



RULES, REGULATIONS, APPLICATION 2017 – 2018 SEASON

BuyLocalLee.com
(REVISED 8/19)

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Local Roots, LLC is known throughout the community as offering quality markets with friendly vendors, reasonable prices and a wide variety of fresh produce, bakery items, seafood, native plants, natural soaps/candles, and delicious foods. To maintain this quality, the market managers reserve the right to decline the participation of vendors that do not fit the market objectives or criteria for participation. City and County permits as well as host sites set specific criteria of what items can be sold at the market and vary throughout. Selecting a potential vendor is based on several key factors to include but not limited to: number of vendors with similar products, number of available spaces, type of product, methods and quality of display, etc.

Our goal is to ensure the market is attractive, safe and appealing to customers and keeping with the feel of a traditional Farmers Market. Each vendor has a role to play in attaining that goal. All vendors must read, respect and adhere to the following guidelines as well as those listed on the application.

All vendors must complete the Local Roots, LLC Farmers Market application. Please note that your application does not guarantee acceptance as a vendor for any or all of the markets. Jean Baer and Betsy Ventura, Managers of Local Roots, LLC, referred to herein as the "Market Managers" reserve the right to refuse participation by any applicant. There are no rights of entitlement or exclusive rights based upon when an application was submitted, space assignments, type of origin of product, or number of years in the Market. Participation shall be determined in the sole and absolute discretion of the Market Managers

VENDOR FEES

- Space location at each market can vary and as such, **ONE** “retail space” is defined as 10’ x 10’. Space cannot be divided, shared, transferred, or sub-let. One tent is allowed per space for retail purposes. The use of any additional tents must be approved by Managers and may require additional payment.
- Market Managers reserve the right to assign all vendor spaces. Requests for specific sites will be given consideration based on product requirements, attractiveness of display, market flow, and vendor style. The application lists the price of each space per week per market. **This fee is due 7 days prior to the first market day of the month and is payable as a monthly fee. If a vendor is in multiple markets and wants to pay with one check, it is due at the first market. The fee for the first month of any market is due 2 weeks prior.** It is the responsibility of the vendor to submit their payment. **NEW: A late fee of \$25 per market applies after the due date and will be enforced. Checks are payable to: LOCAL ROOTS, LLC. Credit cards are not accepted.**
- **NEW: Acceptance to any market is for the entire season (unless authorized by a manager). If you are unable to start or finish the season, you are still obligated to pay or it may reflect on acceptance or participation in any future Local Roots Farmers Markets. In some instances, such as if a vendor applies and is accepted after a market has begun they will not be charged for previous months.**

FOOD AND PRODUCTS

- Vendors may not sell products not listed on the application. Market Managers reserve the right to prohibit tips at any or all of the booths if deemed necessary.
- Agricultural items such as fruits, vegetables, flowers, plants, baked goods, meats, cheeses, and seafood are considered acceptable items for the Farmers Market. **All fruits and vegetables sold must be grown in the state of Florida or be marked with signage that is visible to the customers detailing where the item was grown.** Failure to comply with this regulation will be cause for immediate termination from the market. All items are expected to be fresh and empty boxes and crates stored neatly.
- All products sold must meet the requirements of local and state agencies and, if sold by weight, the scale must be approved by the Department of Agriculture and the Bureau of Weights and Measures.
- Prices that are competitive to other vendors and our region are expected. There shall be no price gouging permitted at the Market.
- If product is “Sold Out” please place a sign stating such at your booth. Let customers know if another vendor sells a similar product.
- Sales tax, where required by the State, is the responsibility of the seller.

BOOTH & PARKING

- Booth Location will be assigned by the Market Managers. Several key factors go into determining this location. Prior participation in the market does not guarantee the same location. Market Managers can relocate booths at their own discretion at any time throughout the market season.
- Vehicle spaces for the vendor as well as their staff will be assigned (not to exceed 2 vehicles unless approved by Market Manager) and must be adhered to. Parking locations are subject to change throughout the market season. **NEW: Any vendor or vendor**

employee vehicle that is not parked in the designated area during the market opening hours will be fined \$25. Special exceptions may be granted upon approval from the on site management and/or market managers. It is up to the applicant to instruct their staff where to park during market hours.

- Vendors are responsible for all of their booth materials to include tents, tables, chairs, etc. Tents and umbrellas must be weighted down for the safety of the vendors and guests at the market. Table coverings required.
- During teardown, vendors must pack all products and take down tables/tents **prior** to bringing their vehicle into the market. No vehicles in or out of the market until 10 minutes after closing time unless another time is otherwise enforced.
- Vendors can set up 2 hours prior to the opening of the market and must vacate the premises no later than 1.5 hours after closing (unless otherwise noted).
- Vendor vehicles must be removed from the market area at least 15 minutes prior to the start time.
- All vendors are responsible for removing their trash and providing their own trash containers. Dumpsters are not provided. The area in and around your location must be cleaned prior to leaving the market. Vendors cannot dispose of waste water or ice at the market location.
- Booths requiring fire extinguishers must be in working order and in compliance with fire code regulations.
- Vendor areas should be neat, attractive, appealing and in good sanitary condition. Sign boards, flags, etc. must be in good taste and not affect the general flow of traffic or block the front of any other vendor. Market Managers reserve the right to not allow signage that conflict with this regulation.
- Flyers, menus, etc. that the vendors would like to hand out at the market must be approved by the Market Managers.
- **NEW: ALL tents during every market must have weights or be staked into ground while set up, for the protection of the customers, vendors and property. A \$25 fine will be charged if your tent is not secure.**

WEATHER AND HOURS OF OPERATION

- The Farmers Market will be open for operation on all holidays unless noted in the application. Vendors are expected to participate.
- The Market will not be closed due to inclement weather and refunds will not be issued.
- Market space is reserved for the month and absent participation on a particular day does not warrant a refund.
- Vendors are expected to be present on days they have reserved. In the event of an absence, vendors must notify the Market Managers. Failure to do so could result in the vendor being expelled from the market. No refunds will be issued.

LICENSING, PERMITS, AND INSURANCE

- Vendors are responsible for confirming with the Department of Agriculture which permits, certifications, licenses, or business tax receipts are required by calling 239-533-7512 or 239-533-7514. Vendors may also want to review the following web sites for additional information:

http://www.freshfromflorida.com/fs/mobile_guide.pdf

<http://www.myfloridalicense.com/dbpr/hr/Servicesthatrequirelicense-PublicFoodService.html>

- Upon acceptance to the market, all vendors will need to submit a current Certificate of Liability Insurance in which the applicant is the insured and Local Roots, LLC as well as all other appropriate entities are named as additional insured. The Certificate must cover all dates on which the applicant is a vendor at the select Farmers Market. The insurance specified in the Certificate must have limits of at least \$100,000 per occurrence and \$1,000,000 aggregate. The address for Local Roots, LLC for insurance purposes is 1418 Sandcastle Road, Sanibel, Florida 33957
- All non-produce vendors must provide a current copy of either a Lee County or City occupational license.

GENERAL RULES – It is the responsibility of the applicant to instruct their staff or representatives on all the rules and regulations

- Vendors and/or their representatives are not permitted to smoke within the footprint of the market.
- No alcohol is allowed to be consumed on the premises.
- Music is not allowed to be played at your booth location or coming from your vehicle unless approved by the Market Manager.
- Vendors and/or personnel working on behalf of the vendor are not permitted to bring pets to the market or in their vehicles.
- The Farmers Market is not intended to be a Flea Market unless noted as one.
- Proper dress attire is required at all times. Management requests that no tank tops or sleeveless shirts be worn by men. Should the Market Managers find the dress to be inappropriate, they reserve the right to request that the vendor and/or their personnel change.
- Vendors and employees must wear shoes at all times.
- Vendors are responsible for the conduct of their personnel and making sure they are aware of the policies and procedures of the Market.
- All vendors are expected to be courteous to customers and fellow vendors.
- No hawking, shouting, or cursing at customers or other vendors is permitted.
- Vendor's children must be supervised at all times.
- It is the responsibility of the vendor to ensure that proper email addresses and phone numbers are on file with Local Roots, LLC. Communication is thru email only.
- Any disputes or grievances shall only be taken to the Market Managers. No talking "behind the backs" of other vendors or customers will be tolerated.
- Vendors agree to their assigned parking place and are required to inform any personnel. Failure to comply can be cause for immediate termination and/or fines.
- The Market Managers reserve the right to terminate a vendor at any time and immediately without cause. No refunds will be issued.

**FARMERS MARKET APPLICATION
LOCAL ROOTS, LLC
2017-2018 SEASON**

This application is for review purposes only and does not guarantee a spot in the market. Please include any licenses, certifications, photos (do not fax photos), menus, business cards, etc. as needed. **The 3 page application can be sent by either:**

E-Mail to: Betsy@BuyLocalLee.com

Mail to: 5741 Pine Tree Drive
Sanibel, FL 33957

Fax to: 239-472-1328

VENDOR'S NAME: (PRINT) _____

NAME OF BUSINESS: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: () _____ Cell: () _____

Email: _____

Web Site: _____

Representatives working for you: _____

Does your company grow or make the products? yes no

List all items you wish to sell:

(Additional items cannot be added without prior written approval from Market Manager)

Do you use a generator? _____ Make/Model/Decibels _____

Do you have a trailer? _____

List any past markets that you have participated in:

List the markets, other than Local Roots, that you hope to participate in this year:

**Check the Farmers Market(s) you wish to participate in.
Each market has a one-time operational fee of \$25 for the season,
payable with the first month's fees. Drop in fees are an additional \$10
per space /per day. Do not send payment at this time.**

_____ **Sanibel Island – Sundays**

8 a.m. – 1 p.m. (Oct – May) **NO CRAFTS**

Rate: \$45 per space per week. City License: \$10 one-time fee

How many 10x10 spaces are you requesting? _____1 _____2 _____3 _____4

What month(s) are you available to participate in? _____

*Additional Parking Fee is \$25 per vendor/per month for Jan, Feb, March collected in Feb payment

_____ **Fenway South Farm & Flea – Mondays**

9:00 a.m. – 1:00 p.m. (Jan 8 - Mar) **FOOD, CRAFTS, ANTIQUES, YARD SALE, ETC. ALLOWED**

Rate: \$30 per space per week

How many 10x10 spaces are you requesting? _____1 _____2 _____3 _____4

What month(s) are you available to participate in? _____

_____ **Captiva Island at South Seas Resort – Tuesdays **NEW MARKET****

9am – 1pm (Dec. 19 – April 3) – No Crafts (except for special event dates, see below)

Rate: \$40 per space per week

How many 10 x 10 spaces are you requesting? _____1 _____2 _____3 _____4

*Limited number of Crafters allowed in market:

Session 1: Dec. 19, 26, Jan 2, & 9 \$180 _____

Session 2: Feb 27, March 6, 13 & 20 \$180 _____

_____ **Fort Myers Beach Farm and Art Market – Tuesdays**

NEW MARKET (Nervous Nellie's lot)

8am – Noon (Nov -Apr)

Rate: \$30 per space per week (Nov and Dec) \$35 starting in Jan

How many 10 x 10 spaces are you requesting? ___1___2___3___4

_____ **LAKES PARK FORT MYERS – WEDNESDAYS**

9 a.m. – 1 p.m. (Oct – April) **NO CRAFTS**

Rate: \$37 per space per week

How many 10x10 spaces are you requesting? ___1___2___3___4

What month(s) are you available to participate in? _____

_____ **Coconut Point Estero - Thursdays (closed Thanksgiving, Open Wed. 11/22)**

9 a.m. – 1 p.m. (Oct – April) **CRAFTS PERMITTED**

Rate: \$37 per space per week

All products must be approved by Mall management.

How many 10x10 spaces are you requesting? ___1___2___3___4

What month(s) are you available to participate in? _____

_____ **River District Under the Bridge – Thursdays (closed Thanksgiving, Open Wed.11/22)**

9 a.m. – 1 p.m. (Year round) **CRAFTS PERMITTED**

Rate: \$30 per space per week (Oct – Apr) /\$25 per space per week (May – Sept)

All products must be approved by onsite management.

How many 10x10 spaces are you requesting? ___1___2___3___4

What month(s) are you requesting? _____

_____ **Boca Grande Farm & Fish Market – Fridays**

Ball Field on Wheeler Drive, 9am – 1pm (Jan 5 – Apr. 27)

NO CRAFTS (exceptions Soaps, candles, pottery made and sold by producer) \$40 per space per week

How many 10 x 10 spaces are you requesting? ___1___2___3___4

_____ **Bonita Springs at the Promenade – Saturdays**

8 a.m. – Noon (Oct – April)

NO FOOD COOKED ON SITE

New: up to 5 craft vendors allowed

Rate: \$40 per space per week

How many 10x10 spaces are you requesting? ___1___2___3___4

What month(s) are you available to participate in? _____

THANK YOU FOR APPLYING WITH LOCAL ROOTS!