



1st Wednesday Street Parties

FAQ's

GENERAL INFORMATION

What are 1st Wednesday Street Parties?

The 1st Wednesday Street Parties have been a Downtown Pleasanton summer tradition for more than two decades. Main Street is closed to vehicle traffic to make way for 200 vendor booths, a beer and wine garden, live music, food trucks, children's activities and much more! Each event draws about 25,000 people to downtown.

When are the 1st Wednesday Street Parties?

1st Wednesday Street Parties take place every 1st Wednesday of the months of May through August. This year the event is from 6-9pm on May 3, June 7, July 5 and August 2. This is a rain or shine event.

Is there an admission for the street party?

No. There is no admission fee for this event.

Will I need to bring cash?

Yes. Many vendors will charge a fee for their products and not all accept credit cards. There are banks on Main Street that offer ATMs.

Are pets allowed at the street party?

Yes! We love your four legged friends. Please note that all animals need to be on leash and are restricted from the beer and wine garden.

VENDOR INFORMATION

I am interested in becoming a vendor. How do I sign up?

With our online form submission, signing up is quick and simple. Start on the '[Information and Forms](#)' section on our website. Choose the correct online form and submit payment online. Or print out the pdf, fill out and send it in with payment to the Pleasanton Downtown Association at 4725 First Street, Suite 200, Pleasanton, CA 94566. The deadline to apply for a booth space is the Thursday before the event.

What is the price for a booth space?

Booth fees are as little as \$60 per event for licensed non-profit organizations, \$100 per event for Associate Members and \$175 per event for Non-Members. Interested in joining our Association and saving \$75 per event on booth fees? [Sign up online here](#) and enjoy a number of other benefits.

Do I need a Pleasanton Business License to participate?

Yes. Every vendor needs to obtain a Pleasanton Business License. It is a \$26 fee. Visit the City of Pleasanton's [website](#) for more information.

What do I need to bring to the event?

Your booth fee secures a 10' x 10' space on Main Street. What you choose to put in your space is up to you. Most vendors bring a pop up canopy tent, tables and chairs. Your booth space will be open on the east and west sides. You will have neighboring booths on the north and south ends.

Can I serve food or pass out water?

No. The Pleasanton Downtown Association has to approve of all food vendors. If you are giving away any food or beverages, including pre-packaged candy and drinks, the PDA Events Manager must be aware. You must provide the PDA with a health permit from the Alameda County Environmental Health Services. Contact Alameda County Environmental Health Services, 510-567- 6700 if you have questions, require information and/or a "Health Permit Application for Food and Beverage Booths at Temporary Events."

Will there be access to power?

No. There is no access to power. Do not ask downtown businesses for use of their electricity. If electricity is essential you may bring a whisper-quiet generator with permission from the Events Manager. Please email Events Manager Tiffany Cadrette at events@pleasantondowntown.net.

When can I start setting up?

You may set up at 5pm after Main Street has officially been closed to vehicle traffic by the Police Department.

How will I find my booth space the night of the event?

Once your application is processed and approved from the Events Manager, you will receive a confirmation email with detailed instructions, your booth number and a corresponding map. Volunteers in brightly colored vests will be on hand to direct you during set-up.

Still have questions?

Email Events Manager Tiffany Cadrette at events@pleasantowndowntown.net or call our office at (925) 484-2199.