



# 40th Annual DOWNTOWN FORTUNA STREET FAIR

**SATURDAY, OCTOBER 3, 2026**

10AM - 5PM • MAIN STREET, FORTUNA, CA  
RAIN OR SHINE



**DOWNTOWN BUSINESS  
ASSOCIATION**

EST. 1947

Thank you for joining us for this wonderful tradition that brings our community together!

## APPLICANT INFORMATION

Business / Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website / Social Media (optional) \_\_\_\_\_

## BOOTH INFORMATION

Please select the space you would like to reserve:

- ☐ Vendor Booth Space ..... \$65
- ☐ Double Vendor Booth Space ..... \$125
- ☐ Food Vendor Space ..... \$75
- ☐ Double Food Vendor Space ..... \$145
- ☐ Food Truck Space ..... \$100
- ☐ Late Fee (if received after 8/25/26) ..... \$20

\* No power available.

## BOOTH DESCRIPTION

Please briefly describe the items you will be selling / promoting:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ADDITIONAL INFORMATION

- ☐ I have read and agree to abide by the Vendor Rules & Guidelines (see page 2).
- ☐ I understand that all applications must be received by August 25, 2026.
- ☐ I understand that late applications will be accepted only with an additional \$20 fee.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT INFORMATION

Please select your space from the options on the left.

| SPACE SELECTION                                               | AMOUNT   |
|---------------------------------------------------------------|----------|
| <input type="checkbox"/> Vendor Booth Space                   | \$ _____ |
| <input type="checkbox"/> Double Vendor Booth Space            | \$ _____ |
| <input type="checkbox"/> Food Vendor Space                    | \$ _____ |
| <input type="checkbox"/> Double Food Vendor Space             | \$ _____ |
| <input type="checkbox"/> Food Truck Space                     | \$ _____ |
| <input type="checkbox"/> Late Fee (if received after 8/25/26) | \$ _____ |

**TOTAL DUE**

\$ \_\_\_\_\_

Make checks payable to:

**Fortuna Downtown Business Association**  
P.O. Box 236, Fortuna, CA 95540



**TOTAL ENCLOSED**

\$ \_\_\_\_\_

## PLEASE NOTE:

Applications must be postmarked or delivered  
by August 25, 2026 to avoid a late fee.  
No refunds after September 15, 2026.

## SUBMIT APPLICATION BY MAIL OR DROP OFF

Mail to: Fortuna Downtown Business Association  
P.O. Box 236, Fortuna, CA 95540

Or drop off at: The Fortuna Farmhouse  
1122 Main Street, Fortuna, CA 95540



## OFFICE USE ONLY

Date Received: \_\_\_\_\_

Payment Type: ☐ Check ☐ Cash ☐ Other \_\_\_\_\_

Check #: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Space Type: \_\_\_\_\_

Initials: \_\_\_\_\_



# Vendor Guidelines:

- Spaces will be assigned on a “first come, first serve” basis, so REGISTER EARLY!
- Previous years spaces are not guaranteed (new things coming this year!)
- No applications will be accepted after September 30th, 2025
- No early breakdown NO vehicles allowed on Main Street until after 4:10pm
- Vehicles must be off Main St. by 8:30 am. No vehicles on Main St. between 8:30 am & 4:10 pm
- This is a pet-free event (Service animals only)
- Sellers permit required and event insurance is recommended
- All vendors must park in designated areas after unloading at your booth. (No parking in the alleys. Violators will be towed at their own expense. All applicable Fortuna Vehicle & Municipal Code violations will be addressed by the Fortuna Police Department.
- All booths will be located touching the sidewalk; please do not put anything on the sidewalks. If your booth requires electricity, quiet generators are allowed. No electricity is provided.
- All vendors will be notified of space number 1 week before the event.