



Food Vendor Guidelines - Market Year 2009

Riverside Arts Market (RAM) policies will evolve over time as we together determine how best to operate a successful weekly market. Artists, food vendors, and customers will have an opportunity to provide input as policies are implemented, tested and modified. We appreciate everyone's patience as we create a premier community arts market for Jacksonville.

DEFINITION OF FOOD VENDORS

Food vendors sell ready-to-eat food at the Market, such as salads, sandwiches, coffee, pastries, and hot dogs. Food vendors are distinguished from food artists whose food is packaged for sale and eaten later at home; e.g., breads, cookies, baked goods, salsas, jellies and jams.

MARKET HOURS

RAM will be open every Saturday from 10am to 4pm from April 4 through mid-December. The Market Manager has decision-making authority to close the Market for inclement weather or any other reason.

FOOD APPROVAL

The Market will give preference to innovative, creative and quality food options. All foods must be prepared, stored and handled in accordance with Department of Health Standards. All foods must be approved for sale and, in some cases, taste tested by the Product Review Committee (PRC).

All food sold at the Market must be freshly prepared by the vendor.

To submit food for PRC approval, submit a Food Vendor application for approval with a description of the food items, list of electrical needs/appliances, and a review fee of \$16. The application for approval can be submitted on-line to: info@riversideartsmarket.com or mailed to RAM, c/o Riverside Avondale Preservation, 2623 Herschel St., Jacksonville FL 32204. The review fee is nonrefundable and should be mailed to the Herschel St. address above. Food vendors will be notified of approval status within 5-7 days via email or phone.

Once your application is approved, we hope you participate weekly at the Market. If you are absent from the Market for 6 months or more you may be required to obtain approval from the PRC in order to exhibit again.

FOOD VENDOR FEES

Vendor booth space rental fees are nonrefundable and must be paid in full when requesting booth reservations.

Booth Space Rental Rates: 1 market day = \$118 per day
 5-of-7 market days = \$96 per day
 10-of-13 market days = \$86 per day

Any unused market day booth space rental fees are forfeited.

To allow artists and food vendors vacation days from the Market, the multi-day rates allow about one day off per month, if desired. Food vendors may sign up for continuous and consecutive days, i.e. 13-of-13 days. To receive the lowest booth rate, at least 10 market days must be reserved and paid for.

RAM Charter Member status for Market Year 2009

To qualify, food vendors must reserve space and pay for the first 4 Saturdays of the Market beginning with the opening market day, April 4, at \$118 per day, or \$96 per day if reserving 5 of 7 days, or \$86 per day if reserving at least 10 days. Of course, longer-term reservations are encouraged and result in lower booth space rental fees as noted above. The first 4 weeks must be attended in order to be a Charter Member.

Benefits:

- Food vendor will have exclusivity of vendor product when present (e.g. pizza or barbecue)
- Food vendor will receive first priority for booth rental and location for the rest of the Market Year. (Those who book and pay for 10 of 13 weeks receive the highest priority.)
- Renewal booth rental fee will be based on rates above and not subject to any price increase in current Market Year.

To help ensure every food vendor's success, during Market Year 2009, there will be a limit of 8 food vendors per week unless attendance at the Market consistently exceeds 3,200 visitors per week.

The Market's success requires a full assortment of food vendors every week. If a food vendor cannot attend a reserved market day, a 3-week notice to the Market Manager is required to receive a CREDIT for that market day. If a food vendor does not give a 3-week notice, the booth fee is forfeited. If a food vendor is a "no show"; i.e., does not attend and has not advised the Market Manager, they will lose preferred status and may be banned from market participation in the future.

FOOD GUIDELINES

A list of ingredients for all foods must be available to the PRC and RAM. This includes the top 8 food allergens (milk, eggs, peanuts, tree nuts, fish, shellfish, soy, and wheat).

FOOD VENDOR BOOTHS AND TENTS

Vendor booth spaces are approximately 15 ft. wide by 12 ft. deep. Tents and vendor area may be no larger than 10 ft. by 10 ft. to allow space between vendors. There are some booth spaces that are larger and suitable for a trailer; the Market Manager will negotiate with the vendor for assignment and a small supplemental pricing of spaces.

The Market Manager assigns vendor booths weekly based on length of vendor rental (priority given to longer-term rentals), date when payment is received, and vendor requests. Trading or switching vendor spaces is not prohibited.

Food vendor booths must be staffed by an adult during all open Market hours (10am-4pm).

Electricity (two outlets: 110 volt/ac) is available to each food vendor space at no additional charge. Vendors must provide extension cords that meet electric code requirements. Food vendors must submit list of electrical needs with booth application; RAM must comply with the overall amperage load limit for the site, so some very high amperage appliances may not be permitted.

Water is available at a hose bib near the food vendor area. Vendors may make incidental use of the water, but no vendor may connect a hose to the faucet. Food vendors must have a working fire extinguisher at their booth. Open fires such as gas grills must be compliant with Jacksonville Fire Department codes.

Vendors are responsible for clean up of booth space at the end of the day. All trash must be taken to garbage cans or removed by the vendor. Any oil or other products used to cook or prepare food at the Market must be responsibly disposed of (in sealed containers, if appropriate). Vendors will be responsible for any costs incurred to clean up spills or other damage at the site. The use of drop cloths or other means of ensuring no oil stains is recommended. Failure to clean up may result in being banned from Market participation.

RAM reserves the right to regulate food vendor booths, but won't unless problems affecting the success of the Market are encountered.

SETUP & BREAKDOWN

Vendors' vehicles are allowed in the Market during setup and breakdown hours.

Setup hours for food vendors: 6am – 9:30am

NOTE: Only food vendors are allowed to access the market with trailers from 6am – 9:30am.

Vendors arriving outside these hours are required to carry or dolly their equipment and products from their parking location. We suggest an early arrival to avoid traffic congestion in the Market and a delay in setting up your booth.

Breakdown and cleanup is from 4pm to 6 pm.

RESERVATIONS

After your foods have been approved for sale at the Market, you may reserve a food vendor booth space. Reservations requests must be accompanied by payment in full for the number of market days requested.

RAM Charter Members can reserve 6 weeks ahead of their first market date. All other vendors can reserve 4 weeks ahead of their first market date.

Payment may be made by credit card (MasterCard or Visa), money order, cash or check. If paying by check, please allow an additional 5 days for checks to clear. Reservations will be made after checks clear.

CANCELLATIONS

Food vendor fees are payable in advance and nonrefundable.

If a food vendor cannot attend after payment, a 3-week notice to the Market Manager is required to receive a CREDIT for another market day. If a food vendor does not give a 3-week notice, they will forfeit the rental fee for that day; if a food vendor is a 'no show'; i.e., does not attend and has not informed the Market Manager, they may be banned from Market participation.

If the Market Manager closes the Market, food vendors will get a credit for another Market day. Vendors need to call within 2 weeks of the closed date to reserve a new Market day.

Food vendors should not arrive late or leave early without permission of the Market Manager. The Market Manager's cell phone number will be provided to all food vendors after reservations have been confirmed.

ON-SITE MANAGEMENT

The Riverside Arts Market will have staff at the Market site every Saturday. This staff (SEE COPY FOR ARTISTS) will be there to help direct food vendors, direct traffic, clean up trash, notify security if needed, answer questions, and act as goodwill ambassadors for the Market. They will be there to confirm that all food vendors are exhibiting within the rules and regulations of the Market. They will be wearing staff shirts/badges and will be easily recognizable.

RULES ENFORCEMENT

All vendors are responsible for adhering to Market rules. RAM management is responsible for enforcing Market rules and has the authority to have a vendor removed from the Market if their food does not meet the Market standards.

If a food vendor disagrees with the RAM representative, the vendor may file a grievance report with the Market Manager.

A GREEN MARKET

The Market is a 'green' market and no plastic bags or Styrofoam containers are allowed. Vendors should make every effort to reduce excessive packaging. Cloth and paper market bags

are available for sale to customers and artists. Recycle bins will be located throughout the Market.

WEATHER

Vendors need to be prepared for all weather conditions. RAM is not responsible for weather-related damage. Most food vendor booths have protection from rain and sun.

Note: Vendor must be prepared to deal with high winds and/or blowing rain that may sometimes affect any or all booths. See the “On-Line Artists Workshop” for display booth ideas.

PETS

Vendors are not allowed to bring pets to the Market.

PARKING

Parking is available at the Red Cross lot located to the right of the market when looking at the water. Cars must be removed from the lot every Saturday evening by 7pm. Once the Red Cross lot is full artists may park in the First Guaranty Bank parking lot which is across the street from the market. Again, cars must be removed by 7pm every Saturday. NO cars can be left in the market space beyond set-up and tear-down hours unless permitted by the Market Manager (farmers, for example may sell items out of the backs of their trucks). We are very fortunate to have ample parking close by for our vendors and their customers. Please respect these parking regulations, and help us keep the parking lots clean.

NOTE: Parking spaces will be reserved for food vendors as close to the Market as possible every Saturday. Generally, this will be in the back of the Red Cross lot, but occasionally it may be in the First Guaranty Bank lot.

ETHICS AND CONDUCT

1. Food Vendor shall be aware of, keep up to date, and comply with all current Market rules, regulations and guidelines. RAM reserves the right to modify the policies, rules and regulations at its discretion. While RAM officials will make every attempt to be reasonable, be aware that violators may be banned from future participation even though food service may have been approved and booth rental fees paid.
2. Food Vendor must be an adult.
3. Food Vendor agrees to sell during the entire duration of the Market day unless the Market closes due to bad weather or other unforeseen circumstances.
4. Food Vendor is allowed to sell only those items formally approved by the Market Manager or designated review committee
5. Food Vendor must comply with all federal, state, and local regulations, special statutes and ordinances regarding public health, safety, and welfare, including but not limited to product labeling laws and required licenses.

6. Food Vendor is responsible for collecting and reporting Florida State and Duval County Sales Tax on all sales at RAM. For assistance in obtaining the correct forms for you and your business, contact the city tax collector at 630-1916 extension #3 or visit www.coj.net/tc
7. Food vendor should refrain from using profanity, and from behavior that is verbally or physically abusive or dangerous and disruptive to Market activities.
8. Food vendor may not ‘hawk’ their wares. Hawking is defined as offering goods for sale aggressively by calling out.
9. Smoking is not permitted in the booth spaces during Market hours.
10. Food vendors should not use drugs or be intoxicated while selling at the Market.
11. Food vendors must display their weekly ‘show card’ prominently at their booth to verify payment for that Market day.