



RULES, REGULATIONS, APPLICATION  
2016 – 2017 SEASON  
[BuyLocalLee.com](http://BuyLocalLee.com)  
(REVISED 10/31)

Jean Baer  
[Jean@BuyLocalLee.com](mailto:Jean@BuyLocalLee.com)  
239-691-9249

Betsy Ventura  
[Betsy@BuyLocalLee.com](mailto:Betsy@BuyLocalLee.com)  
239-218-1055

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. A late fee of \$50 applies after the due date. **Checks are payable to: LOCAL ROOTS, LLC. Credit cards are not accepted.**

## 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.
- 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 our out of the market until 10 minutes after closing time.

- 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.

## **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.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.
- All non-produce vendors must provide a current copy of either a Lee County or City occupational license.

## **GENERAL RULES**

- 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  
2016-2017 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](mailto: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? \_\_\_\_\_

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** (closed Christmas, Open Dec. 26)

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 requesting? \_\_\_\_\_

\_\_\_\_\_ **Fenway South Farm & Flea – Mondays** **NEW DAY and TIME**

11:00 a.m. – 3:00 p.m. (Jan - 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 requesting? \_\_\_\_\_

\_\_\_\_\_ **Lakes Park in Ft. Myers – Wednesdays** **NEW DAY**

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

Rate: \$35 per space per week

How many 10x10 spaces are you requesting? \_\_\_\_1 \_\_\_\_2 \_\_\_\_3 \_\_\_\_4

What month(s) are you requesting? \_\_\_\_\_

\_\_\_\_\_ **Coconut Point Estero - Thursdays** (closed Thanksgiving, Open Nov. 23)  
9 a.m. – 1 p.m. (Oct – April) **CRAFTS PERMITTED**  
Rate: \$35 per space per week  
**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? \_\_\_\_\_

\_\_\_\_\_ **River District Under the Bridge – Thursdays** (closed Thanksgiving, Open Wed. Nov. 23)  
**NEW MANAGEMENT Starting OCT. 6**  
7 a.m. – 1 p.m. (Year round) **CRAFTS PERMITTED**  
Rate: \$30 per space per week  
**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** **NEW MARKET**  
Ball Field on Wheeler Drive, 9am – 1pm (Jan 6 – Apr. 28)  
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

\_\_\_\_\_ **Fort Myers at FSW – Fridays** **NEW DAY**  
Florida SouthWestern College (corner of College and Summerlin)  
9 a.m. – 1 p.m. (Oct – April) **CRAFTS PERMITTED**  
Rate: \$35 per space per week  
How many 10x10 spaces are you requesting? \_\_\_1\_\_\_2\_\_\_3\_\_\_4  
What month(s) are you requesting? \_\_\_\_\_

\_\_\_\_\_ **Bonita Springs at the Promenade – Saturdays**  
8 a.m. – Noon (Oct – April)  
**NO CRAFTS/NO FOOD COOKED ON SITE**  
Rate: \$40 per space per week  
How many 10x10 spaces are you requesting? \_\_\_1\_\_\_2\_\_\_3\_\_\_4  
What month(s) are you requesting? \_\_\_\_\_

**THANK YOU FOR APPLYING WITH LOCAL ROOTS!**