

EAST HOLLYWOOD

CERTIFIED FARMERS' MARKET

PERFORMERS'S APPLICATION



a project of the

THAI COMMUNITY DEVELOPMENT CENTER

501(c)3 Community Non-Profit Organization
6376 Yucca Street, Suite B
Los Angeles, CA 90028

Introduction

The Thai Community Development Center (Thai CDC) was founded in 1994 on the idea that all peoples have a basic right to a decent standard of living and quality of life. Since 2004, our revised mission is to ***“advance the social and economic well-being of low and moderate income Thais and other ethnic communities in the greater Los Angeles area, through a comprehensive community development strategy that includes human rights advocacy, affordable housing, access to healthcare, promotion of small businesses, neighborhood empowerment, and social enterprises.”***

Within the county, Thai CDC is actively engaged in a variety of community development initiatives, including two affordable housing projects, a small business program, development of Thai Town/East Hollywood, a farmer’s market, and business incubation and workforce development activities. We recognize the importance of economic independence combined with a quality standard of living for low to moderate income individuals and families.

Thai CDC’s past accomplishments have included:

- Successfully obtaining a City of Los Angeles designation of Thai Town, the only municipally designated Thai enclave in the country;
- Developing the Halifax and Palm Village Apartments providing 106 units of affordable housing to low-income individuals, families and seniors;
- Contributing to the start-up and development of hundreds of Thai owned businesses through its Asian Pacific Islander Small Business Program (API-SBP);
- Helping over 400 victims of human trafficking win redress and restitution, including the victims from the famed El Monte Case considered the first case of modern day slavery in the United States.

In October 2011, Thai CDC was awarded over \$67,000 from the U.S. Department of Agriculture’s Farmers Market Promotion Program (Award Id #: CA-216-2011-G-1306) to start a new farmers’ market project in East Hollywood / Thai Town.

Location

The East Hollywood Certified Farmers’ Market will operate each **Thursday from 3:30 pm – 7:30pm** at the **Hollywood Blvd. and Western Ave. Metro Station Plaza**. The farmers’ market will greet transit riders every Thursday evening, as they exit Metro trains and buses near the station. The Metro Plaza offers prime street level visibility near the dense, busy intersection of Hollywood Blvd. and Western Ave. and also provides abundant evening lighting for patrons, although vendors will need to provide additional lights under their tents. Vendors will have access to electric outlets and a main generator.

In addition to the Metro Redline subway station, which runs trains every 10-15 minutes, there are also five Metro rapid and local bus lines servicing the East Hollywood community from the intersection. The local and rapid bus lines have over 3,000 boardings each day, not including Metro train riders.

Twenty-five percent of the local residents in the surrounding community are from affluent neighborhoods along Los Feliz Blvd. and in the Hollywood Hills. There are also nearly 1,000 units of market, affordable, and senior housing within a quarter mile radius of market.

Community Support

The market has received overwhelming support from both the Hollywood Studio District and East Hollywood Neighborhood Councils. The Metro and the McCormack Baron Salazar development group have also endorsed the Farmers' Market and its benefits to the local community.

The Thai Community Development Center conducted focus groups with the East Hollywood community and participants overwhelmingly wanted a farmers' market to purchase fresh food and socialize.

Marketing

The Thai Community Development Center will launch an ongoing advertising campaign for the Farmers' Market through the following:

- The Thai New Year's Day Songkran Festival happens in Thai Town on Hollywood Blvd. between Western Ave. and Normandie Ave. The Festival occurs the first Sunday in April every year. We will place banners at the Metro Station location of the Farmers' Market (Hollywood Blvd. and Western Ave.) as well as advertise at our table at the Songkran Festival.
- Nearby social service centers and neighborhood councils will receive flyers.
- With a \$5,000 marketing budget, we plan to post banners, send out direct mailers, and advertise.
- We will hand out flyers to residents in adjacent single and multi-family dwelling units.
- A webpage, Facebook and Yelp page will be created for the Farmers' Market to attract visitors through social media.

Operation

- The East Hollywood Certified Farmers' Market opened on April 5th, 2012.
- Each Thursday evening, the Market will be open from 3:30pm – 7:30pm.
- The Market will host an information booth for local non-profits and public benefit providers to advertise economic and health resources for the community.
- The public market manager, AmeriCorps VISTAs and volunteers will be at the market at all times.
- Parking will only be provided for vendors and will be within one block of the Market. Patrons will utilize public transportation, metered parking or nearby parking structures. No onsite parking is provided for Market patrons.
- Business counselors from the Thai Community Development Center's award winning Asian Pacific Islander Small Business Program will offer training and technical assistance to vendors, if desired.

RULES FOR ENTERTAINERS

1. The Market Manger will limit the number of Entertainers permitted to perform each Market Day.
2. Entertainers must reserve space at least 36 hours in advance of each Market Day.
3. Entertainers will not be charged a fee to perform and may keep any donations.
4. Entertainers must play, perform, emit, produce, or create original artistic expression, unless the Entertainer has purchased explicit permission to use copyrighted materials. An Entertainer is required to show proof of such permission to the Market Manager. The Market, Market Manager, and Thai CDC are not liable for Entertainers’ use of copyrighted materials.
5. The Market Manager has the right to pre-screen, pre-determine, remove, or forbid an Entertainer or group of Entertainer and/or specific forms of artistic expression. No lewd, offensive, overly loud, or illegal forms of artistic expression will be permitted.
6. Entertainers must conform to Federal, State, and Local laws.

Please describe the type of entertainment you hope to provide at the Farmers’ Market:

Please list the Market Days you are interested in. The Market is open every Thursday 3:30-7:30 p.m.

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CONFIRMATION OF UNDERSTANDING & “HOLD HARMLESS” AGREEMENT

I, _____,

Owner of _____,

whose address is _____ am a Producer, Fisherman, Non-profit organization, or Entertainer and have read and understand all items detailed in the aforementioned East Hollywood Certified Farmers’ Market Rules and Regulations. I promise to adhere to these Rules and Regulations, and the following conditions:

1. I shall indemnify, defend, and hold harmless the Thai Community Development Center, Western/Carlton II, L.P., the Los Angeles County Metropolitan Transportation Authority, its Board of Directors, agents, servants, employees, and volunteers from and against any and all loss, damages, liability, claims, suits, costs and expenses, whatsoever, including reasonable attorneys’ fees arising from or in any manner connected to the willful misconduct or to the passively or actively negligent acts, errors, or omissions of myself, my agents and employees, in connection with my participation in Thai CDC’s East Hollywood Certified Famers’ Market and in the performance of services, work or activities under this Agreement and the Thai CDC’s East Hollywood Certified Farmers’ Market Rules and Regulations.
2. I acknowledge receipt of and agree to comply with each and every rule, regulation, procedure, term and condition set forth in the Thai CDC East Hollywood Certified Farmers’ Market Rules and Regulations. In addition, my initials at the bottom of each page represent my full and complete understanding of each rule, regulation, procedure, term and condition detailed on that page.

In witness whereof, this Agreement is executed this day of _____, 20____

Applicant’s Name (Print) _____

Applicant’s Signature _____

Phone _____ Email _____