

Applications due SEPTEMBER 1, 2009



Please read this before applying to be a vendor! *2009-2010 Winter Farmers' Markets* *Principles & Procedures*

Markets for 2009-2010:

All Markets 10 am – 3 pm

Dates:

November 14 and 21
January 16 and 23
March 6 and 27

All Markets held at:

Opera Galleria
123 North College
Downtown Fort Collins

December 12 and 19
February 13 and 27

Goals and Priorities

Our primary goals for the Winter Farmers' Markets are

- ✓ to support local food producers and the local food system
- ✓ to provide an outlet for direct sales to consumers at non-traditional times
- ✓ to educate consumers about the variety of local foods that are produced and sold during the fall, winter and early spring
- ✓ to support the local economy by encouraging local sourcing and local production

A. Food vendors

Accordingly, we prioritize food vendors in the following order; if we have so many vendors that we cannot accommodate everyone, we will accept vendors according to these priorities:

- a. Fresh food vendors (produce, meat and poultry, eggs, and other products raised in our bio-region)
- b. Value-added producers (baked goods, prepared products, cheese, sweets, etc.) whose products are *both* produced locally and sourced locally
- c. Value-added producers whose products are *either* produced locally or sourced locally
- d. Value-added producers whose products are *neither* produced locally nor sourced locally

B. Craft vendors

In order to meet the needs of our customers, we will also have a selection of high-quality handcraft vendors. *Our goal is to have about 75% food and 25% craft vendors at each market*, depending on vendor interest.

Craft vendors whose products are based in the agricultural economy will be given preference (e.g. fiber arts, personal care products made from herbs and botanicals, leather work, etc.).

C. Non-profit organizations

We will provide two spaces per market, free of charge, to non-profit organizations. Priority will be given to organizations working in the areas of sustainability, agricultural and natural resource conservation, and community and economic development, including the arts.

In all categories, business members of Be Local Northern Colorado are given preference. For membership information, please see <http://belocalnc.org/businessmembership/>.

Pricing and Application

1. Vendors who sign up for all 10 Markets may choose between paying a flat fee and a smaller base fee + a percentage of revenue, as described below.
2. Flat fees are \$450 for BLNC members and \$600 for non-members.
3. Base fee plus % of revenue: For all vendors wishing to attend fewer than all 10 Markets, the price is \$25 per market, payable in advance, plus 6% of gross sales payable at the end of each market. BLNC members receive a 25% discount on all fees (base and percentage).
4. Vendors who wish to attend all 10 Markets MAY use this base-fee-plus-%-of-revenue option as well.
5. Refunds on the booth space fees (of \$25 per market) will only be given upon 30 days written notice of cancellation (email counts as written notice) *and* provided that we can fill your space with another vendor.
6. Stalls not transferable: Vendors may not transfer or sell their stalls at market.
7. Sales tax: Vendors are responsible for tracking their sales and paying their own sales tax. All vendors must report their sales, even if not paying a percentage: we are tracking the economic impact of the Markets for research purposes. All financial information shared with us is kept strictly confidential.
8. Application: To apply, fill out the ***2009-2010 Winter Farmers' Markets Vendor Application*** and return to Hill Grimmatt, 1619 Peterson Place, Fort Collins, CO 80525 no later than September 1, 2009. Payment instructions are in the Application.
9. We must have a deposit of at least \$200 with your application to hold your spot. You may pay the remainder in a second installment if you desire: You will be invoiced for any unpaid balance upon acceptance of your application. Full payment is due October 15, after which you may lose your spot if it remains unpaid. *See the payment page in the Application.*
10. Market procedures: The procedures and rules for the Winter Farmers' Markets are found on the following pages. Be sure you read them! By applying, you agree to abide by these rules.
11. Acceptance: Last year, we had more vendor interest than our space can accommodate. You will hear whether you have been accepted no later than September 30 – remember to get your application in no later than September 1!

Thanks for your interest!
We hope and expect it will be a great and highly successful season!

2009-2010 Winter Farmers' Markets Expectations & Rules

1. **SETUP:** The Market will take place at the Opera Galleria, 123 North College in downtown Fort Collins. Official hours for the market are 10 am – 3 pm. Setup begins at 8 am; please plan to be ready for shoppers by 9:30. Vendors must check in and out with market staff before beginning set-up.
2. **TEAR DOWN:** Plan to begin tear down, checkout and clean up right at 3 pm. At checkout, all vendors report market sales totals for the day and, if needed per payment plan, settle amount due. Vendors are responsible for setup, takedown & maintaining a clean space.
3. **REPORTING SALES:** All vendors must report sales, regardless of your payment plan. All sales figures are held in confidence, but we need to be able to aggregate the economic impact our Markets have. We'll be compiling total sales numbers in the aggregate only, without identifying any particular vendor.
4. **UNLOADING & PARKING:** You can unload from College Avenue or from the alley behind the building. There is a City garage right behind the Opera Galleria at which you can park.
5. **POSTING SIGNS:** NO SIGNS ARE ALLOWED ON THE WALLS. Plan to put your signs along the front of your tables, please.
6. **BOOTH SPACE:** Vendors will get space assignments by email about 10 days before the market. Booths are approximately 9' x 9' but may be irregular in shape. You must provide your own table and chair(s). They will NOT be marked on the floor at the Opera Galleria – be sure to check in with market staff prior to beginning set-up.
7. **DISPLAY SPACE:** Displays must in general be behind the tables – please don't block the line of sight between booths by having tall (taller than about 4½') display shelves or racks between you and the next booth.
8. **SAMPLING:** Please follow the sampling guidelines issued by the Colorado Farmers Market Association, found at <http://www.coloradofarmers.org/sampling-guidelines.htm> . If you are sampling product you must have your own trash can. You're responsible for removing all trash from your booth area at the end of the event.
9. **CLEAN UP:** We *really, really* don't want to do this – but if you leave a big mess, we're going to bill you for it. \$25 for the first incident, then it escalates. Clean up your booth space! There are trash containers in the back of the building.
10. **POWER:** Some electrical power is available. You **MUST** make prior arrangements with the market staff.
11. **LIMITATION OF LIABILITY:** By participating in the Market, the Vendor agrees to make no claim for any reason whatsoever, including negligence, against Be Local Northern Colorado, the organizers, its members or agents or employees, or the owner of the premises for loss, theft, damage or destruction of property, or for any injury to exhibitor or its employees while at the event or on the premises.

12. INSURANCE: Insurance is your responsibility. It is recommended that you carry your own general liability insurance for the event dates, including move-in and move-out. It is also recommended that you carry insurance against loss or theft. Organizers are not responsible for replacement of lost or stolen goods.

13. COMPLIANCE WITH LAWS/STANDARDS: Vendors are responsible for meeting all city/state resale-licensing and all tax requirements. In particular, you must remit the required Sales Tax. See <http://www.fcgov.com/salestax/> . If you do not normally do business in Fort Collins and are not registered with the City, you can find a single-use form at http://www.fcgov.com/salestax/pdf/returns/isolated_sales_tax_return.pdf . *It is your responsibility to meet your Sales Tax obligations.*

For further information:

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By applying to be a vendor at the Winter Farmers' Market, you are agreeing to abide by these rules and procedures!