



Become a City of Santa Fe Plaza Park Pushcart Vendor!

FAQs

How many licenses are available and how long is the license good for?

6 licenses are available for this 5-year license program. The term begins January 1, 2023 and ends December 31, 2027.

How many days can I vend on the plaza and at what times?

Per code, pushcart vendors can set up March through October for a minimum of twenty (20) days per month between the hours of 8:00 a.m. to 10:00 p.m. during the term of the license. From November through February, pushcart vendors may set up as weather permits.

How much does it cost to be a Plaza Pushcart Vendor? Are there annual fees?

Payments for fees can be made twice a year: pay half the fees in January and the other half in July.

2023 Pushcart license fees:

- \$3,121.20 for the Pushcart License
- \$35.00 Business Registration
- \$30.00 Fire Inspection Fee
- \$84.00 Loading Zone Permit (*If the business address is outside of the City limits the fee is \$97.50.*)

Annual fees:

- Pushcart License Annual Fee - *The annual license fee will be increased by 2% per license term.*
- \$35.00 Business Registration
- \$30.00 Fire Inspection Fee
- \$84.00 Loading Zone Permit (*If the business address is outside of the City limits than the fee is \$97.50.*)
- \$21.00 yearly application fee

What happens if I can't or don't use my license before the 5 years of the term are up?

Per code, if at any time after you are issued a license and you are not going to use it, you must notify the city and relinquish the license.

APPLICATION & SELECTION PROCESS

When can I apply?

Applications will be available Thursday, September 1, 2022, and are due on Friday, September 30, 2022. Submit your application in person to Isabella Sharpe located in the City Clerk's Office at City Hall, 200 Lincoln Avenue, Santa Fe.

What are the application requirements?

If you would like to apply to become a Plaza Pushcart Vendor, you must submit:

- A letter of interest
- Resume
- Signed and notarized affirmation form (*City of Santa Fe will provide this form to you*)
- Applicants will provide a State of New Mexico CRS taxpayer identification number (*list this number on your application*)
- A Letter of Good Standing from New Mexico Tax and Revenue (*if you are new business, this is not needed for your application*)
- A completed Santa Fe Plaza Pushcart Vendor License Application
- Copies of prior Plaza Part Pushcart Licenses (*if applicable*)
- Proof of Santa Fe County Residency (*Ex. Driver's License or ID, Voter Registration card, or your City of Santa Fe Utility Bill*)
- Four (4) photographs of the plaza pushcart vendor's cart, with views of the front, back, and each side of the cart, and the specification of the cart; or a set of blueprints and specifications of each elevation of the proposed cart, if the cart has not been built.
- Six (6) copies of the application, with original photos attached. Photographs will have been taken no more than one (1) year before the date the application is submitted.
- Photographs of the applicant and every other person named on the application (labeled with names). Photographs will have been taken no more than one (1) year before that date of application submittal.

What is the selection process if more than 6 vendors apply?

A jury panel of five (5) members will review and score each applicant separately. Scores are calculated by city staff. The results are ranked numerically and licenses are awarded in order of rank from highest score to lowest score. Scoring is based on the following number of points and criteria:

- Up to fifty (50) points for quality, freshness, taste, and cost of food.
- Up to thirty (30) points for a personal interview with the applicant. During the interview, the applicant will be asked to explain how each food item the applicant is proposing to sell is prepared and demonstrate how at least one food item is prepared for consumption.
- Up to ten (10) points for design of the pushcart
- Up to ten (10) points for compatibility and diversity of the pushcart and food items with Plaza activities.



Need more information? Contact Isabella Sharpe
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