



2019-20
Vendor 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 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 not addressed in this Manual, please contact the Parks and Recreation Coordinator by e-mail at 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 for improvement, 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, Parkland FL 33067 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.

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. ***A Grower's Permit must accompany the vendor application.***

• **Other** – This category includes, but is not limited to, vendors who sell breads, pastries, cakes, coffee, prepared foods, jams, jellies, oils, cheeses, fish, flowers, pickles, produce resellers, and plant resellers.

The following vendors are not permitted to be involved with the Market. Exceptions may apply for vendors that fit within specific criteria for Specialty Market Days, at the discretion of City Staff.

- Catalog sales, catalog memberships, multi-level marketing, network marketing, network marketing memberships, independent consultants and/or direct marketing
- Franchise operations
- Charity/Nonprofit/Fundraising Organizations
- Manufactured/processed dietary supplements
- Health/wellness treatments/cures
- Health screenings
- Religious groups
- Political organizations/groups
- Petitions and/or survey takers
- Insurance agents, financial advisors, or real estate agents
- 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 prospective vendors shall submit a completed application prior to being considered as a vendor. A completed application includes a fully filled out form, applicable vendor permits, and up to three (3) photos, including one of the vendor's booth set up. Returning vendors are not required to submit photos.

The 2019-2020 Farmers' Market Season new vendor applications will be accepted starting on May 15th, 2019. Once all spaces are full, we will utilize a waiting list for the season. If a space becomes available for your business during the season, the Parks and Recreation Coordinator will contact you.

Applications can be found online at www.cityofparkland.org/farmersmarket or at the Tennis Center at Quigley Park (7901 Parkside Drive, Parkland FL 33067). For more information, contact 954-757-4105.

LICENSURE, PERMITS, and INSPECTIONS

In accordance with the Florida Department of Business and Professional Regulation's Guide to Temporary Food Service Events (link below), 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.

When would a Vendor *not* have to pay a fee or need a License from DBPR?

- If you have a Hotels & Restaurants food service license you can operate one unit at a 1-30 day event
- If you have a food permit from the Florida Department of Agriculture or the Department of Health, you can operate one unit at a 1-3 day event.
- If you just do popcorn, prepackaged food or beverages that don't require extra preparation such as sodas

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. Vendors should be prepared to show a copy of their license to the Health Inspector to pass inspection on site.

More information can be found here:

http://www.myfloridalicense.com/dbpr/HR/forms/documents/5030_034.pdf

It is solely the responsibility of each vendor to pass inspection. If a vendor does not pass inspection, vendor will be asked to leave the market and this could result in cancellation of future reservations with no refund.

Vendors cooking on site or utilizing a generator MUST have an up to date fire extinguisher for the Fire Department inspection every market. All equipment must comply with both state and local regulations and all food service must comply with Health Department regulations.

COTTAGE FOOD LAW

The City of Parkland Farmers' Market accepts vendors that fall under the Cottage Food Law. Florida law allows individuals to use their unlicensed home kitchens to produce for sale certain foods that present a low risk of foodborne illness. Cottage food operators can produce and sell these products directly to consumers without obtaining a food permit from the Florida Department of Agriculture and Consumer Services. Gross sales for a cottage food operation must not exceed \$50,000 annually.

Helpful Links:

<https://www.freshfromflorida.com/Business-Services/Food-Establishment-Inspections/Cottage-Foods>
https://www.freshfromflorida.com/content/download/70108/1634054/cottage_food_guidance.pdf

PRODUCTS

Only the items stated on the application and approved by the Parks and Recreation Coordinator may be sold. 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 products found not to be safe for public consumption.

If a vendor wishes to add an item after their application has been approved, they must contact the Parks and Recreation Coordinator to submit requests and/or changes to items for sale. This type of request shall be limited to one time per vendor throughout the Market season (November – April) following this process.

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 or similar products. 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.

FOOD SAFETY AND COOKING

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 cooking on site must adhere to the following:

- Vendors will not be allowed to turn on cooking units prior to inspection by the Coral Springs-Parkland Fire Department at the beginning of each market (starting at 8:00am)
- 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 suspension 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 all vendors that are cooking or utilizing a generator.** A Class K-type fire extinguisher is required for vendors that are deep frying. All extinguishers shall have a current inspection tag with proper pressure and pin secured in place.
- Propane tanks larger than 30lbs are not permitted. All propane cylinders must be properly secured. Small cylinders can be put in a milk carton type crate and shall be at least 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 must be of flame resistant material. There shall be a flame resistant tag/label affixed to each canopy.**

CANCELLATION POLICY

Vendor must notify the Parks and Recreation Coordinator by email at least ninety six (96) hours in advance (noon on Wednesday) if they are unable to participate in the upcoming Sunday's Market. Failure to notify the Parks and Recreation Coordinator with the proper notice could result in cancellation of future reservations with no refunds. Three unexcused, missed markets will constitute in an automatic termination without a refund.

In the case of inclement weather or other circumstances, vendors can call the Special Events Hotline Recording at 954-757-4215, which will be updated to reflect postponements or

cancellations. The City of Parkland does not offer refunds due to cancelled or postponed Market dates.

VENDOR BOOTH SPACE

VENDOR SPACE

Market vendors will receive a space adequate to fit a 10'x10' tent only. The Parks and Recreation Coordinator will attempt to keep vendors in the same location each week, however, it is not guaranteed. **Vendors will be responsible for supplying their own tent, table, chairs, and any other items needed for booth setup.** Tents must be 10'x10', in good condition, and MUST have proper weights. We recommend and prefer use of sand bag type weights. Tents measuring over 10'x10' feet are not permitted.

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. Refunds will not be given to any vendor for failing to comply with the tent requirements.

Vendors are responsible for the complete cleanup 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 area as they found it when they set up and take all measure to prevent any damage.

The Market does not provide electricity or a water source. Generators are allowed in the Market for those vendors needing power.

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. When possible, parking for one vehicle will be located behind each vendor's designated booth. Vendors located in the middle of the market must unload their items and park in the parking lot.

For safety reasons, we ask that you follow the flow of traffic. At no time should you remove any barriers, fencing, or cones that the City has placed in order to gain access to your booth space.

FEES AND PAYMENTS

No fees will be collected on site. All fees **MUST** be prepaid by 5pm on the Wednesday before the Sunday Market (for daily booth spaces) or in full within one (1) week of application acceptance. Payments can be sent to City Hall (6600 N University Drive, Parkland FL 33067) or paid online with a Visa or MasterCard. We suggest you begin the online payment process early in the week so staff is available for assistance.

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 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.
4. 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 will be provided for all trash.
5. 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.
6. Vendors shall not bark, or shout in a loud or aggressive manner to patrons in an attempt to make a sale.

VENDOR MISCONDUCT

Should a 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.

Division of Hotels and Restaurants

www.MyFloridaLicense.com/dbpr/hr

TEMPORARY EVENT CHECKLIST

Water, Plumbing and Waste

- Adequate water supply from an approved source provided
- Food-grade potable water hose/containers used to convey/transport water
- Access to a three-compartment sink, if not installed in unit, for washing and sanitizing utensils and equipment
- Sewage/wastewater disposed into approved sewerage system
- Covered garbage receptacle provided; garbage/trash removed timely

Hand Washing

- Handwashing facility provided (e.g., Igloo® cooler with on/off valve); bucket/catch basin provided
- Soap and disposable towels provided

Physical Facilities

- Overhead protection for all food equipment, food preparation and storage areas, and ware washing areas
- Dustless flooring graded to drain (concrete, machine-laid asphalt, wood chips, grass, gravel, etc.)
- Overhead protection and walls (if needed) must protect from weather and windblown dust/debris
- Ability to protect unit against the entrance of flying insects/other vermin at 4–30 day events

Food Safety

- All food prepared onsite and/or obtained from an approved source (food prepared under the Cottage Food Law is not permitted; food may not be stored or prepared at a private residence)
- Employees experiencing symptoms of foodborne illness (vomiting, diarrhea, jaundice) not permitted to work
- Time/temperature control for safety (TSC) food held hot maintained at 135°F or hotter
- Cold TCS food maintained at 41°F or colder
- TCS food cooked and reheated for hot holding to the proper temperature
- TCS food cooled from 135°F to 70°F within 2 hours and 135°F to 41°F within a total of 6 hours
- TCS food cooled from ambient temperature to 41°F within 4 hours
- Thermometers in all hot and cold holding units
- Probe type thermometer available for operator's use to check food temperatures
- Ready-to-eat food protected against cross contamination from raw animal foods
- No bare hand contact with ready-to-eat food
- Displayed food protected against customer contamination (e.g., sneeze guard, packaging, etc.)
- Food stored at least 6 inches off floor/ground

General

- Adequate supply of spare utensils provided if three-compartment sink is remotely located
- Single-service items protected
- Sanitizer and test kit provided if chemical sanitization/wiping cloths utilized
- Portable fire extinguisher (if heat-producing or hot holding equipment present)
- Copy of current DBPR public foodservice license, if applicable (1–30 day events)
- Department of Agriculture and Consumer Services (FDACS) food service permit, if applicable (1–3 day events)
- Original FDACS permit letter and decal for MFDV, if applicable (1–30 day events)
- Cashier's check or money order for license fee (1-3 day event \$91; 4-30 day event \$105; annual \$456)
 - Owner's Social Security number (required), federal tax identification number (FEIN), and sales tax number for license application