



Main Street Market Vendor Rules and Regulations Packet

INTRODUCTION

The Main Street Market is the direct result of Main Street Winter Haven whose goals are to work together with the residents, government, and businesses, whose focus is for the Physical, Economic, Historic and Social revitalization of the Winter Haven Community. The Main Street Market is held monthly in Historic Downtown Winter Haven, in Virginia Miller Park, across from the Winter Haven Public Library. The Market is open to customers from 8:00 a.m. to 1:00 p.m. For more information contact the Main Street office either by phone at (863) 295-9422 or by email: amber@mainstreetwh.com.

OPERATIONAL GUIDELINES

PRODUCT TYPES

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 following are examples of items at the market:

- Food Related & Greenery (40 -60%)
- Produce, Plants & Flowers – fruit & vegetables, garden plants, herbs, cut flowers, bonsai, seeds, etc.
- Cooked/ Prepared Food -baked goods, fresh bread, seafood, BBQ/smoked meat, cheese, smoothies, pasta, ethnic food, etc.
- Specialty Foods – coffee, condiments, jams, nuts, dried herbs, sauces, flavored oils & vinegars, etc. Non-Food (40 – 50%)
- Handmade (preferably by the vendor) – artwork, crafts, clothing, toys, stained glass, massage.
- Household items (decorative item used in the house)– wreaths, refrigerator magnets, silk/dried flowers. Educational (5 -10%)
- A limited number of spaces are available for non-profit educational organizations. Educational communications should be confined to the assigned area.

ELIGIBILITY GUIDELINES

- The Market is not intended to be a crafts 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.

FEES

- The standard rent for vending at the market is \$15 a day. The standard booth space is up to 10 front feet across and 10 feet deep.

VENDOR APPLICATION APPROVAL PROCESS

The application process begins by the prospective vendor sending a detailed description of the proposed products and booth setup. The description should include:

- 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 or a reasonable sample of your products (pictures are not returned)

Potential vendors are screened based on a number of criteria, including:

1. Product Type -Whether the product/service falls within the market guidelines (described above).
 2. Product Quality – The quality, freshness and uniqueness of the product.
 3. Presentation – The display of the products on tables and throughout the booth. (see the Guidelines for Success section in this packet)
 4. Vendor Style – The general friendliness and appearance of the vendor.
- The Market Committee is responsible for making the final decision about new vendors. Due to the volunteer status of the Committee, the screening and approval process may take several weeks. Once it has been tentatively determined that the products are the quality and type to fit the Market, the vendor may be invited to vend at the market for a Saturday to complete the overall assessment of your product, booth setup, and your personal presentation.

We do not promise exclusivity of any product; however we do 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. This is a judgment call left to the committee and the Market Manager.

Vendors are not permitted to add additional product lines (outside the products described on their market application). Any subsequent additions to their initial product line needs to be reviewed with and approved by the Market Manager. An example of a product line change requiring approval would include:

- A baked goods vendor adding prepared sandwiches to their offering.

RESERVATION PROCESS

- Reserving a date at the Market can happen only after you have been approved by the Market Committee.

- Reservations for a specific date are “officially” made by making a payment for the booth in advance.
- Payments should only be made after talking with the Market Manager to confirm that space is available.
- Vendors making a payment for an upcoming week can bring their payment to the market between 7:30 am and 1:00pm. The Market Manager will be at the market to collect your payment, and give you a receipt.
- Checks should be made to Main Street Winter Haven, Inc.

Send the payment to:

Main Street Winter Haven
65 Third Street, NW #200B
Winter Haven, FL 33881

- Payments made to reserve a spot are not refundable.
- Reserved vendors who have not arrived by 8:15 a.m. on Saturday, or indicated in advance that they will be late, may forfeit their space.
- Any subsequent communications regarding changes in your schedule should be made by phone or email to the Market Manager, rather than verbally during the market.
- No refunds will be given due to rain cancellations.

SATURDAY SETUP OPERATIONS

Arrival

- Vendors can begin setting up their display after 6:00 a.m. and be complete by 8:00 a.m.
- After 7:30, vendors should unload their vehicle at designated vendor areas on Avenue A, NW.
- Please be very conscious of your speed as you drive through the market (or the neighboring parking lot) at the beginning and end of the day. You should drive no faster than walking speed – about 4 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. Move your car out at the very earliest opportunity.
- Location -Vendors are not guaranteed a specific location on the street on a week-to-week basis.
- We will do our best to meet the specific needs and requests of each vendor, while balancing the overall needs of the market.
- Check with the Market Manager on your arrival on Main Street Market to confirm your location.
- Spaces are delineated and numbered, marked on the ground. Be careful to stay within the boundaries of your allocated space.
- Vendors are responsible for supplying all of their booth materials e.g.
- Tables, tents, chairs, etc. Due to the irrigation system NO STAKES are to be used to secure tents down. Sand bags or buckets of water are recommended.

OPERATIONS

Parking

- Vendor parking is designated on Ave A
- Vendors are not to park near the Market as it's critical that we leave the most convenient parking available for customers.
- Vehicles should be moved from the Market no later than 7:45 am.
- Double parking (even for a short time) in a thru-traffic lane should not occur.

Electricity-

- Electricity is available for vendors upon request with notice.

Fire Protection-

- Any vendor with an open flame, typically used to heat food, needs to have a small (~10 oz) 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-

- Vendors 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.

Wind

- Wind can often be a challenge. We strongly recommend you always bring weights for a tent in case of windy conditions. Gallon jugs of sand or water hung from a long bungee cord tends to work well.

Dogs

- Dogs are allowed at the market, providing they are on a leash. Please familiarize yourself with doggie bag locations to inform the patrons.

Change

- Plan to bring adequate change (bills and coins) with you. The Market management does not provide change. A few vendors tend to primarily get asked for change, which is an imposition on serving their customers.

MARKET BREAKDOWN

Clean-up

- Vendors are responsible for leaving their area free of garbage and debris. Cleanup should be complete by 2:00pm at the latest.

Vending Duration

- Vendors are expected to remain “open” for business until the close of the Market, unless they sell out their entire product and have informed the Market Manager before leaving.

Vehicle Access

- A vehicle should never be driven into the market until the market is officially over by the Market Manager. This is typically between 1:00 and 1:15pm, depending on the volume of pedestrian traffic on the street.

WEATHER CLOSING

- The Market will not be closed simply due to a general rain possibility (e.g. a 60% percentage chance of rain on Saturday). The weather will need to have a very high probability of being bad to close the market (such as radar showing a line of showers that will definitely hit during the morning).
- If rain threatens after the market opens, we actively monitor radar on the Web to determine if and 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 Dept 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 R. Kevin Martin at the Division of Hotels and Restaurants for any further questions or an 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

Main Street Winter Haven and the City of Winter Haven as additional insured.

- The market provides a blanket occupational license for all participating vendors (that applies only while they are vending at the market).
- Sales tax, where required by the State, is the responsibility of the seller.

GENERAL GUIDELINES

Substitute Representatives

- If a vendor is going to be absent for a day and have a representative stand in for them, they must inform the Market Manager of this in advance. It's also very important that the substitute read our Vendor Guidelines so that they are well informed about our policies and practices.

Community Behavior

- Vendors are expected to be courteous to customers, vendors, and market staff. Any disagreements need to be handled in a constructive and civil manner.
- Inappropriate behavior (such as loud angry conversation or obscenities) is cause for immediate and permanent removal from the market.

Smoking

- Smoking by vendors in the market area is strongly discouraged, particularly around food.

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. Approval for further participation is subject to the discretion of the Market Committee.
- These rules have been developed by the Market Committee of the Main Street Market, and are subject to change upon review.