



COMMUNITY DEVELOPMENT
DEPARTMENT
ECONOMIC DEVELOPMENT DIVISION
Mountain View City Hall
500 Castro Street, P.O. Box 7540
Mountain View, CA 94039-7540
650-903-6300 | EconDev.MountainView.gov

MOUNTAIN VIEW MAKERS MARKET FAQ

- WHEN AND WHERE DOES THE MAKERS MARKET TAKE PLACE?
 - The Makers Market will take place on the following Fridays in the Fall/Winter of 2026; September 18, October 23, November 20, and December 18,
 - From 2 pm until 8 pm.
 - The Market will take place on the 300 block of Castro Street in Downtown Mountain View
- WHAT IS THE BOOTH SIZE AND COST?
 - Each vendor may apply for one 10x10 booth space. The cost is FREE!
- WHO IS THE TARGET AUDIENCE FOR THIS MARKET?
 - This market will draw upon the heavy foot traffic of office workers who transit Castro Street on their way home at the end of the day, as well as those kicking off their weekend downtown.
 - We anticipate capturing a diversity of shoppers through marketing, free activities, and offering a good variety of products for people to choose from!
- WHEN ARE APPLICATIONS DUE?
 - We will accept applications on a rolling basis up until June 24th. Applications will be considered in the order they are received.
- IS THERE AN APPLICATION FEE?
 - It is free to apply.
- HOW SOON AFTER I APPLY WILL I KNOW IF I'VE BEEN ACCEPTED OR NOT?
 - We hope to confirm all vendors for the season in July.
- CAN I SHARE A BOOTH?
 - Yes, you can share a booth! We do not match vendors to share space. Each business must apply and indicate the booth split in their application.



**COMMUNITY DEVELOPMENT
DEPARTMENT**

**ECONOMIC DEVELOPMENT DIVISION
Mountain View City Hall**

500 Castro Street, P.O. Box 7540

Mountain View, CA 94039-7540

650-903-6300 | EconDev.MountainView.gov

- WHO IS REVIEWING THE APPLICATIONS?
 - The small but mighty Economic Development team will review all applications and assess them against the Makers Market Guidelines and stated purpose.
- DO I HAVE TO LIVE IN MOUNTAIN VIEW TO APPLY?
 - Mountain View based vendors will be prioritized. Other vendors are encouraged to apply!
- WILL THERE BE POWER AVAILABLE FOR MY BOOTH?
 - No power will be available. Generators are strictly prohibited.
- DO I NEED TO BRING A TENT AND LIGHTING TO THE MARKET, AND ARE THERE RESTRICTIONS ON THE TYPE OF TENT OR CANOPY I CAN BRING?
 - Each vendor must provide their own booth set up. Tents are encouraged but not required. Each tent/pop up must be 10x10 ft and in good condition. Please come prepared to anchor your tent with your own weights or sandbags. Securing tents to City property and other installations is strictly prohibited.
 - As we move into the winter months the market will end in the darker hours of the evening. To create a welcoming environment, we encourage vendors to bring as much lighting as possible. The City will provide supplemental lighting as needed.
- WHERE CAN I UNLOAD MY STUFF?
 - Cars are strictly prohibited on the pedestrian mall. Vendors can park in lots 3 and 6 and use the pedestrian passageways to access Castro Street.
- IS THE VENUE WHEELCHAIR ACCESSIBLE?
 - Yes, Castro Street is wheelchair accessible; all pedestrian paths and the fire lane will be maintained during the Makers Market.
- CAN I BRING MY DOG?
 - Well behaved dogs are always welcome on Castro Street! Please be prepared to clean up after your pet.



**COMMUNITY DEVELOPMENT
DEPARTMENT**

**ECONOMIC DEVELOPMENT DIVISION
Mountain View City Hall**

500 Castro Street, P.O. Box 7540

Mountain View, CA 94039-7540

650-903-6300 | EconDev.MountainView.gov

- I DON'T REALLY LIKE MARKETS, WHY ARE YOU DOING THIS?
 - The Maker's Market is one strategy among many to increase the vibrancy and vitality of Mountain View. It aligns with the City's **Economic Vitality Strategy (EVS)** in many ways!
 - Action 1C.3 (Flexible Incentives): The EVS directs staff to create flexible incentives to reduce vacancy and encourage street-level activation. By running this Market series at no cost to vendors we lower the stakes and provide a testing ground for micro-businesses to engage with the Mountain View market.
 - Action 2A.4 (Destination Branding): A recurring Friday market enhances Mountain View's reputation as a premier regional destination. This specific time slot encourages office workers and residents to spend more time downtown on Friday night.
 - Action 3.2 (Support for Local Entrepreneurs): This pilot provides direct space-based support to the local creative economy. By lowering the cost of participation and hosting these events, we are supporting a diverse small business community that reflects Mountain View's unique character.

Please email econdev@mountainview.gov with any other questions, ideas, or concerns.