



Golden Farmers Market

Golden Chamber of Commerce
1010 Washington Avenue
Golden, CO 80401
info@goldenco-chamber.org

303-279-3113
Fax: 303-279-0332

Thank you for your interest in the Golden Farmers Market. Enclosed you will find your application for the upcoming 2010 season.

Please take a moment to note the fees, dates, and times of the markets as well as all tax, insurance and certification requirements. Although we realize that vendors sometimes have conflicts in their schedules, we respectfully ask that all vendors attend all 17 Golden Farmers Markets for the 2010 season.

We greatly appreciate this as the revenue generated from your sales not only helps you but, provides the Golden Chamber additional advertising dollars to spend promoting the Market. And, as you know, more advertising means more customers.

To achieve that goal, we have an incentive program for vendors with “perfect attendance.” At the end of the 2010 season, a vendor with perfect attendance will be entitled to a free entry into the 2011 Golden Market.

The market is continuing with the positive changes we made last year and we look forward to a great new season. The gardening classes, horse-drawn carriage rides, and other special events will resume. Also, the Golden Farmers Market will also participate again in the EBT Food Stamp and Debit/Credit Card program from the Colorado Farmers Market Association are looking to build on the success of the first year of the program.

Again, thank you for your interest in becoming part of the Golden Farmers Market. We look forward to reviewing your application.

Sincerely,

Deborah Robinson, Market Manager
Jeanne Umbrecht, Market Manager
Gary Wink, Golden Chamber of Commerce Liaison
Golden Farmers Market



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GOLDEN FARMERS' MARKET Sponsored by the Golden Chamber of Commerce

The Golden Farmers' Market will be held every Saturday from June 5, 2010 – October 2, 2010, a total of 17 markets, (**excluding Saturday, July 24, 2010 – Buffalo Bill Days.**) The times of the markets will be from 8:00am – 1:00pm, except for August 21, 2010 – Golden Fine Arts Festival where the market will be open from 8:00am-4:00pm.

Location: Paved parking lot west of the Golden Library on 10th Avenue

Advertising: All local community newspapers, flyers, posters, signage, banners, support from area merchants and museums, as well as the Golden Chamber of Commerce. In our advertising we will give name recognition-when applicable, to our vendors.

Annual Participation Fees: 10 X 10 ft. single space - \$100.00. 10 X 20 ft. double space - \$150.00. 10 X 30 ft. triple space \$200.00. The annual fee will be returned if your application is rejected. We will do our best to limit like vendors. Upon acceptance a confirmation letter will be sent. *All participation fees must be paid on or before set-up of the first market day, Saturday, June 5, 2010.*

Daily Fees: 10% of your gross sales to be paid at the end of each market day. A Locked Box will be located at The Cultural Alliance booth for each vendor to deposit their sealed envelopes at the end of each Market day. **All Vendors fees will be due at the end of each Market Day. We will no longer be able to accept late payments.**

City Taxes: A 3% City Tax will be collected at the end of each Market day. This fee will be collected in the same sealed envelope as your daily fees. This 3% fee is based on your gross sales and is in addition to your daily fees. This fee is a requirement of the City of Golden.

Drop-in Fees: \$50.00 per drop-in single space (\$75.00 maximum multiple space) fee, plus 10% of your gross sales per space availability. The 3% City Tax will also apply. Drop-in vendors must obtain permission and location assignment before setting up from the Market Manager. We will make every attempt to accommodate your needs. The drop-in fees are due no later than 10:00am the day of set-up. It is your responsibility to pay the Market Manager. Drop-in spaces are limited and are filled at the discretion of the Market Manager.

Insurance: Each vendor must carry and supply a copy of their liability insurance. Minimum coverage to participate in the **Golden Farmers' Market** must be \$1,000,000.00. Each vendor must name the **City of Golden** and the **Golden Chamber of Commerce** as additional insured.

GOLDEN FARMERS' MARKET RULES AND REGULATIONS 2010

Spaces: Each vendor will be assigned a space and we will make every attempt to provide the same location each Saturday. Please be flexible with space assignments. Previous Vendors have first priority to their same location. Also, first priority will be given to Vendors who can commit to all Market Saturdays. We are aware that some vendors may need to participate in other events or run double venues. Even so, we are respectfully asking that you participate in the Golden Farmers' Market every Saturday. If you cannot, **it is imperative that each Vendor notifies the Market Manager personally, PRIOR to your absence.** Please do not ask other Vendors to notify the Market Manager of your absence. If you know in advance that you cannot attend a Saturday Market, you must notify the **Market Manager by 5:00pm the Friday before the day you can not attend, Deb Robinson, 303-503-4117. We will check for messages on Friday evenings only. If you do not notify the Market Manager and/or do not show up you risk losing your assigned space, and another vendor given the authority to have like products for the remainder of the Market season.** However, we will make every attempt to relocate you. Please stay within designated areas assigned.

EBT/Debit/Credit Program: If you are accepted to the market, you must agree to participate in the debit program and if you have eligible products, you must agree to participate in the EBT Food Stamp Program. All Debit/Food Stamp rules and regulations must be followed at all times and by all representatives of your company. Market managers and staff have been trained with the machine and process and are always available to answer questions. We will work to make this process as simple and as profitable as possible, though it will be a challenge at first for everyone.

Fines: Each Vendor will be assessed a \$25.00 fine per occurrence, per space for
(1) Failure to properly clean and remove all trash from their space(s). All trash from Vendors must be hauled out. The trash bins provided at the Market are for general public use only. Other fines may be imposed as spelled out below. **ALL FINES WILL BE PAID PRIOR TO SETTING UP THE NEXT SATURDAY. ANY THREE (3) FINES IMPOSED ON ANY VENDOR (INCLUDING VENDOR REPRESENTATIVES) MAY RESULT IN EVICTION FROM THE GOLDEN FARMERS' MARKET.**
(2) Failure to notify of absence (no shows)
(3) Tearing down early. This is a safety issue. We close at 1pm! (August 21, 4:00pm)

Vendors to be considered: Farmers, (all fruits and vegetables, Colorado growers will be given first priority) specialty foods, breads, florals, on site food prep. vendors, and some specialty crafts may be considered.

Product Standards: The Market Managers reserve the right to reject any produce or product that is not of marketable quality or that is deemed inappropriate for the Market.

Public Health Regulations: All Vendors must comply with all Public Health Regulations as pertaining to their product. (i.e. Vendors that sample any kind of foods or sell foods for immediate consumption must have appropriate washing stations, proper food handling – gloves, proper refrigeration for those food products that apply, etc.)

Tents and Set Ups: Each Vendor is responsible for providing their own tent with appropriate weights for high wind area. Sand bags or weights for all four (4) tent posts are required. We recommend 40# at each leg. No spiking or drilling is allowed.

Electricity & Safety: No electricity is provided. Generators will be permitted at the discretion of the Market Manager and must be approved prior to use. The almost “noiseless” generators are highly recommended. If cooking on site, you must have all the appropriate fire safety equipment. Out of consideration to the general public, NO PETS will be allowed by vendors. (Service animals are permitted.) **No smoking will be allowed by vendors, their representatives, family and/or friends in any booths.**

Licenses: Please list all that pertain.

“If Vendors are cutting produce on site, they will need a retail food license. This includes if they are just giving out samples.” This is a rule across the state of Colorado. If you have any questions, please call the Jefferson County Health Department, 303 – 271-5755.

Taxes: Each Vendor is responsible for the collection and payment of their own local, county, state and federal taxes. The city of Golden charges a 3% City Tax that will be collected after each Market by the Market Manager.

Set Up and Tear Down: The Market hours are 8:00am – 1:00pm (August 14 to 4:00pm). You may sell earlier if ready.

**** PLEASE NOTE – You must be on site a minimum of 30 minutes prior to opening time. Failure to comply with this will result in a minimum \$25.00 fine to be collected by the Market Manager prior to setting up. If you are running late, please call Market Manager Deb Robinson, 303 503-4117. Two (2) of these fines may result in eviction from the Market. If you are late excessively, fail to notify the Market Manager of absences and/or are a no show, this may result in eviction from the Market. These fines may also be imposed to anyone packing up and/or tearing down before 1:00pm, even if your product is sold out. NO EXCEPTIONS. Should you have an emergency, please see the Market Manager immediately. These are safety issues and will be strictly enforced. Please be considerate of your fellow vendors. Also, please unload your vehicle promptly, then move it to the designated parking area BEFORE setting up your booth.**

Vendor Parking: All vendors pulling a trailer (unless selling from your trailer) will be expected to move their vehicles/trailers to street parking. See Market Manager for specific needs. All others with single vehicles will need to see the Market Manager for details as where parking will be permitted.

Conduct: All vendors will be expected to act in a professional manner at all times during the Market. Any profanity or vulgar/rude behavior will not be tolerated. Should a Vendor encounter a problem with another Vendor or Customer, please notify the Market Manager immediately. In the absence of the Market Managers treat Gary Wink, President of the Golden Chamber of Commerce, or any designee as you would the Market Manager. In the absence of the Market Manager all rules and regulations will remain in effect and the same.

Volunteers: Volunteers from the Golden Chamber of Commerce as well as the Market Managers will be available to assist you in any need. **Should you need any help, please ask the Market Manager only, and they will assign volunteers to help.** Please do not leave your booth unattended. The Market Managers will be available to “fill in” for you.

Smoking: Because of Public Health Regulations, Vendors are not allowed to smoke within a 10 foot radius of any booth. This includes set-up, tear down, and especially during Market Hours. These rules will be strictly enforced as Public Health will impose fines on any vendor or representative violating these rules. We ask that all vendors adhere to this policy. If you need a “smoke break” the Market Managers will be available to cover your booth. Also, smoking by a vendor and/or representative will only be allowed in designated areas – Please see Market Manager for designated smoking area. Any vendor and/or representative not adhering to these rules will be fined \$25.00. Any three (3) fines may result in eviction from the Market.

Attendance Incentive: For those vendors participating each and every week (your booth represented all 17 Saturdays) a bonus will be awarded at the end of the Market Season.

PLEASE INCLUDE WITH YOUR SIGNED APPLICATION THE FOLLOWING

1. Signed application form – Mail to: **Golden Farmers’ Market**
c/o Golden Chamber of Commerce
1010 Washington Avenue
Golden CO 80401
2. Annual participation fee – make checks payable to **Golden Chamber of Commerce.**
3. Copy of your business/product liability insurance and proof of additional insured.

4. Copy of your current kitchen certification. (Food processors only.)
5. Copy of your sales tax/permits.
6. If organic product must provide organic certification

Important contact information

Jefferson County Health Dept. - 303 – 271-5755/health.co.Jefferson.co.us

Dept. of Revenue 303 – 232-2416/taxcolorado.com

Deb Robinson's cell - 303 -503-4117

Golden Chamber of Commerce - 303-279-3113

GOLDEN FARMERS' MARKET VENDOR REGISTRATION 2010

VENDOR NAME (Please Print) _____

BUSINESS NAME (Please Print) _____

MAILING ADDRESS (Including Zip Code) _____

PHONE # (Including Area Code) _____ **CELL PHONE** _____

FAX # (Including Area Code) _____ **E-Mail** _____

RETURNING VENDOR? yes _____ no _____ **# OF SPACES NEEDED** _____

TYPE OF PRODUCT(S) – Please be as specific as possible -- Some products will be subject to approval

CAN YOU & WILL YOU COMMIT TO ALL MARKET DATES - yes _____ no _____

**17 SATURDAYS (JUNE 5 - OCTOBER 2, 8:00am-1:00pm, AUGUST 21, 8:00am-4:00pm
NO FARMER'S MARKET JULY 25, 2009 - BUFFALO BILL DAYS - NO ACCESS TO PARKING LOT**

DATES UNAVAILABLE – (This may determine acceptance) _____

Will you have a representative for your booth? yes _____ no _____

If not, what dates will your booth NOT be in attendance? _____

PLEASE LIST OTHER MARKETS YOU PARTICIPATE IN

DO YOU NEED YOUR VEHICLE TO WORK FROM? yes _____ no _____

RELEASE

I hereby release and forever discharge the City of Golden, the Golden Chamber of Commerce, their employees, and the Market Managers from any responsibility, personal liability, claims, loss or damage arising out of, or in conjunction with my participation in the Golden Farmers' Market 2010. The City of Golden, the Golden Chamber of Commerce, their employees, and the Market Managers shall be held harmless from and against any and all liabilities, suits, claims, damages, injuries and actions, theft, costs and expenses of any kind or nature of anyone whatsoever relating to premises due to or arising out of any act, negligence, or neglect of the vendor, or any of their guests. Vendors assume all liability for stand and products sold. By signing this application form applicant agrees to abide by all policies and rules set forth in this application. Also by signing this application you will be responsible for instructing any and all representatives of you and/or your business as to the rules and regulations of the Golden Farmer's Market.

APPLICANT SIGNATURE _____

DATE _____

Please mail form, fees, proof of insurance, and certifications (if applicable) to:

**Golden Farmers Market c/o Golden Chamber of Commerce
1010 Washington Avenue Golden CO 80401**

Tips for a better booth, better sales, and a better market experience (taken from:

<http://www.bradfordfarmersmarket.com/Customer%20&%20Booth%20Tips.htm>)

- Have your booth set up before Market opens.
 - The early vendor gets the best customers
 - You will be cool, calm and collected and ready to do business when you give yourself plenty of time.
 - Pretend you're a customer and walk up to and around your booth – how does it look? Pretend you're a customer holding a bag.
- Keep your booth clean and neat
 - Have a place to discard waste, yours – or that left by others
 - Clear it of clutter
 - Make sure customers have enough room to move about your booth
- Print out your prices, hand write them only if you have really nice handwriting
 - Customers should be able to see prices from 6 feet
 - Pricing in whole dollar amounts is easier – “4 for \$1” or “buy 3 for \$1, get one free”
 - Use your computer
 - Consider wind and rain – how will you keep your signs in place?
 - Give additional interesting/little known info on signs
- Get a sign or banner with the name of your business for your booth. – You are in business – a business without a sign is not in business.
 - Colorado Proud banners are available and pique interest
 - Banners are affordable
- Offer only your best product
 - Think of your product as your treasure and display and price it accordingly
 - Give the appearance of abundance – make people think they have choices
 - If you have just a little product to sell, consider sitting out a week until you have enough to sell.
 - Think of ways to “buff your booth” – make it appear abundant.
 - Offer unique or special items
 - Offer recipes to go with those unique or special items
- Engage all their senses -
 - Put items in their hands. Let them touch.
 - Let them try samples of “raw product”
 - Samples of your product in a recipe
 - Remember, it's not just WHAT you say, it's also HOW you say it.
- Be there every week – “90% of success is showing up”
- Make a personal connection with your customers – let them know you care about them, and you're their “personal _____”
 - Ask for their opinions
 - When planning your next season, ask what they would like to find at your booth
 - List the produce that will be in season and ask for their likes and dislikes
 - Find out who they are shopping for
 - Ask how they liked or didn't like something
- Give them information they can use – become an “expert”
 - Hand out recipes that go with what you're selling
 - Hand out planting, care tips or storage tips
 - Hand out nutritional information
 - Consider “frequent buyer” punch cards
 - Give them interesting facts about your product
 - It takes the lives of 40 bees to make a tablespoon of honey

- “Ichiban” in Japanese means “number one” – Ichiban is an eggplant
- Make each different customer feel special

Be Friendly

- When other stores beep and buzz at the customer – we talk to them and relate as people.
- Smile!
- Vendors should wear name-tags with big, easy to see letters
- Greet your customers by name, if you know it.
- Take an interest in your customers and why they’re buying from you.
- Thank them and tell them you’re looking forward to seeing them next week and remind them to bring a friend