

INTRODUCTION

The Venice Farmer's Market mission is to work together with the residents, government, and businesses whose focus is for the Economic, Social, and Historical revitalization of the Venice, Fl. community.

The four pillars of the VFM mission are nutritional health, education, sustainability and sense of community.

The Venice Farmer's Market operates on Saturday mornings, from 8 a.m. until 12 noon for its customers unless otherwise directed by the City of Venice, City Manager. The area will be closed to traffic on the 200 Block of Tampa Ave. from 6:00 a.m. until 1 ½ hours after the close of the Market. For additional information contact: Lee A. Perron, Manger, at **(941) 445-9209** or by email at info@thevenicefarmersmarket.org .

OPERATIONAL GUIDELINES

PRODUCT BREAKDOWN

Food Related and Greenery – more than 50% of the VFM

- Produce, Plants & Flowers – fruits, vegetables, prepared foods, herbs, garden plants, cut flowers, seeds, soil, etc.
- Cooked/Prepared Foods – Baked goods, Fresh bread, seafood, BBQ/smoked meats, cheese, smoothies, pasta, ethnic foods, etc.
- Specialty Foods – Coffee, condiments, jams, nuts, dried herbs, spices, sauces, oils & vinegars, etc.

Non-Food – 20% -25% OR LESS

- Household items – Candles, soaps, essential oils, skin care products, organic cleaning products, painted glassware, paintings, photographs, etc.

Artwork and Jewelry – 15% - 21% OR LESS

- Handmade (preferably by the vendor) – jewelry, artwork, clothing, etc.

Non-Profit Organizations – 4 % - 15% OR LESS

- Limited spaces are provided for non-profit 501c3 organizations or non-profit educational spaces. Non-profit organizations must reserve in advance available space and will, on occasion, fill in for vendors that are absent from the Market.

MARKETING AND PUBLIC RELATIONS

The market manage will facilitate social media such as a market specific website and/or Facebook page for advertising and community communications. In addition advertising will be purchased regularly for the purpose of building the market brand and driving attendance volume. Various events that would be of interest to local media for public relations purposes may also be used to highlight the operations and the mission of the VFM.

MARKET SETUP

Setup shall start at 6:00 a.m. with assigned vendor setups starting every half hour until 7:30 m. The barricades will be placed and no one will enter with a vehicle into the market after 7:30 a.m. for vendors' safety. It will be your responsibility to walk your products and tent into the market and set up after 7:30 a.m.

When setting up, vendors will place all merchandise, tents, and tables in your assigned spot and immediately move your vehicle.

Please be very conscious of your speed as you drive through the market area. You should drive no faster than a fast walk between 4 to 6 miles an hour. Be considerate of vendors that are unloading and trying to setting up.

NOISE – Please be aware that we are setting up at 6:00 a.m. in front of the Venice Centre Mall which also has privately owned condominiums housed on the second and third floor of the building a.k.a. KMI (Kentucky Military Institute). PLEASE be conscious of the fact that most of the residents are asleep and loud noises such as dropping tables, dropping boxes off a truck or loud voices travel and will wake up people that are sleeping.

"HAWKING" OR "SHOUTING"

No 'hawking' or 'shouting' or 'approaching' customers by leaving your booth while they are walking through the market to entice them to enter your booth. Vendors should limit their sales activities to their general booth area.

MARKET BREAKDOWN

The vendor has 1 hour and 15 minutes after the close of that days Venice Farmer's Market and to be completely gone from Tampa Ave. so final inspection of Tampa Ave. can be completed by Management.

WEATHER POLICY

Market Manger will cancel market because of weather based upon his/her best judgment. Vendors may also call 310 308-0251 for an update at any time. All vendors should be prepared to protect their goods from rain and wind in the case of sudden changes in weather. The VFM is a rain or shine market. If Sarasota County Emergency Operations Center issues a storm, hurricane or other weather warning, the market will be closed.

ELECTRICITY

Electricity is available on a limited basis for those vendors that are required to maintain or produce their end product. Vendors that have been approved to use power from the power station **MUST** provide their own OSHA approved 12 or 14 gauge power cord. If you have a product that requires refrigeration it is strongly advised that you bring a quiet portable generator to protect your product. The VFM is not responsible for vendors' products.

FEES

Monthly rent will be paid on the last Saturday of the month for the following month. You are allowed to pay annually in advance and receive one month free if paid by the last Saturday in December of each year.

ELIGIBILITY GUIDELINES

Your acceptance to the Venice Farmer's Market is an opportunity to not only present your products but also to present yourself as a business person 'housed' in the footprint of the Venice Farmer's Market. This is a privilege, not a right. As an Agent to the City of Venice, I, the Venice Farmer's Market Manager, will always ensure that I act in the City of Venice best interest first. You, as a vendor, will be courteous and considerate of other vendors, customers, and management. The Venice Farmer's Market is not a 'craft fair' or a 'flea market'.

VENDOR APPLICATION APPROVAL PROCESS

Each December, your Vendor Agreement will be reviewed and renewed at the discretion of the Market Manager. At that time, updates to the Vendor Agreement or the Venice Farmer's Market Rules and Regulation may occur. It is your responsibility to return the signed Vendor Agreement no later than Jan. 15 of the following year.

New applicants to the Venice Farmer's Market will complete the Vendor Application Form provided on the website: www.thevenicefarmersmarket.org

New applicant WILL:

- Provide detailed description of product(s) to be sold
- A photo of your booth or reasonable sample
- A photo of your product(s)
- Local Business Tax Receipt
- Certificate of \$1 Million Dollar Liability Insurance Policy naming the **"City of Venice"** and the **"Friends of Sarasota County Parks"** as **Additional Insured and Certificate Holders**

We do not promise exclusivity of any ones product, but will restrict the number of similar products. This is a judgment call, by the Market Manager.

If a current Category of the Market is already 'filled', you will be notified of receipt of your application and that your application will be placed on a waiting list in that particular Category.

NON-PROFIT PROCESS

Non-profit organizations that qualify as a 501c3 are allowed at the Venice Farmer's market on a first come, first scheduled basis through the Market Manager.

LICENSES & HEALTH CODES

If you are a food or agricultural vendor you are responsible to show proof of all current

applicable federal, state and county licenses.

If you are a Cottage Food Vendor, inspection will occur at your home prior to being approved to participate in the Venice Farmer's Market. Mobile Food Certificate must be provided. Approval of "Cottage Food Vendors" will be of the sole discretion of Venice Farmers Market manager.

Products sold by weight must have certified inspected scales approved by the Florida Department of Agriculture and Consumer Services Bureau of Weights and Measures.

If you are a plant vendor, please include a copy of the most recent Certificate of Nursery Registration.

If you're identifying yourself as a Certified Organic Produce Vendor, a copy of your Quality Certification Services must be provided.

GENERAL GUIDELINES

ABSENCES

Management and other vendors are expected to be at the market every Saturday. Chronic absences may either jeopardize the location of your space or possible termination from the market.

ALCOHOL

No vendor shall possess any alcoholic beverage.

BEHAVIOR

Vendors are to be courteous to customers, vendors, and Market staff. Inappropriate behavior (loud angry conversation, obscenities, etc.) is cause for immediate and permanent removal from the Market.

CHANGE

All vendors should bring adequate change (bills and coins) with you to the Market. Please do not ask your fellow vendors for change, which is an imposition of serving their customers.

DOGS

Dogs are allowed at the market, providing they are on a leash. Inform the Market Manager if a dog is behaving in a disruptive manner. Dog waste must be cleaned up IMMEDIATELY.

EQUIPMENT

All equipment must be provided by the vendor: tent, tables, table cloths, chairs, banners, quiet generators, power cords, etc.

SAFETY

Safety is the major concern of the Venice Farmer's Market. Weights, anchors, and/or tie downs are required for your tent in case of windy conditions. Tables and displays must also be secure and not present a safety hazard if windy conditions prevail.

Any vendor with an open flame, typically used to heat food, needs to have a small 10 oz. kitchen fire extinguisher on hand.

All vendors utilizing power and a power cord must keep the cords either taped down or covered so it does not represent a tripping hazard.

SIGNAGE

Vendors will not create obstacles (such as signs) that might impede free flow of pedestrian traffic. Signage should be displayed in your assigned 20' wide x 10' area and should be well secured to not cause a hazard.

SMOKING

Vendors will refrain from smoking at their booth.

SOLICITATIONS

Solicitation of any type (distribution of flyers, requests for money, petitions, etc.), unless authorized by the Market Manager, is not allowed within the foot print of the Market. Please inform the Market Manager immediately if you see this occurring.

SUBSTITUTE VENDORS

If you are going to be absent and have a representative stand in for you, it is your responsibility that they follow the same rules that you the authorized vendor follows. It is also your responsibility to inform management in advance that someone will be filling in for you that day.

SUBLETTING YOUR VENDOR SPACE

Subletting your Vendor space must be approved by the Market Manager in advance and must be of similar quality and design. I.e. If you are a Cottage Food Industry vendor, subletting will be approved to another Cottage Food Industry vendor after Market Manager's inspection of their facility.

Seasonal Vendors are not guaranteed a booth space from year to year. Subletting your space is an option for the time that you are gone or paying for a year in advance is another option but must be approved by the Market Manager.

VENDOR PARKING

Vendor parking is designated behind the Venice Theater in the City of Venice Public Parking area, or on the 300 block of Tampa Ave. W., or on Nassau Ave. Vendors are not to park in Centennial Park unless previously approved by the Market Manager.

ENFORCEMENT OF RULES

As a Vendor you are allowed to sell only the products previously 'juried' and approved by the Market Manager as stated in your contract. If you want to add something to your items for sale, it must be 'juried' by the Market Manager prior to you displaying or selling the item. 'Juried' products undergo two evaluations for quality and creativity and second for the support of the Venice Farmer's Market focus/goals.

Common courtesy and respect must be shown to all vendors, customers and management. Lack of such will not be tolerated and is grounds for termination of contract.

Vendors are responsible for a neat and safe display at their booths at all times. All trash generated by you and your customers will be removed by the vendor prior to leaving for the day.

TERMINATION:

The Vendor agrees to be bound by the terms of the Vendor Agreement and the Venice Farmer's Market Vendor Rules and Regulations. The Market Manager is responsible to implement and enforce the Vendor Agreement and Venice Farmer's Market Vendor Rules and Regulations in a fair and equitable manner. The Market Manager shall have the authority to immediately suspend or remove any Vendor for any health, safety, liability or misconduct issue.

Operation of the Farmer's Market shall be solely within the discretion and control of the Farmer's Market Manager.

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