

Downtown Kissimmee Farmer's Market Vendor Information Packet

INTRODUCTION

- The Downtown Kissimmee Farmer's Market is a venture of the Kissimmee Main Street Program whose mission is to preserve and enhance Historic Downtown Kissimmee for the enrichment of present and future generations.
- The Downtown Kissimmee Farmer's Market is held weekly on Thursday mornings in downtown Kissimmee.
- It is located in Toho Square (corner of Pleasant Street and Darlington Avenue)
- Darlington Avenue and Pleasant Street are closed to vehicle traffic during market hours.
- The Market is open to customers from 7:00 a.m. – 1:00 p.m.

For more information, contact the Market Manager, Karen Ford:

Home: 407-892-1135

Cell: 407-460-8337

OPERATIONAL GUIDELINES

- Food-related items are intended to be the core of the market experience. As a result, they will be given preference over non-food-related items. The following are examples of items at the market:
 - Food Related & Greenery (40 – 60%)
 - Produce, Plants & Flower – fruit & vegetables, garden plants, herbs, cut flowers, bonsai, seeds, etc.
 - Cook/Prepared Food – baked goods, fresh bread, seafood, BBQ/smoked meat, cheese, smoothies, pasta, ethnic food, etc.
 - Specialty Foods – coffee, condiments, jams, nuts, dried herbs, sauces, flavored oils & vinegars, etc.
 - Non-Food (40 – 50%)
 - Handmade (preferably by the vendor) – artwork, crafts, clothing, toys, stained glass, etc.
 - Household items (decorative items used in the house) – wreaths, refrigerator magnets, silk/dried flowers, etc.
 - Educational (5 – 10%)
 - A limited number of spaces are available for non-profit educational organizations.

ELIGIBILITY GUIDELINES

- The Market is not intended to be a craft fair or flea market.

- The Market reserves the right to decline the participation of vendors that do not fit the Market objectives or criteria for participation.

FEES

- The standard rent for vending at the market is \$12 a day per 10 x 10 ft space. Additional space can be purchased.

VENDOR APPLICATION APPROVAL PROCESS

- The application process begins by the prospective vendor sending a detailed description of the proposed products and booth setup. See the sample description at the end of this packet.
- The description should include:
 - a detailed description of the types of item(s) you want to sell
 - how you plan to display your items (e.g. display on table, hung on racks, use of a tent, etc.)
 - pictures of a reasonable sample of your products
 - pictures are not returned
- Potential vendors are screened based on a number of criteria, including:
 1. Product Type – Whether the product/service falls within the market guidelines (described above)
 2. Product Quality – the quality, freshness and uniqueness of the product.
 3. Presentation – The display of the products on the tables and throughout the booth. (see the Guidelines for Success section in this packet)
 4. Vendor Style – The general friendliness and appearance of the vendor.
- The Market Committee is responsible for making the final decision about new vendors. Due to the volunteer status of the Committee, the screening and approval process may take several weeks.
- Once it has been tentatively determined that the products are the quality and type to fit the market, the vendor may be invited to vend at the market for a Thursday to complete the overall assessment of your product, booth setup, and your personal presentation.
- We restrict the number of vendors who carry specific types of products. If a category of product is already “filled”, we will notify the applicant and keep the application pending future openings.
- Vendors are not permitted to add additional product lines (outside the products described in their market application). Any subsequent additions to their initial product line needs to be reviewed with and approved by the market Manager. An example of a product line change requiring approval would include:
 - a baked goods vendor adding prepared sandwiched to their offering.

RENTAL PROCESS

- Rent will be collected daily during market hours

THURSDAY OPERATIONS

SETUP

- Arrival – Vendors can begin setting up their display after 5:00am and must be completed by 7:00am.
 - Arrivals after 8:00am will pay double rent for the day.
 - The street is closed to incoming vendor traffic at 5:00am, due to pedestrian traffic.
 - After 7:00am, vendors should unload their vehicle at designated vendor areas outside the market barricades.
- Driving – Please be very conscious of your speed as you drive through the market (or the neighboring parking lot) at the beginning and end of the day. You should drive no faster than walking speed – about 4mph
- Set Up – As you are unloading and setting up, be conscious of parking your car in a way that maximized the ability of other cars to get through. Move your car out at the very earliest opportunity.
- Location – Vendors are not guaranteed a specific location on the street or in the square on a week-to-week basis.
 - We will do our best to meet the specific needs and requests of each vendor, while balancing the overall needs of the market.
 - Check with the Market Manager on your arrival to the Downtown Kissimmee Farmers Market to confirm your locations.
- Booth Location – Spaces are delineated and numbered, marked on the ground. Be careful to stay within the boundaries of your allocated space.
- Equipment – Vendors are responsible for supplying all of their booth materials e.g. tables, tents, chairs, etc.

OPERATIONS

- Parking – Vendor parking is designated on the last row of the Toho Square parking lot. Large trucks/trailers must park in the Hanson Walter & Associates parking lot across Ruby Ave.
 - It's critical that we leave the most convenient parking available for customers.
 - Vehicles should be moved from Pleasant Street, Darlington Avenue no later than 7:00am.
 - Double parking (even for a short time) in a thru-traffic lane should not occur.
- Electricity – Electricity is available for all vendors
- Fire Protection – Any vendor with an open flame, typically used to heat food, needs to have a small (~10oz) kitchen fire extinguisher on hand.
- Obstacles - Minimize any obstacles (such as signs) that might impede free flow of pedestrian traffic.
- Selling – Vendors should limit their sales activities to their general booth area. In addition, no “out crying” devices (that would be disruptive to neighboring vendors) should be used.

- Flyers – Vendor may only distribute flyers within their booth space, and not in the pedestrian traffic areas.
- Garbage – Vendors are responsible for breaking down and bagging all their garbage and for taking it away at the end of the day. Vendor dumpsters are located at the rear of the Toho Square parking lot behind the stage.
- Wind – Wind can often be a challenge. We strongly recommend you always bring weights for a tent in case of windy conditions. Gallon jugs of sand or water hung from a long bungee cord tend to work well.
- Dogs – Dogs are allowed at the market, providing they are on a leash. Please inform a market representative if a dog is behaving in a disruptive manner.
- Change – Plan to bring adequate change (bills and coins) with you. The Market management does not provide change. A few vendors tend to primarily get asked for change, which is an imposition on serving their customers.

BREAKDOWN

- Clean-up – Vendors are responsible for leaving their area free of garbage and debris. Clean-up should be complete by 3:00pm at the latest, to enable the street to be reopened.
- Vending Duration – Vendors are expected to remain “open” for business until the close of the Market, unless they sell out of all of their products. If a vendor does leave before the end of the Market, they should always inform the Market Manager.
- Vehicle Access – A vehicle should never be driven into the market until the street has been officially opened by the Market Manager. This is typically at 3:00pm, depending on the amount of pedestrian traffic on the street.
 - Vendor vehicles are permitted to enter the market area no earlier than 1:00pm.
 - Vendors must replace any barricades they move to enter the market area.

WEATHER CLOSING

- The Market will not be closed simply due to a general rain possibility e.g. a 60% chance of rain on Thursday). The weather will need to have a very high probability of being bad to close the market (Such as radar showing a line of showers that will definitely hit during the morning).
- If rain threatens after the market opens, we actively monitor radar on the Web to determine if and when to close.
- If severe weather is certain, the Market Manager will make all attempts to contact the vendors and inform them of the Market being closed (please ensure all phone numbers are up to date)

LICENSES & HEALTH CODES

- Obtaining the proper license or permits, and obeying all codes is the sole responsibility of the vendor, including any regulations of the Florida Department of Agriculture or other regulatory agencies.

- Vendors preparing food onsite must have a food service license issued by the Division of Hotels and Restaurants. Please contact R. Kevin Martin at the Division of Hotels and Restaurant for any further questions or any applications – (407) 761-6850. In addition to this, food vendors must also have a valid 1 million dollar (\$1,000,000) general liability policy naming Kissimmee Main Street and City of Kissimmee as additional insured.
- Vendor preparing food in a commissary kitchen must have an Annual Food Permit issued by the USDA.
- The market provides a blanket City of Kissimmee occupational license for the all participating vendors (that applies only while they are vending at the market).
- Each vendor is responsible for obtaining their own Osceola County occupational license. This can be obtained at 2501 E. Irlo Bronson Memorial Hwy, Kissimmee, FL 34744. For questions regarding this license contact Bruce Vickers at the Osceola County Tax Collectors Office – (407) 742-3963.
- Sales tax, where required by the State, is the responsibility of the vendor.

GENERAL GUIDELINES

- Substitute Representatives – If a vendor is going to be absent for a day and have a representative stand in for them, they must inform the Market Manager of this in advance. It's also very important that the substitute read our Vendor Guidelines so that they are well informed about our policies and practices.
- Community Behavior – Vendors are expected to be courteous to customers, vendors, and market staff.
 - Any disagreements need to be handled in a constructive and civil manner.
 - Inappropriate behavior (such as loud angry conversation or obscenities) is cause for immediate and permanent removal from the market.
- Smoking – Smoking by vendors in the market area is strongly discouraged, particularly around food.
- Alcohol – No vendor shall possess any alcoholic beverages.
- Solicitation – Solicitation of any type (distribution of flyers, requests for money, petitions, etc) is not allowed within the Market boundaries. Please inform a market representative if you see solicitation occurring.

ENFORCEMENT OF RULES

- Any grievance regarding the actions of other vendors should be brought to the attention of the market manager, and not directed to the vendor in question.
- Any vendor not in compliance with the above regulations may be asked by the manager to leave the premises immediately. No refund will be given. Approval for further participation is subject to the discretion of the Market Committee.
- These rules have been developed by the Kissimmee Main Street Farmers Market Committee, and are subject to change upon review.



By Kissimmee Main Street Program, Inc.

2010 Vendor Agreement

(Please Print or Type)

Return Application to:

Kissimmee Main Street Program Inc.
421 Broadway
Kissimmee, FL 34741
info@kissimmeemainstreet.com

407-846-4643 Office
407-846-4605 Fax

Name: _____

Business Name (If Applicable): _____

Address: _____

Telephone: _____ Cell: _____

Fax: _____ E-Mail (important) _____

Description of Products: _____

I, the undersigned, have read the entire Vendor Information Packet governing the Downtown Kissimmee Farmer's Market, and agree to adhere to them.

I understand that the Downtown Kissimmee Farmer's Market reserves the right to limit or discontinue the participation of a vendor at any time. The market reserves the right to ask that unsuitable or unapproved products be removed from sale.

Vendor Name _____ Date _____

Signature _____



Kissimmee Farmers Market

6/2010