

# ALPHARETTA FARMERS MARKET APPLICATION

## 2017 REGULAR SEASON

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Company/Vendor/Farm name: \_\_\_\_\_

Owner's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone: H \_\_\_\_\_ B \_\_\_\_\_ Cell \_\_\_\_\_

Owner's Email \_\_\_\_\_

Onsite Farmers Market Contact Name \_\_\_\_\_ Cell: \_\_\_\_\_

Email address: \_\_\_\_\_ For: \_\_\_\_\_

1. Please briefly describe your product to be sold at the *market*: \_\_\_\_\_

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2. Please attach copies of any licenses, certifications, permits and liability insurance with the application.

3. Please provide any additional information you would like to have on record about your business or comments you would like the Market Board to take into consideration: \_\_\_\_\_

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4. Please attach your one-time application fee of \$30. Weekly \$25 fees are due for each week you are at the Market. Vendors that leave early will still pay the weekly \$25 fee and are subject to be relocated to easy depart by carrying out their tent, products and belongings as cars are not permitted during the hours of the market: 8:30 am to 1:00 pm or if the market still has people shopping even if it is 1:00 pm.

Vendors are required to maintain liability insurance, provide proof of up to date insurance, copies of certificates or licenses, sign the hold harmless clause below for the Alpharetta

Farmers Market and agree to the rules and regulations outlined in the application packet. A vendor may be asked to leave the market if the rules and regulations are not followed.

Vendors will be required to provide their own 10X10 tent, weights for each corner of the tent, table and sign, trash bag, trash can, hand sanitizer, cleaners and paper towels. Trash will be taken with them and recycling separated unless taken home. You will be instructed as to which trash receptacle is for the Farmers Market.

**HOLD HARMLESS CLAUSE AND INSURANCE:** All authorized vendors participating in Alpharetta Farmers Market are independent operators and not partners or joint ventures and shall be individually and severally liable for any loss, personal injury, deaths and/or any other damages that may occur as a result of the vendor's negligence or that of its employees, agents, and associates. All vendors agree to indemnify and save ALPHARETTA BUSINESS ASSOCIATION, ALPHARETTA FARMERS MARKET AND CITY OF ALPHARETTA harmless for any loss, costs, damages and other expenses including attorney's fees, suffered or incurred by reason of vendor's negligence or intentional misconduct or that of its employees, agents, and associates: provided that the vendor shall not be liable for nor required to indemnify Alpharetta Farmers Market and City of Alpharetta for the negligence of any of them or that of them or that of their servants, agents, employees or associates. Because no insurance is provided at Alpharetta Farmers market concerning vendors, each vendor must carry his or her own personal and product liability insurance. Furthermore, vehicle liability insurance is required to cover any damage caused to persons or property by a vendor's vehicle.

By signing this application, I do agree to follow the stated rules and regulations of the Alpharetta Farmers Market. Required paperwork must be faxed, mailed, or scanned with signature for email, fee included, and approved by the Market Board before participating in the market. Applications are due immediately.

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Print Signature Name and Name of Business

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Date

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Signature of Responsible Person

## 2017 ALPHARETTA FARMERS MARKET

### APPLICATION/MEMBER PROCESS

#### Application Steps

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1. Submit application & Fee—applications will be reviewed by market board.
2. Receive Notification
3. Market Participation

Mail application and check to:

Check payable to:

Downtown Alpharetta Farmers Market

Downtown Alpharetta Farmers Market

Carol Anderson-Wood, Market Manager

11770 Haynes Bridge Rd, Suite 205, Box 264

Alpharetta, GA 30009

#### Questions or information:

Carol Anderson-Wood: 404-402-5389 or [candawood@bellsouth.net](mailto:candawood@bellsouth.net)

Also, watch for announcements on our website at [www.alpharettafarmersmarket.com](http://www.alpharettafarmersmarket.com) and on our Facebook page at Downtown Alpharetta Farmers Market.

#### 2017 Application and weekly fees:

2017 Application/Membership fee: \$30 Weekly vendor fee: \$25 per space (size of a regular parallel parking space, width 11 ft. x 10 ft). The practice of switching markets every other week is not acceptable in this market. The customers are coming to the market for the conformity of having the products weekly and Alpharetta Farmers Market wants to provide exceptional service and availability. If you have to miss a week, you must notify the Market Manager ahead of time. If it is an emergency and close to market day or time, please text or call the Manager's cell at 404-402-5389. It is not fair to the other vendors if there are empty spaces that could be filled if we know ahead someone will not be there.

## MISSION STATEMENT

The Alpharetta Farmers Market will support and promote a Green Community with the partnership of farmers, organic growers, produce vendors, various other vendors. We prefer local farmer production (preferably within 100 miles in Georgia) to be marketed directly to the community with the purpose of providing good health, natural benefits of eating fresh foods and supporting our local providers.

## DATES AND HOURS OF OPERATION

Alpharetta Farmers Market will open the season of 2017 on April 15, 2017. Hours of operation on the opening day of April 17, will be 8:30 am to 1:00 pm. We will have an extended time during the City of Alpharetta Art StreetFest on Saturday (date to be announced) and the City of Alpharetta ScareCrow Harvest Festival (date will also be announced). Both of these City events are very busy, and we will plan to be there from 8:30 am to 2:00 pm, but we cannot pack and leave if the street is still full of customers. The 2017 Holiday Christmas Market will be held this year on the first weekend in December (exact times will be announced). The Alpharetta Farmers Market will only plan to be closed one Saturday during the season, which is August 5, 2017 in honor of the Old Soldiers Day Parade. The parade is a tradition in Downtown Alpharetta, and our street is part of the parade route.

Regular hours at all other times will be opening at 8:30 am to 1:00 pm—set up will be between 7:00 am to 8:15 am. You must be ready to sell by 8:30 am. Late vendors will be placed in convenient spots since they have to carry in their goods as vehicles are not allowed in the market area during open hours. Vendors cannot pack up early and leave the market without prior permission and will be assigned a different spot near the ends of the market so they can carry out. This is a pre-approved situation by management for all vendors.

Any Alpharetta Business Association (ABA) Board Member or Farmers Market Board shall take the Market Manager's place in her absence with the same authority.

## CHEFS AND GUEST VENDORS

From time to time there may be Chef Demonstrations or Special Guest Vendors that participate in special events for a one-time or limited purpose. These guests will be walked through the market and introduced to the vendors. Many times the Chef will recognize the farmer or vendors that allowed the Chef to use their product(s) in the demonstration. The Chef is not paid and giving our hospitality in exchange for this free service is crucial.

**HOLD HARMLESS CLAUSE AND INSURANCE:** See the second page of the application. Hold Harmless must be signed and dated and insurance provided before the first Market attended. INSURANCE must also be up to date and the Declaration page on file with the manager before the first Market attended.

**When sending in the application, PLEASE KEEP THE COPY OF THE RULES AND REGULATIONS GUIDELINES included in this application and only send in the application and hold harmless clause along with a copy of any proper licenses, certificates and up to date liability insurance required.**

#### **WHO CAN SELL**

**All vendors/sellers (even from the previous season) must apply each year for vendor membership prior to selling at the Alpharetta Farmers Market by filling out the application with required fees, copies of insurance, licenses, certifications, etc. and submitting it to the Market Manager to be approved by the Market Board.** Applicants will be notified and told if they are Approved or Denied based on the Committee vote. Application discussion and votes will not be made public or discussed via phone, email, or in person. Alpharetta Farmers Market and ABA has the right to dismiss or refuse a vendor based on number of like products or violation of market rules. This will be enforced if necessary. The following is prohibited in the market: firearms, alcoholic beverages, unleashed pets and smoking.

#### **LOCATION OF THE MARKET**

The Market is located in the Downtown Alpharetta area down Old Canton Street behind the Fountain Park at Hwy 9 and Milton Avenue to Canton Street. Vendor's car/truck parking is subject to change this season and will be announced before the market begins on April 15.

#### **MARKET MANAGER**

The Market Manager is responsible for running the Market and will have a tent w/ALPHARETTA BUSINESS ASSOCIATION sign and table set up in the market, visible at or near the Lemonade Stand during the weekly market. All disputes are to be brought to the manager's attention (Vendors or Customers) and the manager will enforce rules and duties defined by the Market Board. The Market Manager will answer only to the Market Board and ALPHARETTA BUSINESS ASSOCIATION.

## GUIDELINES AND INFORMATION TO SET UP AND PARKING

1. All vendors must be on site and set up before 8:15am so that we can be ready to sell at 8:30 am and cannot sell earlier. In fairness to all vendors, we will all begin selling at the same time.
2. NO vehicles will be moving through the market during the hours of the market. If you have to leave the market early it must be previously approved by the Market Manager and you will not be able to bring your vehicle into the market on that day, but will have to leave early by carrying your products and equipment to your car. Leaving before the market is over is *strongly* discouraged and must be approved.
3. If you are late arriving you must carry in—NO Vehicles in the market after 8:30—should be out by 8:15.
4. Vendors are independent entities and are each liable for all applicable licenses and insurance. All vendors must have liability insurance and turn in an up to date copy with their application. If a license or certification is required, a copy must also be turned in with the application, that is the updated current year. A new copy must be sent or brought to the Manager if your insurance expires during the season.
5. Vendors are responsible for their own display, tables, umbrellas, tents and money. Each vendor is responsible for cleanliness of their space, washing of hands, keeping their product displayed (not on the ground), the correct temperature of the product and providing a hand sanitizer, paper towels and a small trash receptacle at their booth. All trash must be disposed of properly by taking their trash with them and cannot be put in the public or privately maintained trash receptacles on the premises or nearby. You will be instructed as to which receptacle is for the Farmers Market.
6. All products must be clearly labeled in compliance with Federal, State or local regulations or requirements.
7. Vendors selling by the pound must use a scale certified by the Georgia Department of Agriculture. Be sure your scales weigh correctly as they may be checked at any time.
8. Vendors, their employees and associates shall dress and act in a professional manner (including wearing shoes) with customers, vendors and staff. There will be NO SMOKING in the market or close surrounding areas.
9. Vendors are encouraged to present their products in the best manner and offer high quality fresh produce. The Market Manager or Market Board has the right to require a vendor to change his or her display if it is deemed to present a safety risk or otherwise does not meet the standards of the market and government rules. Vendors must keep their displays up until the end of the market—they may take orders from the customers to bring the next week.
10. Please treat fellow Vendors, Customers and Management with respect. We are in a family atmosphere—HAPPY SELLING AND WE WANT ALL TO ENJOY THE MARKET.

