



Rules, Regulations and Guidelines

Section 1: Mission Statement

To provide the residents of Orange Park and the greater community with access to fresh, locally sourced produce, crafts from local artisans and family-friendly entertainment while providing an outlet for local farmers and merchants to sell their goods promoting daily tourism and stimulating the local economy at large.

Section 2: Vendor Categories & Definitions

- I. **Permitted vendors** include farmers, growers, producers, artisan food (cottage-type), crafters, prepared-on-site food vendors and non-profit organizations.
 - A. **Vendors typically not permitted:**
 1. Traditional businesses (i.e. banks, realtors, doctors, home repair services, etc.) Exceptions will be made for those traditional businesses wishing to become sponsors or Friends of the Market.
 2. Catalog or orders-only vendors
 3. Brick-and-Mortar restaurants. Exceptions may be made for single-location & craft food vendors.
 - B. **The Town of Orange Park is not liable for vendor products or issues arising from the sale of such.** With the exception of food vendors, vendors are not required to carry insurance; however, a policy with at least \$1,000,000 in general liability coverage is strongly encouraged.
- II. **Farmers, growers, producers:** Crops are defined as fruits, vegetables, grains, meat, eggs, dairy, fish, plants/flowers, mushrooms, etc. Farmers must grow or produce at least 50% of their products.
 - A. **Organic growers, producers** and those labeling their products as organic must provide a copy of their certification and display a copy of the certification at their booths at all times. For information about this certification, contact the Florida Department of Agriculture.
 - B. **Plant/flower vendors** may only sell healthy, pest & disease free and non-invasive plants.
- III. **Artisan Food:** Artisan food is defined as items produced under cottage-food guidelines and specialty items produced in a commercial kitchen. Artisan Food Vendors must practice proper food handling and safety through the use of gloves, sneeze guards, etc. Vendors are responsible for knowing and adhering to regulations regarding their business. Items produced from a kit are strictly prohibited.
 - A. **Cottage foods** is regulated by the State of Florida and concerns how items are produced and labeled. Detailed information can be found at FreshFromFlorida.com. Cottage food includes, but is not limited to the following:
 1. Breads, cakes, pastries, cookies, candies, honey, jams, jellies, fruit pies, dry herbs and seasonings, homemade pasta, cereals, nuts, vinegars and popcorn.
 - B. **Specialty food** items that must be produced in a licensed, commercial kitchen include but are not limited to the following:
 1. Jerky, canned fruits, vegetables, chutneys, butters, flavored oils, hummus, salsas, pickles, bakery goods requiring refrigeration (cheesecake, cream pies, etc.), cheese products, cut fruits and vegetables, juices, BBQ sauces and focaccia-style breads.
 2. Specialty food vendors must provide the address of their certified kitchen and proof of any lease agreements with the property owner.
 - C. **Pet Food** Items may be sold at the market. However, such items are not governed by cottage food laws. Please contact the Feed Inspection Program for more information.

IV. Crafters: Crafters are defined as sellers who create or assemble items at least 80% by hand. Resale & flea market items are strictly prohibited. Examples of items fitting this category include but are not limited to:

Photographers & Artists	Candles	Soaps & Beauty Products
Art made from recycled items	Clothing	Jewelry & Hair Accessories
Embroidery, Quilts, Knit & Crocheted Items	Wood Crafts	Garden & Home Décor

V. Food Vendors: Food vendors are defined as those preparing their food on-site for consumption at the market. Vendors must provide market management with copies of their business license, food handler's license and insurance prior to participation in their first market.

A. Food Vendors are subject to random inspections from the Fire Marshal and the health department. Please read the attached fire inspection requirements.

B. Food Vendors must comply with all local, state and federal agencies. More information can be found at FreshFromFlorida.com and/or MyFloridaLicense.com. These agencies include:

1. State of Florida Department of Business & Professional Regulation
2. Division of Hotels & Restaurants
3. State of Florida Department of Health
4. State of Florida Department of Agriculture & Consumer Services
5. Town of Orange Park

C. Insurance Requirements: This is a non-negotiable requirement for participation by all Food Vendors in the market. Vendors must provide a Certificate of Insurance (COI) proving the vendor holds at least a \$1,000,000 general liability policy. The following conditions must also be met:

1. Town of Orange Park listed as an additional insured on all policies.
2. The Certificate Holder Box must contain:
Town of Orange Park
2042 Park Ave
Orange Park, FL 32073

VI. Non-Profit Organizations: In order to participate in the market, organizations must meet the following criteria.

A. The organization must be a registered non-profit. Proof of status must be provided in the form of a 501(c)3 Tax Exemption Certificate. No other document will be accepted as proof of status.

B. Organizations may not give away any items that compete with the sales of market vendors.

C. Groups shall not roam the market with pamphlets, petitions or other solicitation items. The market manager may make exceptions on a case-by-case basis.

Section 3: Fees

I. Farmer Vendors: \$25 per market day. Farmers, producers, growers shall be considered farmers for this purpose.

II. General Vendors: \$25 per market day. Crafters and artisan foods shall be considered general vendors for this purpose.

III. Food Vendors: \$50 per market day, per 10'x20' space. Food vendors requiring power access beyond that of a standard 2 or 3-prong wall outlet, must pay an additional \$10 per market for access.

IV. Non-Profit Organizations: \$10 per market day

V. Discounts: Any vendor wishing to prepay for the entire season will receive a 10% discount. No refunds will be given for prepaid days missed. Exceptions may be made for illness or family emergency.

VI. Application Fee: \$10 one-time, nonrefundable

- A. New applicants must pay a non-refundable application fee at the time of application. Vendors returning from the previous season are exempt from this requirement.

VII. Friend of the Market: \$200 per market day

- A. This only applies to traditional business wishing to participate. Only 5 spaces per market will be sold.
- B. Other sponsorship opportunities are available.

Section 4: Application Process

I. New Applicants:

- A. An application must be submitted at least two weeks prior to date you wish to start.
- B. You must provide an email address that you check regularly with your application. The vast majority of market communications is done via email. Your application will not be approved without one.
- C. The approval process takes at least one week but can take longer based on the time of year at which you apply.
- D. You must submit the sales form and pictures to be considered. Your website or Etsy page may be submitted in lieu of the sales form and pictures. Your Facebook page may also be used provided it contains images of your items and pricing. You are not required to have a website or Facebook page to participate in the market.
- E. New applicants are required to prepay for their first market at the time of application. In the event you are not approved, you will be refunded all but the \$10 application fee. After your first market, you may pay on the day of the market.
- F. The market manager has the right to reject any application that does not fit into our market as she deems appropriate.

II. Returning Applicants:

- A. You are a returning applicant only if you participated in the 2015-2016 market season.
- B. Items sold in previous years will not be automatically approved for the new season. You will must complete the sales form; however, you are not required to submit photos unless you are seeking approval for a new item.
- C. The market manager has the right to reject any application that does not fit into our market as she deems appropriate.

Section 5: General Market Operations:

I. Hours and Dates:

- A. **Standard Season:** The Orange Park Famers & Arts Market will operate September through June of each year on the first Sunday of every month.
 - 1. **Hours: 10 am – 3pm**
 - 2. Management may elect to have a second date each month and/or attach a market aspect to other special events throughout the year such as Fall Festival.
 - a. When incorporated into other events, only farmers, growers, producers and artisan food vendors will be invited to participate. Crafters and non-profits must register for special events separately.
- B. **Summer Option:** Market management may elect to hold a market during July and August based on customer demand and vendor interest. Should the summer option be enacted, the hours will be 10 am – 1pm.

- C. This is a RAIN OR SHINE Market.** Please be prepared for inclement weather. If weather lasts longer than an hour (or radar shows a complete washout) then the market will be cancelled. No refunds will be issued for washout days.
1. In the event of rain on Market day, the market will move into the Town Hall parking lot. Spaces will be assigned on a first come, first served basis.
 2. Rescheduling of a cancelled market is not guaranteed.
 3. In the event of possible severe weather, the Market Manager may waive the cancellation fees to those vendors with products that are not weather resistant. The Market Manager will communicate in advance when the waiver is in effect.

II. Booth Assignments:

- A. Booth Spaces** are 11'x11' to accommodate a 10'x10' tent. The Market only provides space. You are responsible for your own tables, tents, chairs, etc. All of your merchandise must fit within this space.
1. **Tents are required** for participation in the market. This is a new rule and in place to uphold the aesthetic appeal of the event.
 - a. With approval, you may create a custom display with carts, trailers, etc. and be exempt from the tent requirement. Renderings and/or photos must be provided to the market manager prior to setup.
 - b. Uniqueness and creativity in your setup is encouraged. You must contact the market manager for exemption consideration.
 2. You can share booths with other approved vendors with approval from the market manager.
 3. The venue is notorious for being dusty. Rugs or other ground cover is strongly recommended.
 4. Tables must be draped or nicely covered.
 5. **Signage:**
 - a. You may place signage near your booth advertising your items. Signage includes real estate signs, A-frames and banners. Signage may not be excessive or impede the traffic to another vendor's booth.
 - b. Under no circumstance can signage be placed between the street and the sidewalk. This is public right of way. Signs will be taken down and will not be returned to the vendor.
- B. Assignments** will be made at the discretion of the market manager and in an effort to preserve the quality and flow of the market.
1. **Permanent booth locations:** Only vendors who are considered anchor vendors will be granted a permanent booth location. Anchor vendors include farmers, growers, and producers as well as vendors who prepay for at least six (6) markets in advance.
 - a. Anchor status will be considered for other vendors who have consistently participated in previous market seasons.
 - b. Requests to be placed in general locations will be reviewed on a case-by-case basis.
 2. Assignments will be sent via email no later than 5pm on the Friday preceding a Market day. Assignments will be posted on the website but are not considered final until 5pm on the Friday preceding a market.
- C. Power Access and Generators:** Power outlet access is extremely limited. A request to utilize park power must be made in writing to the market manager prior to your participation in the market. Please be considerate of your neighbors who may also need access. Consider battery-operated devices as an alternative.
1. Generator use must be pre-approved by market management and must be a whisper-type device. Excessively noisy generators or those producing smoke or gas are strictly prohibited. Please refer to the attached document for further details on generator use.
 2. Any vendor wishing to use an outlet larger than the standard wall plug must pay an additional \$10 per market for access.

III. Booth Operations:

- A. Booths must be staffed the entire duration of the event with the exception of short bathroom breaks.
- B. **Prices:** Vendors must display prices for their items at all times. Creativity is encouraged in the display of pricing.
- C. Business cards, flyers and free samples that promote the vendor's approved works are permitted; however, walking around the market site to advertise, pass out samples or distribute flyers is not permitted at this market.
 - 1. Hawking or aggressive sales are prohibited. Do not approach customers outside your booth or touch them in any way.
- D. Orange Park Farmers & Arts Market is held on public property. Smoking is not prohibited although designated smoking areas are available. Please be respectful of any requests to discontinue smoking made by any neighboring vendor, market staff or volunteers. You are responsible for knowing the smoking laws governing your business operations.
- E. Vendors will not be permitted to sell or serve alcoholic beverages of any kind. Failure to comply with this rule will result in immediate and permanent expulsion from the Market.
- F. Staff will do everything possible to keep like items at a minimum. Vendors selling like items will NOT be next to each other with the exception of the farmer's area. We do limit the amount of same type of items in this market.
 - 1. Produce will not be as limited as other items as this is a FARMER'S MARKET, and ample selections is necessary. We do allow all types of produce into this market, and it will be likely that other vendors will be selling the same type of produce.
- G. Vendors are responsible for collecting tax.
- H. Extra merchandise must be within your area.
- I. Extreme loud music or extreme smells are prohibited at your booth.

IV. Children, Family & Pets:

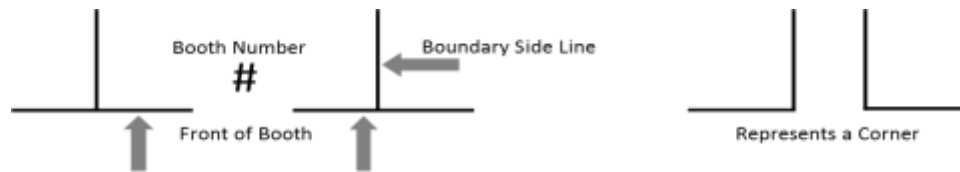
- A. You are permitted to bring your children to the Market. Please ensure they are well behaved and respectful of other vendors and staff.
- B. Family and friends are welcome to join you in your booth. You, as the business owner, must remain the primary representative of your business at all time. Exceptions may be granted in extreme circumstances and must be communicated in advance. It is your responsibility to ensure your substitute is following all the Market rules as well as arrives and pays on time.
- C. Pets are allowed on the event grounds. Vendors must follow the rules and regulations applicable to their business regarding the presence of animals.
 - 1. All pets must have identification tags with owner's information.
 - 2. All pets must be on a leash that is tied down or held at all times, or be confined to a crate.
 - 3. All pets must be well behaved: biting, excessive barking or other noises will not be tolerated.
 - 4. Please use common sense when bringing your pet into a crowded area, and when it's extremely hot out.
 - 5. Pick up after your pet! Bags will not be provided. Bring your own.

Section 6: Market Day Setup

I. Setup/Breakdown Process:

- A. **Check-In** is between 8 am – 9:30 am on the morning of the market. All vendors must check in during that time frame to avoid being marked as late or no call/no show. The Town Tent is located near the main stage in the center of the market.
 - 1. **Vendors are responsible for setting up their own booths.** Market staff is not available to assist and volunteers are not guaranteed.

2. **Payments** must be received no later than 11 am. Management will not walk around to collect payments. We must work on an honor system. If you are marked for non-payment, you will not be allowed to setup at the next market until that fee is paid.
3. **Location of booths:** Spaces are designated by lines painted on the ground. Your booth number is in the middle. Ensure the front legs of your tent are on the lines.



4. **Setup:** All vendors must be unloaded and have their vehicle off the property no later than 9:30 am. No vehicles may be on the grounds between 9:45am and 3:15pm unless permitted, as an exception, by the market manager. This is a safety issue.
 - a. If you setup requires significant maneuvering or expended vehicle-at-booth time, you are responsible for arriving early enough to not disrupt or impede the setup of other vendors.
 - b. **Driving:** You may drive your vehicles on the grounds to drop off your items at your space. You are required to unload your vehicle and remove it from the grounds in a prompt and courteous fashion. This means you may drop off your items, not remained parked until you are completely setup. Park and return to finish your setup.
- B. **Parking:** Everyone must unload and park their vehicle in one of the designated vendor parking areas. If you need handicap parking access, you must have a valid placard on your vehicle and submit a request, in writing, to the market manager. Failure to follow parking rules will result in permanent expulsion from the market.
 1. **Vendor parking is available in three locations:**
 - a. CVS/Winn-Dixie shopping center across Kingsley from the park
 - b. The Gates of Park Avenue shopping center across Stowe Ave. from the park
 - c. The town-owned lot behind the above shopping center off Smith Street.
 2. Farmers and some food vendors are permitted to keep their vehicles with their booth. You must display your official Farmers Market hangtag at all times.
 3. Other vendors wishing to keep their vehicles at their booth must make a request, in writing, to the market manager. You must also display your official hangtag at all times.
- C. **Load-Out Procedure:**
 1. Vendors may begin packing and cleaning their spaces no earlier than 2:30pm regardless of the level of traffic. Reminder – no vehicles on site before 3:15pm.
 2. Ensure all trash is picked up from your space. Please break down cardboard boxes. Our staff will collect trash at the close the market. A dumpster is available on Smith Street for disposal of significant amounts of garbage.
 3. Food vendors must take their grey water and oil with them. We do not have a disposal site.
- D. **Cancellations:**
 1. All cancellations need to be made no later than the Thursday prior to each market. If you have reserved a space for an upcoming market and do not cancel on or before the Thursday prior, you will be assessed a \$10 cancellation fee. Prior to participating at the next market, you must pay the \$10 Cancellation Fee.
 2. Each vendor is provided ONE waiver per market season of the \$10 Cancellation Fee to be used at their discretion (illness, family emergency, car problems, equipment problems, etc). Out of respect, it is requested that the vendor communicate their intended absence to the Market Manager as soon as the need for the absence is realized.

Section 7: Rules & Etiquette

II. General Etiquette Rules:

- A. Vendors must be aware of, keep up to date and comply with all current market rules, regulations and guidelines. Management reserves the right to modify the policies, rules and regulations at its discretion. While we will make every attempt to be reasonable, be aware that violators may be banned from future participation even though their work may have been approved and booth rental fees paid.
- B. Only vendors who are pre-approved to be in the event will be allowed to participate.
- C. Vendors shall conduct themselves in a professional and courteous manner while participating at the event.
- D. Vendors must comply with all levels of federal, state, local, etc. regulations for your particular business.
- E. Vendors must treat all market staff, volunteers, neighbors and visitors with professionalism and respect.
- F. Vendors must refrain from using profanity, and from behavior that is verbally or physically abusive, dangerous or disruptive to market activities.
- G. Slanderous or derogatory statements and other actions that denigrate your fellow vendors and their products as well as Market staff and volunteers will not be tolerated.

III. Enforcement of Rules & Policies:

- A. An **upshot** is a word used to describe each warning in a 3-step process implemented when a vendor is not upholding our rules and regulations.
- B. The First Warning: written notification of which rule(s) are being broken.
- C. The Second Warning: written notification with a \$20 fine due before participating at the market again.
- D. The Final Notice: written notification of your expulsion from the market for the remainder of the season even though your products may have been approved and booth rental fees paid. Refunds will not be issued.
- E. Rule of thumb – you may not be caught the first time; however, the Market Manager will eventually be notified of your rule breaking habits.

Questions regarding the policies and procedures outlined above should be

directed to the Orange Park Farmers & Arts Market manager:

Emily Dockery

Edockery@townop.com

(904) 264-2635 ext. 209.