



## PROGRAM INTRODUCTION

The Mountain View Makers Market is a pilot series designed to cultivate a vibrant entrepreneurial ecosystem by providing a low-barrier platform for local creators and micro-businesses. By activating the downtown core during the transition from the workday to the weekend, the program aims to create a unique "Happy Hour" destination for residents and visitors alike.

### Program Goals

Consistent with the City's broader economic vitality objectives, the Makers Market hopes to accomplish the following:

- **Support Local Entrepreneurs:** Provide direct space-based support to the local creative economy.
- **Encouraging Street-Level Activation:** Foster a high-energy, pedestrian-friendly environment along Castro Street.
- **Destination Branding:** Enhance Mountain View's reputation as a premier regional destination for dining and discovery.

## PROGRAM ELIGIBILITY

### Applicant Eligibility

Applicants must meet the following eligibility criteria to participate:

- **Business License:** The business/tenant must have a valid City of Mountain View business license.
- **Local Priority:** While all vendors are encouraged to apply, priority will be given to vendors based within the City of Mountain View.
- **Compliance:** There must be no active code or building violations associated with the applicant's business.

### Funding and Cost

In alignment with **Action 1C.3 (Flexible Incentives)** of the City of Mountain View Economic Vitality Strategy (EVS):

- **No Participation Fee:** There is no cost to apply, and there are no booth fees for selected vendors.
- **Insurance Waiver:** To support the creative community, the City has approved a **special insurance waiver** for this pilot series. Individual vendors are not required to provide their own liability insurance or additional insured endorsements for these specific dates. Instead, vendors will be required to sign a liability waiver to participate.



## EVENT LOGISTICS AND SCHEDULE

### 2026 Season Dates

The market will take place on the following Fridays:

- **September 18**
- **October 23**
- **November 20**
- **December 18**

### Operational Hours

- **Total Duration:** 2:00 p.m. to 8:00 p.m.
- **Load-In:** Must be completed by 1:45 p.m.
- **Load-Out:** Must be completed by 8:30 p.m and
- **Location:** 300 block of Castro Street (Pedestrian Mall).
- Vendors are encouraged to stay for the entirety of the market, early breakdown of booths is discouraged.

### Booth Requirements

- **Size:** Each vendor is allocated one **10x10** booth space.
- **Setup:** Vendors must provide their own setup, including tents, tables, and chairs.
- **Anchoring:** Tents must be secured with weights or sandbags. Securing tents to City trees, light poles, or other installations is strictly prohibited.
- **Lighting:** As the market extends into the evening, vendors are encouraged to provide their own battery-operated lighting. The City will provide supplemental lighting as needed.
- **Power:** No power access will be provided. Generators are strictly prohibited. Please prepare to be self-sufficient by using battery operated devices.

## APPLICATION AND REVIEW PROCESS

Applications are accepted on a **first-come, first-served basis**. The Economic Development team will review all applications to ensure they meet the stated goals of the program.

- **Email:** Submit completed applications to [econ.dev@mountainview.gov](mailto:econ.dev@mountainview.gov).
- **In-Person:** Deliver to the Community Development Department at **500 Castro Street**.



## Required Documents

A completed application must include:

1. **Applicant and Business Information:** Basic business details and primary contact info.
2. **City of Mountain View Business License:** A copy of the current license.
3. **Sellers Permit:** Current within the last year.
4. **Photos:** Please submit 2-3 photos of the products you plan to sell

**Booth Split Info:** If sharing a booth, each business must submit an application and indicate their partner for booth sharing in their application.

## Selection Timeline

- **Application Deadline:** June 26<sup>th</sup>, 2026
- **Confirmation:** Applications will be reviewed in the order they are received, a full vendor roster will be released in July.
- **Information Session:** A mandatory online Informational Session will be held in August for all participating vendors.

## RULES AND REGULATIONS

### Venue Access

- **Pedestrian Mall:** Vehicles are strictly prohibited on the Castro Street pedestrian mall during market hours.
- **Parking:** Vendors should utilize **Lots 2 and 5** and use designated pedestrian passageways for loading and unloading.

### Accessibility and Safety

- **ADA Compliance:** All vendor setups must maintain the designated fire lane and clear pedestrian pathways.
- **Dogs:** Well-behaved dogs are welcome; owners are responsible for immediate cleanup.

### Amplified Sound

- No amplified music will be allowed per City policy.

## Additional Resources:

[Apply for a City of Mountain View Business License](#)

[Apply for a Sellers Permit in California](#)