Santa Rosa Recreation, Parks and Community Services Department
Vending Permit

APPLICATION PROCEDURE

Vendor Permits are issued from the Director of the City of Santa Rosa Recreation and Parks Department to vend within Courthouse Square, Fremont Park, JeJu Way and Comstock Mall.

Application is available from the City of Santa Rosa Recreation, Parks and Community Servcies Department, 415 Steele Lane, Santa Rosa, CA  95401 (707) 543-3225 or on line at www.santarosarec.com

To begin the process, please complete the following:
1. Submit a completed Street Vendor Application form. Include a $25.00 processing fee with each application.
2. Submit a photo of your vending cart, including all signage.
3. Read, understand and follow the city code regarding vendors (chapter 6-48 Street Vendors).

In order to be issued a vendor permit you will need the following:
1. City of Santa Rosa Business license.
2. State sales tax certificate.
3. Food vendors will need a permit from Sonoma County Health Department.
4. Any other permits required by Federal, State and local government.
5. Two personal references.
6. Liability insurance for business, stating the City of Santa Rosa as additionally insured.

PERFORMANCE REQUIREMENTS

1. Vendors are allowed to locate only within area designated by permit.
2. Vendors are responsible for picking up all trash within 25 feet of the vending cart, whether originating from their vending cart or not. Trash pickup should not be placed in city trash receptacles.
3. Changes in food/beverage/item or service must be approved by the City of Santa Rosa Recreation and Parks Department.
4. Vendors must wear neat and clean clothing, shoes and shirts are required.
5. Name of vending cart must be attractively and professionally displayed.
6. Vendors shall comply with all regulations and laws governing mobile food service establishments, pushcarts and food service establishments adopted by the department of public health for the county and enacted by the state.
7. No vendor shall place his cart or goods so as to block, obstruct or interfere with the free flow of pedestrian and vehicular traffic in the lawful use of sidewalks or highways or ingress or egress to the abutting property.

8. Vendor will be required to comply with any future rules and regulations issued by the City of Santa Rosa with respect to the Vending Program.

9. The City reserves the right to revoke a vendor’s permit for failure to comply with any current or future statutes, ordinances, or rules and regulations regarding the Vending Program.

10. No merchandise, food or beverages shall be displayed or sold to the occupants of vehicles traveling or stopped on city streets.

11. No vendor shall shout, make any noise or use any sound device, including a radio or sound-amplifying system, for the purpose of attracting attention to his goods, wares or merchandise.

12. No license granted may be sold, leased, transferred or reassigned in any fashion.

13. Carts must be removed from area each day.

14. The City reserves the right to revoke a Vendor permit for failure to comply with any current or future statutes, ordinances, or rules and regulations regarding the Vending Program.

15. The City reserves the right to amend its ordinances relating to vendors in the City of Santa Rosa.

16. The City reserves the right to suspend or terminate the Vending Program at any time. In the event that the Vending Program is terminated, all vendor permits shall be revoked and all unused fees paid for the program shall be returned to the applicant.

17. Vendors will be asked to suspend operations during City sponsored special events and/or when a master vending permit has been issued (i.e., Rose Parade, Downtown Market, etc.). Vendors may negotiate a use permits with the master vending permit holder and/or city sponsored special event coordinator.

18. The City reserves the right to use reasonable discretion regarding the sales of items and/or services of vendors.