



Market In The Park RULES AND GUIDELINES 2012

INTRODUCTION

The goal of the **Tallassee Market In The Park** is to provide a monthly outdoor market for local vendors of arts, crafts, specialty items and gifts to show and sell to the public.

LOCATION

The Market In The Park will be located at Veterans' Park, at the intersection of Central Blvd/HWY 14 and Freeman Ave./Alber Drive. Landmarks are Tallassee City Hall and The Public Library.

SCHEDULE

The official Market day will be each **2nd Saturday**, from **8:00am to 1:00pm**. Market In The Park season is **April 14th** through **December 8th**, *excluding October 13 which will be Tallassee's Annual Trade Day for 2012.*

PERMITS AND FEES

All vendors must:

1. Be a Regular or Specialty Vendor member of the Tallassee Chamber of Commerce. Specialty Vendor membership is \$25.00. For Regular Membership, with full Chamber benefits, contact The Chamber at 334-283-5151.
2. Be licensed by the City of Tallassee to do business within the city limits. Current business license owners are already covered to conduct business as a market vendor. Others will need to acquire the "Transient Vendor" license from the Business License Office at Tallassee City Hall. The rate is \$15.00 plus, \$10.00 processing fee.

A Transient Vendor permit allows for vending **ONLY** at specific locations and events, such as, Market In The Park, Tallassee Farmers' Market, Holiday Market and other officially sanctioned "festival" type events within the city limits. The transient license may not be used to operate any type of unapproved part-time or full time business within the city limits.

Vendors are responsible for obtaining all other necessary State and Local licenses and/or permits, and collecting and remitting related sales taxes.

VENDOR CATEGORIES & ASSOCIATED FEES:

- **Arts & Crafts** - Items created, assembled or otherwise handmade by the vendor or made locally with the understanding the items to be sold are generally considered artisan or handcrafted by definition and design. Fee is \$16.00/day
- **Specialty Items & Gift Items** - Items not created by the representing vendor. May include some types of resell items. Fee is \$16.00/day

VENDOR CATEGORIES & ASSOCIATED FEES (cont'd):

- **On Site Foods** - Must be prepared on site and intended for immediate consumption or fresh packaged as “take out.” Food wagons, carts, portable kitchens, fryers, grills and similar temporary food preparation stations or devices fall under this category. All vendors in this category must be in complete compliance with Health Department regulations and inspections. Vendors in this category must be pre-approved by the Market Committee and are selected on a rotating schedule. The food- only vendor fee is \$25.00 per market day. *Beverage sales are considered a separate category and are not included in this rate.*
Note: Established restaurants and catering businesses may wish to inquire about special sponsorship opportunities available for each monthly market. For details, call The Chamber at 334-283-5151.
- **Home Kitchen Foods** - includes breads, cakes, cookies, jellies, jams, pickled items, and so forth. These type of consumables fall under Farmers’ Market products. Special Health Dept. and Dept. of Agriculture guidelines apply to the preparation and sale of these food items. Market In The Park has partnered with the Tallassee Farmers’ Market to coordinate with Home Kitchen Food vendors. Fee is \$16.00/day. *See special Home Kitchen guidelines, below.*
- **Beverages** - This category includes water, sodas, coffee, tea and other cold or hot liquid refreshments and is coordinated through the Tallassee Farmers’ Market.
- **Fresh Produce** - This category is coordinated by the Tallassee Farmers’ Market and is only open to qualified local growers who meet State of Alabama guidelines for the production and sale of fresh produce.

For further details on Home Kitchen Foods, Fresh Produce categories and guidelines, call 334-991-1001 or send inquiries to tallasseemarket@gmail.com.

GENERAL GUIDELINES

1. Be prepared to pay your designated space fee when the Market Manager visits your space to collect your fee. General vendor fee is \$16.00. Food Vendor fee is \$25.00.
2. Each vendor must display a business license in their name when conducting business.
3. One vending category per vendor space:
Food vendors should not sell non-food items and likewise, crafters and merchandise vendors should not sell food, snacks or beverages. *In some cases, like-minded food and merchandise sold as ONE product will be permitted. **For example:** a handmade cookie jar, with homemade cookies pre-packaged inside the jar or a decorated gift basket filled with homestyle breads, pickles and jams.*
4. FOOD VENDORS must prepare foods in an approved Commercial kitchen or facility or meet special guidelines under the State of Alabama’s Farmers Market Authority.
5. All fees are non-refundable, unless otherwise approved by the Market Committee.
6. **Home Kitchen Food Vendors must display proper disclaimer signage and affix proper labels to individually packaged consumables.** Clear signage and labels must include the statement, "*Foods have not been prepared in a Commercial kitchen*" in **bold** wording to indicate the products being sold are not commercially inspected, approved or licensed by any regulatory or governing entity. Packaged and canned products must bear an adhesive tag that includes ingredients, producers's name, contact information, and the commercial kitchen disclaimer. (cont'd >)

GENERAL GUIDELINES/Home Kitchen (cont'd)

It is the responsibility of the vendor to abide by food safety guidelines and regulations that govern food production, preparation, packaging and selling of food items and products. Contact the Health Department for the most current set of regulations and guidelines and/or if you need an official inspection and approval of your product.

7. No unauthorized cooking is permitted within the market area without prior approval by the Market Manager.
8. All food samples must be approved by the Market Manager. Samples may be displayed on a vendor's table or occasionally walked around the market premises and freely distributed only when food safety guidelines are followed including, proper temperatures, sanitary serving trays and covers, and individual throw-away utensils and single-serve dishware. All trash and food leftovers must be collected, bagged (plastic, sealable trash bags) and disposed of by the issuing vendor.
9. Vendors are liable for their own products. By establishing a temporary vending location or otherwise displaying any items within the city limits of the City of Tallassee, you are also agreeing to hold free of legal and general liability and responsibility any and all representatives of Market In The Park, Tallassee Farmers' Market, Tallassee Chamber of Commerce, City of Tallassee, Tallapoosa County and/or the State of Alabama and the Alabama Farmers Market Authority. Product and liability insurance is the responsibility of the vendor.
- 10. The sale of live animals, alcohol, fireworks, firearms and ammunition, medical supplies or drugs is not allowed at the market.**
11. The use of electrical generators and/or electrical cords must be cleared with the Market Manager before usage. Any electrical cords approved for use must show no signs of exposed or wrapped wires and be properly staked or otherwise secured to the ground so as not to create a trip hazard or endanger the public or other vendors in any way.
12. Solicitation for political campaigns, products, services, or charitable contributions not specifically approved by the Market Manager is not permitted.
13. Vendors must be sixteen years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child's conduct and safety.
14. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the Market In The Park Committee.
15. All profane, abusive, discourteous, and boisterous language and/or conduct on or around the market premises is prohibited.
16. Amplified music from radios or other portable devices in or near vendors' booths or from vehicles is prohibited, unless otherwise approved by the Market Manager.
17. Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.
18. Vendors should never leave their vending area or cash box unattended.
19. There is a no smoking policy in effect on City property, where the Market is hosted. Please, respect this policy. Smokeless tobacco use is also prohibited near vending areas. Your Market Manager may be able to suggest an appropriate tobacco break area, should you need to step away for a few minutes.

GENERAL GUIDELINES (cont'd)

20. The Market Manager will have the full power to enforce all rules and regulations within the market area as authorized by the Market Committee and/or City of Tallahassee. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the market for a length of time determined by the Market Committee.

21. The Market Committee reserves the right to amend existing or adopt new Market rules and regulations when such actions are deemed necessary to ensure the quality of the market and the clarification, fairness and enforcement of its rules and regulations.

22. All vendors should display easy-to-read signage that describes their product, business name, contact information, etc.

SPACE ASSIGNMENTS AND RESERVATION POLICIES

Vendors will be assigned a space for each day's market. A vendor's space is based on a 10'x10' area. Vendors may extend their displays slightly out of this area as long as pedestrian traffic is not impeded or another vendor's space is not infringed upon. All spaces are re-assigned for every market day, unless otherwise arranged by the Market Manager.

SET UP / TAKE DOWN

All vendors are responsible for their own tents, tables, chairs, signage, displays and labor.

Tents must be staked or otherwise secured and/or anchored to the ground and all ropes, guidelines, anchors and stakes clearly flagged to prevent any hazard to pedestrians.

The park will be open at **6:30am** the day of each market. Vendors must be on premises **by 7:30am**, and complete their set up by **7:45am**. Business begins when the market opens at **8:00am** and unless the Market Manager approves an extended day, each vendor should halt business and begin packing at **1:00pm**. All properties, vehicles and trash of each vendor should be off the market area by **2:30pm**. The Market Manager will have the authority to change or extend the market hours for special occasions or when remaining open due to a reasonable increase of foot traffic/shoppers would benefit a majority of vendors that market day.

PAYMENTS

- Chamber payments (\$25/market vendor), along with Market In The Park applications may be dropped through the front door at 650 Gilmer Avenue.
- City of Tallahassee Transient Vendor fees (\$15/license+\$10/issuance) should be paid at the Building & Licensing Office at City Hall, corner of Central Blvd/HWY 14 and Alber Drive or payment by mail can be arranged by calling City Hall, at 334-283-6741.
- Daily Market fee (\$16) is payable on the market premises, each market Saturday.

QUESTIONS

E-mail: tallasseemarket@gmail.com

Regular mail: Tallahassee Chamber of Commerce, 650 Gilmer Avenue, Tallahassee AL 36078.

Phone: **334-283-5151** (Chamber)