



Downtown Farmers Curb Market Vendor Overview (Revised August 2011)

PURPOSE OF THE MARKET: The Downtown Farmers Curb Market (herein after referred to as DFCM) is a key component of a vibrant, diverse and exciting Downtown. It is designed to serve and bring together all segments of our community by inviting people Downtown to purchase fresh produce, plants and local food and crafts. The Saturday and Wednesday Market is a showcase for the talents and the work of local artisans and local growers.

FARMERS MARKET COMMITTEE: There will be a DFCM Committee (herein after referred to as Committee), chaired by a Director of the Lakeland Downtown Development Authority. The purpose of the Committee and its membership is to:

- Foster two-way communication between the LDDA and the Market Vendors
- Provide advice and recommendations on policy matters relating to the success of the Market for Vendors, customers, and as a Downtown destination attraction. (Policy recommendations made by the Committee must be ratified by the Board of Directors of the LDDA prior to implementation.)
- Serve as ambassadors and advocates on behalf of the Market within the community.

The Committee shall be comprised of but not limited to the Market Manager, up to two members of the LDDA Board of Directors, one Vendor, one Downtown Lakeland Partnership member, and the LDDA Executive Director, who will chair meetings in the absence of the Board-appointed chair.

MARKET MANAGER: The Market Manager, who reports to the Executive Director, shall have management responsibility for the operations of the Market. Responsibilities will include, but not be limited to allocation of Vendor spaces, supervision of Market during operating hours, recruitment of new Vendors, communication with Vendors and responding to their needs and inquiries, implementing and enforcing all rules pertaining to the running of the Market in a fair and equitable manner, liaising with City officials and the Downtown merchants as directed and required, finalizing contracts between Vendors and the LDDA, attending and participating in meetings of the DFCM Committee, creating an open and friendly atmosphere at the Market and implementing regular, ongoing special activities at the Market.

HOURS OF OPERATION: The DFCM shall be open every Saturday of the year (except when December 25 or January 1 falls on a Saturday and during the months of July and August) from 8:00 AM to 2:00 PM and every Wednesday of the year from 11 AM to 2 PM (except when December 25 or January 1 falls on a Wednesday and during July and August). Vendors must vacate the Market area by 3:00 PM on Saturdays. The hours of operation may be changed, when required, at the discretion of the LDDA and/or at the request of the City. As much notice as possible will be given to Vendors in these cases.

There are NO RAIN OUT REFUNDS. The Market will operate rain or shine. The Market Manager shall have the right to cancel any Market day for any reason on 48-hours notice to the Vendors. Shared marketing costs will be credited to Vendors as a result of such cancellations.

VENDOR REQUIREMENTS AND REGULATIONS: The Market Manager shall assign each Vendor a designated area to display and sell his/her merchandise. The sizes of areas are ten feet wide by ten feet (10' x 10') deep, though there may be variations in this format in certain areas of the Market. Vendors may be relocated to other areas at the discretion of the Market Manager. Vendors will not operate beyond the area assigned to them, except as pre-approved by the Market Manager at his/her discretion.

Upon signing this Agreement, each Vendor shall be responsible for providing all required documentations listed in the contract, including where applicable, a Florida Processed Food license number, and a Florida Sales Tax number. Food Vendors are required to have a Certificate of Comprehensive General Liability Insurance.

Parking on the street and nearest the Market is reserved for customers. Except for loading and unloading, vendors and their employees should park in the Bay Street lot or the BB&T lot on Saturdays. On Wednesdays, Vendors and their employees should park in the Trinity Presbyterian Church parking lot and use the provided parking pass. Vendors are NOT permitted to park their vehicles anywhere on the streets surrounding the Market footprint, including Pine Street, N. Kentucky Avenue, N. Tennessee Avenue, or the metered lot north of Munn Park.

Each Vendor shall keep his/her designated area clean, safe and neat during operating hours of the Market. Each Vendor shall also be responsible for ensuring that his/her area is thoroughly cleaned at the close of the Market. All waste must be taken out by each Vendor individually. All areas must be kept in a safe condition and shall not create any hazardous conditions. All tents providing shade must be anchored on each leg by at least 15 lbs. of weight. Failure to have a designated area clean and safe may result, without limitation, in the LDDA hiring, at the Vendor's expense, an external supplier to clean or repair any damage.

Vendor shall be responsible for the payment of his/her own taxes and license fees, including but not limited to sales tax payable to the Florida Department of Revenue. Vendors are responsible for obtaining required licenses and certificates from City and State authorities and for ensuring that the LDDA has copies. The LDDA purchases a Business Tax License for the Lakeland Downtown Farmers Curb Market from the City of Lakeland and Polk County.

The Market Manager shall assign Artisans' and plant/produce/food booth spaces on the same basis. Both types of booths will be interspersed throughout the Market.

Vendors may sell ONLY the product(s) agreed to and listed on the Agreement at its signing. Vendors are not permitted to change or add products sold without prior approval by the Market Manager. Any products offered for sale but not listed on the Agreement are subject to removal. Vendors are expected to be in the Market every Saturday and/or Wednesday as agreed, and to make arrangements for others to work their booths when they themselves are not available or are on vacation. When "others" are working a booth for a Vendor it is the Vendor's responsibility to make sure that the Market rules are understood, agreed to and carried out by that person.

If a Vendor knows he/she will not be present on a Market day, he/she must notify the Market Manager as soon as possible. Shared marketing costs are still payable, but may be waived at the discretion of the Committee.

PLANT/PRODUCE/FOOD VENDORS: Items sold at the DFCM must be fresh grown and may include, but are not limited to vegetables, plants, cut flowers, nursery products and any item that is grown or growing. Items directly related to above such as plant containers, baskets, jams, jellies, breads, etc., may also be offered for sale in conjunction with produce. Items produced from produce or food items must be self-processed. The Committee may make exceptions in special circumstances. New plant/produce/food Vendors will have their products reviewed by the Committee who will make recommendations to the Market Manager.

ARTISANS: A prospective Artisan shall complete the DFCM application form. Artisans' work must be original art or applied crafts that are of high quality workmanship while avoiding too much duplication of any given category. It is preferred that arts and crafts should be handmade by the Artisan/Vendor. Work of artisans interested in selling in the Market for the first time shall be reviewed by the Committee, who will make recommendations to the Market Manager.

NON-PROFIT ORGANIZATIONS AND ENTERTAINERS: (This information will be available soon.)