



HUMAN SERVICES & RECREATION DEPARTMENT

PASADENA CERTIFIED FARMERS' MARKET RULES AND REGULATIONS

THE CITY OF PASADENA has contracted with Gretchen Sterling to operate a Certified Farmers' Market at various locations in the City of Pasadena. These Rules and Regulations apply to all Certified Farmers' Market locations.

By City of Pasadena permit, Gretchen Sterling has the exclusive right to occupy the parking lot on Sierra Madre Boulevard at Victory Park for the purpose of holding a Farmer's Market each Saturday. The Farmers' Market carries fresh produce from California farmers, fruit in season, fish, and flowers, but no crafts.

In addition to fruit, vegetable, fish and flower vendors, the Farmers' Market Manager permits nonprofit organizations and community groups to set up tables in specifically designated areas for the purpose of supporting their function, e.g., selling Girl Scout cookies, registering voters, etc. Fund raisers in support of participating organizations may be permitted on a case-by-case basis depending on available space in the designated area. Individuals working on initiatives and other 1st Amendment activities are permitted to walk around the Market gathering signatures.

Parties interested in using such space are **REQUIRED** to speak with the Farmers' Market Manager in advance for assignment of a location. Nonprofit groups must provide the Market Manager with satisfactory proof of the organization's nonprofit status and the person's position as a representative of the organization. The Pasadena Certified Farmers' Market does not endorse the opinion or positions of any group or individual.

Following are MANDATORY RULES which nonprofits and community groups must adhere to when using the designated areas referenced above:

1. Nonprofits and community groups or individuals **MAY NOT** set up in assigned seller stall spaces or **INTERFERE** with market operations by blocking sidewalks or access to assigned seller stall spaces.
2. Nonprofits and community groups or individuals must agree to conform their conduct so as not to disrupt the normal operations of the Farmers' Market, or interfere with the sellers' operations.

3. Each organization or individual must prominently display its name, bring its own table and chairs and comply with the requests of the Farmers' Market Manager related to the smooth operation of the Farmers' Market.
4. The Market Manager is authorized to regulate the time, place and manner of activities of these groups while in the area authorized by permit and contract to be used by the Pasadena Certified Farmers' Market.
5. Displays, signs, posters, placards and other expressions of the interest represented shall not use profanity or "fighting words," grisly or gruesome displays or highly inflammatory slogans likely to provoke a disturbance. The size of signs shall not exceed the square footage or footprint occupied by the vendor.

Pursuant to Pasadena Municipal Code §3.24.110 (A) (36), violation of these rules may result in citation by the Pasadena Police Department or Park Rangers and expulsion from the Pasadena Certified Farmers' Market.

If you have any questions, please feel free to contact the Market Manager, Gretchen Sterling, at (626) 449-0179.

I HAVE READ AND AGREE TO ABIDE BY THE ABOVE STATED RULES.

Signature: _____

Date: _____

Organization/Community Group or
Individual _____

Contact Person: _____ Telephone # _____

NOTE: Please return the bottom portion of this form to:
Pasadena Certified Farmers' Market
363 East Villa Street
Pasadena, California 91101
