



VENDOR INFORMATION PACKET
July 2017
for
The Florence City Center Farmers Market
Application included

Thank you for your interest in joining the year-round **City Center Farmers Market in Downtown Florence!**

We started this new market in April 2016 with a handful of vendors and have only grown since then. The market is year-round, every week, rain or shine (with the exception of the occasional hurricane or snowstorm and Christmas Eve & Day). The City's long term plan is to build a permanent location for the market on Sanborn Street and to continue to build the City residents' access to locally grown*, clean foods.

Please complete this application including signature with all information clearly answered. You may hand-deliver or mail to the office address below. Also, you may email the application to jpeze@cityofflorence.com with **Farmers' Market Vendor Application** in the subject line.

Farmers' Market
c/o Planning Department
City Center Building
324 W Evans Street, 2nd Floor
Florence, SC 29501

Payment: Make checks & money orders payable to: City of Florence or call 843-665-2047 to pay by credit card. American Express is not accepted. Your payment confirms your participation on a given market day and is due by close of business the Wednesday prior to the desired market day. If you are a first-time vendor, you must have your application approved **prior** to payment.

We are looking forward to being your partner at the market. Please feel free to send your suggestions and/or comments.

Jennie Pez 
Local Foods Initiative Project Manager

Market Vendor Information and Rules, July 2017

*At this market, **Local** is defined as having been grown or made in any of the counties within 100 (air) miles of Florence County.

The market organizer for the City is Jennie Pezé. The market manager onsite every Saturday is Adam Silverman.

Goals: City Center Farmers Market has a mission to add to downtown's vitality through 1) access to fresh, healthy food and information about it; 2) promotion of active living; and 3) creating a venue for entrepreneurs of food and artisan products.

Location: 369 W. Cheves Street in the back of the City Center building parking lot. This location has extensive and convenient parking and is in walking distance of the historic downtown and various neighborhoods. It is a temporary location and a nearby permanent location (200 Sanborn Street) is in the works.

Time: Saturday mornings every week from 9am-1pm. Rain or shine. Set up time begins at 8am. *Please be prepared to open for business at 9 but do not sell prior to opening time nor break down before closing.* This market is YEAR-ROUND and we will be open on the Saturdays after Thanksgiving and the Saturdays before Easter. We close for significant weather events (e.g. hurricanes, snow) and for Saturdays that coincide with Christmas Eve & Day and the 4th of July.

How to participate: Complete and submit application provided in this packet (this can be downloaded from florencedowntown.com). Applications must be signed by the vendor and approved by the City *before* a vendor can submit payment and participate. An IRS W-9 form is also required. Site visits by the market organizer or manager may be required before or after application approval. Applications are reviewed twice a month

Deadlines: Applications and amendments are considered on a rolling basis and are reviewed twice a month (middle and end of each month).

Specific Market dates: Request your preferred market dates; make payment by *the Wednesday before the desired market day*. Payment (after approved application) reserves the space. In the event of a shortage of vendor spaces, priority will be give based on preferred products (see above) and to balance market offerings. You can request market dates by email or phone as frequently as you need. The application only needs to be filled out once except when the City updates the application.

Cancellations: See market fees section.

Animals: The market allows pets on leashes with vendors or customers. Live animals cannot be sold/exchanged/given away at the market except as a special event, approved and advertised by the market organizers.

Smoking: The City does not allow smoking in the market area for vendors or customers. There is a designated smoking area at a gazebo on the east side of the City Center building [324 West Evans Street at the other end of the parking lot from the market]. Feel free to politely direct customers to the smoking area as needed.

What do the City of Florence and its City Center Farmers Market provide?

- Ability to accept Supplemental Nutrition Assistance Program (SNAP. Formerly known as Food Stamps) payments for qualified purchases on behalf of vendors with timely reimbursement to the vendor for those transactions. (Please see vendor responsibilities section for more on this subject.)
- An assigned location and an 8-foot table and a 10x10 canopy unless other arrangements are made;
- Access to electricity. This slots are limited in number;
- Weekly, diversified advertising and promotion of the market and of the specific vendors across print, social media, and radio including occasional give-away incentives;
- Restroom and trash facilities;
- Eating area for patrons;
- Onsite market manager from 7:30am-close;
- Un-staffed games and activity area (coloring and self-led activities) to enable customers to stay longer and shop more;
- Music; Occasional live entertainment including but not limited to music, storytelling, and cooking demonstrations;
- Vendor fee waivers for regular attendance: Vendor fee will be waived in January 2018 for all vendors who participate in all market days July-December and again in July 2018 for all vendors who participate in all market days January-June 2018.
- A pet-friendly and smoke-free environment;
- Extensive parking (free and convenient) for vendors and patrons;
- Food and nutrition information including recipes for patrons.

Vendors' responsibilities:

The congeniality of the vendor community at City Center Farmers Market is an important component of the market's success and is something we do not take for granted. Please take the time to get acquainted with one another and make an effort to maintain the friendly atmosphere we have worked together so carefully to have. By all means, please speak to the market manager about any bright ideas for improving the market.

- As a City Center Farmers Market vendor, if you are selling a qualifying product and the customer asks to pay with a SNAP (formerly known as food stamps) EBT card (a debit card specifically for SNAP funds), you use the market manager to process payments (unless you are authorized to take the payments directly). SNAP users enjoy the extra benefit of qualifying for the Healthy Bucks program which gives patrons even more buying power for purchasing fruits and vegetables. These nutrition assistance offerings are key features of the City Center Market and CCFM vendors may not deny customers a purchase based on EBT form of payment. A How-To sheet on this process will be provided to vendors.
- If you are a fruit or vegetable vendor, you are very strongly encouraged to seek authorization to accept other food vouchers (WIC [Women/Infants/Children] and Seniors vouchers, in particular).
- Review the map (it is emailed to vendors on Fridays) to familiarize yourself with what location you have been assigned. Consult the Market Manager if you have questions or did not get the map.

www.florencedowntown.com/citycenterfarmersmarket * <https://www.facebook.com/citycenterfarmersmarket>

- Be ready by 9am, but do not sell prior to opening time nor leave before closing time at 1pm. This is important to keeping the market looking presentable to patrons who arrive near the end of market.
- Provide four (4) weights for the canopy legs regardless of weather forecast. (Weights may not put downward weight on the canopy but must be affixed to the canopy legs and rest on the ground.) Chairs and additional tables, if desired, must also be provided by the vendor. You can buy these for about \$25 or make your own.
- Use a tablecloth or table covering of some sort. You are welcome to set up much more elaborate displays but that is a minimal requirement.
- Please remove your waste and belongings at the close of each market day. Trash cans are provided.
- Avoid unsafe conditions for customers and other vendors.
- Keep the market family-friendly, which includes music lyrics and entertainment, merchandise for sale, activities provided, attire, conversation that customers can hear, promotion, and advertising.
- All questions about market operation or complaints (vendor or customer) should be reported to the on-site Market Manager and to the City's market organizer.
- Please consider signing up for SC Certified if you are eligible. You may find a Certified South Carolina membership application at this link: <https://www.certifiedscgown.com/programs/member-program-info/>
- *****It is the vendor's responsibility to hold all required local, state, and federal business licenses, certifications, permits, and any appropriate insurance.*****

What can vendors sell:

The City Center Farmers Market is first and foremost a growers' or producers market (with food and therefore, farmers, as priority). Vendors of other natural products and artisan crafts, as well as relevant community groups and service providers, are welcome to participate as space allows. Market rules apply to all types of vendors.

Duplication of craft offerings is limited. Only products listed on the applications may be brought to market. Farm visits by market staff/advisors may be conducted.

Rules regarding fruits and vegetables and other natural products:

1. Fruits, vegetables, and natural products must be Local, as defined in this document. Producer-sold products are preferred.
2. Re-sellers of produce are permitted so long as produce is from the Local area as defined in this application and so long as it enhances market offerings. Occasional exceptions to this rule may be made to balance market offerings, such as to allow apples brought in from a farm in the Appalachian Mountains or wild-caught fish from North Carolina coast.
3. All resale items must be labeled with the name of the farm or farmer that grew it. The vendor must have purchased items from the farm on which they were grown. No produce purchased from the State Farmers Markets (including the Pee Dee Farmers Market on Hwy-52) shall be permitted for re-sale.

www.florencedowntown.com/citycenterfarmersmarket * <https://www.facebook.com/citycenterfarmersmarket>

4. Any items marketed as 'organic' must have on display the USDA organic certificate. Any items sold with reference to humane treatment must also have on display any relevant, official documentation.
5. Among farmers, preferred vendors will have products from farms striving toward a more varied and healthier food system (organically grown, pasture-based livestock raised with no added hormones, heirloom varieties and heritage breeds).
6. Preferred producers of value-added products (such as baked goods or canned items) will use at least one ingredients sourced from a Local source.

Categories of Vendors and Fees:

Food & Plant Producers – \$10 per market day plus license

Farmers, bakers, gardeners, vendors who grow, raise, or make the food or plant items they are selling. This includes livestock farmers, even if the meat was processed by someone else. If the vendor produces the vast majority of what s/he sells and re-sells a couple of items, s/he may mark items sources appropriately remain in this category.

Re-Sellers – \$15 per market day plus license

Vendors who sell produce or plants that fit market rules, but that they did *not* produce themselves. If your space generally includes several items you produced and more re-sale products, you pay the re-seller fee. Don't forget: all products should be identified as to which farm they came from (please retain documentation) – see rules about fruit/vegetable/natural products, above. Re-sale of artisan products is not permitted at this market.

Blends – \$15 per market day plus license

For those selling a combination of crafts and foods.

Artisans – \$20 per market day plus license

Vendors who sell non-food items that they have made. Re-sale of artisan products is not permitted at this market.

Anchor Tenants – one slot* – \$10 per market day plus license

**this slot is currently filled.*

Vendors who meet the following additional requirements:

- Carry a wide variety of food items; and
- Commit to only one location in Florence County on Saturday mornings; and
- Commit to participate all market days with 1 non-holiday exception a year; and
- Commit to setting up early enough so as not to block other vendor setups.

Anchor tenants will be provided a fixed location and up to three 10x15 canopies. Anchor tenants may, in advance, request space for their own additional canopies.

Nonprofits, community organizations, and for-profit service providers – \$20 per market day

Those promoting a cause, concept, or service that fits the mission of the Market but not selling a tangible item onsite. Entities must be non-partisan and their displays may not endorse specific candidates.

If the entity is selling crafts or natural products as a fundraiser, the appropriate category and rules above apply, but no business license is required. For example, if plants are being sold, apply under "Food Producer/Gardener".

The fee may be reduced or waived if the group is not selling anything directly at the market nor collecting contacts, and if it is deemed educational in a way that significantly complements the Market's purpose.

In rare instances, exceptions are made at the discretion of Market staff in the interest of meeting customer needs.

City License and Penalties

*** Business License Requirement:** In addition to the market fee for vendors, all vendors except nonprofits are required to pay a weekly \$10 peddlers license or to have a City business license (\$50 annually, renews in June) from the City of Florence. See link:

<http://www.cityofflorence.com/departments/finance/licenses/licenses.aspx>

Nonprofits selling items as a fundraiser for the organization do not need to have a City business license, no matter what category they apply under.

Payment deadlines and payment logistics: Payment of market fees and City license reserves your place on a given market day. **Payment is due no later than the Wednesday before the market day** in which you wish to participate and multiple market days may be paid for at one time. Alternate payment arrangements may be made with approval from the Market Organizer. Vendors may pay in person or via mail (see address at bottom of this page) or by calling the number below and paying the City by credit card (American Express is not accepted).

Paying cash and getting a paper receipt on market day for a future market day is acceptable but is not the City's preferred method. Please only do this if paying by phone or at the City office is not a reasonable option. Paying at the market for the day-of is only acceptable with advance consent of the Market Organizer. Please try not to do this.

Cancellations: If you must miss a market day for which you've reserved a place, please contact us via email ASAP. If you contact us by 5pm on Thursday before the market, we will roll the pre-paid market fee forward to an agreed-upon date. Cancellations made after the Thursday deadline will forfeit the market fee and incur a \$5 fine, payable before participating again.

Returned Checks: Returned checks will incur a \$35 fee, payable before vendor may participate again.



July 2017 Vendor Application for the City Center Farmer’s Market in Downtown Florence, SC

Vendor Type (Circle only 1): ~~ancher~~ | producer | artisan | blend | re-seller | service provider | nonprofit

Vendor Space Information:

1. Name of Farm/Vendor: _____

2. How many total spaces do you need: _____ (1 space = 10x10)

3. Contact Person: _____

4. Farm/Vendor Physical Address: _____

5. Vendor Mailing Address: _____

6. E-mail Address: _____ Website: _____

Facebook page we can tag in a post: _____

7. Vendor Phone: _____ May we communicate with you by text? YES | NO

8. Products to be Sold. Attach a separate sheet if needed. (Market staff may approve some, but not necessarily all, products listed. Also, vendor are welcome submit amendments at any time.) Product must be listed in order to be allowed at market and please indicate which are your primary products.

Please provide descriptions sufficient for market organizers to use in advertising. Artisans, please submit photo(s) 2mb or smaller. Attach copies of any official certifications (organic, humane, etc.)

Produce/plant vendors: Did you grow all of the above listed? If not, please list source and explain why you propose to bring this. _____

Please identify and describe any of the items that make this a “preferred product” as described in the Market Rules. _____

9. Member of “Certified South Carolina” Produce/Field Crops/Forestry Marketing Program: YES | NO

10. Authorized to directly accept food vouchers directly? EBT/SNAP: YES | NO

USDA Registration ID _____ WIC: YES | NO SENIOR VOUCHERS: YES | NO

11. Electrical Requirements: Please indicated **in detail** you electrical needs.

I want to use a generator. Make and model: _____

No electricity needed

120 volt electrical needed to power (List all equipment and wattage and/or amperage if known):

12. Name on your City of Florence business license if you have one? _____

- I, the VENDOR, acknowledge that the information provided is accurate and that documentation of claims made in this application will be accurate.
- I, the VENDOR, agree to the market rules.
- I, the VENDOR, agree to the fees listed.
- I, the VENDOR, agree to hold all current valid permits and be able to present documentation verifying the permit/license is in place to the market board before selling goods at the market. e.g. Dairy products must have appropriate licenses from DHEC and/or SCDA.
- I, the VENDOR, agree to be responsible for any insurance required for my products.
- I, The VENDOR agree to protect, save and keep The Florence Downtown Development Corporation, The City of Florence, the Market Organizer and Market Manager, participating sponsors and their representatives, employees and agents forever harmless for any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the VENDOR or the representatives, agents or employees of the VENDOR or those persons acting under the express or implied authority of the VENDOR. The VENDOR assumes complete responsibility and liability for all loss, damage, or destruction of his/her property, employees, agents and guests. The Florence Downtown Development Corporation, The City of Florence, Market Manager and Market Organizer, participating sponsors and their representatives, employees and agents will not be liable for any loss, damage, or destruction of VENDORS property by theft, fire, accident or any other cause. The VENDOR assumes full responsibility and liability for all injury to any and all persons or property or personal injury caused by the VENDOR or its agents, representatives or employees. The VENDOR will indemnify and hold harmless the Florence Downtown Development Corporation, The City of Florence, the Market Manager and the Market Organizer, participating sponsors and their representatives, employees and agents against any and all liability whatsoever arising from any damage to property or personal injury or loss caused by VENDOR, its agents, representatives, employees or such other persons.

I, VENDOR, have read and accept The City Center Farmers' Market Rules, Vendor Policies, and Agreements.

Printed name and signature of Vendor: _____ Date: _____

APPLICATION ACCEPTANCE Signature of market organizer: _____ Date: _____

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| Form W-9 (Rev. December 2014) Department of the Treasury Internal Revenue Service | <h2 style="margin:0;">Request for Taxpayer Identification Number and Certification</h2> | Give Form to the requester. Do not send to the IRS. |
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| Print or type See Specific Instructions on page 2. | 1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. | |
| | 2 Business name/disregarded entity name, if different from above | |
| | 3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____ | 4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ (Applies to accounts maintained outside the U.S.) |
| | 5 Address (number, street, and apt. or suite no.) | Requester's name and address (optional) |
| | 6 City, state, and ZIP code | |
| | 7 List account number(s) here (optional) | |

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|---|--|------------------------|--|---|---|--|---|--|----|--------------------------------|---|--|---|--|--|
| Part I Taxpayer Identification Number (TIN) Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3. Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter. | <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="text-align: center; font-size: 8px;">Social security number</td> </tr> <tr> <td style="text-align: center;"> <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:25%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; text-align: center;">-</td> <td style="width:25%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; text-align: center;">-</td> <td style="width:40%; border: 1px solid black; height: 20px;"></td> </tr> </table> </td> </tr> <tr> <td style="text-align: center; font-size: 8px;">or</td> </tr> <tr> <td style="text-align: center; font-size: 8px;">Employer identification number</td> </tr> <tr> <td style="text-align: center;"> <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:10%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; text-align: center;">-</td> <td style="width:85%; border: 1px solid black; height: 20px;"></td> <td style="width:10%; border: 1px solid black; height: 20px;"></td> </tr> </table> </td> </tr> </table> | Social security number | <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:25%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; text-align: center;">-</td> <td style="width:25%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; text-align: center;">-</td> <td style="width:40%; border: 1px solid black; height: 20px;"></td> </tr> </table> | | - | | - | | or | Employer identification number | <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:10%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; text-align: center;">-</td> <td style="width:85%; border: 1px solid black; height: 20px;"></td> <td style="width:10%; border: 1px solid black; height: 20px;"></td> </tr> </table> | | - | | |
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| Part II Certification Under penalties of perjury, I certify that: | |
| 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and | |
| 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and | |
| 3. I am a U.S. citizen or other U.S. person (defined below); and | |
| 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct. | |
| Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3. | |

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| Sign Here | Signature of U.S. person ▶ | Date ▶ |
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.