



# **Greenway Arts Alliance Melrose Trading Post Vendor Handbook**

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## ABOUT US

**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 MTP 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, 4,000-5,000 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**

## VENDOR ELIGIBILITY

**MTP Fairfax is currently looking for vendors who sell merchandise under the following categories:** Antiques, Collectibles, Artwork, Unique Handmade Items, Mid-Century Furniture and Home Decor, Non-Wearable Vintage Items, One-of-a-Kind and Rare Items, and items made with Recycled or Repurposed materials, and Eco-Friendly Items.

Vendors with these kinds of merchandise are eligible to book in advance every Sunday according to booth availability.

*If your merchandise falls under this category, fill out our Online Vendor Application and read through this Vendor Handbook to learn how to book a space.*

**Vendors who sell the following items are only eligible to book a space in advance on the 2nd Sunday of the month or through the Sunday Morning Stand By Line:** Jewelry, Clothing, Crystals and Minerals, Shoes, Purses, Cell Phone Accessories, Vinyl Records, Some Imported Goods and Shabby Chic Furniture.

*If you fall under this category, email [Natalie@GreenwayArts.org](mailto:Natalie@GreenwayArts.org) with photos of your merchandise and booth set up and information about your business to see if you may be an exception to our booking rule.*

*While there are a few exceptions, your booth set up, your business' marketing and the quality of merchandise have to be outstanding to qualify as such.*

*If you're booking a space for the 2nd Sunday or through the Sunday Morning Stand By Line, fill out our Online Vendor Application and read through this Vendor Handbook to learn about the Stand By Line or how to book a space for the 2<sup>nd</sup> Sunday of the month.*

### **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](http://WWW.BOE.CA.GOV) for information on how to obtain this license.
2. VENDORS must read and agree to the Vendor Handbook, including all Terms, Conditions, Guidelines, Policies and Rules outlined within.
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.

## FREQUENTLY ASKED QUESTIONS

### **1. 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 5PM and all sales must end at this time. Load-Out Procedures begin once all customers have been escorted out of the market. All vendors and equipment must be out of the market by 7PM.

### **2. 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.

### **3. How many people attend the Melrose Trading Post?**

- a. Approximately 4000 to 5000+ patrons walk through the gates every Sunday.
- b. 200-250 vendors book spaces each Sunday.

### **4. What are my chances of a getting a space through the Sunday Morning Stand By Line?**

- a. The Sunday Morning Stand By Line varies each Sunday according to other events in the city, holidays, weather conditions, and more. The majority of the time every vendor gets a space, depending on their space preference. At rare times and peak seasons we may not have spaces available for all vendors to book through Stand By.
- b. For more, read the section in the Handbook about the Stand By Line.

### **5. How do I become a Permanent Vendor?**

- a. Vendors are eligible for Permanent Status (assigned space for 1 or more weeks out of the month) once they have sold at MTP for at least one year. Speak with the vendor manager on how to be Permanent once you are ready.

### **6. What are your Guest List Procedures?**

- a. 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.

Any other questions you have may be answered in the Vendor Handbook.

## **BOOKING 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 an MTP staff member.

**STEP 1: Once you have verified the eligibility of your merchandise,** fill out the online application found on [MelroseTradingPost.org](http://MelroseTradingPost.org). Due to the number of applications received, we cannot reply to every one. Please take the initiative to contact our office once you have applied.

To Sell at MTP, Vendors must also fill out a Board of Equalization B410D Form, found on [WWW.BOE.CA.GOV](http://WWW.BOE.CA.GOV).

Please fill out, sign, scan and email the form. You can also turn this form in as a hardcopy on the Sunday you begin selling.

Now proceed to Step 2 or straight to Step 3.

**STEP 2: Check out the market!** Every Sunday, the management team sets up a yellow tent in the southwest corner of the food court, and they help potential new vendors from 12:00 p.m. to 2:00 p.m. 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.

On the first Sunday of each month, we open up bookings for the following month. On this day, all non-permanent vendors come to our tent at noon and we conduct a raffle to determine the order that everyone will be helped. This is our fair way of giving eligible vendors an opportunity to get a large or coveted space.

**STEP 3: Book over the phone!** Call our office and leave a voicemail early in the week that you would like to sell (Monday - Tuesday).

Over the phone, you can book for the upcoming Sunday with the Vendor Coordinator. We accept credit/debit card payments over the phone.

Our office receives 150+ phone calls each week, so leave a detailed message. It may take 24-36 hours to return your call depending on when you called.

All voicemails are checked Tuesday morning and all phone calls are returned in order Tuesday through Thursday each week.

The office phone number is (323) 655-7679 ext 103.

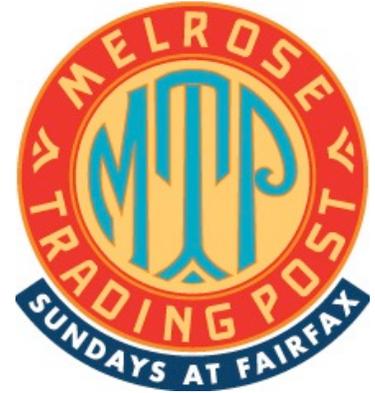
Phone Operating Hours are Tuesday-Thursday, 10AM-4PM.

The office is closed Fridays and Saturdays.

**All payments are due by the Wednesday prior to the Sunday you are selling. All late payments (payments are late when made on Sunday for that day) will incur a \$10 late fee.**

## SUNDAY MORNING STAND BY LINE

Every Sunday we have a stand by line that starts at about 5:30 a.m. at the Fairfax and Clinton entrance of the school (and continues through the blacktop parking lot). This line of cars has mostly vendors with wearable items, but also has some vendors with antiques and collectibles. We give first choice to those with antiques, collectibles, art and non-wearable merchandise. We then allow those with wearable items to book a space for that day. When you pull up to the gate, one of our staff members will give you a laminated number card indicating your spot in line. The Vendor Team checks in vendors in the stand by line at 6:45 a.m. and start selling spaces at about 8:00 a.m. Vendors with wearable merchandise have about a 75% chance of getting a space through the stand by line.



### Things to Note About Stand By:

1. Cash and Credit Cards are the only accepted forms of payment.
2. Vendors must fill out the online application prior to purchasing a space at MTP.
3. New vendors must bring ID to confirm online application.
4. All vendors must fill out the Board of Equalization's B410D Form before the end of their first selling date. Forms may be emailed or mailed ahead of time.

### Stand By Line Vendors have a few details to know about load-in:

1. If you are sold a space before 8:30AM, you may drive your car into the market and up to your space to drop your merchandise off. Your car must be out of the market or parked in your 20x20 with the engine off by 8:55AM.
2. 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 do have a couple of dollies available 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.
3. 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 9AM.

**REMEMBER:** If you are coming to the stand by line, please fill out the online application prior to your arrival. All accepted vendors must fill out a Board of Equalization B410D Form found on [WWW.BOE.CA.GOV](http://WWW.BOE.CA.GOV).

## **VENDOR RULES**

1. All vendors must unload and park in vendor parking before setting up.
2. 20X20 spaces are allowed a maximum of 1 vehicle during set-up and take-down. All other spaces are allowed a maximum of one vehicle in the market at a time during set-up and take-down. Parking is not guaranteed if you have multiple vehicles.
3. Customer parking is a priority. All vendors and their staff must park their vehicles in vendor parking, or leave one vehicle in their 20X20 space.
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.
7. An adult must supervise any children under 15. We do not encourage vendors to bring pets, but if you do, pets must be crated in your booth and leashed while walked.
8. All trash, equipment and merchandise must be picked up from your vendor space and disposed of properly before leaving the market on time.
9. All vendors must be out of the market before **7PM**.  
Vendors in the Food Court and Grass 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.

**ANY VENDOR VIOLATING RULES 1-10 WILL RECEIVE A PHONE WARNING. REPEAT VIOLATIONS WILL RESULT IN A \$50 FINE.**

## **EMPLOYEES AND FRIENDS**

If you have an employee helping you with your booth, please leave their name at the admission gate or they will have to pay to enter. Make sure they are aware of all rule and guidelines, especially if they are operating a vehicle on behalf of your company.

## **PARKING**

There is no vendor parking allowed on surrounding streets - all vendors must use the provided vendor parking lot. If we find a vendor or vendor staff vehicle parked on the street they will lose their selling privileges. Please keep in mind the importance of leaving prime parking spaces open for customers.

## **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 line.

## **AGREED TERMS AND CONDITIONS**

### **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)** Applications are reviewed by the Vendor Curator. Approvals are based on a variety of factors, including the type of merchandise being sold or services being offered. Booth spaces are assigned 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 the applicable Booth Merchandise categories are checked in the Booth Vendor Application AND if both booth vendors are approved to participate by the Event. However, each space is the responsibility of one main contact and only a single payment should be made.

Each application will be reviewed and approved separately and 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.

## **AGREED TERMS AND CONDITIONS CONTINUED**

### **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 Vendors may cancel a reservation or paid booking ONLY if they notify the Vendor Manager by the Wednesday prior to the booked date in question.

Booth booking is cancelled if payment cannot be processed. 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.

## **LAUSD AND GAA WAIVER / GAA PHOTO AND VIDEO RELEASE**

### **LAUSD and GAA Hold Harmless and Agreement Not To Sue:**

By completing and submitting this online application for review, the Applicant agrees to the following Terms & Conditions if accepted. I fully understand that my participation in the Greenway Arts Alliance's Melrose Trading Post at Fairfax weekly program (hereinafter "Event") exposes me to the risk of personal injury, death or property damage. I hereby acknowledge that I am voluntarily participating in this event/class and agree to assume any such risks. I hereby release, discharge and agree not to sue Los Angeles Unified School District (LAUSD) and Greenway Arts Alliance (GAA) for any injury, death or damage to or loss of personal property arising out of, or in connection with, my participation in the event from whatever cause, including the active or passive negligence of LAUSD, GAA or any other participants in the event. In consideration for being permitted to participate in the event, I hereby agree, for myself, my heirs, administrators, executors and assigns that I shall indemnify and hold harmless LAUSD and GAA from any and all claims, demands, actions or suits arising out of or in connection with my participation in the event/class. I HAVE CAREFULLY READ THIS RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT IT IS A FULL RELEASE OF ALL LIABILITY AND SIGN ON MY OWN FREE WILL.

### **GAA Photo and Video Release**

I hereby grant Greenway Arts Alliance, its directors, managers, employees and interns (collectively "GAA") non-revocable permission to capture my image and likeness in photographs, videotapes, motion pictures, recordings, or any other media (collectively "Images"). I acknowledge that GAA will own such Images and further grant the GAA permission to copyright, display, publish, distribute, use, modify, print and reprint such Images in any manner whatsoever related to GAA business, including without limitation, publications, advertisements, brochures, web site images, social media pages or other print or electronic displays and transmissions thereof. I further waive any right to inspect or approve the use of the Image by the GAA prior to its use. I forever release and hold the GAA harmless from any and all liability arising out of the use of the Images in any manner or media whatsoever, and waive any and all claims and causes of action relating to use of the Images, including without limitation, claims for invasion of privacy rights or publicity.

## **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. Everyone else may enter between 6AM-7:30AM. After 7:30AM your space is not guaranteed as we may sell it to a vendor in our stand-by line.
3. When you book your space, make sure you know which gate to enter the market into. 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. Old Melrose Gate – Right turn only - On Melrose Avenue between Fairfax and Ogden Avenues
4. When you approach your assigned 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 our market layout on our website beforehand to have an idea of where you’re going.
5. 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 whichever parking lot our staff members have open for vendors. 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. Please 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. If you have more than one vehicle to unload, you may only have one vehicle in the market at a time. The aisle ways are not large enough for vendors to have more than one vehicle at a time, and this causes unnecessary congestion.

## **SAFETY AND LOADING GUIDELINES CONTINUED**

6. 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.

### **IMPORTANT NOTE:**

No vehicle engines may be on and no vehicle may move once the market has opened. 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 offense that will lead to Suspension or Expulsion from the market. If there is an issue, MTP staff members should be alerted immediately to decide the best course of action.

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

## **LOAD OUT AND PARKING**

The market closes at 5PM and all customers are escorted out of the market. Once our staff members have cleared the market of customers, they will make an announcement to the vendors.

Please Note: Vendors may not conduct sales after 5PM.

At some point in the 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 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.

**Make sure all of your items are 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.

## **PAYMENT POLICIES**

### 1. PAYMENT DUE DATES / RESERVATION POLICY

All vendors must have their payments in the Sunday 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-2:30pm every Sunday in the MTP yellow payment tent in the food court (west of the building behind the coffee vendor).

You can also mail your payment to our mailing address by the Wednesday before the market date you are scheduled to sell.

**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".**

### 2. PERMANENT AND OCCASSIONAL VENDORS: ACCEPTABLE FORMS OF PAYMENT

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

### 3. 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. Please try to avoid paying with bill increments over \$50.00.

### 4. VENDOR FINES

We fine vendors who remain in the market past 7pm or who leave trash in their space when they leave a penalty of \$50. Our afternoon staff members will write-up any vendors found violating these rules. This citation and \$50 fine go into your account and you will receive an official letter laying out the details of your violation. 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.

### 5. BOUNCED CHECK, CHARGEBACK, POLICY & FEES

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.

**Any credit card chargebacks initiated by vendors will result in a \$50 fine.**

### 6. 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 account.

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

## PERMANENT VENDORS

### 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 Melrose entrance. In this instance, you are not guaranteed your spot for that 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 or let us know in person the Sunday before your absence with a hand written note
- 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

- **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.
  - We offer a discount for vendors using this payment method.
  - Email Patrick for more info at: [VendorPayments@GreenwayArtsAlliance.org](mailto:VendorPayments@GreenwayArtsAlliance.org).
- **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.
- **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.
- **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!

## MARKETING AND SOCIAL MEDIA

### We are on the following social media platforms:

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

**Instagram & Facebook are our most popular social media sites for customers.**

### On Instagram:

**1. Tag @MelroseTradingPost:** in photos taken at MTP Fairfax, photos of your booth, photos of happy customers.

**2. Use the Hashtags:** #MTPfairfax, #MelroseTradingPost, #PeopleofMTP, #DogsofMTP, #FleaMarketFind #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:

1. Tag **@MTPfairfax:** in photos and posts at MTP 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:

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 instead of "Being Friends With" the Melrose Trading Post Profile.

## **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 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:** Monday 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. While the office is open on Mondays, the Vendor Coordinator checks all voicemails on Tuesday. Due to the high volume of phone calls, it is best to leave a 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.*

### **Vendor Curator and Marketing Manager**

Natalie Iturbe – [Natalie@GreenwayArts.org](mailto:Natalie@GreenwayArts.org)

### **Vendor Coordinator and Musician Bookings**

Jessica Valle – [Jessica@GreenwayArts.org](mailto:Jessica@GreenwayArts.org)

### **Market Operations**

J Scott Shonka – [Jscott@GreenwayArts.org](mailto:Jscott@GreenwayArts.org)

### **Food Court Vendor Bookings**

Pierson Blaetz – [Pierson@GreenwayArts.org](mailto:Pierson@GreenwayArts.org)

### **MELROSE TRADING POST CO-FOUNDERS**

Pierson Blaetz – [Pierson@GreenwayArts.org](mailto:Pierson@GreenwayArts.org)

Whitney Weston – [Whitney@GreenwayArts.org](mailto:Whitney@GreenwayArts.org)