

## **Swallows Day Mercado Booth Information**

Thank you for your interest in the Mercado on Swallows Day. There are three types of booths:

- Non-profit - must show proof of 501(c)3 status.
  - Note: includes non-food and food non-profit vendors.
- Merchandise vendors - sale of non-food items.
- Food vendors.

In addition, the Fiesta Association provides for sale of beer and wine. No vendors are allowed to sell alcoholic beverages.

All booths must be set up before 8:00 am and remain set up until 5:00 pm. **This is a rain or shine event; the event will not be rescheduled. No refunds in the event of rain.**

1. All booth applicants must submit the following to the San Juan Capistrano Fiesta Association (SJCFA):
  - 1.1 A completed SJCFA Booth Application using online payment or with a check made payable to the San Juan Capistrano Fiesta Association (SJCFA).
  - 1.2 Submittal of the Booth Application serves as the Agreement between the Applicant and the SJCFA.
  - 1.3 All vendors must obtain a Business License from the City of San Juan Capistrano. **The Business License must be obtained by the applicant.** Please call Ros Len Clemente, Business Licensing, at 949-443-6390 or complete the application online at <http://sanjuancapistrano.org/Departments/Finance/Permits-Licenses-Forms/Business-License>. You will not be allowed to participate in the Mercado without a Business License.
  - 1.4 The Fiesta Association requires a \$50.00 cleaning deposit. This deposit can be held over for the following year, at your request, to reserve your space, or returned at the end of the event. The deposit will be returned if your booth area is clean. You will be notified after the event if the SJCFA found your booth was not properly cleaned. You are responsible for all trash removal and must provide trash bins at your own booth. If your area is not clean, your \$50.00 cleaning deposit will be forfeited to the SJCFA and cannot be used to reserve your space for the next year.
  - 1.5 Fees will be refunded in full if you apply online and your Application is not accepted.
2. Applicants serving any food, snacks, or beverages are required to contact the Orange County Health Department individually for their own food handling permits. The Health Department has inspected all food booths the morning of the event and the health rules will be strictly enforced. All food handling permits must be displayed at the booth site. **Food handling permits must be obtained by the applicant.**
  - 2.1 For food permit information and application contact:  
Leslie Moffitt at the Orange County Health Department at (714) 656-7198 or visit [www.ocgov.co](http://www.ocgov.co). The Health Permit application can be found at <http://www.ocfoodinfo.com/tff>.

- 2.2 The Orange County Health Department requires shared three-compartment sinks for our Food Vendors at this event. The cost of the sinks are included in the extra cost for food booths.
3. Nonprofit organizations must be prepared to provide official, legal documentation showing your nonprofit status.
4. Rules and/or Restrictions pertaining to booth operation and merchandise are as follows:
  - 4.1 All booth operators must operate from a stationary location. Moving vendors WILL NOT be permitted and will be escorted from the Mercado area by the Orange County Sheriff.
  - 4.2 All booth operators must display a copy of their SJCFA BOOTH PERMIT and the CITY of SJC LICENSE in their booth on parade day or be subject to a fine and/or booth closure.
  - 4.3 All Vendors are required to have a current, valid, California Board of Equalization “Sellers Permit” (Non-profits included). Sales tax is to be collected as required by state law. This is the Vendor’s responsibility. For permit information and application contact:

State of California – Board of Equalization  
23141 Moulton Parkway – Suite 100  
Post Office Box 30890  
Laguna Hills, CA 92654-0890  
(949) 770-2157 ext. 324  
<http://www.boe.ca.gov/>
  - 4.4 Due to the large number of horses in San Juan Capistrano on parade day, it is necessary for all concerned to take extreme care not to spook the horses. Balloons of any kind, other floating objects, streamers, silly-string, poppers, ANY TYPE of “homemade” weapons, and noise makers are not to be displayed, sold, nor carried. Any violation of this rule could result in injury to the horse, the rider, and/or spectators. These items WILL NOT be tolerated and will be cause for immediate surrender of the booth space without refund.
  - 4.5 No items may be displayed or sold which imply an official endorsement by the SJCFA. The following are specifically prohibited:

The San Juan Capistrano Fiesta Association’s Name and/or logo  
The name “Fiesta de las Golondrinas”  
The name “Fiesta Association”
  - 4.6 Actual or implied gang material will not be allowed.
  - 4.7 The City of San Juan Capistrano prohibits the use and/or consumption of alcoholic beverage on any City street or in non-designated public areas. Only the Fiesta Association is allowed to sell beer and wine in the Mercado.
5. Fill out the Booth Application online at [swallowsparade.org](http://swallowsparade.org) in the Mercado section. Entry by mail is strongly discouraged. Entries submitted by email will only be accepted under special circumstances and only upon approval by the Mercado Chairman.
6. Booth assignment priorities:

- 6.1 Previous year applicants with deposit carried over from prior year.
- 6.2 Exclusive vendor sales type (example, hat sales) will be honored for applicants with deposit carried over from prior year or for new vendors with no other vendor offering the same type of sales. Granting of exclusive sales type will be decided by the Mercado Chairman.
- 6.3 First come, first serve if no deposit carried over from prior year.
7. The San Juan Capistrano Fiesta Association does not provide canopies, tables/chairs, nor electricity. These are available at an additional cost. Arrangements must be made in advance and items paid for prior to the event. These items are available for rent from the SJCFA.
- IMPORTANT: you must indicate whether you need electricity so that the Mercado committee can locate your booth near an electrical outlet.
8. The Mercado booth space size is 10'x10'. Booth spacing is at the discretion of the Mercado Committee.
9. The Mercado Committee makes the decision to accept your Booth Application. Upon acceptance, the assigned Booth Space package will be returned to you by email.
10. Booth applications and proof of Business License must be submitted by the deadline indicated on the "Important Dates" listing. Late applications or applications without fees will be returned to sender. **No exceptions.**

**The Booth Application can be found at:**

**[swallowsparade.org](http://swallowsparade.org)  
Mercado section**