

# Downtown Clermont Farmer's Market

A Sunday Market

## Vendor Information Packet

### **INTRODUCTION**

- The Downtown Clermont Farmer's Market is a direct result of the Clermont Downtown Partnership whose goals are to work together with the residents, government, and businesses whose focus is for the revitalization of Historical Downtown Clermont.
- The Downtown Clermont Farmer's Market will be held every Sunday in Historical Downtown Clermont along Montrose Street between 7<sup>th</sup> and 8<sup>th</sup> Street, and is closed to traffic during the market hours.
- The Market is open to customers from 8:00 AM to 1:00 PM for the summer (June 1<sup>st</sup> – September 1<sup>st</sup>).
- Contact information: Cheryl Fishel Event Management, LLC  
Phone: 352-394-8618  
Office 407-625-3818 Cell  
Email: [cherylfishel@cfl.rr.com](mailto:cherylfishel@cfl.rr.com)

### **OPERATIONAL GUIDELINES**

- Food-related items are intended to be the core of the market experience. As a result, they will be given preference over non-food-related items. The follow are examples of items at the market:
  - Food Related & Greenery
  - Produce, Plants & Flowers – fruit & vegetables, garden plants, herbs, cut flowers, bonsai, seeds, etc.
  - Cooked/Prepared Food – baked goods, fresh bread, seafood, BBQ/smoked meat, cheese, smoothies, pasta, ethnic food, etc.
  - Specialty Foods – coffee, condiments, jams, nuts, dried herbs, sauces, flavored oils & vinegars, etc.
  - Handmade (preferably by the vendor) – artwork, crafts, clothing, stained glass, etc.
- A limited number of spaces are available for non-profit or educational organizations.

## **ELIGIBILITY GUIDELINES**

- The Market is not intended to be a craft fair or flea market.
- The Market reserves the right to decline the participation of vendors that do not fit the Market objectives or criteria for participation.

## **FEES**

- The standard weekly rent for vending at the market is \$20.00. Additional space is available at \$7.50 for 10 ft. increments. The standard booth space is 10' front and 10' deep. A discounted monthly fee is \$15.00 for the standard weekly rent and \$7.50 for additional 10 ft. increments.

## **VENDOR APPLICATION APPROVAL PROCESS**

- The application process begins by the prospective vendor sending a detailed description of the proposed products and booth setup. Please complete the Vendor Application.
- The description should include:
  - a detailed description of the types of item(s) you want to sell
  - how you plan to display your item (e.g. displayed on table, hung on racks, use of a tent, etc.)
  - pictures of a reasonable sample of your product(s)
  - pictures are not returned
- Potential vendors are screened based on a number of criteria, including:
  - Product Type – If the product/service falls within the market guidelines.
  - Product Quality – The quality, freshness and uniqueness of the product(s).
  - Presentation – The display of the product(s) on tables and throughout the booth.
  - Vendor Style – The general friendliness and appearance of the vendor.
- The Market Manager is responsible for making the final decision about vendors.
- Vendors are not permitted to add additional product lines (outside the products described on the market application).
- We restrict the number of vendors who carry specific types of products. If a category of product is already 'filled', we will notify the applicant and keep the application pending future openings.

## **RESERVATION PROCESS**

- Making a payment for the booth in advance ‘officially’ makes reservations for a specific date.
- Payments should only be made after talking to the Market Manager to confirm that space is available.
- We prefer that payments for upcoming weeks be mailed in rather than made at the market.
- Checks should be made to the Clermont Downtown Partnership, Inc.  
Send payment to: Clermont Downtown Partnership, Inc.  
PO Box 120734  
Clermont, FL 34712
- Payment must be received no later than 5:00 pm on Thursday before that Sunday’s Market to hold your space.
- Payments made to reserve a spot are not refundable.
- No refunds will be given due to rain cancellations.

## **OPERATIONS**

### **SET-UP**

- Arrival – Vendors can begin setting up their display after 6:00 a.m. and be completed by 8:00 a.m.
  - The street is closed to incoming vendor traffic at 7:30 a.m., due to pedestrian traffic.
- Driving – Please be very conscious of your speed as you drive through the market (or the neighboring parking lot) at the beginning and end of the day. You should drive no faster than walking speed – about 5 mph.
- Set-up – As you are unloading and setting up, be conscious of parking your car in a way that maximizes the ability of other cars to get through. Move your car out at the very earliest opportunity.
- Location – Vendors are not guaranteed a specific location on the street. We will do our best to meet the specific needs and request of each vendor, while balancing the overall needs of the market.

- Check in with the Market Manager on your arrival to confirm your location. Booths are numbered, marked on the ground. Be careful to stay within the boundaries of your allocated space.
- Equipment – Vendors are responsible for supplying all their booth materials e.g. tables, tents, chairs, etc.
- Parking – There will be designated vendor parking. Vendors are not allowed to park in the Market area.
  - It's critical that we leave the most convenient parking available for customers.
  - Vehicles should be moved from the Montrose Street no later than 7:30 a.m.
- Electricity – Electricity is very limited.
- Fire Protection – Any vendor with an open flame, typically used to heat food needs to have a small (10oz) kitchen fire extinguisher on hand.
- Obstacles – Minimize any obstacles (such as signs) that might impede free flow of pedestrian traffic.
- Selling – Vendors should limit their sales activities to their general booth area. In addition, no 'out crying' devices (that would be disruptive to neighboring vendors) should be used.
- Flyers – Vendor may only distribute flyers within their booth space, and not in the pedestrian traffic areas.
- Garbage – Vendors are responsible for breaking down and bagging all their garbage and for taking away at the end of the day. The public garbage receptacles in the streets are for customer use only.
- Wind – Wind can often be a challenge. We strongly recommend you always bring weights for a tent in case of windy conditions. Gallon jugs of sand or water hung from a long bungee cord tends to work well.
- Change – Plan to bring adequate change (bills and coins) with you. The Market management does not provide change.

## **BREAKDOWN**

- Clean up – Vendors are responsible for leaving their area free of garbage and debris. Cleanup should be completed by 3:00 pm at the latest, to enable the street to be reopened.

- Vending Duration – Vendors are expected to remain “open” for business until the close of the Market, unless they sell out of all their products. If a vendor sells out of the product before the end of the Market, they should always inform the Market Manager.
- Vehicle Access - Vehicle may not be driven into the market until the Market Manager has officially opened the street.

### **WEATHER CLOSING**

- The Market will not be closed simply due to a general rain possibility. The weather will need to have a very high probability of being bad to close the market (such as radar showing a line of showers that will definitely hit during the event).
- If rain threatens after the market opens, we will actively monitor radar on the Web to determine if and when to close.

### **LICENSES & HEALTH CODES**

- Obtaining the proper licenses or permits, and obeying all codes is the sole responsibility of the vendor, including any regulations of the Florida Dept of Agriculture or other regulatory agencies.
- Vendors preparing food onsite must have a food service license issued by the Division of Hotels & Restaurants. Please contact the Division of Hotels and Restaurants for any further questions or application (407) 761-6850. In addition to this, food vendors must also have a valid 1 million dollar (1,000,000) general liability policy naming the Clermont Downtown Partnership and the City of Clermont as additional insured.
- Sales tax, where required by the State of Florida, is the responsibility of the seller.

### **GENERAL GUIDELINES**

- Community Behavior – Vendors are expected to be courteous to customers, vendors, and market staff.
- Smoking – Smoking by vendor in the market area is strongly discouraged, particularly around food.
- Alcohol – No vendor shall possess any alcoholic beverage.
- Solicitation – Solicitation of any type (distribution of flyers, requests for money, petitions, etc.) is not allowed within the Market boundaries. Please inform a market representative if you see solicitation occurring.

## **ENFORCEMENT OF RULES**

- Any grievance regarding the actions of other vendors should be brought to the attention of the Market Manager, and not directed to the vendor in question.
- Any vendor not in compliance with the above regulations may be asked by the manager to leave the premises immediately. No refund will be given.
- These rules are subject to change upon review.