



Melrose Trading Post Vendor Handbook

Last Updated: July 2018



Melrose Trading Post is a program of Greenway Arts Alliance,
a 501c3 non-profit organization.

TABLE OF CONTENTS

1. ABOUT GREENWAY ARTS & MTP
2. NEW VENDOR REGISTRATION PROCESS
3. REGISTRATION & BOOKING DIAGRAM
4. MERCHANDISE CATEGORIES
5. VENDOR ELIGIBILITY
6. LAUSD INSURANCE REQUIREMENTS & FHS STUDENTS
7. BOOKING SPACES IN ADVANCE
8. FREQUENTLY ASKED QUESTIONS [FAQ]
9. VENDOR RULES OF OPERATION
10. SAFETY AND LOADING GUIDELINES
11. SAFETY AND LOADING GUIDELINES CONTINUED
12. SUNDAY MORNING STAND BY PROCESS
13. PAYMENT POLICIES
14. WHO IS A PERMANENT VENDOR?
15. PERMANENT VENDOR BENEFITS
- 16-17. VENDOR APPLICATION TERMS & CONDITIONS
18. MARKETING AND SOCIAL MEDIA
19. WHERE DOES THE MONEY GO?
20. TOWN SQUARE DAILY RENTALS
21. CONTACT US

Note our non-traditional office hours for phone operations and email responses:

Tuesday through Thursday, 10AM to 5PM

ABOUT GREENWAY ARTS ALLIANCE & MELROSE TRADING POST

The Melrose Trading Post is operated by Greenway Arts Alliance, a community-based nonprofit organization whose mission is to unite communities through art, education and enterprise. Every Sunday, the Melrose Trading Post offers a constantly evolving experience, with a curated selection of handcrafted artisan goods, eclectic art and craft, vintage fashion, antique furniture and one-of-a-kind treasures.

Through admission and vendor fees, the Melrose Trading Post has grown to become the **most successful ongoing social enterprise program in the history of Los Angeles Unified School District**, awarding grants to Fairfax High School organizations for sports equipment, beautification projects, teacher programs, theatre productions, and more - totaling well over seven million dollars since the Melrose Trading Post's humble beginnings in 1997. Through Greenway Arts Alliance, the Melrose Trading Post provides formal job and life skills training to large numbers of paid and volunteer students from Fairfax High School - the first real-world job experience for many. The market also serves as an incubator to promote small community businesses and budding entrepreneurs, many of them professional artists, by providing affordable retail opportunities in a prime, high-traffic location.

Additionally, the popular weekly market has always featured local musicians. In 2014, the market expanded to include even more opportunities for local artists through an outdoor, year-long series of music, dance, theater and spoken word events via the Greenway Arts Main Stage, as part of the Greenway Go! Initiative - making the arts easily accessible to the community at large. The Melrose Trading Post also provides performance opportunities for artists from the Greenway Court Theatre and for Fairfax High School students through the Greenway Institute for the Arts.

Every Sunday, 5,000-8,000 people visit Melrose Trading Post, which is consistently listed as a top Los Angeles destination stop by numerous tourist websites and featured in publications and media all over the world.

For More Information Visit: GreenwayArts.org MelroseTradingPost.org



Uniting communities through art, education and enterprise



NEW VENDOR REGISTRATION PROCESS

- STEP 1:** Verify the eligibility of your merchandise as either Category 1 or Category 2 per the list on MelroseTradingPost.org/NewVendors or the list in this handbook.
- STEP 2:** Download this MTP Vendor Handbook found on Step 2 the New Vendor Page and read it. *(You're doing it!)*
- STEP 3:** Download the MTP Market Map PDF. This is helpful when booking a space to know the best drive-in entrance and where important landmarks (like bathrooms) are located within the market. If booking a space over the phone, Ash will refer to this map when letting you know which spaces are available.
- STEP 4:** Submit the online registration form found on Step 4 of the New Vendor Page.
- STEP 5:** Fill out and print the CDTFA 410D Form found at www.cdtfa.ca.gov/formspubs/cdtfa410d.pdf. Bring this completed form with you on your first selling date. The MTP Student Intern will pick it up from your booth and take a photo of your booth on your first day.
- STEP 6:** Follow up to book a space during the week with Ash (email or phone)
OR in person on a Sunday at the Yellow Tent Pop-up Office from 12-3pm
in the southwest corner of the courtyard (R Section).



Due to the volume of registration forms that are received through our website, we do not respond to submissions. Instead we ask that you follow up with Steps 5 & 6. A member of our team will only review your registration form and add you to our booking system when you contact us.

Is this market right for your business?

- 1. VISIT THE MARKET** It is highly recommended that you visit the market prior to submitting your information. The market fluctuates and has various niches that can be filled by new vendors. You can see how vendors currently set up their booths and the kind of merchandise we currently have. You can visit the market wherever you are in the registration process, but if you are visiting to book spaces with us, please have the registration form filled out prior to your visit.
- 2. MERCHANDISE RESTRICTIONS** We cannot accept vendors who sell items that are illegal to sell to people under 21 years old, live animals, counterfeit merchandise, weapons or replicas of weapons, recently mass-produced merchandise or anything infringing on a registered trademark.
No cbd, thc or marijuana infused products are allowed.

REGISTRATION & BOOKING DIAGRAM DIAGRAM

STEP 1: Determine Merchandise Eligibility



CATEGORY 1 MERCHANDISE



CATEGORY 2 MERCHANDISE

STEP 2: Fill out and submit the online registration form & download docs

STEP 3: Fill out and submit the CT DFA 410D Form

Move Forward With Booking Processes for Your Merchandise Category



BOOKING SPACES - CATEGORY 1

1. OVER THE PHONE

Book a space for the upcoming Sunday with Ash Kumar
Tuesday - Thursday 10AM-5PM

2A. BOOK IN PERSON ON SUNDAY

Book and reserve spaces *through the upcoming month* in person on a Sunday at the Yellow Vendor Information Tent from 12-3PM.

2B. PARTICIPATE IN THE FIRST SUNDAY RAFFLE AT THE YELLOW TENT

to be one of the first vendors to book for the upcoming month. Best for vendors wanting 20x20's or specific spaces in the market.

3. STAND BY PROCESS

Missed Ash during the week, but want to sell this Sunday? Come to the Stand By Process Sunday mornings at 7AM.



BOOKING SPACES - CATEGORY 2

BOOK A SPACE FOR...

The 2nd Sunday

All Other Sundays

1. OVER THE PHONE

Book the week of over the phone with Ash Kumar

Office Hours:

Tuesday - Thursday, 10AM - 5PM

323.655.7679 ext 103

or

2. BOOK IN PERSON ON SUNDAY

Book or reserve a space for the 2nd Sunday of the month in person on a Sunday at the Yellow Vendor Information Tent from 12-3PM.

3. STAND BY PROCESS

Come to the Stand By Process Sunday mornings by 7AM.

Vendor Booking Line: 323.655.7679 ext 103 or Ash@GreenwayArts.org

MERCHANDISE CATEGORIES



CATEGORY 1 MERCHANDISE

Items listed in this category are sought after within the curation of this market.

- Antiques and Collectibles
- Original and Collectible Artwork & Prints
- Non-Wearable Handmade Items
- Mid-Century Furniture and Home Decor
- Non-Wearable Vintage Goods
- Non-Wearable One-of-a-Kind and Rare Items
- Non-Wearable Items made with Locally Sourced, Recycled or Re-purposed materials
- Eco-Friendly & Homemade Beauty Products and Home Goods

New vendors who fall within this merchandise category are eligible to book in advance for any Sunday spaces are available.

If your merchandise falls under this category, read through this Vendor Handbook to learn how to book a space in advance. Fill out the online registration form prior to booking, and you'll be in the market in no time.



CATEGORY 2 MERCHANDISE

Items listed in this category are abundant in the market and are limited in booking opportunities.

- Handmade or Vintage Jewelry
- Used, Designed or Handmade Clothing
- Crystals and Minerals
- Handmade and Vintage Shoes
- Purses & Accessories (NO Counterfeits)
- Uniquely Decorated Device Accessories
- Vinyl Records
- Shabby Chic Furniture

New vendors who fall within this merchandise category are only eligible to book in advance for the 2nd Sunday of the month.

To participate other Sundays, vendors in this category are welcome to try booking a space the day of the event through the Stand By Process.

PLEASE NOTE that Stand By Vendors are not guaranteed a booth or parking as availability fluctuates weekly.

? MERCHANDISE QUESTIONS ?

If you're not sure of where your merchandise falls, contact **Ash** or **Natalie** with a description of your business, website links and/or photos of your merchandise. The more details you provide about your business, the easier it will be for us to see if it is a good fit for the market. Please remember, that if your merchandise qualifies, we still need you to fulfill the requirements on the following page. We love businesses with active marketing efforts, visually stunning booths and interactive elements.

If your merchandise is not on this page, it may not be eligible for our market.

VENDOR ELIGIBILITY

MTP IS REQUIRED BY LAUSD TO BOOK VENDORS WITH BUSINESS INSURANCE. WE OFFER A TRIAL PERIOD OF 2 SELLING DATES TO TEST THE MARKET PRIOR TO COMMITTING TO THESE REQUIREMENTS.



1. New Vendor Trial Period

Vendor Has Completed:

1. Online Vendor Registration Form
2. CDTFA 410D Form
3. Visit or Call to Confirm Registration

TRIAL PERIOD LASTS 2 SUNDAYS

After 2 selling dates, vendor cannot proceed with bookings until **Butterfly Level (#2)** is achieved.

2. Eligible Vendor

Vendor Has Turned In:

1. Certificate of Insurance naming LAUSD and GAA as additionally insured
2. Signed LAUSD Waiver of Liability
3. Valid CDTFA Resale License Number

Butterfly Level Vendors must secure valid business insurance coverage for a minimum of 6 months.

3. Permanent Vendor

Vendor Has Turned In:

1. Certificate of Insurance naming LAUSD and GAA as additionally insured for **yearlong coverage**.
2. Signed LAUSD WAIVER of Liability
3. Valid CDTFA Resale License
4. Signed New Permanent Vendor Agreement

IMPORTANT LINKS

The Melrose Trading Post Online Registration Form, Vendor Handbook and Market Map are available at: www.melrosetradingpost.org/newvendors

California Department of Tax and Fee Administration (Formerly BOE) 410D Form is available at: www.cdtfa.ca.gov/formspubs/cdtfa410d.pdf

California Department of Tax and Fee Administration Website to Apply for Seller's Permit / Resale License: www.cdtfa.ca.gov

NOTE: As of 2018 the BOE is now the CDTEA

BUSINESS INSURANCE REQUIREMENTS

The Melrose Trading Post has teamed up with Anthony Insurance Services to bring affordable business insurance to our local small business vendors. AIS has tailored an insurance policy that meets LAUSD's requirements at a low price. **Email Natalie to request the Butterfly Packet which includes:**

- (1) The Los Angeles Unified School District Insurance Certificate Requirements
- (2) Los Angeles Unified School District Waiver
- (3) The link to sign up with Anthony Insurance Services through their web portal customized for Melrose Trading Post vendors [6 months of coverage for \$150, 1 year of coverage for \$293]

Greenway Arts Alliance and the Melrose Trading Post do not receive any money from the purchase of insurance coverage for your business through Anthony Insurance Services.

LAUSD INSURANCE REQ. & FHS STUDENTS

REQUIRED INSURANCE COVERAGE The Melrose Trading Post may only work with vendors who have Business Liability Insurance per our lease holders, the Los Angeles Unified School District.

Greenway Arts Alliance is working with Anthony Insurance Services to bring affordable Business Liability Insurance Coverage to the local small businesses we work with.

Through Anthony Insurance Services, vendors can purchase:

1. Annual Business Liability Insurance Coverage for one full payment of \$293 per year.
[Sign Up for 1 Year of Coverage: <http://bit.ly/1YearAIS>]
2. Six Months of Business Liability Insurance Coverage for one full payment of \$150.
[Sign up for 6 Months of Coverage: <http://bit.ly/6MonthsAIS>]

Vendors sign up and pay directly with Anthony Insurance through the specific links above to obtain the exact coverage required by LAUSD. When the payment is complete, a copy of your certificate of liability insurance will be automatically emailed to the MTP Vendor Manager. A signed copy of the LAUSD insurance waiver is required alongside the certificate of insurance. You may find & use a different insurance company as long as the coverage meets LAUSD's requirements.

Regarding Fairfax High School Students in the Market

The Fairfax High School Students wearing red MTP/Greenway t-shirts on Sundays work on campus with permission from their parents and a permit from the school, allowing them to participate in a work-study program run by our organization, **Greenway Arts Alliance**. These students may not work for any vendors while they are a part of Greenway Arts Alliance's work-study program, and may not be solicited while they are working on campus.

Any vendor who hires Fairfax students currently employed by Greenway Arts Alliance to work for them at the market will be in risk of suspension.

If you would like to hire a current Fairfax student who is not in the GAA work study program, your business by law must be ready to present the following:

1. A valid work permit for the student from Fairfax High School
2. Student's enrollment on your business payroll
3. Proof of worker compensation insurance coverage for the student employee

Students can apply for a work permit on campus at the administrative office on campus.

Vendors in violation are risking the safety of the hired student and will be subject to suspension until requirements are met. **Thank you for helping us make MTP a safe work environment for Fairfax High School Students.**

BOOKING SPACES IN ADVANCE

Booking a space in advance refers to purchasing or reserving a booth in person on a Sunday at the Yellow Tent, or over the phone during the week with the Vendor Booking Coordinator.



CATEGORY 1 MERCHANDISE can book in advance for any Sunday spaces are available



CATEGORY 2 MERCHANDISE can book in advance for the 2nd Sunday of the month only

BOOKING IN PERSON AT THE YELLOW TENT ON SUNDAYS

Every Sunday, the management team sets up a pop-up office under a yellow tent in the southwest corner of the food courtyard. From **12:00PM to 3:00PM** the team accepts payments for future dates and answer vendor questions. This is where we handle future bookings up to one month in advance. We can accept money orders and credit/debit cards (no cash) in person from new vendors at the yellow tent pop-up office.

FIRST SUNDAY RAFFLE AT THE YELLOW TENT

FIRST OPPORTUNITY TO BOOK SPACES FOR THE UPCOMING MONTH

On the first Sunday of each month, the Vendor Team opens up bookings for the following month.

For example: On the first Sunday of October, we open up bookings for November.

On this day, all vendors in need of spaces for the following month come to the yellow tent in the food court just before noon. The Vendor Team conducts a raffle to determine the order that everyone will be helped for the day.

This gives eligible vendors an opportunity to get a large or popular space.

Vendors arrive to the Yellow tent pop-up office just before noon and enter their names into the raffle drum. The team aims to pull names at **12:05PM**.

Once the names are pulled and recorded in order, the Vendor Team starts helping vendors according to their raffle-assigned number. Any vendors who arrive after the raffle has started will be added to the end of the list.

BOOKING OVER THE PHONE (FOR THE UPCOMING SUNDAY ONLY)

Over the phone, you can book for the upcoming Sunday with the Vendor Booking Coordinator (*Ash Kumar*) who returns phone calls **Tuesday through Thursday from 10AM to 5PM at 323.655.7679 ext 103.**

Call our office and leave one voicemail early in the week that you would like to sell. (*Mondays are best.*)

Follow up your voicemail with an email to Ash@melrosetradingpost.org so he can coordinate an appropriate call back time with you to finalize your purchase. AVOID leaving multiple voicemails on the same day. 7

FREQUENTLY ASKED QUESTIONS [FAQ]

THINGS TO KNOW BEFORE YOUR FIRST SELLING DATE AT MTP

What are the booth sizes and prices?

- A. Prices range from \$60 to \$120. Pricing is based according to size and location of the booth in the market.
- B. Booth sizes range from 10x10ft up to 20x20ft. There are a few spaces that vary between those sizes and couple that are slightly larger and smaller. Utilities are not offered (electricity, water, lighting, etc).

What are the Hours of Operation?

- A. The Melrose Trading Post is open to the public from 9AM to 5PM every Sunday, Rain or Shine.
- B. The market closes at promptly 5PM and all sales must end at this time. Load-Out Procedures begin once all customers have been escorted out of the market.
- C. Vendors in the R and G sections must be completely out of the market by 6:45PM. Vendors in B and Y sections must leave campus with all equipment & trash by 7PM.

What are my chances of a getting a space through the Stand By Process?

The Sunday Morning Stand By Process varies each Sunday according to other events in the city, holidays, weather conditions, and more. During various peak seasons we may not have spaces available for all vendors through the Stand By Process. For more details, read the page in this Handbook about the Stand By Process.

How many people attend the Melrose Trading Post?

- A. An average of 5500 patrons walk through the gates every Sunday .

B. Are there equipment rentals on site?

Town Square Daily Rentals [626.297.4753] rents 10x10 white tents, 6ft tables and folding chairs on Sundays.

Tents are \$25, Tables are \$10, Chairs are \$5.

3. A Package of 1 Tent, 1 Table and 2 Chairs is \$35.

Place the order with the MTP staff member you check-in with as you arrive to the market. TSP does occasionally sell out of equipment around 8:45-9:30AM.

Guest List Procedures

Vendors may add up to 5 people to the guest list to come to the market for free each Sunday. If you put a guest on the list at one ticket entrance, they can enter the market through either entrance as the gate managers will cross reference each other's lists.

Playing Music in your Booth

If playing music, we ask for no cursing and no commercials, and to keep the volume within the booth. The key is to not disturb the neighboring vendors or to prevent them from hearing & communication with customers.

Can I share a Booth with another Vendor?

Sharing your purchased booth is in violation of rule #13, and will result in a suspension from the market. Due to LAUSD insurance Requirements, each business must occupy its own space unless the arrangement was approved prior to this new requirement.

VENDOR RULES OF OPERATION

1st Rule Violation - Verbal (Phone)
Warning on File

2nd and 3rd Rule Violation - \$50 Fine
for Each Violation

4th Rule Violation - Suspension (2-4
Sundays) or Loss of Selling Privileges**

** Severity of violation and vendor's
relationship to the market are taken
into consideration.

EMPLOYEES & VISITORS

If you have an employee helping you
with your booth, please make sure they
are aware of all rules and guidelines; es-
pecially if they are operating a vehicle
on behalf of your company.

Give their name to the attendant at the
admission gate so they do not have to
pay to enter.

LATE ARRIVAL

If a vendor has not checked in by
7:30AM, they are considered a no-show
and their space will be available for MTP
staff to sell to vendors waiting in the
stand by line.

If you arrive after 7:30AM and before
8:45AM, check to see if your space is
still available at the gate you would
normally enter for your space. If it is
not available, you may still be able to
receive a space through the stand by
process if you have pre-paid.

Please note: Our permit does not allow
vendors to hang anything on the perim-
eter fenceing of the school.

The following rules were formed to organize the market
according to the requirements on our site permit with LAUSD.

1. Vendors in a 10x20 or smaller space must first unload their vehicle, park in a vendor parking area on-campus, and then begin setting up merchandise upon return from parking. Vendors are allowed a maximum of one vehicle at a time inside of the market during set-up and take-down. **On-Campus parking can accommodate one vehicle per booth (until the lot is full).**
2. Vendors in 20x20's are allowed a maximum of 1 vehicle parked inside of the space.
3. Customer parking is a priority. All vendors must park their vehicles in vendor parking on campus, or leave one vehicle in their 20X20 space. **No Street Parking Around the Perimeter of the Campus.**
4. No vendor vehicles are allowed in the aisles of the market after 8:55AM.
5. All vendors must set up within designated space lines painted by MTP staff.
6. No drug paraphernalia, weapons, replicas, adult material, food or drinks may be sold. The sale of counterfeit or stolen goods and the sale or use of drugs is prohibited and is subject to loss of selling privileges, arrest and prosecution.
No Drugs or Alcohol are allowed on Campus.
7. An adult must supervise any children under 13. If you bring a pet, it must be crated while in your booth and leashed while walked. Do not bring unsocialized animals to the market.
8. All trash, equipment and merchandise must be picked up from your vendor space and disposed of before leaving the market on time.
9. All vendors must be out of the market before 7PM. Vendors in the Food Court (R-Section) and G-Section Areas must be out by 6:45PM.
10. The market closes promptly at 5PM. No customers are allowed in vendor booths after 5PM. No Sales are allowed after 5PM.
11. No vehicle engines may be on & no vehicle may move once the market has opened to the public. *(This is a Fire Department Rule.)*
12. Vendors may not drive over grass and dirt areas of the school campus. Doing so damages the property (including underground infrastructure) and will result in a 2 week suspenson.
13. Sharing a booth with another eligible vendor must be approved by the Vendor Manager and will otherwise result in suspension.

SAFETY AND LOADING GUIDELINES

LOAD IN AND PARKING

1. All vendors whose payment is received by Wednesday will be on the 6AM Vendor Check-In List, and may check in between 6AM-7:30AM.
2. Any pre-paid vendors who drive oversized vehicles or vehicles with trailers check-in between 5:30AM-6AM.
3. After the 7:30AM Check-in Deadline, your space is not guaranteed as our Stand By Line procedures begin at this time and your space may be sold to a waiting vendor.
4. When you book your space, make sure you know which gate is best to enter the market. There are four gates that vendors may drive into:
 - i. **CLINTON GATE** – Right turn only on Clinton and Fairfax
 - ii. **OVERFLOW GATE** – Right turn only - on Fairfax between Melrose and Clinton
 - iii. **MELROSE GATE** – Customer entrance on Melrose, enter through Genessee Avenue
 - iv. **OGDEN / MELROSE GATE** – Right turn only - On Melrose Avenue between Fairfax and Ogden Avenues.
Also known amongst staff as the “Old Melrose Gate.”
5. When you approach the gate, **check-in** with the MTP staff member stationed there.
 - i. This is the time to place any equipment orders (*Tents, Tables, and Chairs from Town Square Rentals*).
 - ii. Failure to check-in with a staff member by 7:30AM may result in loss of space.
6. Once you are in front of your space (numbers are painted on the ground), unload your equipment and merchandise. Once your car is empty, drive your car to the parking area open for vendors. Staff members can direct you to the open lot. Return to your space after your car is parked to set up your booth & merchandise displays.
 - i. If you have a 20x20 space you may park 1 vehicle inside of it. It is preferred that you parallel park to line your car with the back of your space. Set up your booth and tables in the front of your space.
 - ii. Only one vehicle per booth is allowed in the market at a time for loading merchandise. The aisle ways are not large enough for vendors to have more than one vehicle at a time, and this causes extra congestion in the aisles.
7. All vehicles must be out of the aisles with engines off by 8:55AM. The market opens to the public at 9AM.

WIND SAFETY GUIDELINES - DON'T LET YOUR TENT FLY AWAY

Tents are required to be anchored down with either weights, sandbags or to a stationary vehicle. The weights on your tents must withstand 30 mph wind. If conditions are windy, we recommend taking down the tent or taking the fabric cover off of the frame to prevent it from lifting up.

Tents are not considered as anchored if they are only attached to another tent.** 10

SAFETY AND LOADING GUIDELINES *continued*

No vehicle engines may be on and no vehicle may move once the market has opened to the public.

Vehicles in the market may not exit until after all customers have exited and MTP staff members have announced the market as cleared of customers. This is a serious rule from the Fire Department that if broken will lead to at least a 2 Week Suspension from the market. If you have

an issue and need to exit the market while it is open, MTP staff members should be alerted immediately to decide the best course of action. There are ways our staff can help you without putting customers in danger.

REMEMBER: Vendors may not conduct sales after 5PM.

The market closes at 5PM, and at that time all customers are escorted out of the market. Once our staff members have cleared the market of customers, they will make an announcement to vendors that Orange Placard vehicles can start exiting and Pink Placard vehicles can start entering the market for load-out.

All vendors must turn off their music from 5:00PM to 5:30PM so our staff can safely escort customers out of the market. "Closing" your booth helps us move this process faster so vendors can start bringing their vehicles into the market on time.

LOAD OUT PLACARD SYSTEM

During the market day, every vendor receives a vehicle pass. This pass goes on your dashboard and has the time that you may bring your vehicle back into the market or the time when you may drive your vehicle out of the booth. We are strict with the times, so please make sure you are not entering or exiting the market earlier than the time on your pass. There are three options:

ORANGE PASS For Vehicles parked In a 20x20 space

PINK PASS 5:30PM-5:45PM Drive In For Vehicles parked on campus, but not within the market grounds.

Exits the market between 5:45-6PM OR After 6:20PM

GREEN PASS 6:00PM-6:20PM Drive In For Vehicles parked on campus, but not within the market grounds - Exit the market after 6:20PM

All of your items must be packed up and ready to be loaded prior to bringing your vehicle into the market.

If there is an emergency, call 911 and then alert MTP staff immediately.

All adult staff members carrying a walkie talkie can help in an emergency situation.

SUNDAY MORNING STANDBY PROCESS

Notes About the Standby Process:

- ❶ Cash and Credit/Debit Cards are the only accepted forms of payment.
- ❷ Vendors must fill out the online registration form prior to participating.
- ❸ New vendors must bring ID to confirm online application.
- ❹ All vendors must fill out the California Department of Tax and Fee Administration's 410D Form (link below) before the end of their first selling date. Forms may be emailed/mailed in advance.
- ❺ First cycle of spaces sold are to vendors with Category 1 Merchandise. Those vendors with Category 2 Merchandise book during the second cycle.

The CDTFA 410D Form can be downloaded at:

www.cdtfa.ca.gov/formspubs/ctdfa410d.pdf



Every Sunday morning vendors enter the market at the Fairfax & Clinton entrance of the school's parking lot between 7:00AM - 7:30AM.

Once vendors are parked in the lot on campus, they can get a quick tea or coffee or use the restrooms on campus.

7:30AM put your name into the raffle for your merchandise category. **ONLY ONE NAME MAY BE ENTERED PER LICENSE. Vendors who enter multiple names will receive a warning on their account. If cheating occurs a second time, that business will not be allowed to participate in the stand by process.**

8:00AM The Category 2 Merchandise raffle occurs and is followed by the Category 1 Merchandise raffle. The raffles determine the order that we sell the spaces to each vendor.

8:10AM The Vendor Team aims to start selling spaces.

Vendors with Category 2 merchandise have about a 50% chance of getting a space through the stand by line depending on the weather and events in the city.

If you are unable to purchase a space through the stand by line, you are not able to sell in the market with another vendor. If caught, this will result in suspension.

Stand By Line Merchandise Load-In:

- ❶ If you are sold a space **before 8:30AM**, you may be able to drive your car into the market and up to your space to drop your merchandise off and drive out. **All vehicles must be out of the market or parked in a 20x20 with the engine off by 8:55AM.**
- ❷ If you are sold a space **after 8:30AM**, you will have to walk your merchandise into the market. We recommend bringing your own wheels (*dolly or otherwise*) to cart your items in, but we offer a few dollies to borrow at each entrance. Ask the gate manager about the status of the dolly. If another vendor is not using it, you can borrow it for load-in by giving the gate manager your ID. **After 8:45AM the wait time for a dolly may exceed 20 minutes. Return the dolly as soon as possible.**
- ❸ While it is a time crunch, we ask that you do your best to have your booth ready by 10AM. The market opens at 9AM, so you have less time to set up than the rest of the vendors who should be mostly set up.

PAYMENT POLICIES

PAYMENT DUE DATES / RESERVATION POLICY

All vendors must have their payments in by the Wednesday before the day they are to sell at the Melrose Trading Post. The MTP Vendor Management Team is available to process advanced payments from 12:00pm-3:00pm every Sunday in the yellow tent in the food court (*southwest corner of the courtyard*).

You can also mail your payment to our mailing address by the Wednesday before the market date you are scheduled to sell. Our P.O. Box is located at UPS Store, and you can physically drop off your payment to box #256 during their business hours.

The mailing address for the Melrose Trading Post is:

8391 Beverly Blvd #256, Los Angeles, CA 90048

***Checks and money orders should be made out to "Melrose Trading Post" or "MTP".*

ACCEPTABLE FORMS OF PAYMENT

A. We accept credit and debit cards, check or money order.

A money order can easily be bought at a bank, 7-11 or Western Union affiliates.

B. We only accept cash during the stand by line process.

PAYMENT NOTE FOR STANDBY VENDORS:

If you are a standby vendor, you can only pay with cash or a debit/credit card. No checks allowed. Avoid paying with dollar bill increments over \$50.00.

VENDOR FINES

Vendors may receive a penalty fine if they remain in the market past 7pm or leave trash in their space. First violations receive a warning; second violations receive a \$50 fine. Afternoon staff members will write-up any vendors found violating the Vendor Rules of Operation. This citation and \$50 fine go into your account and are due in 30 days. We must enforce this policy in order to maintain a respectful relationship with Fairfax High School and LAUSD, after all they allow us to use their property each Sunday.

BOUNCED CHECK, CHARGEBACK, POLICY & FEES

A. Vendors that write checks that get returned to us are charged a \$25.00 fee, and cannot pay with a check for 3 months from the date that the bad check was written. The bad check must be paid within 30 days from the issue date, with the additional \$25 fee included in the amount.

B. Any credit card chargebacks initiated by vendors will result in a \$50 fine, along with repayment of the initial charge.

LATE PAYMENT FEE

If a vendor cannot make a payment on time (by the Wednesday prior to the Sunday they are selling), a \$10 late fee will be applied to their ticket order.

All fines must be paid off within 30 days in order to ensure a vendor's ability to sell at MTP.

WHO IS A PERMANENT VENDOR?

WHO IS A PERMANENT VENDOR?

A Permanent Vendor refers to any vendor who is permanently assign a space for 1 or more weeks out of the month. We assign spaces for the 5 possible Sundays in a given month. The 5th Sundays occur 3-4 times a year.



Permanent Vendor Eligibility

The following documents must be completed to accept an assigned permanent space in the market:

1. Certificate of Liability Insurance naming LAUSD and GAA as additionally insured for **yearlong business insurance coverage.**
2. Signed LAUSD Waiver of Liability
3. Valid CDTFA Resale License
4. Signed "New Permanent Vendor Agreement"

Read "B" in the next column to learn how to submit a request for a permanently assigned space.

Do not submit the aforementioned documents if you have not been assigned a permanent space.

How do I become a Permanent Vendor?

- A. Vendors are eligible for Permanent Status once they have sold at MTP for minimum of 6 months (one year is recommended).** If your business is a good match for the market, you and your employees know and follow our policies.
- B. When you've reached this point, email the vendor manager at Natalie@MelroseTradingPost.org with the subject line "New Permanent Vendor Request" and the following:**
- i. The space numbers and areas you are interested in**
 - ii. The weeks of the month you want to be permanent (1st Sunday, 2nd Sunday, etc.)**
 - iii. Photos of your booth and merchandise for our team to review**
 - iv. Links to your business' promotions, media and publicity write-ups.**
- C. The deadline to email Natalie is the 1st Sunday of December in order to be considered for the following year's space assignments.**
- D. You will receive a confirmation email and be added to the annual list which is reviewed in December. New Permanent Vendor assignments are made in the first quarter of the new year via email.**

PERMANENT VENDOR BENEFITS

BENEFITS OF PERMANENT VENDOR STATUS

As a permanent vendor, you are responsible for making a payment (by Wednesday) for your space for every Sunday you are permanent on our list. If you do not wish to sell on your permanent day, you are responsible for letting us know with a One Week Notice; otherwise you are still responsible for making the payment.

At this time, if we do not have a payment in by Wednesday, your name will not be on our check-in lists at the gates on Sunday, and you will have to check in at the standby line desk by the Clinton Gate. In this instance, you are not guaranteed your spot for the day.

ONE EMERGENCY DAY PER YEAR

- You get one free day where the money you paid will be credited to your next selling date if you choose to use your Emergency Day (illness, emergency, car trouble).
- in order to use your Emergency Day you must check in with MTP management and let us know that you would like to use it by 8:00AM for any reason.
- Emergency Days are not transferable to other vendors and cannot be used the following year.

One-Week Notices

- As a permanent vendor you are able to miss days without any penalty as long as you let us know in advance.
- You can leave us a voicemail or email or give us a note in person the Sunday before your absence.
- The cut off for One Week Notice emails and voicemails is the prior Monday at 11:59PM.

Booking Ahead

As a permanent vendor, you are booked in advance in your assigned spot for specified weeks of the month.

Four Methods of Payment

1. **Paypal.com** – We can send permanent vendors invoices to pay online with a credit/debit card or electronic check from your checking account via **Paypal.com**.
 - Email Patrick for more info at:
VendorPayments@GreenwayArtsAlliance.org.
2. **Vendor Payments Tent** – We have a pop-up office under the yellow canopy in the southwest corner of the Food Court from 12-3PM every Sunday. We can handle all check, money order, debit/credit card payments and bookings in person during this time.
3. **Mail in Your Payment** – You can mail in your check or money order payment to arrive by Wednesday. Our PO Box is in a UPS Store at: 8391 Beverly Blvd. #256, Los Angeles, CA 90046.
4. **Contact Ash** - You can book with Ash over the phone from Tuesday-Thursday via credit card. Leave Ash a Voicemail at (323) 655-7679 ext. 103 or email him at Ash@melrosetradingpost.org.

Changes in Your Business

If you are changing your company or merchandise, notify the Vendor Team in writing as that may make your merchandise ineligible for the market.

VENDOR APPLICATION TERMS & CONDITIONS

**Vendors digitally sign that they agree to these rules in order to sell at the market.
This is your copy of the agreement.**

Booth Vendor Application Terms & Conditions:

The following items, collectively "Terms & Conditions," constitute part of this Application: "Vendor" refers to any participant approved for a booth space, "Applicant" refers to any individual or company applying for a booth space, and "Event" refers to Melrose Trading Post at Fairfax as program, its producer, Greenway Arts Alliance (GAA), and its leaser, Los Angeles Unified School District (LAUSD).

By completing and submitting this online application for review, the Applicant agrees to the following Terms & Conditions if accepted:

- (1) Each Accepted New Vendor will receive one space to sell or exhibit at the Melrose Trading Post at Fairfax on a given Sunday.
- (2) The Event will provide one parking space per booth space. 20x20 spaces include space inside booth for 1 vehicle.
- (3) Each Vendor is responsible for supplying ALL their needs, including, but not limited to, power, additional lighting, electrical cords or power strips, and display fixtures. NO additional space, materials, Wi-Fi, fixtures or accommodations will be provided by the Event, unless requested, approved and paid for by the Vendor to the Event.
- (4) No projected film, sound or audio, or freestanding signs are allowed unless there is written advance permission by the Event.
- (5) All Vendors must display their merchandise in a clean, presentable manner on tables, racks, display stands or other methods approved for use by the Event.
- (6) Booth spaces are booked on a first-come, first-serve basis until available spaces are full.
- (7) All approved vendors must conduct business within their assigned space (e.g. 10'x10') as there is zero tolerance for vending or distribution of literature by strolling through the festival without prior written consent by the Event.
- (8) Approved vendors must pay in full. Vendors may only share a booth space if both booth vendors are approved to share by the Event. Each space is the responsibility of one main contact and only a single payment should be made.

**The Event reserves the right to refuse any application for any reason.
Vendors may not resell the space at a higher price
or sublease the space to other Vendors.**

**Once a Booth Vendor Application is approved,
payment by credit card, money order, cashier's check, personal or business check
must be received by the Wednesday due date.**

VENDOR APPLICATION TERMS & CONDITIONS

VENDING AND CANCELLATION POLICY:

Once Applicant calls to confirm his/her application and the merchandise is approved, he/she is eligible to book a space. All Non-Permanent Vendors may cancel a reservation or paid booking ONLY if they notify the Vendor Team by the Wednesday prior to the booked date in question. Permanent vendors may cancel their space by the prior Monday at midnight.

Vendor agrees to set up and break down the assigned booth space in a timely manner so that the Vendor is ready to sell when the Event opens to the public and does not close until the Event ends.

Vendor may not break down space before the event closes unless approved by MTP Staff. Vendor agrees to conduct his/herself in a professional manner as to not bring Event into ill repute. Vendor agrees to abide by rules set forth by nearby businesses, local government officials, and the Event. Vendor may be asked to leave the Event for any reason as the Event sees fit. No refunds due to weather.

Any vendor selling in the State of California must obtain a seller's permit. Permits are usually issued at little to no cost. Vendor will be responsible for filing his/her own taxes at tax time and paying to the State of California any and all sales tax collected.

RISK OF LOSS, Insurance and Indemnification:

Vendor assumes sole risk of loss, theft or damage to merchandise and other personal property belonging to vendor while such property or merchandise is in Vendor's space or on the Event premises or being stored by Management as provided below.

Vendor acknowledges that neither Management, GAA, LAUSD, nor the affiliates and operators of the Event assumes any responsibility to insure the safety or to protect Vendor's merchandise from loss or damage caused by fire, rain, theft, malicious mischief, accident or any other cause.

Vendor acknowledges that Vendor has been advised to purchase insurance to protect against these and other losses.

Vendor agrees to indemnify and hold Management and the operators of the Event (GAA) and their partners, directors, officers, shareholders, managers, employees, LAUSD and its agent harmless from any liability damage, cost or expense (including reasonable attorneys' fees and court costs) arising from

(a) Vendor's use of or activities in or around Vendor's spaces (s) or the Event premises and/
or (b) injury to persons or property resulting from any cause whatsoever including, but not limited to, any furniture or fixtures in Vendor's Space, or from Merchandise, other property or other items sold or exchanged by Vendor. Vendor assumes full responsibility for all transactions and merchandise Vendor offers for sale.

MARKETING AND SOCIAL MEDIA

We are on the following social media platforms:

- Facebook
- Etsy (*Community Group for Vendors*)
- Yelp
- Twitter
- Pinterest
- YouTube
- Instagram

Instagram & Facebook are our most popular social media sites.

On Instagram:

[Instagram.com/melrosetradingpost](https://www.instagram.com/melrosetradingpost)

1. Tag **@MelroseTradingPost** in photos taken at MTP, photos of your booth, or photos of your very happy customers. We may repost your post if we love it!
2. Use the Hashtags: #MTPfairfax, #MelroseTradingPost, #PeopleofMTP, #DogsofMTP, #FleaMarket-Find #FleaMarketStyle #ShopLocal

On Twitter: [Twitter.com/MTPfairfax](https://twitter.com/MTPfairfax)

1. Tag **@MTPfairfax** in photos and posts at Melrose Trading Post Fairfax.
2. Use the Hashtags: #MTPfairfax and #MelroseTradingPost
3. We use Twitter through Instagram, or tweet out announcements, sales, booth numbers, photos, etc.

On Facebook: [Facebook.com/MTPfairfax](https://www.facebook.com/MTPfairfax)

1. Check-In to **@Melrose Trading Post** when you arrive. Post about your business, your booth, or anything to get folks at the market!

2. Use the Hashtags:

#MelroseTradingPost #PeopleofMTP

3. Post Photos, Create Events, Promote Sales, Keep up Announcements of your whereabouts
4. Tag your photo location as Melrose Trading Post.
5. Make sure you "Like" the Melrose Trading Post Page

Yelp Page:

[Yelp.com/biz/melrose-trading-post-los-angeles](https://www.yelp.com/biz/melrose-trading-post-los-angeles)

Pinterest Page:

[Pinterest.com/mtpfairfax](https://www.pinterest.com/mtpfairfax)

Youtube Page:

[Youtube.com/user/MelroseTradingPost](https://www.youtube.com/user/MelroseTradingPost)

Photos We Love:

1. Photos of Happy Customers (#PeopleofMTP)
2. Photos of Vendor Booths and Vignettes
3. Photos of Interesting Merchandise
4. Photos of Puppies (#DogsofMTP)
5. Photos of "Vendor Life" and Friendships
6. Photos of Vendor Workshops, Tools, Process
7. Photos of Customers Interacting with Art and Enjoying the Live Performances

WHERE DOES THE MONEY GO?

The funds generated from the Melrose Trading Post go to:

1. Greenway Arts Alliance's programs
 - A. Greenway Court Theatre
 - B. Greenway Institute for the Arts
 - C. Melrose Trading Post Operational Budget
2. Additional Fairfax High School activities & needs not covered in their annual budget
3. Grants for Fairfax High School Student Clubs

Items we have purchased for Fairfax High School in the 2016/2017 school year:

- Equipment for Cheer Squad
- School Pride Day Supplies
- Band Instruments
- Additional Clerk for the Administrative Office
- Additional Campus Aide Hours
- Campus beautification supplies
- Talent Show
- Escape Room Field Trip
- Leadership Training
- Printing the School Newspaper
- Greenway Institute for the Arts In-School and After School Programming
- Supplies for Fairfax High School's Production of "Hairspray"

See more at GreenwayArts.org

TOWN SQUARE DAILY RENTALS

The Melrose Trading Post works with an on-site equipment rental company called Town Square Daily Rentals.

Pricing Includes Set Up and Break Down

10 x 10ft Tent - \$25

6ft Table - \$10

Folding Chair - \$5

Sandbag Weights - \$5

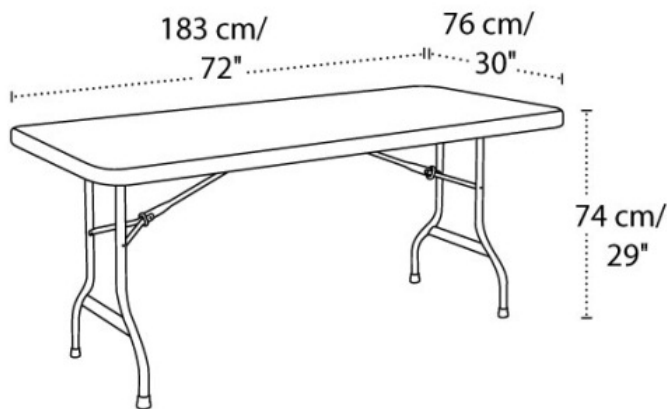
PACKAGE:

1 Tent, 1 Table and 2 Chairs for \$35

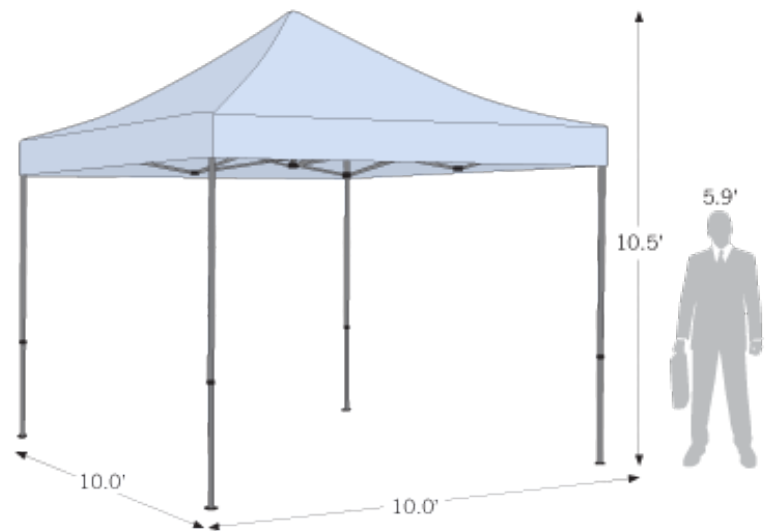
Call or Text for Reservations at 626.297.4753

Confirmations are sent out on Sunday only.

Text orders received more than 24 hours in advance are automatically confirmed.



6ft Folding Tables



10 x 10ft Tent

Rental Reservation Number: 626.297.4753

TSDR does not respond until Sunday morning.

CONTACT US

The Melrose Trading Post is a program of Greenway Arts Alliance. The Greenway Arts offices are located alongside the Fairfax High School campus. Because of this location, vendors are not allowed to visit our offices during the week. We are very specific with the different addresses listed below for this reason.

MELROSE TRADING POST at FAIRFAX HIGH

MARKET LOCATION:

7850 Melrose Avenue, Los Angeles, CA 90046

MAILING ADDRESS:

**8391 Beverly Blvd. #256, Los Angeles, CA
90048**

PHONE & EMAIL HOURS:

**Tuesday through Thursday 10:00 am to 5:00
pm.**

**Office is closed on Fridays, Saturdays, and
Federal holidays.**

VENDOR BOOKING LINE:

(323) 655-7679, ext. 103

All voicemail messages received Friday – Monday will be returned between Tuesday and Thursday of the following week.

Due to the high volume of phone calls, leave one voicemail by Monday morning for the best chance to get a space. Space availability is not guaranteed over the phone and fluctuates by the week.

Do not leave multiple messages or send multiple emails in a 48 hour period.

Vendor Curator & Marketing Manager (Promotional events, media & collaborations)

Natalie Iturbe

Natalie@GreenwayArts.org

Vendor Booking Coordinator & Phone Operator

Ash Kumar

Ash@GreenwayArts.org

Vendor Assistant & Paypal Bookings

Patrick Weinbrecht

VendorPayments@GreenwayArts.org

Administrative Assistant (Habla Español)

Glorili Alejandro

Galejandro@GreenwayArts.org

Safety & Market Operations Manager

J Scott Shonka

Jscott@GreenwayArts.org

Food Vendor Bookings

Pierson Blaetz

Pierson@GreenwayArts.org

Musician Bookings

Martin Diller

Music@GreenwayArts.org

Our organization has several branches, and we

Thank You

for Supporting the
Fairfax High School Community!

Greenway 
Arts Alliance

Uniting communities through art, education and enterprise

