



OAKLAND ARTISAN MARKETPLACE
City of Oakland, Cultural Arts & Marketing Department
1 Frank Ogawa Plaza, 9th Floor, Oakland, CA 94612
510.238.4948 fax 510.238.6341

To BAY AREA ARTISANS:

2010

The Cultural Arts & Marketing Department is proud to present the **Oakland Artisan Marketplace**, the city's arts and crafts vending program, that gives artisans an opportunity to sell their arts and crafts year-round in Oakland.

OUR GOALS:

- ◆ Create destination area(s) that will attract visitors and residents to purchase unique arts and craft products produced in Oakland and by other regional artists;
- ◆ Provide a mechanism for Oakland and other artists to sell their hand-crafted artwork;
- ◆ Encourage the development of the arts and crafts community;
- ◆ Encourage existing business areas without creating competition of retail businesses;
- ◆ Create a positive streetscape in designated community development areas.

DAYS/ SITE/TIME

| | | |
|--|-----------------|---------------------------|
| Fridays: Frank Ogawa Plaza (14 th and Broadway) | 10:00am-4:00pm* | Set-up 9am |
| Saturdays: Jack London Square | 10:00am-6:00pm* | Set-up 9am |
| Sunday: Jack London Square during Farmer's Market | 10:00am-5:00pm | Set-up 7am (7am earliest) |

* break-down times are flexible, but not set-up, ask marketplace manager

CERTIFICATION PROCEDURE

- 1) Complete Application and submit to department with photos of the work and outdoor set-up
- 2) Receive call to set-up Screening & Program Orientation Meeting and attend.
- 3) Obtain Oakland Business Tax Certificate (this can be before or after screening)
- 4) Pay OAM Fees and Obtain Oakland Artisan Certificate
- 5) Begin selling (first-come/first serve and participate in Lottery)

APPLICATION/CERTIFICATION/FEE

1. THE APPLICATION. File Application and required attachments to Oakland Artisan Marketplace Program. In order to qualify artists must first obtain the following:
 - a) **State of California Resale Number from the State Board of Equalization**, at 510-622-4100; 1515 Clay Street- 3rd Floor, Oakland, CA 94612
 - b) **Federal Tax ID# (SS#) from IRS**, at 510-839-1040 or use **Social Security number**

Artisans will also need to obtain an **Oakland Business Tax Certificate** (this can be before or after screening). Oakland Business Tax Certificate, City of Oakland, 250 Frank Ogawa Plaza, STE1320, Oakland CA 94612 510.238.3704

2. THE CERTIFICATE and THE ID CARD. After submission of application and approved screening of hand-crafted items you will need to pay the certification fee (\$250 annual or \$145 every 6 months) and receive Oakland Artisan ID Card issued by Cultural Arts & Marketing Department, please bring in 1 photo (approximately the same size of photo on driver's license) for the ID. Staff member will call you to set up an orientation appointment.

3. THE ADVANCE LOTTERY. There will be a lottery for Sunday spaces the 2nd Tuesday of the month for the following month. During your Screen & Orientation meeting you will receive more information. Currently, Friday and Saturday spaces are first-come first-serve unless there is a special event.

As an Oakland artisan, you will need to become familiar with the rules and regulations of the City of Oakland, Oakland Artisan Marketplace. Each certified artisan is required to comply with the following provisions or be subject to citation or other penalty. All artisans will be given an Oakland Artisan Marketplace Handbook detailing requirements and responsibilities. The following are some highlights:

OAKLAND ARTISANS:

1. Must have in possession a valid Oakland Artisan ID badge displayed at all times during designated selling hours;
2. May only sell from one space per day in assigned space boundaries;
3. Artisans may have one (1) certified alternate sell with/for them;
4. Products must be hand crafted by the certified artisan, i.e. not imported or mass produced;
5. Maintain, at all times, a vending space that is clean and hazard free. Vending equipment/merchandise offered for sale shall not block, impede or in any way hamper pedestrian movement or cause or allow any hazard to pedestrians;
6. Are subject to citation and possible revocation of license for violation of any part of the Oakland Artisan Marketplace Handbook and city policies;
7. Are only allowed to sell in areas designated by the project and only allowed to sell days designated by the project;
8. Must observe the approved vending hours.

SELLING SPACE AND DISPLAY REQUIREMENTS

1. Vending spaces will be pre-measured or marked on the marketplace site maps;
2. There is NO Electricity provided at Frank Ogawa Plaza, but battery-operated lights and equipment can be used (**no generators**). Electricity is provided at Jack London Square;
3. Parking for vendors will not be provided;
4. Artists are responsible and own for their display unit (table, chairs, panels, etc.), set-up and break-down;
5. Display units must fit a 10'X10' space.

The Oakland Artisan Marketplace is a public service for the artist community, the public and the City of Oakland. The Program does not, "create jobs" but allows the artist an opportunity to create a job for himself or herself based on his or her own effort and definition of success. All participants represent themselves and their own business, their talent and our City. We strive to showcase Oakland by promoting quality craft, quality business practices, and quality ambiance maintained by a community of artisans that represents Oakland's creativity and diversity at its best. Thank you for your cooperation and participation.

Any questions please contact Di Anne Love, Cultural Arts & Marketing Department Staff at 510.238.4948 or dlove@oaklandnet.com

Thank you! Hope you will join us in making this program a success.



| | |
|--------------------|-----------------------|
| <i>Office only</i> | I.D. Number: _____ |
| | Receipt Number: _____ |

**City of Oakland Cultural Arts & Marketing
Department**

1 Frank Ogawa Plaza, 9th Floor, Oakland, CA 94612
510.238.4948 fax 510.238.6341

**Oakland Artisan Marketplace
Application 2010**

Artisan's Name: _____

Name of Business/Organization: _____

Address/State/Zip: _____

Phone: _____ Cell _____ Fax _____

Email _____ Website _____

Alternate Seller Name: _____ Phone: _____

Address, City, Zip _____

Federal Employer's I.D. #(SS#) – required _____

State of California Resale License Number (Sellers Permit) – required _____

Oakland Business Tax License Number – required _____

Brief description of work to be displayed/sold: _____

Price Range: _____

Describe how your work is created: _____

Will all arts/crafts items offered for sale be your own creations and made by you, as an artist? (yes or no)

Do you agree to personally create upon one week's notice before a City representative any art or craft product you offer for sale? (yes or no)

Circle the Day(s) you are interested in selling (Fees do not change according to number of days)

Fridays: Frank Ogawa Plaza, 10am-4pm*

Saturdays: Jack London Square, 11am-9pm*

Sundays: Jack London Square, 10am-4pm *

* times are flexible

I certify under penalty of perjury that the information above is correct and true and I agree to advise the Cultural Arts & Marketing Department (CAMD) immediately of any changes in the above information.

Signature

Date

INCLUDE: Three (3) photos of your work and one (1) of one of your outdoor display and send to the Oakland Artisan Marketplace Program.

CERTIFICATION FEE: It costs \$145.00 for 6 months or \$250.00 for 1 year to sell at the artisan marketplace, Fees are collected in May and November; fees will be prorated during other months.

SEND TO:

Di Anne Love
Oakland Artisan Marketplace
1 Frank Ogawa Plaza, 9th Floor
Oakland CA 94612.

ONCE RECEIVED: Once your application is received in the Cultural Arts & Marketing Department you will receive a call by staff to set-up a Screening & Orientation Meeting to begin the final steps.

THANK YOU!

If there are any questions please call Di Anne Love at 510.238.4948.