLESS AND INDEMNIFICATION AGREEMENT

I, _____, shall save, keep and hold harmless Livermore Downtown Inc.,
(Print Business Name)

The City of Livermore, it's officers, agents, employees, and volunteers from all damages, costs, or expenses in law equity that may at any time arise or be set up because of damages to property or personal injury, or weather, received by any reason or in the course of permitted The Lot On First Pop Up use, which may be occasioned by any willful or negligent act of

_____ any of _____ employees, or any subcontractor.
Business Name (Please Print) Business Name (Please Print)

SIGNATURE OF AUTHORIZED REPRESENTAIVE

I, _____, warrant that I have the authority to bind the below listed
(Print Your Name)

organization or business to this Special Event Hold Harmless and Indemnification Agreement and by my signature hereon do so bind this organization or business.



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Signature of Authorized Representative
(Original Signature Required)

Title: _____

Organization/Business: _____

Address: _____

Phone: _____

Email: _____

CHECK LIST

Before you return your application, please check off that you have included the items listed below.
You must sign and include this checklist with your application.

_____ Vendor Application

_____ Hold Harmless

_____ 1 Photo of **Work in Progress (arts & crafts vendors)**, 1 booth photo and 5 Product(s) photos*

**If your website contains the required photos, you can submit website address in lieu of mailing prints. Prints will not be returned.*

Print website address: _____

_____ Sketch of Lot Set Up Layout and Installation Plan

_____ Electrical Request (if applicable)



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I HAVE READ AND UNDERSTAND THE VENDOR RULES FOR THE LOT ON FIRST POP UP AREA,

NAME

DATE



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