



fresh52 Rules and Regulations

Version 3.2 – October 2017

fresh52 Mission Statement:

Our mission is to celebrate the bounty of local agriculture, to empower local families and their children to make healthy food choices, and to create an experience where friends and families come together to celebrate their community.

Market Contact Info:

Market Manger: Carrie Hogan

Mailing Address:

5627 Deer Creek Falls Ct.

Las Vegas, NV 89118

Phone Number: (702)900-2552

Contact Email: chogan@fresh52.com

2017 Season fresh52 Market Schedule January 14 - December 18, 2017

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| 2017 Saturday Market Close Dates: January 7 th November 25 th December 23 rd and 30 th | 2017 Sunday Market Close Dates: January 8 th April 16 th November 26 th December 24 th and 31 st |
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Saturday

Every 2nd and 4th Saturday of the month

Solista Park at Inspirada

2000 Via Firenze

Henderson, NV 89044

Cross Streets: Via Firenze and Via Festiva.

Saturday Market Hours: 9am-1pm

Sunday

Sansone Park Place

9480 S. Eastern Ave.

Las Vegas, NV 89123

Cross Streets: Eastern Ave. and Richmar Ave.

Sunday Market Hours: 8:30am-1pm

Vendor Standards

Thank you for your interest in the fresh52 Farmers & Artisan Markets. We invite and encourage Farmers, crafters of handmade items, artists, and food artisans who produce high quality products to apply.

fresh52 is committed to creating a diverse marketplace with the highest quality of locally produced goods available. The following are the expectations we have of the vendors and the principles we employ to choose vendors for admittance.

- Vendors are only to bring the highest quality products to market.
- Vendors do not use any processed, refined or artificial ingredients, Non-GMO and Organic are preferred when available.
- Vendors grow or make what they sell.
- Vendors are to provide the highest quality of customer service with knowledgeable staff interested in creating relationships between the vendor and the customer.
- Vendors are to maintain the highest standards of food safety practices (where applicable).
- Vendors are to be knowledgeable about, and in compliance with all federal, state, and local regulations.

Applying to the market

Market management reserves the right to deny a vendor's application or to prohibit anyone from selling at the market, or to prohibit any product from being sold at the market.

1. **Fees:** Based on the type of business and items being sold, weekly fees range from \$35-\$100 per 10x10 space at each market. Fees are paid on a monthly basis at the first market of the month.

2. **Membership Fee:** There is a \$50 non-refundable membership fee per calendar year, due every January or when you first apply. For the application to be processed, new applicants must pay the membership fee before the application will be considered. Fees can be mailed to the market manager (at the address above), dropped off at one of the markets during normal market hours or paid via PayPal in the email you receive after you apply.

3. **Applying for the market:** Fresh52 has three (3) markets and each market requires its own application. To become a vendor, you must submit market application(s) through Mange My Market website located at: www.managemymarket.com/landing.aspx?orgID=125. If you have technical issues with the manage my market site, contact info@managemymarket.com, fresh52 management cannot help you with the functionality of the manage my market site.

3b. During the initial application process, new vendors are required to select a minimum of three (3) market dates per market applied. The first three (3) scheduled markets must be pre-paid in the form of cash, cashier's check or money order within 7 days before the first market date. The first three (3) scheduled start dates **cannot be rescheduled**, no exceptions. There are no refunds if you miss any of your first three (3) markets. There are no exceptions to this rule.

4. **During the application process you will be required to complete the following:**

a. **Company Profile:** This is a public profile that will display on the fresh52 website if you are an approved vendor. Be creative and informational.

b. **Products List:** You will be required to list ALL products you wish to sell at the market. Photos are required (one photo per product variety). This will not be public information, however this is used during the application process and reviewed by a committee as part of the approval process. So that the committee can see the detail of the product in the picture, please ensure all photos are of the best resolution.

c. **Licenses (Legal docs):** Based on the type of business, you will be required to upload city licenses, certificates and other legal documents in this area. **All non-farm vendors are required to have city and state business licenses, Nevada sellers permit (Tax ID) and insurance.** Farms and other types of vendors may be required to upload other permits or docs

that are specific to the category applying to. To find out what licenses or permits you will need, please see the licensing section later in this guide.

5. **Samples:** Depending on the category you are applying for. Vendors may be required to submit samples with their application. The new vendor may drop off samples and the application fee at one of the markets during market hours or reach out to the market manager for other arrangements.

Vendor Rules and Regulations (New and Existing)

1. **Monthly dues:** Market Fees are paid monthly at the first market of each month and are due by 10:00am. If you pay after 10:00am, you will be charged a \$5 late fee which will be added to your total fees. All checks or money orders should be made out to fresh52. If you are a new vendor, you may not pay by personal or business check, it must be cashier's check, money order or cash for the first 6 markets.

2. **Schedule:** Once you fill out your initial application and select your dates in manage my market, you are not able to adjust those dates. If additional dates need to be added or you need to make changes to your existing schedule, you must email schedule@fresh52.com with the changes. Dates that are not scheduled from the initial application need to be scheduled a minimum of 7 days prior to the beginning of each month. If you decide last minute or you do not schedule before the month begins, you are subject to an additional processing fee of \$15 per market, plus your market fee.

2b **Emergency Schedule Change:** In the event of an emergency and you need to cancel your appearance at a market, please notify the market manager a minimum of 24 hours prior to the market start or ASAP. You can send an email to schedule@fresh52.com. If you have pre-paid for the date, you will forfeit that day's booth fees. This policy does not apply to NEW VENDORS STARTING UP and completing their 3 pre-scheduled markets. NEW VENDORS ARE REQUIRED TO COMPLETE THEIR 3 MARKET MINIMUMS. If a new vendor cancels one (1) of their first three (3) dates, or an existing vendor cancels less than 24 hours before a market start time, vendors are subject to a \$45.00 fee and would be required to be paid before returning to the market. This is a \$45 fee in addition to your prepaid market fees.

2c. **No call, No Show:** If a vendor no calls or no shows more than three (3) times, the vendor will not be welcome at the market. No exceptions.

3. **Tents and weights:** Vendors utilizing a tent are required to provide their own WHITE covered 10x10 tent with appropriate weights. ALL 10x10 TENTS must have a minimum of 200lbs of total weight (50lbs minimum per leg). If the vendor has more than one (1) tent, additional weights are required for the additional legs (50lbs minimum per leg). If the vendor does not have a white tent or sufficient weights or you need a tent rental for a fresh52 special event, tent and weights can be rented from fresh52 for \$50 per market/event. The fee includes the setup and teardown of the tent. All vendors are subject to the checking of weight attached to a tent, especially on windy days. If it is determined that you do not have enough weight, you will be required to rent weights from fresh52 to ensure your tent is secure from the wind and other elements. Rental of weights are \$5 a 50lbs. Bucket and concrete filled tubes are suggested for use of weights. No exposed or cinder block weights are allowed.

4. **Signage:** Vendors are required to have visible banners identifying the farm or business name hanging in the tent during market hours. If the booth faces outside streets, it is required to have a second banner to face the outside area for more visibility. Banners should be at least 8ft x 3ft and max of 10ft x10ft. Vendors must have signs listing the prices and names of their products. No hand written ripped cardboard signs, must look professional and neat.

5. **Setup times:** Vendors should be completely setup at least 15 mins before the market start time. Remember there are several early birds that come before the market starts. You will want to be ready for them. All vendor cars must be out of the customer walking area by 8am at either market.

i. **Inspirada** - Vendors can pull up next to the market area on the Via Firenze street to unload for setup. It is suggested that you bring a dolly or cart to wheel your items into the market area as you cannot pull into the market area to unload. You need to be setup no later than 9am.

ii. **Sansone** - Vendors can drive up and unload their products and tents in front of their assigned space if it is before 8am. After 8am, vendors can load from outside the market area and dolly their stuff into their assigned space. You need to be setup by 8:30am.

5b. **Breakdown times:** Vendors may not breakdown before the market closes. If you have sold out of your product before closing, please keep your booth setup and continue to greet customers. Hand out business cards or marketing material about your product or service, it is a good thing if a customer sees that you are sold out of your product! Please ensure you clean up all your trash before you leave for the day.

i. **Inspirada** (Saturday) - Vendors can pull up next to the market area on the Via Firenze street to load up to leave. It is suggested that you bring a dolly or cart to wheel your items out as you cannot pull into the market area to load. You should be completely broken down and removed from the area no later than 2pm.

ii. **Sansone** (Sunday) - Vendors can enter the market area with their vehicles after 1:15pm. Vendors must be fully broken down and ready to load before their vehicle can enter.

6. **Parking:** Each market has designated parking for vendors.

i. **Inspirada** (Saturday) –Vendor parking is located on Via Seranova (west side of park) or Via Cook (east side of park) only. Please only park in designated areas, parking rules will be enforced by the City of Henderson.

ii. **Sansone** (Sunday) – Parking is located behind the Paul Mitchell School. All vendor vehicles must be parked there as parking is limited in this center. If you are handicap, please park in one of the designated handicap spots around the market, otherwise you will be required to park behind the school as everyone does.

7. **Pets and Smoking:** No vendor pets are allowed in the market area around vendor stands, except for service dogs. Vendors who smoke cigarettes are not permitted to smoke in or around the immediate area of the markets. Please find a designated area for smoking, there is one (1) at each market location.

8. **Trash and Cleaning:** Trash cans and recycling bins are provided for paper products and trash. All produce boxes, or large items are to be disposed of by the vendor, do not put these in the trash cans provided by fresh52. All Paper boxes should be put in the recycling bins in the back of the Paul Mitchell Building at Sansone Park Place. At Tivoli, P1 Parking Garage. The vendor will, always, keep their space, including the surrounding area clean and free of debris. Vendors are responsible for their area at the market.

The vendor will ensure their space is clean and free of personal effects, produce, wrappers, zip ties, rubber bands and other debris. All food products must be disposed of outside of the market. No water or ice may be deposited or drained on market premises. Vendors who choose to sample, should bring a small waste bin for consumer waste.

9. **Booth Assignment** - Management will assign all booth locations. Decisions are made with the interest of what is best for the market and based on seniority. Vendors can make requests for specific locations, but fresh52 reserves the right to place a vendor based on space availability and other factors that will benefit the whole market.

10. **Insurance:** All vendors are required to have general liability insurance. Minimum of 1 Million dollars per incident and 2-million-dollar aggregate. It is required that fresh52 and the leaser (Tivoli, Sansone Plaza or Inspirada) be listed as additionally insured. This is to be uploaded in manage my market licenses area. THIS IS REQUIRED AND MUST BE MAINTAINED AT ALL TIMES WHILE AT ANY FRESH52 MARKET. Two (2) hard copies must be provided to the market manager once renewed.

a. **Sansone Park Plaza** - fresh52 Famers & Artisans Market & Sansone Development listed as the additionally insured at 9480 S. Eastern Ave. Las Vegas NV 89123

b. **Inspirada** – fresh52 Farmers and Artisans Market & Inspirada LLC/Inspirada Community Association listed as additionally insured at 2000 Via Firenze Henderson, NV 89044

11. **Website Placement:** As a bonus for being a fresh52 vendor partner, you will receive placement on the fresh52 website if you meet the following requirements:

1. Must be at a minimum of 4 markets days per month (either market, combined).
2. Must provide detailed description and pictures for your online profile. You will send all updates and pictures to websiteupdates@fresh52.com The example profile can be found here: https://www.fresh52.com/vendors/f52_demo