



The City Center Farmers Market Vendor Packet

Thank you for your interest in joining the year-round City Center Farmers Market in Downtown Florence.

The City of Florence started the market in April 2016 and has experienced exciting growth for entrepreneurs, local farmers, artisans, foodies, food trucks, and our growing community. This family friendly market runs year-round, rain or shine, outside of a few hurricanes or ice-storms here and there. The City Center Farmers Market has a beautiful facility located at 200 Sanborn Street. This location boasts three lease spaces for small businesses, commercial test kitchen, and event rental space all located Food and Beverage District in Downtown Florence.

Before applying to our market, we ask that you review the information in this packet, if you feel your business is a great fit for the City Center Farmers Market, we encourage you to apply! The City of Florence Local Foods Initiative staff and the City Center Farmers Market Committee review applications on a monthly basis.

We are looking forward to being your partner at the market, please send over any questions you may have!

Rick Englehorn

Local Foods Initiative Coordinator

Farmers' Market
c/o Planning Department
City Center Building
324 W Evans Street, 2nd Floor
Florence, SC 29501

Market Vendor Information

***Local:** defined at the City Center Farmers Market as having been grown or made in South Carolina or an official SC Certified product.

Goals: City Center Farmers Market has a mission to add to downtown Florence's vitality through 1) access to fresh, healthy food and information 2) promotion of active living 3) creating a venue for entrepreneurs of locally produced food and artisan products 4) a community gathering place.

Location: 200 Sanborn Street. This location has convenient parking and is in walking distance of historic downtown and several neighborhoods. It is part of the City's wellness campus that includes the City Recreation Department headquarters, gymnasium, and an inclusive playground.

Time: Saturday mornings every week, 9am – 1 pm, and seasonal Tuesday evenings, 4 - 7pm. Set up for vendors starts one hour before we open. The Saturday market is YEAR-ROUND, but we close for significant weather events (e.g. hurricanes, snow) and for markets that coincide with major holidays.

Application Process: Applications are reviewed monthly. Following the link below complete the vendor application <http://www.cityofflorence.com/docs/default-source/files/applicationcitycenter-farmers-market-updatedfeb2019.pdf?sfvrsn=0>.

An IRS W-9 form is also required for food and garden vendors*. Site visits by the market manager may be required before or after application approval.

Approval to be a vendor is determined by the market committee, weighing factors such as how local the vendor's base of operations is, market needs in different categories, quality and uniqueness of product, degree of professionalism, references, vendor's anticipated frequency of participation, and to the market committee's discretion.

If you apply and are approved, your standing at the market is considered **active**. If you miss 12 consecutive market days, your status is **inactive**, and you may request re-consideration of your existing application.

How to participate: Once approved to participate in the market please do as follows.

- Request your preferred market dates by emailing Rick Englehorn at renglehorn@cityofflorence.com with your business name in the subject line and listing the dates in the body of the email.
- After your dates have been confirmed please call, (843) 665-2047 and make a farmers market payment over the phone.
- A receipt will be emailed to you as your final confirmation for market attendance. If you do not receive a receipt, please follow up with our office by either calling, 843-665-2047, or email a request to mdowdell@cityofflorence.com.

*If you do not participate for 6 consecutive months (26 market days), you must re-apply.

Smoking: The City does not allow smoking in the market area for vendors or customers.

The City of Florence and its City Center Farmers Market provide:

- Ability to accept Supplemental Nutrition Assistance Program (“SNAP” formerly known as food stamps) payments for qualified purchases on behalf of vendors with timely reimbursement to the vendor for those transactions. (Please see vendor responsibilities section for more on this subject.)
- Healthy Bucks for increasing spending power of visitors who have SNAP debit cards. This is in effect if the state of SC and Department of Social Services provides this program.
- An assigned vendor location each week – be aware that it may not be the same location every week though we do try to keep a consistent order.
- One 8-foot table and a 10x10 canopy.
- Access to electricity.
- Diversified advertising and promotion of the market across print, social media, and radio including occasional give-away incentives (this is limited and is intended as a complement to vendors’ own promotions, not a replacement).
- Indoor restrooms and trash facilities.
- The City of Florence has waived the business license and insurance requirements for this market.

Vendor responsibilities: The congeniality of the vendor community at the City Center Farmers Market is an important component of the market’s success and is something we take seriously. Please take the time to get acquainted with other vendors and maintain a friendly atmosphere.

- Familiarize yourself with the layout of the market, the location of restrooms and smoking area, market rules.
- All questions about market operation or complaints (vendor or customer) should be emailed to the market manager, mdowdell@cityofflorence.com.
- Advertise your tent/table prominently (2-4 ft. sign is recommended) with your business name. Label all products’ source if you did not produce them.
- A tablecloth or table covering of some sort is required.
- Ensure that your tent and table do not interfere with or endanger other vendors or customers (i.e. does not blow away). We suggest bungee cords for the plaza area and narrow tent stakes for the lawn.
- Be ready by 9 am, but do not sell prior to opening time nor leave before closing time at 1 pm. This is important to keep the market looking presentable to patrons who arrive near the end of market.
- Remove your waste and belongings at the close of each market day to the waste enclosure located in the parking lot.
- Shoes and shirts required.
- Keep the market family-friendly, which includes music lyrics and entertainment, merchandise for sale, activities provided, attire, conversation that customers can hear, promotion, and advertising.

www.florencedowntown.com/citycenterfarmersmarket * <https://www.facebook.com/citycenterfarmersmarket>

- Help maintain a strong, congenial vendor community, which includes looking for ways to be helpful to others and respecting one another's opportunities to engage with customers.
- If you are selling a qualifying product and the customer asks to pay with a SNAP (formerly known as food stamps) EBT card (a debit card specifically for SNAP funds), you use the market manager to process payments (unless you are authorized to take the payments directly). SNAP users currently enjoy the extra benefit of qualifying for the Healthy Bucks program which gives patrons more buying power for purchasing fruits and vegetables. These nutrition assistance offerings are key features of the City Center Farmers Market and vendors **may not deny** customers a qualified purchase based on these forms of payment.
- Consider signing up for SC Certified if you are eligible. You may find a Certified South Carolina membership application at this link: <https://www.certifiedscgown.com/programs/member-program-info/>

*****It is the vendor's responsibility to hold all required local, state, and federal business licenses, certifications, permits, and any appropriate insurance. *****

What May Vendors Sell: The City Center Farmers Market prioritizes vending of local fruits and vegetables. Vendors of other foods, natural products, and artisan crafts, as well as relevant community groups and service providers, are welcome to participate as space allows. Market rules apply to all types of vendors.

Only products listed on the applications *and* accepted by the market committee may be brought to market.

Items not allowed: franchise products, political paraphernalia, secondhand items, or any other items not made locally by the vendor or his/her family member.

In rare instances, exceptions are made at the discretion of Market Committee in the interest of meeting customer needs and market goals; and, as stated above, reserves the right to refuse the application of any vendor or any application at any time and for any reason. Any item that cannot be grown or made locally and does not have a similar product that is SC Certified is subject to review by our market.

Rules regarding fruits and vegetables and other natural products:

1. Fruits, vegetables, and natural products must be local, as defined in this document.
2. All resale items must be labeled with the name of the farm or farmer who grew it. The vendor must have purchased items directly from the farmer who grew it.
3. Any items marketed as 'organic' must have on display the USDA organic certificate. Any items sold with reference to humane treatment must also have on display any relevant, official documentation required to advertise.
4. CBD oil and hemp products for ingestion may not be sold or distributed because they have not been approved by the FDA for consumption. Vendors who carry CBD oil and hemp products must have on display the documentation showing independent testing or invoice(s) indicating source(s) of the oil.

Categories of Vendors and Fees: All vendors: \$10 per market day or \$100 for 13 market days (approximately 3 months)

Food & Plant Producers: Farmers, bakers, gardeners, vendors who grow, raise, or make the food or plant items they are selling. This includes livestock farmers, even if the meat was processed by someone else. If the vendor produces the vast majority of what s/he sells and re-sells a couple of items, s/he may mark items' sources appropriately yet remain in this category.

Re-Sellers: Vendors who sell produce or plants that fit market rules, but that they did *not* produce themselves, your space generally includes several items you produced and more re-sale products. Don't forget: all products should be identified as to which farm, they came from (please retain documentation) – see especially rules about fruit/vegetable/natural products, above.

Blends: For those selling a combination of crafts and foods, roughly equal in display space, revenue, and/or variety.

Artisans: Vendors who sell non-food items that they have made. Re-sale of artisan products is not permitted at this market except in rare circumstances and approved by the City Center Farmers Market Committee and/or discretion of the market manager.

Anchor Tenants: Vendors who meet the following additional requirements:

- Commit to only one location in Florence County on Saturday mornings
- Commit to participate all market days with 1 non-holiday exception a year

*Anchor tenants will be provided a fixed location and up to two 10x10 canopies and two 8 ft. tables.

Nonprofits, community organizations, and for-profit service providers: Those promoting a cause, concept, or service that fits the mission of the market but not selling a tangible item onsite.

If the entity is selling crafts or natural products as a fundraiser, the appropriate category, and rules above apply. For example, if plants are being sold, apply under "Food Producer/Gardener".

Partisan or political activities and/or events endorsing a candidate actively running for public office or for campaigning purposes are not allowed. Entities must be completely non-partisan and not demonstrate any political affiliation.

Food Trucks/Mobile Vending: Space is limited for food truck/trailer parking and specific slots will be assigned. Vendors for food trucks may select to vend on weekdays 10am - 3pm and/or during market hours on Tuesdays from 4-7pm and Saturdays 9am-1pm. Vendors must follow the City of Florence rules regarding food truck operation (City of Florence Planning Office, 843-665-2047) and then apply through the Local Foods Initiative for a reservation. Contact Rick Englehorn for more information, renglehorn@cityofflorence.com.

City License, Payments, Cancellations:

Business License Requirement: The City has waived the requirement for business licenses for vendors while they are participating in this city-sponsored event.

Payment deadlines and payment logistics: Alternate payment arrangements may be made with approval from the market organizer. Vendors may pay in person or via mail (see address on first page) or by calling the number (843)-665-2047 paying the City of Florence by credit card. (American Express is not accepted.)

Cancellations: If you must miss a market day for which you've reserved a place, please contact us via email ASAP. If you contact us before noon on Thursday before the market, we will roll the pre-paid market fee forward to an agreed-upon date. Cancellations made after the Thursday noon deadline will forfeit the market fee and incur a \$5 fine, payable before participating again. Refunds are not available.

Returned Checks: Returned checks will incur a \$35 fee, payable before vendor may participate again.