

THE TOWN OF
Windermere



WINDERMERE FARMERS MARKET VENDOR INFORMATION PACKET

INTRODUCTION

- The Windermere Farmers Market is a direct result of the Windermere Downtown Business Committee (DBC). The Windermere Downtown Business Committee is composed of business owners of the Downtown Windermere Florida area, representing the many merchants; retailers, service providers, and professional offices who serve the Town of Windermere and the surrounding areas. The DBC is currently on hiatus. The Windermere Tree Board is serving as the interim liaison board.
- The Windermere Farmer's Market will be held every Friday in Windermere, FL along Main Street between 5th and 6th street, and is closed to traffic during the market hours.
- The market hours will be 9:00 AM – 2:00 PM year-round.
- Contact information: Robert Rinaldo, River City Events and Gatherings, LLC
Phone: 386-564-4222 Cell
Email: farmersmarket407@gmail.com

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 follow are examples of items at the market:
- Food Related & Greenery
- Produce, Plants & Flowers – fruits & vegetables, garden plants, herbs, cut flowers, bonsai, seeds, etc.
- Cooked/Prepared Food – fresh bread, seafood, BBQ/smoked meat, cheese, pasta, ethnic food, etc.
- Specialty Foods – coffee, condiments, jams, nuts, dried herbs, sauces, flavored oils & vinegars, etc.

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.
- Non-food items are to be home or hand-made

FEES

- The standard weekly rent for vending at the market is \$25.00 per 10x10 space. The standard booth space is 10' front and 10' deep. Rent will be collected at the start of the market. Payment may be either a check or credit card/debit card.

VENDOR APPLICATION APPROVAL PROCESS

- The application process begins by the prospective vendor sending a detailed description of the proposed products and booth setup, also with a completed Vendor Application.
- The description should include:
 - a detailed description of the types of item(s) you want to sell
 - how you plan to display your item (e.g. displayed on table, hung on racks, use of a tent, etc.)
 - pictures of a reasonable sample of your product(s)
 - pictures are not returned
- Potential vendors are screened based on several criteria, including:
 1. Product Type – If the product/service falls within the market guidelines.
 2. Product Quality – The quality, freshness and uniqueness of the product(s).
 3. Presentation – The display of the product(s) on tables and throughout the booth.
 4. Vendor Style – The general friendliness and appearance of the vendor.
- The Windermere Downtown Business Committee is responsible for making the final decision about vendors.
- Vendors are not permitted to add additional product lines (outside the products described on the market application).
- 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.

SETUP

- Arrival – Vendors can begin setting up their display after 6:00 a.m. and be completed by 8:45 a.m.
 - The street is closed to incoming vendor traffic at 8:30 a.m., due to pedestrian traffic.

- Driving – Please be very conscious of your speed as you drive through the market (or the neighboring streets) at the beginning and end of the day. You should drive no faster than walking speed through the market area– about 5 mph.
- Set-up – As you are unloading and setting up, be conscious of parking your car in a way that maximizes the ability of other cars to get through. Empty vehicle and PARK before doing your setup.
- Location – Vendors are not guaranteed a specific location on the street. We will do our best to meet the specific needs and request of each vendor, while balancing the overall needs of the market.
- Check in with the Market Manager on your arrival to confirm your location. Booths are numbered or marked on the ground. Be careful to stay within the boundaries of your allocated space.
- Equipment – Vendors are responsible for supplying all their booth materials e.g. tables, tents, chairs, etc.
- Parking – There will be designated vendor parking. Vendors are not allowed to park in the Market area.
 - It is critical that we leave the most convenient parking available for customers.
 - Vehicles should be moved from the street no later than 8:30 a.m.
- Electricity is limited. Permission must be obtained from the Market Coordinator.
- 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 away at the end of the day. The public garbage receptacles in the streets are for customer use only.
- **Weights are Required Always** for a tent in case of windy conditions challenge.
- Change – Plan to bring adequate change (bills and coins) with you. The Market Management does not provide change.

BREAKDOWN

- Clean up – Vendors are responsible for leaving their area free of garbage and debris. Cleanup should be completed by 3:00 pm 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.
- Vehicle Access - Vehicle may not be driven into the market until the Market Manager has officially opened the street.

WEATHER CLOSING

- The Market will not be closed simply due to a general rain possibility. The weather will need to have an extremely high probability of being bad to close the market (such as radar showing a line of showers that will hit during the event).
- If rain threatens after the market opens, we will actively monitor radar on the Web to determine when to close.

LICENSES & HEALTH CODES

- Obtaining the proper licenses 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 & Restaurants. Please contact the Division of Hotels and Restaurants for any further questions or application (407) 761-6850. In addition to this, food vendors must also have a valid 1 million dollar (1,000,000) general liability policy naming Windermere Downtown Business Committee, Town of Windermere and River City Events and Gatherings, LLC as additional insured.
- Sales tax, where required by the State of Florida, is the responsibility of the seller.

GENERAL GUIDELINES

- Community Behavior – Vendors are expected to be courteous to customers, vendors, and market staff.
- Smoking and/ vaping is prohibited in the market area.
- Alcohol – No vendor shall possess any alcoholic beverage.
- 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.
- These rules are subject to change upon review.

WINDERMERE FARMERS MARKET

VENDOR AGREEMENT

Name: _____

Business Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ EMAIL _____

Description of Products:

I, the undersigned, have read the entire Vendor Information Packet governing the Windermere Farmer's Market, and agree to adhere to these guidelines.

I understand that the market reserves the right to limit the participation of a vendor.

I agree to indemnify and hold harmless the Windermere Downtown Business Committee, City of Windermere, River City Events and Gatherings, LLC and its agents, employees and volunteers from any liability, cost, damages, and other expenses suffered or incurred during the Market.

The market is not responsible for any vendors' property at the market, nor is it responsible for any liability arising from the negligent acts of vendors or their employees or for any injuries sustained by employees of and/or vendors. In the event the market is sued for any negligent acts of a vendor or his/her employees, the market's insurance will subrogate against a said vendor for the full amount of any loss paid.

I understand that I am responsible for adhering to all relevant government regulations e.g. health codes, licenses, etc.

Vendor Signature: _____ Date: _____

Please email to:

Farmersmarket407@gmail.com

Please attach any license required for your business to this application along with photos.

