



Melrose Trading Post Vendor Handbook

Last Updated: April 2017

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

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Please note our non-traditional office hours for phone operations:

Tuesday through Thursday, 10AM to 6PM

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, 3,000-6,000 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



VENDOR ELIGIBILITY - MERCHANDISE



CATEGORY 1 MERCHANDISE

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

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

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
- Vintage or Locally Designed &
- Handmade Clothing
- Crystals and Minerals
- Handmade and Vintage Shoes
- Purses (Absolutely NO Counterfeits)
- Uniquely Decorated Device Accessories
- Vinyl Records
- Some Imported Goods
- 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 space as availability fluctuates weekly.

VENDOR ELIGIBILITY - LEGAL REQUIREMENTS

1. **VENDORS** may sell up to twice a year without a Board of Equalization "Resale License" / "Sellers Permit" by using their Drivers License or Government ID. After your trial period is over you must obtain a Resale License to be eligible to sell.

Go to WWW.BOE.CA.GOV for information on how to obtain this essential license.

2. **VENDORS** must read and agree to the Vendor Handbook, including all Terms, Conditions, Guidelines, Policies and Rules outlined within in order to sell at the Melrose Trading Post.

3. **VENDORS** must register their businesses with the City of Los Angeles and State of California. Vendors are responsible for filing their own taxes and keeping up with government requirements for legally running a business.

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. If your merchandise does not fall under either category, or you're not sure of which category is appropriate for your business, please email Natalie at Natalie@MelroseTradingPost.org to see if your merchandise is eligible for this market.

STEP 2: Download this MTP Vendor Handbook found on Step 2 of MelroseTradingPost.org/NewVendors and read through 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 the 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: Fill out and submit the online registration form found on Step 4 of MelroseTradingPost.org/NewVendors

Due to the large number of registration forms we receive, we ask that vendors proceed with the booking procedures for their merchandise category after submitting their registration forms.

STEP 5: To Sell at MTP, all vendors must also fill out a Board of Equalization B410D Form, found on www.boe.ca.gov/pdf/boe410d.pdf. This form will be collected from you on the first Sunday you sell with us by the Vendor Team's Fairfax High School Intern, so please prepare it in advance. If you do not bring it with you, we will have copies available, but our intern will like you more if you have it ready when she/he arrives to your booth. He/she will also take a photo of your booth for our records, so make sure it looks photo-ready.

BONUS #1: Turn in the BOE410D form via email prior to your first selling date! If you're preparing it in advance, make sure your signature is a real signature and not a digital one. The State Board of Equalization does not accept digital signatures at this time.

BONUS #2: Visit the Market. It is highly recommended that you visit the market prior to selling with us. 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 book. You can visit the market wherever you are in the registration process, but if you would like to book spaces with us, please have the registration form filled out prior to your visit.

HOW TO BOOK SPACES IN ADVANCE

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



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



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

BOOKING IN PERSON

BOOK THROUGH THE UPCOMING MONTH

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 in person from new vendors at the yellow tent pop-up office.

1st SUNDAY RAFFLE: FIRST OPPORTUNITY TO BOOK FUTURE SPACES — On the first Sunday of each month, the team opens up bookings for the following month. EX: On the first Sunday of October, we open up bookings for November.

On the first Sundays of the month, all vendors in need of spaces for the following month come to the yellow tent in the food court, and the 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 pulls names at 12:05PM.

Any vendors who arrive once the raffle has started will be entered into a secondary raffle along with any vendor who is unable to be physically present. Once the names are pulled and recorded in order, the Vendor Team starts helping vendors according to their raffle-assigned number.

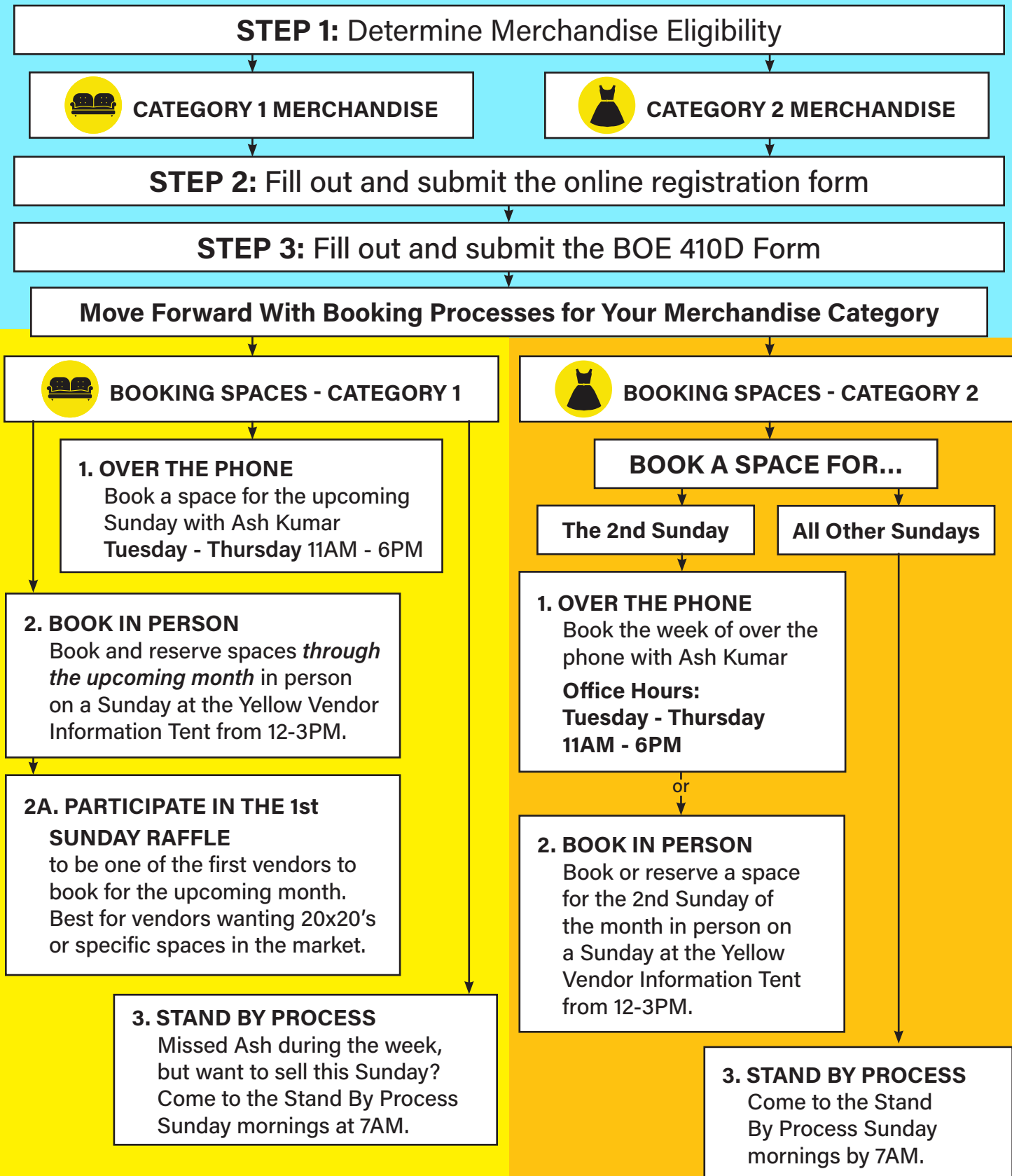
BOOKING OVER THE PHONE

BOOK FOR THE UPCOMING SUNDAY ONLY

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

Call our office and leave a voicemail early in the week that you would like to sell. (*Monday or Tuesday are best. Call later and space availability may be low.*) Follow up your voicemail with an email to Ash@melrosetradingpost.org so he can coordinate an appropriate call back time with you.

VENDOR REGISTRATION & BOOKING DIAGRAM



MARKET DETAILS

THINGS TO KNOW BEFORE YOUR FIRST SELLING DATE AT MTP

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. 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. Most vendors gets a space, depending on their preference. 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.

What are the booth sizes and prices?

- A. Prices range from \$60 to \$110. Vendor booths range in price according to size and location 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.

How many people attend the Melrose Trading Post?

- A. Approximately 3500 to 6000+ patrons walk through the gates every Sunday.
- B. Approximately 250 vendors book spaces each Sunday.

Are there equipment rentals on site?

Town Square Partners rents 10x10 white tents, tables and chairs on Sundays.

1. Tents are \$25, Tables are \$10, Chairs are \$5.
2. 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 tents and tables, so place your order early. They typically sell out later in the morning around 8:45-9:00AM.

Guest List Procedures

Vendors may add up to 5 people to the guest list to come to the market for free each Sunday. This is usually reserved for anyone working in your booth, family and friends. Guests cannot enter the market for free if they are not put on a list by a vendor. 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.

WHO IS A PERMANENT VENDOR?

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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.

Permanent Space Availability

- A. Permanent vendors who have been in the market for 5+ years may be assigned a permanent space for 4 or 5 Sundays, but due to limited space availability it is very rare that we are able to offer a vendor a 20x20 permanent space for more than 3 Sundays out of the month. Vendors who utilize smaller spaces may have a better chance of getting a space 4 or 5 times a month.
- B. While vendors who have been in the market for 5-18 years may have more than one permanent space in the market, it is very rare to be made permanent in multiple spaces at this point. The market has grown a lot, and we want to have spaces available for new vendors to sell in.

How do I become a Permanent Vendor?

- A. Vendors are eligible for Permanent Status once they have sold at MTP **for at least 6 months to one year**. We need to make sure your business is a good match for the market, and that 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 following:
 - i. **The unassigned 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**
 - iv. **Links to your company's online media and publicity write-ups.**
- C. You will receive a confirmation email and be added to the annual list which is reviewed at the end of December. New Permanent Vendor assignments are made in January/February via phone and email.

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 Board of Equalization's B410D 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 those with Category 1 Merchandise. Those vendors with Category 2 Merchandise book during the second cycle.

The Board of Equalization B410D Form can be downloaded at

www.boe.ca.gov/pdf/boe410d.pdf



Every Sunday morning vendors enter the market at the Fairfax & Clinton entrance of the school's parking lot between 6:30AM - 7:00AM.

We mostly see vendors with Category 2 Merchandise, but vendors with Category 1 Merchandise may participate each week. Once the vendors are parked in the lot on campus, they can get a quick tea/coffee or use the restrooms on campus.

7:15AM put your name into the raffle for your merchandise category. **ONLY ONE NAME MAY BE ENTERED PER BUSINESS.**

7:30AM The Category 1 Merchandise raffle will happen and is immediately followed by the Category 2 Merchandise raffle. The raffles determine the order that we sell the spaces to each vendor.

8:00AM The Vendor Team aims to start selling spaces.

Vendors with Category 2 merchandise have about a 75% chance of getting a space through the stand by line depending on weather and events in the city. **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.**

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. **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 couple of dollies to borrow at each entrance. Ask the gate manager about the status of the dolly, and if another vendor is not using it, you can borrow it by giving the gate manager your ID. **After 8:45AM the wait time for a dolly may exceed 20 minutes.**
- 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 a little more time to set up than the rest of the vendors who should be set up by then.

VENDOR RULES OF OPERATION

THE RULES ARE ENFORCED AS FOLLOWS:

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**

EMPLOYEES AND FRIENDS

If you have an employee helping you with your booth, please make sure they are aware of all rules and guidelines; especially 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 for your space.

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

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

1. Vendors in a 10x10 or 10x20 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.**
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 and their employees must park their vehicles in vendor parking on campus, or leave one vehicle in their 20X20 space. No Street Parking.
4. No vendor vehicles 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 conduct sales after 5PM. Vendors must "close" their booth at 5PM.

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 may enter the market 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. We have 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** – Market’s 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 Time Square Partners*)
 - ii. If you are not sure of where your space is, ask the check-in staff member for instructions. Review the market layout on our website beforehand to have an idea of where you’re going.
 - iii. 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.
 - i. If you have a 20x20 space you may park 1 vehicle inside of it. It is preferred that parallel park to line your car with the back of your space. Set up your booth and tables in the front of your space so the vehicle is not the focal point.
 - ii. Only one vehicle per booth is allowed in the market at a time for loading in and out 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. Please have your booth ready by then.

SAFETY AND LOADING GUIDELINES

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.

RULE #12:

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.

PLACARD SYSTEM: During the market day, every vendor in the market 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 your 20x20 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.

ORANGE PASS For Vehicles parked In a 20x20 space in the market

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

Once in, load your items and our staff will help you exit safely.

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

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

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 vendor 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. If you are a permanent or a reserved occasional vendor, you cannot pay with cash.
- B. You must pay with a credit card, check or money order. A money order can easily be bought at a bank, 7-11 or Western Union affiliates.

STANDBY VENDORS:

ACCEPTABLE FORMS OF PAYMENT

If you are a standby vendor, you can only pay with cash or a credit card. No checks allowed. Avoid paying with 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 all 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.

PERMANENT VENDOR BENEFITS

BENEFITS OF PERMANENT VENDOR STATUS

As a permanent vendor, you are responsible for making an on-time 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 with Natalie and Patrick at the standby line desk by the Fairfax entrance. In this instance, you are not guaranteed your spot for the day.

ONE EMERGENCY DAY PER YEAR

- This means that you get one free day where the money you paid will be credited to your next selling date if you choose to use your E-Day (illness, emergency, car trouble).
- On a rainy day, 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.
- 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 one week in advance.
- You can leave us a voicemail, email or let us know in person the Sunday before your absence with a hand written note. (*Voicemail, Email and Handwritten Notes Only.*)
- The cut off for One Week Notice voicemails is Monday at 11:59PM.

Booking Ahead

As a permanent vendor, you can book ahead in your spot for the number of weeks you are approved for. We limit booking ahead to one month in advance.

Four Methods of Payment

- 2. Paypal.com** – We can send you invoices and you can pay online with a credit card, debit card or electronic check from your checking account via [Paypal.com](https://www.paypal.com).
 - We offer a discount for vendors using this payment method.
 - Email Patrick for more info at: VendorPayments@GreenwayArtsAlliance.org.
- 3. Vendor Payments Tent** – We are set up in the yellow and white canopy in the southwest corner of the Food Court from 12:00-2:30PM every Sunday. We can handle all check, money order, debit/credit card payments and bookings in person during this time.
- 4. Mail in Your Payment** – You can mail in your check or money order payment to arrive by Wednesday. The address is: 8391 Beverly Blvd. #256, Los Angeles, CA 90046.
- 5. Phone It In** - You can book with Jessica over the phone from Monday-Wednesday via credit card. Our Office Phone Number Is (323) 655-7679 ext. 103. Leave a Message!

Changes in Your Business

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

If your contact or payment information changes, it is your responsibility to update it.

VENDOR HANDBOOK UPDATE - MARCH 2017

On Hiring Fairfax High School Students

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 student 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 show proof of 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.

- Greenway Arts Alliance's Melrose Trading Post Team

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 Fairfax, photos of your booth, photos of happy customers. We may repost your post if we love it!
2. Use the Hashtags: #MTPfairfax, #MelroseTradingPost, #PeopleofMTP, #DogsofMTP, #FleaMarket-Find #FleaMarketStyle #ShopLocal

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

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.
2. Use the Hashtags: #MTPfairfax and #MelroseTradingPost
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)

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, and because of this location, vendors are not allowed at 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

OFFICE HOURS:

Tuesday through Thursday 10:00 am to 6:00 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.

Please do not leave multiple messages.

Vendor Curator & Marketing Manager

Natalie Iturbe

Natalie@GreenwayArts.org

Vendor Booking Coordinator & Phone Operator

Ash Kumar

Ash@GreenwayArts.org

Vendor Assistant & Paypal Bookings

Patrick Weinbrecht

VendorPayments@GreenwayArts.org

Market Operations Manager

J Scott Shonka

Jscott@GreenwayArts.org

Food Vendor Bookings

Pierson Blaetz

Pierson@GreenwayArts.org

Musician Bookings

Martin Diller

Music@GreenwayArts.org

Thank You
for Supporting the
Fairfax High School Community!



Uniting communities through art, education and enterprise

