



www.tampadowntownmarket.com

VENDOR INFORMATION GUIDE

Season 2: October 16th 2009 - May 14th, 2010

FOREWORD

The Vision of the Tampa Downtown Market is to provide local residents and businesses of the community with the freshest, highest quality, most nutritious, and most reasonably priced food & gourmet products.

The Mission of the Tampa Downtown Market is to serve as a community-gathering place where local farmers, producers, and artisans can offer fresh agricultural and related products to generate a sense of local pride and further the economic development of Downtown Tampa. With a strong focus on sustainability, the Tampa Downtown Market intends to provide a vehicle to educate the community on the importance of good health as we create more business opportunities and residential benefits.

MARKET GOVERNANCE

The Tampa Downtown Market was founded by the Tampa Downtown Partnership; a private, not-for-profit 501(c)(6) organization that administers the Special Services District Program and whose mission is to be the steward of Downtown Tampa, while cultivating effective public/private partnerships to facilitate catalytic physical and economic development. The Tampa Downtown Partnership is committed to the development of the Tampa Downtown Market, as it plays an important role in greater awareness for positive change in the downtown area.

The Tampa Downtown Market is operated and managed by Tiffany A. Ferrecchia, who is responsible for the weekly operations of the market, as well as managing the new vendor screening process. Both The Tampa Downtown Partnership and Tiffany A. Ferrecchia define the mission, strategies, marketing initiatives and the operational procedures for the Market. They are also directly involved in the screening and approval of new vendors.

Tampa Downtown Partnership: Paul Ayres, Director of Marketing & Development Office: 1.813.221.3686

Market Manager: Tiffany A. Ferrecchia, Eternal Balance Living Office: 1.813.649.8747
Mobile: 1.407.967.9479

Email: marketmanager@tampadowntownmarket.com

VENDOR VIEWPOINT

It is our intent to establish and maintain a vendor kinship as well as a community gathering place at the Tampa Downtown Market. The formula for a successful market is cooperative spirit combined with the success of vendors to create a memorable experience for return customers. As part of our dedication to creating this formula, we will continuously explore all vendors booth displays, product quality and demonstration. We will offer constructive criticism and feedback about products, presentation and character when preferred. At the Tampa Downtown Market, we know that consistent development and support will help the market mature as a whole. **We encourage all vendors to:**

- ✓ Offer the highest-quality products.
- ✓ Set fair prices.
- ✓ Display your items in a neat, well-organized, & eye-catching manner.
- ✓ Provide samples if possible.
- ✓ Be friendly, courteous, and respectful to customers. Talk to them!
- ✓ Learn about and support other vendors around you.
- ✓ Hand out flyers or business cards.
- ✓ Use bright, eye-catching signage.

PRODUCTS

The Tampa Downtown Market gives priority to vendors who can provide homemade and hand crafted ready to eat foods, take home foods, and specialty foods & condiments. In order to maintain the integrity and vision of The Tampa Downtown Market, vendors products must contain 75% of the following products.

All products are accepted and priority will be given to, in the following order:

- **Vendor Overlap:** It is our recommendation that all vendors carefully distinguish your product against existing products at the market before applying. Unique food items that are not currently at the market will be given greater priority.

Prepared or Packaged Foods

- **Healthy Foods:** Freshly prepared or packaged organic and/or natural foods & products that manifest healthy eating and well-being. Foods that are made with low sugar or natural sugars, and foods that are produced without the use of preservatives, additives, and/or hormones.

Gourmet Foods

- **Unique Foods:** Ethnic & cultural food, spices, dressings, jellies, jams, dried or pickled fruits & vegetables, family recipes, and foods made with unusual ingredients.

Baked Goods

- **Local Artisans:** Homemade or freshly prepared or baked pastries, breads, muffins, bagels, desserts, cakes, pies, scones etc...

Farm Produce

- **Local Farms:** We are very interested in cultivating relationships with local farmers as well as supporting the expansion of their sales for Florida. Local Farmers will receive a discount on vendor fees and should contact us directly to learn about the opportunities available.
- **Produce Resale:** Currently we are not accepting additional produce resellers.

*Food Vendors Reference

- **Licenses:** Food vendors are expected to meet the requirements of applicable State regulatory agencies. Most food vendors need to have a license/permit from one of the following 2 agencies. We can help guide you to the specific agency which will apply to you.
 - ✓ **Department of Agriculture:** This agency regulates mobile vendors that sell pre-packaged foods or food that is prepared prior to the event (baked goods, soups, sandwiches etc...)
The central contact point is the Department of Agriculture, contact info: 1.850.245.5520
Visit them at www.doacs.state.fl.us and read or download the following important forms:
 - Dept. of Agriculture: Standards for Farmers Market Vendors.
 - Dept. of Agriculture: Application Form.
 - ✓ **Department of Business & Professional Regulation - Hotel & Restaurant Division:**
This agency regulates mobile vendors that prepare and cook food at the market.
 - DBPR- Hotel & Restaurant Division – www.hospitalityeducation.org
 - Division of Hotels and Restaurants – 1.850.487.1395 or www.myflorida.com/dbpr

Plants & Flowers

- **Local Growers:** Priority is given to local growers V.S. resellers.
- **Plant Vendors:** Evaluation is based on the sole character of their plants, and how unique the plants are compared to existing plant vendors at the market.
- **Licensing:** It is the vendor's sole responsibility to carry the appropriate license with the Division of Plant Industry with the Florida Department of Agriculture.

Crafts

- **Product Priority:** The main spotlight of the Tampa Downtown Market is connected to food and plant vendors. Craft vendors are an enhancement to the core products at the market, as they provide variety and vibrancy to the market. Crafts made by the vendor themselves are given strong preference, as it is our intention to support local craftspeople, e.g. the cottage industry. *Items for resale are generally not accepted.
- **Product Type:** Pottery, Glass, Clothing, Jewelry, Personal Care Products, Art, Photography, and Clothing are all accepted. **Fair Trade Crafts:** crafts that are sold with a direct connection between the vendor and the craftsman, are given air Trade Practices are presented. **Food Related Crafts** including cookbooks, kitchen utensils, table linens, aprons, etc... are acceptable, even if they are not made by the vendor.
- **Attendance Rotation:** Approved Craft Vendors will be scheduled according to product priority and most will be scheduled on a rotating basis. *Please contact the market manager directly for more information.

Service Vendors

- **Vendor Type:** We commonly accept service vendors if the service is conducted at the market, for example: Cooking Demonstrations, Face Painting, Henna, Massage, and Knife Sharpening etc...
We do not accept applications for businesses wishing to promote services provided in somewhere else.

Eco-Friendly or Green Products

The Tampa Downtown Market operates with strong focus on sustainability, and intends to provide a vehicle to educate the community on the importance of good health as we create more business opportunities and residential benefits.

***Please contact us directly to discuss more involvement and the possibility of promotions during our Event Days.**

- **Vendor Type:** Energy saving, environmentally friendly products such as: non-toxic pesticides, cleaners, compost soil or machines, recycle devices, gas-friendly vehicles, bikes, mopeds, recycled clothing, reusable containers, etc...

GENERAL VENDING LICENSING & TAXES

A Business Tax License for both the City of Tampa and Hillsborough County has been waved.

Sales Tax, where required by the State, is the responsibility of the seller.

VENDOR SCREENING & APPROVAL

All vendors will be accepted based on the following:

- **Product Type:** Must meet Product Requirements (See Above)
- **Product Quality:** Style, presentation and construction...
- **Produce Presentation:** Display of products on tables and throughout booth section; the use of color, accessories, table cloths, etc...
- **Signage:** Preferably a large sign that describes your unique product with large lettering so people can see from a distance. Price signs for all products, a Business Sign for the name of your business and/or Business Cards.
- **Vendor Appearance:** Cheerful customer service, friendliness, one-on one greetings, and the cleanliness of the vendor.

Approval Checklist:

- ✓ Once an application is approved, the vendor will receive an email containing an invitation for a “screening visit” where they are allowed to sell at the market for a probationary period (1-2 Fridays) or until the Tampa Downtown Market Management has completed an assessment of their product, booth setup, and overall presentation.
- ✓ After the Market Management has made a final decision and has approved the new vendor, they will receive a second email stating the approval and a request to select dates for scheduling will be sent.
- ✓ Once the date/s has been selected, the payment for the space will guarantee placement and needs to be received one week in advance of the scheduling date. ***Please see Vendor Fees & Payments for more information.**
- ✓ ***If you do not have email available, please contact the Market Manager, Tiffany A. Ferrecchia**
Office: 813.649.8747 -or- Mobile: 407.967.9479.
- ✓ Reserved vendors who have not arrived by 9:15 a.m. on Friday, and has not indicated by the Wednesday prior to Friday that they will be late, may forfeit their space.
- ✓ Repeated no-shows without prior communication (even when they have pre-paid for their space) may result in revoking their future attendance privileges. ***No Refunds are given at any time.**

Any communications regarding changes in your schedule should be made by PHONE to the Market Manager, rather than verbally during the market. ***Please make changes 1 week in advance.**

FOR CANCELLATIONS PLEASE CALL: 407.967.9479 DAY OR NIGHT!

VENDOR GUIDELINES

- **Additional Products:** Vendors are only allowed to vend product types for which they have been formally approved by the market management. Added products can only be added by an existing vendor if they are clearly within the product type for which they have already been permitted. If there is any question about the suitability of new products, vendors should seek approval from the market manager.
- **Substitute Representatives:** If a vendor is going to be absent for a day, and has a representative replace them, they need to inform the Market Manager in advance.
- **Smoking:** Smoking by vendors is not accepted and strongly discouraged!
- **Alcohol:** No Vendor shall occupy or acquire any alcoholic beverage of any kind.

RULES & REGULATIONS

- ✓ Every Vendor must complete a Vendor Application and sign a Vendor Agreement Form. Please send all Forms to one of the 3 addresses below.
 - **E-Mail:** **marketmanager@tampadowntownmarket.com**
 - **Fax:** **813.229.1328 (Attn: Tampa Downtown Market)**
 - **Mail:** **601 North Ashley Drive, Suite 1100 Tampa, Florida, 33602**
- ✓ Any and all complaints, grumbles, or unfair acts should be directed to the Market Manager.
- ✓ Any Vendor that does not fulfill and obey the rules and regulations listed in this guide may be asked to leave the premises immediately, without any refund.
- ✓ These rules and regulations are organized and developed by the Tampa Downtown Market Management and are subject to change upon review.

OPERATION GUIDELINES

Please Note: This section is under revision until September 2009. The information regarding our location, set-up, loading, unloading & breakdown will be changed. Updates will be sent out to all accepted vendors for Season 2.

Set-Up

- **Arrival:** Vendors must arrive at their scheduled times according to the Vendor Map that is emailed prior to the Friday Market Date. * All maps are attached to a weekly email; a Vendor Newsletter. **Time Blocks: Section A** may arrive any time after 7 a.m. and is to be set up by 8:30 a.m... **Section B** may arrive anytime after 8:30 a.m. and must be set up by 9:30 a.m.
- **Entrance:** Lykes Gaslight Square Park is bordered by Franklin, Tampa & Madison Streets and Kennedy Blvd. All vendors shall turn right on Franklin off of Kennedy Blvd. and exit off of Madison Street. Loading & Un-loading will take place on the 400 Block of Franklin Street or the 200 Block of Madison Street.
- **Parking:** The Parking for Vendors will be changed for Season 2. Stay Tuned for updates.
- **Booth:** The standard booth space is up to 10 feet wide and 10 feet deep; Ex: The average size of an EZ-UP Tent. Tents are available at Sams Club or other Whole Sale Stores and can also be found at www.ezup.com.
- **Booth Location:** Vendors may not be guaranteed a specific location on a week to week basis; however we will do our best to accommodate the needs of each vendor, while conforming to the market needs and overall growth. Check with the Market Staff on your arrival on Friday Mornings to confirm your booth location.
- **Equipment:** Vendors are responsible for supplying all of their booth materials; Ex: Tents, Tables, Chairs, etc...
- **Electricity:** Electricity is available for vendors on a first come first serve basis: 20 AMPS per 110 Volt Service. There is electricity available inside the park as well as outside the park.
- **FIRE PROTECTION:** The Tampa Downtown Market has a blanket **Fire Permit** from the City of Tampa for all participating vendors whose Tent size does not exceed 10 x 10 ft. space. The permit applies only while the participants are vending at the market.

For those of whose booth size exceeds 10 x 10 ft. space you are required to:

- ✓ Obtain a Fire Permit from the Tampa Downtown Fire Marshalls office, Cost: \$30.00
(Apply for a **Temporary Assembly Permit** to cover the blanket of your scheduled dates at the market)
 - ✓ Provide a copy of a certificate of flame resistance for the tent.
 - ✓ Provide a 2A-10BC rated Fire Extinguisher, or larger, with an up-to-date inspection tag.
- Fire Permit Applications and Information are available during operation hours at the Information Booth located at the Market. Please ask Market Management for the necessary paperwork. Additional Information is provided at www.tampagov.net or you may contact the Fire Marshalls office at: 813.274.7000.**

Break-Down

Vendors are expected to remain "open" for business until the close of the Market. If a vendor sells out of a product, we request that they remain set-up until the end of the market. **In case of an emergency and the vendor does need to leave before the end of the market, they should always inform the Market Manager.**

- **Vehicle Access:** A vehicle should never be driven into the un-loading zone until the Market Staff has officially announced the closing of the Market. The announcement will typically start around 2:20 pm, depending on the volume of pedestrian traffic at the market. Do not bring your vehicle into the loading zone until you are completely packed and ready to load. When you are ready, load your vehicle as quickly as possible and exit immediately.
- **Clean-Up:** Vendors are responsible for leaving their area free of garbage and debris. Everyone must pitch in!! Clean-up should be completed by 3:30 pm.

ORGANIZATION & MANAGEMENT

- **Flyer Distribution:** Vendors may hand out flyers or advertising material within their booth space only.
- **Garbage & Recycling:** Vendors are responsible for providing their own garbage cans or containers and should remove their garbage with them at the end of the day if possible. The Market Garbage Cans are for customer use only. Food vendors should provide the appropriate trash container when providing samples. The market provides Recycling containers for aluminum cans and plastic. If you sell these items, please inform and encourage customers to dispose them in the designated spots.
- **Sales Change \$\$:** Vendors are required to bring adequate change in the form of bills and coins. The market does not provide change.
- **Wind:** Wind can often be a challenge! We strongly encourage vendors to always bring weights for tents in case of windy conditions; Ex: Gallon jugs of sand or water hung from a long bungee cord has been successful.
- **Dogs:** Dogs are allowed at the market. Please inform the Market Management if a dog is acting disruptive.

WEATHER CLOSING

The Market is open on most occasions, **RAIN OR SHINE**. Acceptions to this rule are weather predictions that stating 70% or more rain ALL DAY on a Market Day. In the case that there is only some morning rain on a Market Day, please take your time driving and setting up that morning. Regularly the Market officially opens up at 10 a.m., but in the case that there is morning showers, a notice will be sent to all E-Newsletter subscribers that the Market will have a slow open this morning and all Vendors will be ready to sell at 11 a.m. . .

VENDOR FEES & PAYMENTS

- The fee for vending at the market is **\$25.00/per day for vendors that are scheduled throughout the season and who choose to pay 2 Months in advance for their reservations.**
- In order to pay the smaller fee of \$25.00 per day, all vendors must follow the rule by paying 2 months in advance.
- Each Payment per 2 months is due by the 1st of each quarter. EX: October 1st, December 1st, February 1st, and April 1st.

HERE IS AN EXAMPLE FOR A VENDOR WHO RENTS A 10X10 SPACE THROUGHOUT THE WHOLE SEASON:

1 st Quarter: OCTOBER & NOVEMBER	10.16, 10.23, 10.30, - 11.6, 11.13, 11.20	6 WEEKS@ \$25.00 = \$150.00
2 nd Quarter: DECEMBER & JANUARY	12.4, 12.11, 12.18, - 1.8, 1.15, 1.22, 1.29	7 WEEKS@ \$25.00 = \$175.00
3 rd Quarter: FEBRUARY & MARCH	2.5, 2.12, 2.19, 2.26,-3.5, 3.12, 3.19, 3.26	8 WEEKS@ \$25.00 = \$200.00
4 th Quarter: APRIL & MAY	4.2, 4.9, 4.16, 4.23, 4.30 – 5.7, 5.14	7 WEEKS @ \$25.00 = \$175.00

- The cost for vendors who **DO NOT** want to pay for 2 months in advance or who is looking to **RENT SPACE FOR ONE DAY IS \$30.00.**
- **TABLE SPACES** that do not require the use of a tent and which allow for a 4 ft, 6 ft, or 8 ft table, **are \$20.00 each, per visit.**
- **VENDOR PAYMENTS MUST BE MADE BY CHECK AND THE CHECK AMOUNT MUST BE MADE FOR THE TOTAL AMOUNT REQUIRED FOR ALL RESERVATIONS SCHEDULED THROUGHOUT A ONE MONTH TIME PERIOD.**
- **ALL CHECKS MUST BE MAILED IN AND RECEIVED 2 WEEKS PRIOR TO THE RESERVATION DATE IN ORDER TO KEEP A RESERVATION.**
- **If vendor payments are not received by their due date, the vendor will forfeit their space.**
- *All vendors must give two weeks notice for all cancellations. If you choose to cancel and you are not paid for the day you were scheduled, then your next payment goes towards the canceled date and you will still owe for your next reservations.

****No Refunds are given due to rain day cancellations; however a credit towards another day of rental will be given to all vendors who were scheduled and paid up for that day.**

MAKE ALL CHECKS TO: Tampa Downtown Partnership

MAIL ALL CHECKS TO: 601 N. Ashley Drive, Suite 1100 Tampa, FL 33602, **Attention: Tampa Downtown Market**

