

VENDOR INFORMATION & APPLICATION PACKET



for The Florence City Center Farmers Market

Thank you for your interest in joining the year-round City Center Farmers Market in Downtown Florence, hosted by the City of 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 December 24-25). The City is in the process of building a permanent location for the market at 200 Sanborn Street and to continue to build the City residents' access to locally grown foods.

Please complete this application ONLINE with all information clearly answered and once your application has been received, you will be notified to pay the \$8 application fee.

You may hand-deliver or mail a hard copy of the application to the office address below, but please be aware that there is a \$22 processing fee for paper applications. If you have questions, please write to jpeze@cityofflorence.com with Farmers' Market Vendor Question 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 (9am-4pm weekdays). American Express is not accepted. Your payment confirms your participation on a given market day and is due by noon on 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 
Market Organizer

Market Vendor Information and Rules, Fall 2018

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

The market organizer for the City is Jennie Pez . 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 until market moves to permanent location in 2019. New location will be 200 Sanborn Street. Both locations have extensive and convenient parking and are in walking distance of the historic downtown and various neighborhoods.

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.

Application Process: The market application will be updated periodically and at those times, all market vendors will be asked to review and agree to updated policies, procedures, and application questions.

Instead of seasonal applications, we now have rolling acceptance to the market. If you apply and are approved, your standing at the market is **active**. The fee to apply is \$8 for online or \$22 for paper.

If you miss 8 consecutive market days, your status is **inactive** and you may request re-consideration of your existing application and you must again obtain approval in order to participate at the market.

If you do not participate for 6 consecutive months (26 market days), you may re-apply, pay the fee, and obtain approval in order to participate.

The balance of vendor applications that will be accepted is farm/garden producers + prepared food vendors = craft vendors. Approval to be a vendor is determined by Committee, weighing factors such as how local the vendor's base of operations is, market needs in different categories, quality and uniqueness of product, degree of professionalism, references, and vendor's anticipated frequency of participation.

A different balance of vendor categories may apply for winter holidays with increased allowances for the number of craft vendors during November 20th through December 25th.

Neither applying to sell, nor having sold with us in the past, is a guarantee that you will be accepted. The Market reserves the right to refuse the application of any vendor or any application at any time and for any reason.

How to participate: Applications are reviewed twice a month. Complete and submit the ONLINE application (www.florencedowntown.com/citycenterfarmersmarket). Applications must be signed by the vendor, and

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application fee paid, then approved by the City *before* a vendor can pay for his or her space and participate. An IRS W-9 form is also required for food and garden vendors. Site visits by the market organizer or manager may be required before or after application approval.

Deadlines: Applications and application amendments are considered on a rolling basis and are reviewed twice a month.

Once approved to participate in the market, request your preferred market dates; make payment by **noon the Wednesday before the desired market day**. Payment (after approved application) reserves the space. In the event of a shortage of tents/tables, priority will be given chronologically based on payment for the market day. You can request market dates by email or phone communication with market organizer as frequently as you need.

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.)
- Healthy Bucks (a DSS sponsored program) for increasing spending power of visitors who have SNAP EBT cards. This is in effect as long as DSS provides this program.
- An assigned location each week – be aware that it may not be exactly the same location every week though we do try to keep a consistent order to the market. Vendors may swap around with one another if mutually agreeable.
- An 8-foot table and a 10x10 canopy unless other arrangements are made and while supplies last. Tent/tables will be first-come-first-serve based on your reservation.
- Access to electricity while space allows. These slots are limited in number;
- Diversified advertising and promotion of the market and of the specific vendors across print, social media, and radio including occasional give-away incentives (this is limited and is intended as a complement to vendors' own promotions, not a replacement);
- Restroom and trash facilities;
- Eating area for patrons;
- Onsite market manager from 8am-close;

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- Un-staffed games and activity area (coloring and self-led activities) for children;
- Occasional live entertainment including but not limited to music, storytelling, and cooking demonstrations; New this year, we have asked the Recreation Department to organize monthly events;
- Vendor fee waivers for regular attendance: Vendor fee will be waived in September 2018 for all vendors who participate in all market days May-August 2018.
- A dog-friendly , family-friendly, and smoke-free environment;
- Extensive free parking for vendors and patrons;
- Food and nutrition information including recipes for patrons.
- The City of Florence has waived the business license requirement for this market.

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, you are part of the host committee for the market as a whole. Please familiarize yourself with the layout of the market, the location of restrooms and smoking area, market rules, and generally where we are located in the City. (Be aware that our location will change in 2019.)
- 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. See also the market feedback section of this application.
- Review the map (it is emailed to vendors before the market day begins) to familiarize yourself with what location you have been assigned. Consult the Market Manager if you have questions or did not get the map.
- Label your tent/table with your business name. Label any products' source if you did not produce them. Please see rules in following section about what vendors may sell. After three reminders to label off-farm goods, a vendor may be dismissed from the market.
- 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.
- Ensure that your tent and table do not interfere with or endanger other vendors or customers (i.e. does not blow away). To that end, the market rules require that you provide four (4) weights of at least ten (10) pounds each for the canopy legs regardless of weather forecast. (Weights may not put downward weight on the canopy but must be secured to the canopy legs and rest on the ground.) You can buy these or make your own. Chairs and additional tables, if desired, must also be provided by the vendor. Heavier weights may be needed.
- 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.
- Remove your waste and belongings at the close of each market day. Trash cans are provided.

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- Avoid unsafe conditions for customers and other vendors.
- Wear shoes and shirts in addition to everything else you have on.
- 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.
- Help maintain a strong, congenial vendor community, which includes looking for ways to be helpful to others and respecting one another's opportunities to engage with customers.
- 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 currently 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 qualified purchase based on these forms 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). Notifications of trainings for such will be circulated.
- Consider signing up for SC Certified if you are eligible. You may find a Certified South Carolina membership application at this link: <https://www.certifiedscgrown.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 May 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.

Only products listed on the applications *and* accepted by the Market Committee may be brought to market. Farm visits by market staff/advisors may be conducted.

Items not allowed: franchise products, imports, political paraphernalia, second hand items, or any other items not made locally by the vendor or his/her family member.

In rare instances, exceptions are made at the discretion of Market Committee in the interest of meeting customer needs; and, as stated above, the Market reserves the right to refuse the application of any vendor or any application at any time and for any reason.

Rules regarding fruits and vegetables and other natural products:

1. Fruits, vegetables, and natural products must be Local, as defined in this document.
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.
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. Preferred products: Producer-sold fruits and vegetables. Fruits and vegetables organically grown, low chemical. Meats from pasture-based livestock raised humanely without added hormones. Heirloom varieties and heritage breeds. Value added products that use Local ingredients.
6. CBD oil and hemp products for ingestion may not be sold or distributed because they have not been approved by the FDA for consumption. Vendors who carry CBD oil and hemp products must have on display the documentation showing independent testing or invoice(s) indicating source(s) of the oil.

Categories of Vendors and Fees:

Food & Plant Producers – \$10 per market day

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 yet remain in this category.

Re-Sellers – \$15 per market day

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 especially rules about fruit/vegetable/natural products, above.

Blends – \$15 per market day

For those selling a combination of crafts and foods, roughly equal in display space, revenue, and/or variety.

Artisans – \$20 per market day

Vendors who sell non-food items that they have made. Re-sale of artisan products is not permitted at this market except in rare circumstances, and approved by the Market Committee.

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 10x10 canopies and up to 3 10x15 canopies or equivalent coverage. Anchor tenants may, in advance, request space for their own additional canopies. Weights for all Anchor tenant tents will be provided but the

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vendor is responsible for tying tents together and generally ensuring that the tents do not move about in windy weather.

Nonprofits, community organizations, and for-profit service providers – \$5, \$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. This rate is \$5.

If the entity is selling a service onsite, the rate is \$20.

If the entity is selling crafts or natural products as a fundraiser, the appropriate category and rules above apply. For example, if plants are being sold, apply under “Food Producer/Gardener”.

City License, Payments, Cancellations

Business License Requirement: The City has waived the requirement for business licenses for vendors while they are participating in this city-sponsored event.

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 NOON on 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 of Florence by credit card. (American Express is not accepted.)

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 before noon on Thursday before the market, we will roll the pre-paid market fee forward to an agreed-upon date. Cancellations made after the Thursday noon deadline will forfeit the market fee and incur a \$5 fine, payable before participating again. Refunds are not available.

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

Application Fee: There is an \$8 application fee to apply online, however there is a \$22 fee for paper applications, payable to the City of Florence and due with application. Applications will not be considered complete and reviewed by the Committee until the application fee has been paid.



Market Feedback

The City of Florence's City Center Farmers Market (CCFM) strives to provide a fair and equal opportunity for all participants to sell and purchase locally produced goods. All vendors and the CCFM market manager have received a copy of the Vendor Guidelines with an understanding of the importance of their cooperation. This form and process are in place to help insure that the market rules are followed:

Problems, complaints, or concerns must be directed immediately to the Market Manager. Compliments are, of course, welcome. Any complaint that cannot be resolved with the aid of the Market Manager may be submitted in writing to the CCFM Committee or to the Market Organizer Jennie Pezé.

jpeze@cityofflorence.com or 843-665-2047.

If you feel a vendor or any other participant has acted in a way that harms the CCFM please supply the following information:

Your name: _____

Phone number: _____

Email Address: _____

Name of the vendor or person in question: _____

Feedback. Provide any evidence that supports your concern:

Date(s) of occurrence: ____/____/____ Time(s) of occurrence ____/____/____