



Daytona Beach Downtown Farmers' Market

Saturday Morning Market

Vendor

Guidelines (Updated

August 2020)

Introduction

The Farmers' Market is located at the Market@Magnolia on Magnolia Avenue between Beach Street and Palmetto Avenue in the heart of the historic downtown's Riverfront Shops in Daytona Beach Florida. It is the oldest continually running Farmers' Market in Florida. The Market's mission is to offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products; to serve as a marketplace catalyst for local entrepreneurs; to provide an opportunity for local musicians to perform, and to provide a festive community gathering place.

Rules and Regulations

The Saturday Morning Market is held weekly on Saturday mornings. The Market hours are from 7 am until Noon during Summer hours and until 1 pm after Summer season.

1. Vendors must arrive and be set up before 7 am. Vehicles shall be parked outside Market unless approved by the Market Manager. Vendors are encouraged to park their vehicles in the south parking lot.
2. Vendors must stay until the Market is closed, unless the Market Manager approves an exception.
3. Vendors must maintain their space, and remove all trash and debris from their space before they leave.
4. Displays should be neat and orderly.
5. Signs that display your vendor name are required and shall be approved by the Market Manager.
6. Tablecloths or other aesthetically pleasing covering, draping 2 inches above the ground are encouraged.
7. All vendors and their workers must wear shirts and shoes at all times.
8. Vendors may only sell pre-approved goods and services.
9. All vendors are encouraged to participate in retail promotions. Advanced notification will be given.
10. All vendors with eligible products are encouraged to participate in the Supplemental Nutrition Assistance Program (SNAP). The Market Manager will issue tokens to EBT card holders which have cash value.
11. Vendors will conduct themselves in a professional and polite manner with customers and other vendors.
12. Vendors should never confront each other about complaints.
13. Complaints about other vendors should be reported to the Market Manager.
14. No smoking in the Market area. Smoke breaks must be taken off premises.
15. Vendors can be terminated at any time or for cause by the Market Manager during the vendor's first year at the Market. After a vendor has been with the Market for one year, they can be removed from the Market for cause by the Market Manager with the approval of the DDA Board.

Market Management and Staff Liason Information

The Market is operated by the Daytona Beach Downtown Development Authority (DDA). The DDA defines the mission, strategies, marketing practices, and operational guidelines of the Market and is assisted by the the DDA's Staff Liason who is responsible for all day-to-day management functions of the DDA and supervises the Market Manager.

Reed can be reached at (386) 671-8180 or email bergerreed@codb.us.

Market Manager Information

Melanie John is responsible for the weekly operations of the market and is available during Market hours to assist applicants who can view the Market operation, obtain approval of their application, and obtain a location assignment prior to setting up. Melanie can be reached at (386) 671-8189.

Eligible Vendor Products

Food Products

Food-related items are intended to be the core of the market experience.

- Healthy Food – We have a strong preference for products that reflect healthy eating practices, e.g. baked vs. fried, low sugar, healthy ingredients, freshly prepared, etc.
- Unique products – We're interested in products that are unusual and not readily available in stores. In particular, this might reflect gourmet preparation, unusual flavors or ingredients, or ethnic recipes.
- Vendor Overlap – We recommend that you carefully compare your product to existing products before applying. Unique food items that are not currently present at the Market will be given greater consideration.
- Vendor Development – For food vendors with promising ideas and backgrounds, we will work with them over time to help refine their product, preparation, and presentation to ensure their success.
- Product Types – There are 3 general categories of food products.
 1. Ready to Eat Foods – e.g. sandwiches, omelets, BBQ, crepes, tamales, beverages, or smoothies.
 2. Take Home Foods – e.g. smoked fish, soup, bread, pies and cakes, salsa, granola, etc.
 3. Specialty Foods & Condiments – e.g. gourmet oils, cheese, vinegar, herbs, olive salad, pasta, jams, etc.
- Product Type Combinations – Vendors who sell ready-to-eat food will be favored if they also sell items that are packaged to take home.
- 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.

Florida Dept. of Agriculture – This agency regulates mobile vendors that sell pre-packaged foods or food that is prepared prior to the event (bread, soup, etc).

- Dept of Agriculture [Standards for Farmers' Market Vendors](#).
- Dept of Agriculture [Application Form](#).
- Dept of Agriculture contact info: (850) 245-5520. This is a central contact point. Typically a local agent will return the call within a day.

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Dept of Business & Professional Regulation – Hotel & Restaurant Division. – This agency regulates mobile vendors that prepare and cook food at the event.

- DBPR – Hotel & Restaurant Division - www.hospitalityeducation.org
- Market Kitchen – The market may be able to provide a referral to a local kitchen that is certified by the local Health Dept, which enables new food vendors to meet the licensing requirements associated with cooking food for sale
- Management Guidance –It is also very important to visit the Market to understand the types of food products that are currently represented.

Farm Produce

- Produce resale – We are not accepting additional produce resellers.
- Farmers – We are very interested in cultivating relationships with our local farmers and encourage organic produce whenever possible. Farmers also receive discounts on the vendor fee.

Plants & Flowers

- Grower Preference – Preference is given to growers versus resellers.
- Product Types – Prospective plant vendors are evaluated based on the unique character of their plants, and how they are different than other plant vendors already at the Market.
- Licensing – You must hold an [appropriate license](#) with the Division of Plant Industry in the Florida Dept. of Agriculture.

Crafts

- Product Priorities – The primary focus of the Market is related to food and plants. Crafts are intended to supplement these core products and provide color and variety to the marketplace. Our current interest is primarily in very unusual or high end type of crafts.
- Product Categories – Crafts are evaluated within a respective product type (e.g. pottery, clothing, jewelry, personal care products, yard art, etc).
- Homemade – Crafts made by the vendor themselves are given strong preference. It's our intention to support local craftspeople and artists at the Market.
- Resale – Items offered for re-sale or commercially produced are not acceptable.
- Fair Trade Crafts – Unique crafts from 3rd world artisans will be considered when there is a direct relationship between the vendor and craftspeople, and fair trade practices are observed.
- Food-Related – High quality and unique items that are food related (e.g. cookbooks, kitchen utensils, table linens, aprons, etc) will be considered even if they are not made by the vendor
- Attendance Frequency – Approved new craft vendors are typically invited to attend (on average) once every 4 weeks.
 - The limitation on craft vendor frequency is intentionally designed to create a rotation of craft vendors so the customers experience significant variety in the craft selection.
 - Vendors are given the opportunity to select which dates they want to request in a 10-12 week scheduling window.
 - For more information about the how scheduling works, refer to the Vendor Operations Guidelines.

General Vending Guidelines

- Selection Criteria – 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 style, construction and uniqueness of the product.
 3. Presentation – The display of the products on tables and throughout the booth. (see the separate *Vendor Success Guidelines* document)
 4. Vendor Style – The overall friendliness and general appearance of the vendor.
- Product Lines – The Market Management attempts to make judgments about the appropriate number of vendors within a product category.
 - This assessment is based on factors such as the current size of our weekly attendance, the number of total available spaces, etc.
 - Our intention is to limit the number of vendors so that each has the opportunity to be successful, while also stimulating them to improve due to competition.
- Product Additions – Vendors are not permitted to add additional product lines (outside the products described in the acceptance email) without written approval. Requests must be made by email.
 - Any subsequent additions to a product line must be approved by the Market Manager.
 - Examples of a product line addition requiring approval would include:
 - a baked goods vendor adding prepared sandwiches to their offering.
 - a craft vendor, who sells decorative accessories, adding a line of jewelry.
- Booth Size – The standard booth space is up to 10 feet wide and 10 feet deep (somewhat larger than the size of the typical EZ-UP tent).
- Space assignment: The Market Manager shall assign spaces. Vendor spaces are assigned according to availability and retail considerations. Priority is given to vendors with longevity at the Market and those selling fresh produce. To ensure the Market has a completely occupied appearance, the Market Manager shall have the ability to reassign the space assignment on a weekly basis, according to attendance.
- Tent - All new Market Vendors will be required to use white tents. Vendors starting prior to 2020 will be required to use white tents when replacing existing tents.
- Market Electricity - The Market Manager may require vendors using electricity to keep food warm to be limited to one piece of warming/cooking equipment. Vendors may augment this with propane usage. Generators are not allowed in the Market area.

Vendor Screening & Approval Process

- Description – A prospective vendor begins by emailing a detailed description of the proposed products and booth setup or meeting with the Market Manager with the details. The description should include:
 - a detailed description of the types of item(s) you want to sell.
 - any unique characteristics of the items (e.g. who makes them, how they're made, etc)
 - how you plan to display your item (e.g. displayed on table, hung on racks, use of a tent, etc.)
- Pictures – Vendors should also send digital pictures of a reasonable sample of your products. (This is optional for food/ plant vendors). We also prefer to get a photo of your overall booth setup.
- Application Review –It may take up to 2 weeks for an application to be reviewed.

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- Waitlisting – If a prospective vendor applies in a product line that we deem to be full, the application will be waitlisted.
 - When space becomes available because a current vendor in a product category leaves, or new space becomes available (because of expansion), the vendor with the strongest application (within the category) on the waitlist may be invited to screen.
- Attendance Frequency – Full time vendors with good attendance are given priority in placement, and can be eligible for rental discounts based on the Fee Schedule.

Fee Schedule

Fee schedule is effective until December 31, 2020

Type	Fee	Restrictions
Weekly (per space)	\$15	
Monthly (per space)	\$44	Available to vendors that have paid the Monthly rate by the second week of the month (on-time).
Summer Rate (per space)	\$40	Available for the months of July & August Must Pay by the Second Week of the month
Summer Space Reservation (per space per month)	\$22	Vendors not planning on being in the Market over the summer months can reserve their location in the Market by paying for those months by check to the DDA by July 15
Return Check Fee	\$30	

Monthly Fees must be paid the second Saturday of each month.

Reservation Process

- If you wish to reserve a space, payment must be received one week prior to your scheduled date to hold your space. Payment received after that may result in loss of that space for that week.

Checks should be made to **The City of Daytona Beach / DDA**. Send the payment to:

Downtown Development Authority
Attn: Reed Berger
P.O. Box 2451
Daytona Beach, FL 32115-2451

- Payments made to reserve a spot are not refundable. However, if you cancel your scheduled date by Wednesday prior to the Saturday market, your payment will be credited to a future scheduled date.
- Reserved vendors who do not arrive by 7:00 a.m. on Saturday, or fail to indicate in advance that they will be late, may forfeit their space.

Taxes

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