



HEAD WEST Marketplace | 2024 Event Overview | Sundays, 4/14 - 6/9 - 8/11 - 10/13 | 11a-5p

***HEAD WEST** is a one-day outdoor, community marketplace in Hayes Valley featuring 75+ Local Makers, Vintage Merchants, Crafters, Designers + Artists. All Participants have been juried to ensure they are of high quality, eco-conscious, small batch and locally-sourced product offerings – complimenting (not competing against) the existing merchants in the Hayes Valley neighborhood. The event is free to attend for the public with an expected turnout of 2000-3000 attendees throughout the day, roughly 500 persons per hour to fulfill our mutual goal of buying local/shopping small as well as bringing new visitors through discovery to Hayes Valley.*

What HEAD WEST HAS:

- Community support from the Hayes Valley Merchant & Neighborhood Associations, local merchant businesses and resident patrons.
- A proven track record of successful turn out and public approval, from many previous events in Hayes Valley.
- Insurance, Private Security (no need for a PCO Officer)
- Responsible portable restroom placement, emergency plan, and greening action plan with rinse-off chalk booth numbers, clean up volunteers, and trash/compost/recycle bins.

What HEAD WEST does NOT have:

- Food or beverage sales
- Amplified Entertainment (Acoustic Only)
- Stages
- Intersection Obstructions

PRE-EVENT SITE SET UP:

- Chalk street for booth numbers
- Hang no parking signs with clear information (by SFMTA)
- Hang signs on resident garages notifying of non-use during the event (by HW Team)
- Portable Restroom delivered and locked
- Any leaves and debris cleared from street and sidewalk (by HW Team)

DAY OF SITE SET-UP 6am-11am:

- Set up barricades in designated areas highlighted on Site Plan
- Partner with Parking enforcement for any vehicle towing needs
- Load-in Participants into booth locations and set up
- Unlock toilets when event begins
- Unlock + place Recology greening bins with monitoring throughout the day
- HW Team always on-site for any community/safety concerns and needs

DAY OF SITE BREAK DOWN 5pm-7pm:

- Facilitate safe load-out of Participants
- Relock toilets and ready for pick up
- 3rd Party barricades picked up
- Take down all event related signage (no parking signs)
- Clear any debris and lock up Recology bins for pick up