



City of Torrance – Cultural Services Division
11th Annual Cherry Blossom Cultural Festival

April 7, 2024, 11am – 4pm

Columbia Park
4045 190th Street
Torrance, CA 90504



VENDOR APPLICATION

The Cultural Services Division, along with the Torrance Craftsmen's Guild, invite you to apply for a booth to sell your wares at the annual Cherry Blossom Cultural Festival. This multi-cultural celebration will be at Columbia Park to celebrate the blooming of the Cherry Blossom Trees. This is a free community event with an afternoon of music, entertainment, and activities. The anticipated attendance is more than 1000 visitors.

Please return your application by March 15, 2024.

GENERAL INFORMATION AND GUIDELINES

Vendor Items:

- **Handcrafted Items Only!** All items must be personally designed, created, crafted, and made by the vendor. No store-bought items, manufactured products, imported goods, items made from kits, assembled from pre-manufactured items, or crafts purchased at wholesale cost are allowed.
- The **name on the application** must match the **signature at the bottom of the application**, as well as the **name on the Seller's Permit**.
- The sale of food, candy, plants, alcoholic beverages. Burning of incense, amplified sound, and audio recordings are prohibited.
- The City of Torrance Community Services Department reserves the right to limit the number of similar items. In partnership with Torrance Craftsman's Guild, we reserve the right to position vendors to ensure vendors are not next to other vendors selling the same or similar items.

State Board Requirements:

- Any type of sales conducted within the State of California requires you to obtain a Seller's Permit and collect sales tax. All vendors must obtain a Temporary Seller's Permit. We require that you provide your Seller's Permit Number as part of the application process.
- Temporary Seller's Permits are free of charge. You can obtain the permit and get more information by contacting the State Board of Equalization at (310) 342-1000 or visit www.boe.ca.gov.

BOOTH GUIDELINES

- All booth spaces are 10' x 10' and are located adjacent to the park walkway, usually on the grass. Booths cannot encroach on the walkways.
- All applications will be processed in the order that they are received. Each booth is \$40.00. Checks are to be made payable to the Torrance Craftsmen's Guild. Submitting this application does not guarantee a booth at the Cherry Blossom Festival. If accepted, a member of the Cherry Blossom Festival Events Team will contact you with location information. If not accepted, your fees will be returned to you by mail.
- Vendors must bring their own tables, chairs, and canopies. Tables and chairs cannot be reserved and will not be available on the day of the Festival. **Canopies must be safely secured and weighted down in order to prevent the canopies from moving or blowing away.**
- You are responsible for your own merchandise, your personal property, securing your canopy, setup, and cleanup after the Festival.
- Vendors must have each item for sale clearly marked. Please do not post signs stating ½ price sales, 50% off sales, or blowout sales.
- There is no electricity in the booths and the use of generators is strictly prohibited.
- No smoking is allowed in or around the booth.
- Booth vendors participating in the Cherry Blossom Cultural Festival may arrive at Columbia Park as early as 8:30 a.m. to set up their booth. Volunteers may be able to help you carry your items to your booth space. You will not be able to drive to your booth and unload items. Volunteers will be stationed at the parking lot located off of 190th Street as available.
- Vendors must be open for business at 11:00 a.m. and remain set up until closing at 4:00 p.m.

MISCELLANEOUS

- Vendors are encouraged to distribute digital flyers via e-mail and/or social media. It is also encouraged to post flyers in public places with the permission of the property owners. Remember, more publicity can equal more sales.
- Vendor shall indemnify and hold harmless the City of Torrance and its City Council, boards and commissions, officers, agents, employees and volunteers from and against any and all loss, damages, liability, claims, suits, costs, and expense whatsoever, including reasonable attorney's fees regardless of the merit or outcome of any matter connected to any act or omission in going to, coming from or performing services, work or activities at or in relation to the Cherry Blossom Cultural Festival. The City of Torrance is not responsible for any lost, stolen, and/or damaged property.

- You can complete an online, fillable application, and mail your check separately, or you can download and complete a hard copy of the application and mail it with your check to:

City of Torrance Community Services Department
Cultural Services Division
Attn: Ginna Muzingo, Cultural Services Senior Supervisor
3031 Torrance Boulevard
Torrance, CA 90503
Gmuzingo@TorranceCA.Gov
310-618-3844

APPLICANT INFORMATION

New Vendor Returning Vendor

Vendor's Full Name _____

Business Name _____

Address _____

City _____ Zip _____

Web Address or Social Media Profile _____

*Phone Number (**Required**) _____

*E-mail Address (**Required**) _____

*Sellers Permit Number (**Required**) _____

Number of 10'x10' Booth Spaces Requested: _____

Circle category of items to be sold:

Jewelry Clothing Ceramics Paintings Leather

Woodwork Sculpture Photography Furniture

Other: _____

By signing and submitting this application, I have read and understood the entire application and accompanying general information carefully and completely. I further agree to all the terms of my participation as a vendor at the Cherry Blossom Cultural Festival.

Signature of Applicant: _____ Date: _____