



SURF CITY ARTISAN FAIR

RULES & REGULATIONS

ABOUT SURF CITY ARTISAN FAIR

Surf City Artisan Fair is an artisan market with dynamic programming and community engagement dedicated to the imaginative roots of Surf City USA's culture and art scene located at the "world-famous" Huntington Beach Pier Plaza.

WHO CAN BE A VENDOR?

Surf City Artisan Fair is a gathering of regional artisan vendors who showcase high-quality handmade, locally produced merchandise or goods. Entrepreneurs who actively promote their business on social media, and who are always seeking to create fresh, exciting, and relevant displays and new products to continually elevate their brand.

VENDOR TYPES

- Artisan Vendors – selling handmade or self-created **art** or goods.
- Artisanal Food Vendors – selling homemade **edible** goods.
- Performing Talent Vendors – providing atmospheric **music + culture**.
- Non-Profit Vendor – **local** non-profit, charitable in nature.

APPLICATION PROCESS

There will be a onetime new application processing fee of \$10.00 for new vendors applying for Surf City Artisan Fair. The following documents must be provided in their entirety:

- Vendor Application.
- Signed HBDBID & Surf City Artisan Fair Rules & Regulations.
- Signed Hold Harmless.
- Photos of Artisan products to be sold.
- Photos of Artisan creating their goods.
- Copy of CA Seller's Permit.
- Copy of City of Huntington Beach Business License (Vendor is required to have a business license after participating in the event eight times.)
- Copy of Insurance Policy.
- OC Health Permit and Temporary Food Facilities (TFF) - **Food Vendors Only**

ADDITIONAL REQUIREMENTS ON EVENT DAYS

- CA Seller's Permit (must be available in booth)
- City of Huntington Beach Business License (must be available in booth)
 - Link: [Business License](#)
- Insurance Policy (must be available in booth)
- OC Health Permit and Temporary Food Facilities (TFF) – (must be available in booth)
 - Link: [Temporary Food Facilities - Food Vendors Only](#)
- Once approved, vendors may not change product lines without permission and must complete a new application for review.
- No items with foul language, or sexual content will be allowed.

MARKET INDEMNIFICATION

- Insurance - All vendors are required to have a general liability policy for a minimum of \$1,000,000.00 you will need to indemnify and hold harmless.
- Use the following wording: Huntington Beach Downtown Business Improvement District and Event Fusion are named as additional insured and are in favor of a waiver of subrogation endorsement where required by written contract. Insurance is primary and noncontributory.

315 3rd Street Suite E, Huntington Beach, CA 92648
Office: 714.536.8300
- Hold Harmless - Vendor agrees to indemnify and hold harmless the City of HB, HBDBID, Event Fusion and its elected or appointed officials, agents, officers, employees, and volunteers from and against all claims, damages, and losses.
- A dedicated link through Artists, Crafters, and Tradesmen Insurance has been set up to streamline this process, along with a 10% group discount code. Link: [Insurance](#)

EXPECTATIONS:

- At least 75% of your product line and/or booth must be handcrafted/handmade or an original design or craft. This includes your own designs, products and/or items for sale or those of the artist you are representing.
- Resellers of jewelry or other preowned or purchased items for your booth must be 25% or less of your product and/or booth.
- Vendors **MUST** list all items planning to be sold on the application.
- Vendors are subject to a jury process and vendor selection.
- Vendors may not sublet their space to anyone else without written permission.
- Event staff reserves the right to deny vendor participation and reserves the right to make booth location adjustments in the best interest of the event.

PAYMENT

- An invoice will be emailed every Wednesday by EOD. Payment is due on a weekly basis each Wednesday for the week's event(s). For example: Wednesday, March 1, 2023, for Friday, March 3, 2023, + weekend when applicable.
- All event fees will be due the Friday of the event no later than 9:00 am. A late fee will be added if payment is not made prior to 9:00 am.
- Accepted payments are on-line ACH, Credit Card or in person cashier's checks. We do not accept cash or personal checks / business checks for payments.
- A \$50.00 late fee will be applied for late payments. A \$25.00 fee will be added for NSF or closed accounts.
- All vendors must be in good standing with HBDBID events to participate in Surf City Artisan Fair.

ABSENCES

- You must notify the market manager by noon on Tuesday if you will not be at the market on Friday and in doing so, will not be charged for the event.
- If you notify the market manager by Wednesday at 9:00 am sharp that you will not be at the market on Friday, you will only be billed 50% of the event fees.
- Notifying the market manager less than 48 hours before the show will result in 100% billing of the event fees.
- All outstanding balances due to absences must be paid in full before rejoining the marketplace.
- Any extended absences must be approved by management with a minimum of 2 weeks' notice.

MARKET CLOSURES

- If for some reason a future event is canceled due to a scheduling conflict, you will receive prior written notice.
- For closures due to rain and extreme wind, the decision to call the show will be made no later than 6:00 am the day of the event. Vendors will receive a text and/or email.

LOAD IN

- Load In begins at 7:00 am sharp and not before.
- Vendors must be all set up and "open for business" by event time.
- Winter hours are 10:00 am November – February.
- Summer hours are 9:00 am March – October.
- Vendors are not allowed under any circumstances to drive on to Pier Plaza.
- Vendors are not permitted to park in the emergency zone area marked by metal poles in the ground at the driveway entrance to Pier Plaza.
- Vendors may park in the yellow curbed loading areas to unload product only but are not allowed to use this loading zone as permanent parking.
- Double parking behind other vehicles is not permitted.

- Vendors are required to unload all their products, bring their product to their booth, and immediately park their car to free up the loading zone for other vendors.
- You may find street parking or park in the City parking lot and get a \$2.00 validation sticker.
- The City of Huntington Beach offers annual parking passes. Link: [Parking Passes](#)
- Only oversized vehicles who have been given permission may park in oversized spaces.
- If your vehicle is found in the oversized spaces without permission, you will be towed.
- The marketplace is not responsible for any parking tickets given out.

LOAD OUT

- Breakdown begins 1 hour prior to event end time and not before.
- All selling stops at event end time.
- Winter hours (November-February) event end time is 5:00 PM
- Summer Hours (March-October) event end time is 6:00 PM
- Tear down & pack up your booth, contents, and canopy (when applicable) completely and be ready to load all contents prior to bringing your vehicle to the loading zone.
- Please be mindful that we have 45 vendors, and the loading zone can accommodate approximately 12 vehicle spaces. When possible, if you are parked within a reasonable distance of the loading zone, please consider loading where you are parked and leave the loading zone spaces for those parked farther away.
- Vendors may not pull into the loading zone until 30 min. prior to market end time.
- Management will do our best to cone off the loading zone parking area 1 hour prior to load out time and lift cones 30 minutes prior. Please be aware the loading zone is outside of our permitted area. Other members of the public are allowed to use those spaces as well.
- Vendors must be actively loading their vehicle when parked in the loading zone.
- Once loading is complete, vendors must vacate the loading zone parking spot promptly so the next vendor can use it.
- Loading zone spots are available on a first ready, first in basis. Spots cannot be reserved or promised from one vendor to another in advance.
- To stay consistent with a fair and equitable marketplace environment, management cannot promise a parking spot in advance to any vendor prior to them leaving for the day.
- Vendors are not allowed under any circumstances to drive on to Pier Plaza.
- Vendors are not permitted to park in the emergency zone area marked by metal poles in the ground at the driveway entrance to Pier Plaza.
- Double parking behind other vehicles is not permitted.
- Booth space must be left clean. Do not leave trash, food, water, etc. If you have a spill, contact the market manager immediately.

CANOPY REQUIREMENTS

- Commercial grade 10 x 10 white canopy either new or in new condition lacking marks and tears.
- Vendors may purchase the desired event canopy at a group discount.

Contact: Tack Shin, Action Sport Canopies

Phone: 949-525-6394

Email: tack@actionsportscanopies.com

- Branded tents that are more than 75% white are subject to approval.
- Canopy must have straight legs (not splayed or angled out.)
- Canopy must have attachable walls to brand, hang banners and product, block the wind, and provide extra security overnight.
- Canopy must have weights.

DISPLAY

- You must remain in your assigned 10 x 10 space. If you exceed your space, you must get the market Manager's approval and are subject to additional fees.
- Your display must be neat and clean, with boxes, dolly carts, etc. stored under tables and nothing but product showing inside your booth.
- All tables must be draped with floor length linens or tablecloth and must be free of tears and fading.
- Business sign or banner is required for your booth.
- Cardboard signs are not allowed. A-Frame signs are subject to approval by the market manager.
- No signs are allowed on the back of the canopies on Pacific Coast Highway.
- Management reserves the right to unannounced audits of compliance and the right to withdrawal of any item from display or for sale.

This agreement is hereby made for space at Surf City Artisan Fair for the purpose of exhibition and sale of products indicated in agreement to abide by all the following terms and conditions of this document. Surf City Artisan Fair, City of Huntington Beach, HBDBID, Event Fusion, it's Sponsors, property owners or overnight securities companies shall not be responsible or liable for any injury or loss that may arise or come to the vendor or his/her employees or goods, for any cause whatsoever and all responsibility in connection with the safekeeping of property during the event.

Business Name

Printed Name of Authorized Representative

Signature of Authorized Representative

Date