



## **Policy and Procedures**





# DOWNTOWN'S MORNING MARKET

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# DOWNTOWN'S MORNING MARKET

## **PURPOSE:**

Our purpose is to create a weekly, vibrant, community street fair with a family atmosphere for residents and visitors alike.

## **GOALS:**

- Provide a venue for community activities and organizations
- Create a positive image of downtown Redlands
- Provide a diverse selection of arts, crafts, entertainment, and international foods
- Culturally enrich citizens and visitors to our extraordinary city
- Promote downtown as a center for social, civic and retail activities
- Expose residents and visitors to downtown stores, services and businesses
- Enhance the community

## **STRUCTURE, OVERSIGHT, AND SCHEDULE:**

Downtown's Morning Market ("The Market") takes place in downtown Redlands, on Saturday mornings. The parking lot is closed to vehicular traffic and transformed into a festive, pedestrian fair located between Fifth and Sixth Street off Redlands Boulevard. Vendor booths are set up in the spaces designated for parking, and visitors can stroll through the traffic free event.

The Market's oversight is provided by the City of Redlands Parks & Recreation Advisory Commission ("PRC") and managed by the City of Redlands Recreation Supervisor. The PRC reviews applications twice a year to ensure that proposed activities meet the purpose and goals mentioned above. PRC meetings are usually held on the second Thursday of each month, at 4:30 p.m. at City Hall. Meeting agendas are posted in advance. The public and interested parties are encouraged to attend.

## **LOCATION AND CONTACTS**



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Event Location: Between Fifth and Sixth Street off Redlands Boulevard. (Downtown Redlands)

Event Hours: Season 1 (March through July) 9:00 a.m. to 1:00 p.m.

Season 2 (August through December) 9:00 a.m. to 1:00 p.m.

Schedule: March - December, every Saturday, except the Saturday November 30<sup>th</sup> 2024, and Saturdays on December 28<sup>th</sup> 2024, January 4<sup>th</sup> 2025.

## General information and questions:

:  
City of Redlands Community Center  
111 West Lugonia  
Telephone: (909) 798-7572  
E-Mail: [market@cityofredlands.org](mailto:market@cityofredlands.org)  
Web Address: [Cityofredlands.org/market](http://Cityofredlands.org/market)

## I. PROCESS FOR NEW APPLICANTS



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The following are the steps in the application process:

***Step 1 – Submission of completed application and payment of required fees must be provided to the City of Redlands Community Center. Incomplete applications will not be processed.***

The City's Redlands Community Center location is listed on the contact's page. The fees necessary for submission may be paid by cash, money order, credit card (MasterCard, Visa or Discover), or by check made payable to the City of Redlands; no out-of-state checks will be accepted. A valid California driver's license with picture shall be required as proof of identity.

Applications must contain the names, addresses, telephone numbers, web address, (if applicable) signatures of the responsible persons, and select which season they prefer:

1. Season 1 (March - July) - Applications due December 15<sup>th</sup>
2. Season 2 (August - December) – Applications due May 15<sup>th</sup>

## ***Step 2- Review of application***

City staff will screen and review the application. If it is complete, the application will be submitted to the PRC at the meeting prior to the season that the applicant is applying for. Parks and Recreation Commission meetings occur at 4:30 p.m. on the second Thursday of each month at City Hall.

## ***Step 3 – Approval/Rejection of the application***

The PRC will vote to accept, reject, or recommend modifications to the applicant's application based on the following guideline questions. (The PRC does not discriminate on the basis of race, religion, creed, color, gender, sexual orientation, national origin, or political persuasion.)

- Does this vendor qualify under the approved the Market's Rules and Regulations?
- Are the proposed vendor's merchandise and/or service beneficial to the purpose of the Market?
- Are the proposed merchandise and/or services unique to the Market, as opposed to merchandise and/or services already offered at the Market or Market area downtown business?
- Is the proposed booth design within the guidelines established by the PRC?
- Has the proposed vendor provided the PRC with recent photographs of his/her booth setup, signage (appropriate signage including business name in a minimum size of twelve inches high by eighteen inches in length or 10" H x 10" L)?
- Has the proposed vendor provided the PRC with recent photographs of the complete process of creating the merchandise?



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Upon the PRC approval and receipt of payment of applicable fees, staff shall issue a Downtown's Morning Market permit. The new vendor is subject to the availability of spaces within particular categories.

## II. APPLICATION PROCESS FOR CURRENT VENDORS

**A. Current vendors may be required to submit a Current Vendor Application to maintain status as a vendor. Staff will review the payment history of the applicant, and determine whether or not:**

1. The vendor consistently followed the Market's rules and regulations
2. The vendor received prior written warnings
3. The Market's staff has had complaints about the vendor's products or services
4. The vendor's necessary permits, insurance, and licenses are up-to-date

**B. Applicants who reapply must select which season they prefer:**

1. Season 1 (March - July) - Applications due December 15<sup>th</sup>
  2. Season 1 (August - December) – Applications due May 15<sup>th</sup>
- Standby = next available, or last-minute spot

**C. Staff, at its discretion, may require the applicant to appear before the PRC.**

## III. FEES AND PERMITS

**A. Vendors must pay a seasonal fee and remain current with the following documents:**

1. City of Redlands business license or copy of current license
2. City of Redlands liability insurance, or private insurance with the City of Redlands named as additional insured.
3. Downtown's Morning Market permit
4. County Health Permit (for food service vendors ONLY)



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## IV. COMPLIANCE WITH FEDERAL, STATE, LOCAL LAWS AND STATUTES

The acceptance and use of any selling space at the Market constitutes an agreement by any and all vendors, whether Season 1, Season 2, or Standby, and persons helping or working with such vendors, to comply with all the Market's Rules and Regulations and all city, state, and federal laws.

- A. Vendors must comply with all federal, state, and local laws and statutes concerning child labor. Unlawful employment of minors, under any federal, state, or local laws is prohibited. Such violation shall be deemed as noncompliance with the Market's Rules and Regulations.
- B. Vendors and their employees must comply with the Americans with Disabilities Act (ADA), which provides for equal access and opportunity for individuals with disabilities in public accommodations.
- C. All vendors must understand and comply with any and all federal and state laws relating in any manner to their goods and services. For example, vendors of artwork must understand and comply with all copyright and/or trademark laws that may govern the reproduction and/or sale of such artwork. Not understanding the law will never be an adequate excuse used by vendors for violating a law.
- D. Vendors must work professionally, cooperatively, and reasonably with both the customer and city staff to resolve complaints. Vendors must also fully comply with Downtown's Morning Market Rules and Regulations and are required to sign the acknowledgement contained on the application.
- E. Vendors must participate once their space is allocated. There shall be no fee credit given to a vendor if he/she decides not to participate on any night for whatever reason. There also is no fee credit given should Downtown's Morning Market be cancelled due to city holidays, rain, wind, or any other unforeseen circumstances.
- F. Standby Vendors are allotted spaces when current vendors will not be participating on any given Saturday. A Standby Vendor shall contact the city no later than the Monday of the week in which they wish to participate. If space becomes available, the Standby Vendor must pay his/her space fee over the phone by contacting the community center. A space will be assigned the day of the event.
- G. A vendor who wants to change or add products to his/her approved list must request an appearance before the Parks and Recreation Commission prior to selling any new items. Requests to be scheduled for a Commission Meeting are to be made through the Recreation Supervisor.



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- H. It is the responsibility of the vendor to notify the City staff, in writing, no later than the Monday before the next Downtown's Morning Market if he/she will be absent from that event. A vendor who fails to notify the Staff prior to an absence shall be charged with an unexcused absence. A vendor with one or more unexcused absences in one (1) month period or two (2) or more unexcused absences within a three (3) month period shall be subject to suspension, and possible revocation of his/her Downtown's Morning Market permit.
- I. When a vendor has decided to terminate participation in Downtown's Morning Market, he/she must notify the Staff, in writing, before the first Saturday of the month of the departure. No fee credit or refund shall be given if a vendor notifies Staff of departure after the first Saturday of the month.
- J. Sales privileges and spaces cannot be sold, sublet, or transferred.
- K. Power cords must be completely taped down to limit liability for the vendor and conform to City of Redlands safety requirements. Additionally, power cords must take the shortest route from the receptacle to the booth to minimize tripping hazards.
- L. Power will not be supplied unless an exception is granted by staff. All external batteries or generators must be preapproved by staff.
- M. All vendor lighting shall be LED.
- N. Any device/equipment that draws power in excess of the allowable amount, per section L, shall not be permitted. This also applies to anything city staff deems to have a large wattage draw, said item(s) will NOT allowed on the premises.
- O. All booth lighting shall be confined to the booth and designed to prevent spillage into other booths or glare into the eyes of visitors.
- P. No alcoholic beverages are to be consumed or sold within a booth.
- Q. Merchants' windows may not be obscured at any time by vendors' boards, banners, or other large displays or equipment. Vendors are not allowed to prop up or hang any merchandise on any wall, building, or tree.
- R. Vendors are not guaranteed a specific booth location. City staff has the authority to assign and reassign spaces. Any vendor requesting reassignment of booth space must notify the staff, in writing. City staff reserves the right to refuse assignment of space to any vendor or applicant.
- S. Dimensions of the space allocated to each vendor are ten feet by ten feet. Booth size: ten feet (10 ft.) maximum height. Maximum length shall be 10'; maximum width shall by 10' feet unless an exception is granted by staff.





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- T. The vendor shall provide maximum visibility and access to merchant businesses that remain open during Downtown's Morning Market hours. Therefore, a vendor's booth height will be a major consideration in booth space allocation. Proposed increases in a vendor's booth height, width or length may require booth relocation. Contact staff if any booth modification is desired.
- U. All trailers need to be approved by staff (or by PRC) and shall fit within the Downtown's Morning Market booth dimensions of ten feet wide and ten feet (10'x10'). One (1) additional booth space may be purchased to accommodate a larger trailer. Trailers should be clean and must present an attractive, professional image consistent with the goals and purposes of Downtown's Morning Market.
- V. Vendors must stay within their assigned spaces and out of fire lanes at all times. It is the vendor's responsibility to be aware of the fire lanes.
- W. Vendors shall identify their booths with appropriate signage (including business name) within the dimensions of twelve inches in height by eighteen inches in length (10 in. H. x 10 in. L.). The signage with a drawing, photograph, or sample for review by staff should be included in the application.
- X. All tables used within a booth space must be covered. Farmers Market vendors may use table skirts in lieu of full table covers. Covers or table drapes should be neat and clean and should not touch the ground.
- Y. A weighted canopy is recommended for use by all vendors. Nails or anchors cannot be driven into the pavement, structures, or trees. A canopy without the top (or a tent) is not allowed to be erected without approval from city staff.
- Z. No rolling clothing racks will be allowed without approval from city staff (or the PRC).
- AA. Vendors must remove all boxes and containers used in the transportation of their merchandise BEFORE Downtown's Morning Market begins for the day. Empty boxes may be stored under tables as long as they are NOT visible from all sides (e.g., under a drape).
- BB. Vendors must display a valid Downtown's Morning Market permit at all times during setup, operation, and tear down.
- CC. If the booth involves food sales, the vendor must also have all relevant documents or permits demonstrating compliance with San Bernardino County Department of Public Health regulations.

## V. ON-SITE STANDARDS OF CONDUCT

- A. Downtown's Morning Market vendors, employees and family members shall be appropriately dressed. Clothing must be neat, clean, in good repair, and appropriate for "on



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the job” appearances at all times. Employees shall not wear on the outside of their clothing anything obscene, distracting, or that which may cause disruptions to the Downtown’s Morning Market environment

- B. No person shall deface or otherwise abuse the downtown buildings, plants, trees, or city property.
- C. No person or business participating in Downtown’s Morning Market shall state, imply, or otherwise suggest that the City of Redlands endorses, sponsors, or supports the views of his/her/its organization, candidate, product, or service
- D. Non-entertainment vendors shall not use amplified sound nor play music nor make loud noises that can be heard outside their assigned spaces.
- E. Vendors shall not solicit customers from outside their selling spaces.
- F. Hawking, selling outside of booth, loud, or aggressive behavior is strictly prohibited.
- G. Any entertainer performing on the street shall maintain the volume of the music so as not to disturb his/her surrounding vendors. A maximum decibel level between 60 and 80 shall be enforced by the Downtown’s Morning Market Staff.
- H. It is each vendor’s responsibility to report to the onsite Downtown’s Morning Market Staff any hazardous condition they observe in or around the vendor’s booth. If the problem cannot be remedied immediately; the vendor shall be relocated temporarily to another space.
- I. A vendor who violates a city, county, state, or federal regulation is subject to automatic permit revocation. This includes, but is not limited to, inappropriate public behavior, traffic regulations, and threats to public safety
- J. Vendors are responsible for the actions of their employees, associates, and independent contractors working for them. Vendors shall be courteous to other vendors, the public, and Downtown’s Morning Market Staff and Management.

## VI. BOOTH SETUP, LOAD-IN, AND LOAD-OUT PROCEDURES

- A. The city begins barricading the streets at approximately 7:00 a.m. Vendors may begin setup no earlier than 7:00 a.m.



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1. Vendors must not park on the closed street after that time.
  2. Vendors MAY NOT begin to setup or unpack items on the curb.
  3. Vendor vehicles may be unloaded and then moved and parked outside of the event perimeter prior to the scheduled event start time.
  4. Vendors will not be allowed to enter the event perimeter after 8:30 a.m. Any vendor who arrives after that time must walk in his or her equipment into the event perimeter.
  5. Vendors are to be packed up and out of the traffic lanes NO LATER THAN 1:45PM.
  6. If a vendor his/her booth is not ready for business at the start of the event, or if he/she closes down before 1:00 p.m., the official end of the event vendor shall be subject for removal.
  7. A vendor shall receive one (1) Vendor Pass for his/her vehicle. The Vendor Pass must be displayed in the front windshield to gain entry to Downtown's Morning Market.
    - a. Vendors must park their vehicles in their assigned location and unload onto the space.
    - b. Vendors must move their vehicles immediately after unloading.
    - c. Vendors may not set up their booth while unloading.
    - d. A vendor's canopy or tent must be dismantled, and their booth items must be packed up before their vehicle is allowed on the street for load-out.
- B. Vendors shall enter the closed off sections on 5th street. Vendor vehicles must always head EAST ONLY. When entering and leaving the event. All vendors must exit on north 6<sup>th</sup> Street heading towards Redlands Blvd.
- C. Vendors and their employees shall park outside the perimeters of the event.
- D. No vendor shall bring his/her vehicle onto the event perimeter from the time the event has started until the time it ends.
- F. Staff shall notify all vendors, in advance, when changes in event hours go into effect.
- G. Vendors must not, at any time, move any traffic control devices, such as barricades, bollards, signs, or delineators.
- H. Vendors must police all streets, curbs, sidewalks and areas surrounding their booths and remove all litter and stains that result from their activities. When removing or dismantling setups, all vendors must clean their own spaces of all debris.



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## VII. PROCEDURES FOR INCLEMENT WEATHER CONDITIONS

- A. Staff shall inform vendors if the event must be canceled due to weather conditions.
- B. Staff will determine if an event will be cancelled due to rain by monitoring the evening's forecast on the AccuWeather website the day before at noon. If the forecast predicts a 60% chance of rain during the hours of the event, the event will be cancelled. Should the weather defy the forecast, Downtown's Morning Market Staff will cancel the event if it is raining before the start of the event and/or if the event area is significantly wet and unsafe for participants.
- C. Staff will determine if an event will be cancelled due to excessive heat by monitoring the evening's forecast on the AccuWeather website the day before at noon. If the forecast predicts excessive heat during the hours of the event, the event will be cancelled. Should the weather defy the forecast, Downtown's Morning Market Staff will cancel the event if it is raining before the start of the event and/or if the event area is significantly wet and unsafe for participants.
- D. Staff will determine if an event will be cancelled due to high winds by monitoring the forecast on the AccuWeather website the day before at noon. If winds are predicted to average 40 miles per hour or greater, or if wind gusts are expected at 58 miles per hour or greater during the hours of the event, the event will be cancelled. In addition, if trees and power lines are blown down in the surrounding area, the event will also be cancelled. Nevertheless, all vendors are expected to have canopy weights with a minimum of 25 pounds per leg. Any damage incurred by a vendor due to insufficient weights will be at the expense of the vendor.
- E. Credit and refunds shall not be given to vendors for a weather cancelation.

## VIII. COMPLIANCE AND ENFORCEMENT

- A. Vendors must comply with Downtown's Morning Market purpose, goals, rules and regulations.
- B. Downtown's Morning Market is an event for the enjoyment of residents and visitors. Vendors shall not antagonize or offend residents or visitors and shall do everything possible to encourage and promote the festive nature of Downtown's Morning Market.
- C. Noncompliance with any Market rule or regulation, including offensive conduct, is grounds for suspension or revocation of the permit.



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D. A suspension or permit revocation of the Downtown's Morning Market permit shall be issued by Staff, in writing, specifying the effective date of, and grounds for, the suspension or revocation.

E. Products not approved by the Parks and Recreation Commission are PROHIBITED. A citation will be issued for violation of rules and regulations, and all noncompliant items must be removed immediately.

F. Vendors who receive more than one written warning in any one season (Season 1, and Season 2) shall not be permitted to operate their booth until they appear before the Parks and Recreation Commission for review.

## IX. APPEALS FOR APPLICATION DENIAL

A. If an application is denied an appeal may be made, in writing, to the Parks and Recreation Commission, who shall reconsider the denial. The appeal must be filed within fifteen (15) days of the denial date.

B. If a Vendor desires to appeal the Parks and Recreation Commission final determination, an appeal may be made, in writing, to the Facilities and Community Services Director within fifteen (15) days of the Parks and Recreation Commission denial. The Facilities and Community Services Director shall review the appeal and issue a decision. The Facilities and Community Services Director decision shall be final.

## APPEALS FOR SUSPENSION / REVOCATION

C. Upon suspension or revocation of a Downtown's Morning Market permit, the vendor shall have the right to appeal the suspension or revocation to the Parks and Recreation Commission. Such appeal must be made within fifteen (15) days of the issuance of the suspension or revocation, and any such suspension or revocation shall be effective until or unless overturned on appeal.

D. After receipt of an appeal, the Recreation Supervisor shall schedule the matter for hearing at the next available Parks and Recreation Commission meeting at which the matter can be presented. The Recreation Supervisor shall provide the vendor with at least ten (10) days written notice of the time and place of the meeting. The vendor shall have the burden of proof as to why the suspension or revocation should be overturned. Following the hearing, the Parks and Recreation Commission may approve, modify, or reverse the suspension or revocation. Notice of the Parks and Recreation Commission's decision shall be given, in writing, to the applicant within fifteen (15) days of the hearing.



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E. If a Vendor desires to appeal the Parks and Recreation Commission's final determination, an appeal may be made, in writing, to the Facilities and Community Services Director within fifteen (15) days of the Parks and Recreation Commission's denial. The Facilities and Community Services Director shall review the appeal and issue a decision. The Facilities and Community Services decision shall be final.

## XI. VENDOR PARTICIPATION & BOARD GUIDELINES

Each Downtown's Morning Market vendor must meet the criteria of one of the following categories:

### A. GENERAL VENDOR

#### 1. Vendor Priorities:

a. First Priority: Vendors with a physical location within the defined Downtown Redlands boundaries:

***The south side of Redlands Blvd on the north; the west side of Ninth Street on the east; Citrus Avenue on the south; and the east side of Orange Street on the west.***

First priority vendors are permitted to sell goods regularly available for sale in their location by way of either: Applying for a booth and operating per this policy; or, if their physical location is located within the Market's boundaries, committing to being open during the market hours as a local participant.

b. Second Priority: Vendors located within the City of Redlands whose products are designed, developed, and/or produced in Redlands. Vendors who procure, curate, and sell antique, vintage, or collectable memorabilia will also be considered under this priority group.

c. Third Priority: Vendors selling handcrafted items such as artwork, crafts, jewelry, candles, beauty products, etc. Seventy-five (75%) of item(s) offered for sale must be the handcrafted work of the vendor who will be selling the wares at the booth. Items that are merely hand-assembled, and comprised only of commercially-available manufactured parts, shall not be considered handcrafted for the purpose of Downtown's Morning Market.

2. A vendor's merchandise shall be reviewed and evaluated according to the goals and guidelines of Downtown's Morning Market by the Parks and Recreation Commission. The Commission shall also evaluate the quality of the items, raw materials, workmanship, uniqueness, and appropriateness of the items for Downtown's Morning Market. It is within the discretion of the Parks and Recreation Commission to deny applications based upon these criteria.



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3. A vendor may not receive merchandise, directly or indirectly, from any current or former vendor who has been suspended and/or had his/her selling rights terminated.

## **B. CERTIFIED FARMERS' MARKET VENDOR**

1. The Farmers' Market operates under California Department of Food and Agriculture regulations. Certain guidelines have been established by the Farmers' Market and the City of Redlands with respect to specific needs of the event.
2. All people wishing to sell their crops directly to the public must contact Downtown's Morning Market Staff. Permits and space assignments shall be made after the application review is completed.
3. Vendors shall not display or advertise items that they are not permitted to sell.

## **C. SPECIALTY FOODS (PRE-PACKAGED) VENDOR**

1. Items that do not fit as typical Farmer's Market products fall into this category with the following criteria:
2. All pre-packaged Specialty Foods must comply with every state and federal packaging requirements.
3. The only items that will be considered for Downtown's Morning Market are those produced and packaged in the United States of America.
4. For the purpose of Downtown's Morning Market, distributors of products are excluded.
5. Specialty food items must relate to each other and fall into a single category, i.e., no prepackaged nuts and salsa, unless they have a common branding.

## **D. FOOD SERVICE VENDOR**

1. Downtown's Morning Market is intended to be a walk-able event, and not a sit-down dining experience.
2. Downtown's Morning Market food service vendors must comply with requirements imposed by the San Bernardino County Department of Environmental Health. These



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requirements include securing and continuously maintaining an annual San Bernardino County Department of Environmental Health food permit. Please contact the Downtown's Morning Market Staff for additional information regarding a permit to sell food at Downtown's Morning Market.

3. All Downtown's Morning Market food service vendors and all support staff within the booth are required to have a Food Handlers Card on display in the booth.
4. Vendor vehicles must be moved out of the event perimeter prior to commencement of the event.
5. All areas must be kept neat and clean at all times.
6. No food preparation producing smoke may take place unless approved by the Parks and Recreation Commission.

## **E. ENTERTAINMENT VENDOR**

Entertainers who wish to perform at Downtown's Morning Market must contact Staff to be scheduled for a potential audition at an upcoming Parks and Recreation Commission meeting.

## **F. ACTIVITY VENDOR**

Vendors who wish to provide either free or pay-to-play activities at the Market such as bounce houses, climbing walls, crafts, face painting, balloon animals, pony rides, etc.

## **G. NON-PROFIT ORGANIZATIONS**

1. Applicants shall be assigned space at the event on a first-come, first-served basis and allowed to have that space on a rotational basis.
2. Nonprofits must provide proof of their current nonprofit [501(c)] status including nonprofit number. Verification must be provided at the time of application.
3. Nonprofits may pass out informational materials promoting the nonprofit.





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6. Nonprofits may not sell merchandise/items at their booth.
7. City sponsored departments or organizations are exempt for nonprofit regulations as approved by the Parks and Recreation Commission.

## **H. THERAPUETIC MASSAGE**

The vendor must be a licensed therapist, and each individual therapist or masseuse working in the booth must have his/her own separate City of Redlands business license. All licenses must be posted inside the booth at all times.

## **I. POLITICAL VENDORS**

A limited number of spaces shall be available for political organizations. An applicant will be given space at Market Morning on a first-come, first-serve basis and all booth fees must be paid in advance. Participation shall not be based upon the background, affiliation, position, or qualifications of a group/ individual, or the content of the messages conveyed.

## **J. COMMERCIAL ENTERPRISE VENDORS**

A business that does plan to sell products but wishes to promote and advertise at the Market may be considered based on availability. Priority will be given to Redlands businesses and spaces will be assigned on a rotational basis when available.



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## **XII. FEE SCHEDULE**

To be determined.