

City of Parkland



Farmers' Market Vendor's Manual

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Welcome Vendors

The City of Parkland (“City”) proudly presents its annual Farmers’ Market (“Market”), which promotes the health and well-being of those visiting the Market. With the assistance of vendors, we aim to provide fresh produce and encourage the promotion of the agricultural industry along with providing the public with an informal, social gathering place in an open-air setting. We strive to promote a sense of community and stimulate interactions among neighbors. The Market is intended to be a combination of a “green” shopping opportunity and a cultural event.

The Farmers’ Market Vendor Manual (“Manual”) was compiled to assist with any questions you may have regarding the Market. As a vendor, you are responsible for all the information contained within this Manual. Keep this Manual in a convenient location and refer to it when necessary. If you should have a question that is not addressed or answered in this Manual, please contact the Parks and Recreation Coordinator at 954-757-4105 or e-mail farmersmarket@cityofparkland.org.

We want to ensure that we are providing the best possible services to our patrons who visit the Market. If you should possess a suggestion in improving the Market, please let the Parks and Recreation Coordinator know. We appreciate all constructive comments from our vendors, as well as the public we serve.

The Market is located at the Equestrian Center, 8350 Ranch Road, and operates from November – April during the hours of 9:00am – 1:00pm.

The Market is open to the public and is dog friendly. All dogs must remain on a leash at all times. Any dog acting in an aggressive manner will be asked to leave the Market.

The City of Parkland has a no refund policy. The Market will be held rain or shine!

VENDOR CLASSIFICATIONS

A vendor is considered any individual, company, or organization participating in the Market. All vendors must be pre-approved by the Parks and Recreation Coordinator and meet the defined criteria established by the City of Parkland.

To maintain a diverse and controlled shopping experience, the City of Parkland reserves the right to:

- Prohibit any vendor from selling a particular product at the Market
- Prohibit a particular vendor from selling at the Market

The City of Parkland will determine the balance of each vendor category:

• **Farmer/Grower** – This category includes small-scale farmers who grow or raise their own produce, plants, trees, and herbs; or whose farm produces its own agricultural products. Examples of agricultural products include eggs, honey, milk and meat. Eighty percent (80%) of the products sold by farmers must come from their own crops/farm. A Growers Permit MUST accompany the vendor application.

• **Other** – This category includes other vendors, such as vendors who sell breads, pastries, cakes, coffee, bagels, prepared foods, jams, jellies, oils, cheeses, fresh fish, fresh cut flowers, pickles, soaps, produce, and plant resellers.

• **Non-Profit Organizations** – This category includes any organizations that are considered tax exempt under the 501 section of the Internal Revenue Code and have a charitable purpose. Space for charitable non-profit groups shall be limited to two (2) Markets in a season as determined by the Parks and Recreation Coordinator. Items for sale or at no cost shall not compete with any established Market vendor. Requesting entities must be located within the City of Parkland boundaries.

The following vendors are not permitted to be involved with the Market:

- Catalog sales, catalog memberships, multi-level marketing, network marketing, network marketing memberships, independent consultants and/or direct marketing
- Franchise operations
- Manufactured/processed dietary supplements
- Health/wellness treatments/cures
- Health screenings
- Religious groups
- Political organizations/groups
- Petitions and/or survey takers
- Insurance agents or financial advisors
- The sales, use, or possession of alcoholic beverages
- Any other business, product, service or offering that the Parks and Recreation Coordinator does not see as a good fit for the Market

VENDOR PROCEDURES AND OPERATING RULES

Application Process:

All vendors shall submit a completed application prior to being considered as a vendor. A completed application includes a signed form, twenty five dollars (\$25) non-refundable application fee and three (3) images, including one of the vendor's booth set up.

Applications are available online at www.cityofparkland.org/farmersmarket, or in the Parks and Recreation Department located at, 10561 Trails End, Parkland, FL 33076. For more information contact 954-757-4105.

Each vendor will be required to submit three (3) images, including one showing a complete display of the designated area. Each image must have vendor contact information.

The Market applications will be accepted on a first come first served basis, starting on May 15th. Applications will be accepted until all spaces have been assigned.

Product Exclusivity:

The Market does not guarantee any vendor the exclusive right to sell any one (1) product. Patrons often benefit from having multiple vendors selling the same product. The City of Parkland will have sole discretion when determining if a product category is adequately represented.

The City reserves the right to relocate vendors within the Market and to limit the quantity of spaces sold to any vendor.

The product mix at the Market as a whole, as well as customer demand, will serve as important factors in determining how many vendors will be allowed to sell the same, or similar item.

Licensure

In accordance with the Florida Department of Business and Professional Regulation's Guide to Temporary Food Service Events, food vendors may operate under a current license from the Department of Business and Professional Regulations ("DBPR") or from the Department of Agriculture and Consumer Services at temporary food service events of 1-3 days in length. Vendors should be prepared to show a copy of their license to the health inspector to pass inspection.

Temporary food vendors without a current Florida license, which includes all out of state vendors, will be required to purchase a temporary license directly from the DBPR inspector for ninety-one dollars (\$91.00) prior to selling any food. The DBPR does not accept cash payments. It is solely the responsibility of the food vendor to pass inspection. Refunds will not be given to any vendor not passing inspection.

Code of Conduct

1. To maintain a positive atmosphere, vendors are encouraged to bring concerns about the Market to City Staff.
2. Vendors and those associated with the Market are expected to maintain a professional and courteous attitude toward all patrons, other vendors, City Staff and emergency personnel.
3. Vendors must obtain, display and keep current applicable State, County and City licenses. All vendors are required to display their business name in their booth at all times.
4. Vendors shall take the proper safety and health precautions to protect patrons, the City, the public and property of other vendors and shall be responsible for all damage to persons/or property that occur as a result of the vendor's negligence or misconduct.
5. Vendor agrees to notify the Parks and Recreation Coordinator in writing at least ninety six (96) hours in advance (noon on Wednesday) if they are unable to participate in the Market. Failure to notify the Parks and Recreation Coordinator with the proper notice could result in cancellation of future reservations with no refunds.
6. Vendor agrees to keep their space(s) attractive and to clean them when the Market ends. All litter, cardboard boxes, product debris, crates, boxes, etc., must be removed at the close of each Market. A dumpster has been provided for all trash.
7. Vendor acknowledges that the use or placement of tables, chairs, products, boxes or signs outside of the assigned vendor space is strictly prohibited. Vendor agrees to sell product within their assigned space only! All vendor activity MUST be conducted within the booth space provided. This includes giving out free samples and recruiting customers. Any vendor activity related to the Market outside the assigned vendor space is prohibited.
8. Vendors shall not bark, or shout in a loud or aggressive manner to patrons in an attempt to make a sale.
9. Vendor agrees to anchor its tent on all four (4) corners with a minimum of twenty (20) pound anchors on each corner regardless of weather conditions. Vendor will be asked to remove its tent for failure to comply with these requirements.

Food Safety

Food Safety is paramount in protecting the health and well-being of the Market patrons. The Market Vendors will follow all Florida and Broward County public health regulations. Vendors must maintain and keep current all licenses and permits as required by the State of Florida.

Vendors cooking onsite must adhere to the following:

- Vendors will not be allowed to turn on cooking units prior to inspection by the City of Coral Springs Fire Department.
- Vendors cooking onsite MUST turn off their cooking units by 1:00pm. Failure to shut down their units will result in an additional charge of sixty-seven dollars (\$67) per hour paid to the City of Parkland.
- Cooking equipment used in fixed, mobile or temporary concessions, such as a truck or trailer, shall have the fire suppression equipment including fire extinguishers and hood suppression systems (if applicable) properly maintained and serviced by a Florida state certified company. Proper documentation must always be onsite.
- One 2A10BC fire extinguisher must be provided by the vendor. In addition, a class K-type fire extinguisher is recommended for vendors that are deep frying. All extinguishers shall have current inspection tag with proper pressure and pin secured in place.
- All propane cylinders must be secured. Small cylinders (20#) can be put in a milk carton type crate. Large cylinders shall be secured to a stationary object.
- All propane cylinders shall be ten (10) feet from the cooking appliance with gas line secured.
- Deep fryers or pans with grease used for cooking shall have a metal cover plate, (lid) to put them on in case of fire or rain.
- If cooking under canopy structure, it shall be of flame resistant material. There shall be a flame resistant tag/label affixed to each canopy.

Food Products

Only the food items stated on the application and approved by the Parks and Recreation Coordinator may be sold at the event. Food vendors will receive written confirmation prior to the opening day of the Market from the Parks and Recreation Coordinator on items approved for sale. The City of Parkland reserves the right to: refuse the sale of any items not specifically listed and approved; refuse the sale of any items not in the best interest of the event, or cease the sale of any food products found not to be safe for public consumption.

To the best extent possible, food items will not be duplicated. If a vendor wishes to add an item after their application has been approved, they must contact the Parks and Recreation Coordinator for approval. Requests and/or changes can be made throughout the Market season (November – April) following this process.

Applicable Laws, Regulations & Inspections

A copy of the Florida Department of Business and Professional Regulations Guide to Temporary Food Service Events is included in this Manual. All vendors MUST have an up to date fire extinguisher for the Fire Department inspection. All equipment must comply with both state and local regulations and all food service must comply with Health Department regulations.

Clean-Up

Vendors are responsible for the complete clean-up of their space and disposal of all trash and debris. Disposal of oil and grease is absolutely prohibited on site and especially prohibited down City storm basins. Vendors must leave the grass as they found it when they set up and take all measure to prevent any damage.

Electricity

The Market does not provide electricity. Generators will be allowed in the Market for those vendors needing power. The City of Parkland is not able to provide assistance regarding generators.

Vendor's Space

Vendors will receive a 12x12 booth space each week. The Parks and Recreation Coordinator will attempt to keep vendors in the same location each week; however this is not guaranteed. Vendors will be responsible for supplying their own tables, chairs, and tents. Tents must be 10x10 feet, in good condition, and your tents MUST be weighted. Any tent measuring over 10x10 feet will require a building permit each week used. Permits can be obtained Monday – Friday from 8:00am-5:00pm from the City's Building Department located inside City Hall (6600 University Drive). Failure to obtain the correct permits will result in loss of vendor space. Refunds will not be given to any vendor for failing to obtain a building permit.

Check In/Parking

Vendors can begin setting up at 6:00am on the day of the Market and are required to check in with City of Parkland staff upon arrival. Parking for one vehicle is located behind each vendor's designated booth.

Orange fencing has been placed around the market to create a safe boundary between vendors and attendees. For safety reasons, we ask that you follow the flow of traffic. At no time should you remove the orange fencing to gain access to your booth space.

Payments

No fees will be collected on site. All fees **MUST** be prepaid by noon on the Wednesday before the Sunday Market. Payment can be made in person at the Parks and Recreation Office located at 10561 Trails End, Parkland, FL 33076 or online at www.cityofparkland.org/farmers Market with a Visa or MasterCard. We suggest you begin the online payment process early in the week so staff is available for assistance.

VENDOR MISCONDUCT

Should any vendor breach any rule outlined in this Manual, the following process will be set in motion:

1. Discussion – The Parks and Recreation Coordinator will bring any issue in question to the attention of the vendor.
2. Formal Action – The Parks and Recreation Coordinator will address the issue with the vendor, in writing, with expectations and a time frame for a resolution.
3. Suspension and/or Removal – If a resolution does not occur, the vendor will be notified that they are being suspended and/or removed from the Market. No refunds will be issued.

Should any vendor conduct business in an unethical or unsafe manner, actions to remove the Vendor from the Market will be immediate and permanent.

Three unexcused, missed markets will constitute in an automatic termination without a refund.