

2010 ALPHARETTA FARMERS MARKET
APPLICATION/MEMBER PROCESS

Application Steps

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 Mkt
Carol Anderson-Wood, Market Director
11790 Haynes Bridge Road
Alpharetta, Georgia 30009

Or you may drop it off at BB&T Bank, same address: Attn: Carol

Questions or information:

Carol Anderson-Wood: 404-402-5389 or candawood@bellsouth.net

2010 Application and weekly fees:

2010 Application/Membership fee: \$25 Weekly vendor fee: \$10 per space (size of a regular parking space)

MISSION STATEMENT

The Alpharetta Farmers Market will support and promote a Green Community with the partnership of small farmers, organic growers, produced products, bakers, and local farmer production (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 2010 on May 1. Hours of operation on a regular market day, every Saturday from 5/01/10 thru 10/16/10 will be from 8:00 am until 12:30 pm. Vendors may set up as early as 7:00 am, selling will begin at 8:00 am and must stay until event is over at 12:30.

LOCATION OF MARKET

Alpharetta Farmers Market will be held in the city parking lot on Main Street (Hwy9) next to City Hall. Spaces will be assigned each year by the Market Board as applications are accepted. There is no other alternative location for inclement weather.

WHO CAN SELL

All vendors/sellers 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, license, 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.

FEES AND RESERVATIONS

All vendors who participate in any way in the Alpharetta Farmers Market are required to re-apply each season and pay all applicable fees, including 2010 application fee of \$25 and weekly space fee of \$10. Space fees will be collected each week. Spaces will be assigned upon approval of applications. Vendors must notify the Market Manager if they will not be at the market on any given week and their space is available for anyone that does not have an assigned space due to a waiting list of vendors. Vendors that arrive past 7:30 may lose their space to another vendor. Continuity and reliability are critical to keep the market a success as when you sell at the market you are operating as a small business.

GUIDELINES AND INFORMATION TO SET UP AND PARKING

1. All vendors must be on site and set up before 7:45 am so that we can be ready to sell at 8 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. Vendors are independent entities and are each liable for all applicable licenses and insurance. *All vendors must have liability insurance and turn in*

a copy with their application. If a license or certification is required, a copy must also be turned in with the application. Updated current year.

4. Vendors are responsible for their own display, tables, umbrellas, tents, and money. Each vendor is responsible for cleanliness of their space during the market and clean-up after. 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.
5. All products must be clearly labeled in compliance with Federal, State or local regulations or requirements.
6. Vendors selling by the pound must use a scale certified by the Georgia Dept. of Agriculture.
7. Vendors, their employees and associates shall dress and act in a professional manner with customers, vendors and staff. There will be NO SMOKING in the market or close surrounding areas.
8. Vendors are encouraged to present their product 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 comply with market rules. Vendors must keep their displays up until the end of the market.
9. All extra vehicles will need to be parked in the city parking lot behind City Hall next to the P.AL. area off Haynes Bridge. Vendors will be allowed to have one car pulled in their space and will set up their tent to work behind it.
10. All vendors are required to have 40 lb weights on each tent leg.
11. All vendors will need to bring the following items each week: Hand sanitizer, paper towels and cleaner, trash bag and small trash can. We are required to separate recycling this year. There will a box at both ends of the market labeled recycling. At the end of the market these boxes will need to be emptied in the recycling bin on the P.A.L. parking lot near the Haynes Bridge side.

COMPLIANCE AND VIOLATIONS WITH MARKET STANDARDS

Compliance and violations will be the responsibility of the Market Board via the Market Manager. After giving the vendor an opportunity to be heard, the determination will be made whether there has been a violation and what action should be taken. Alpharetta Farmers Market Board has the

right to limit or revoke any vendor's application without refund and membership in the market.

The following is prohibited in the market: firearms, alcoholic beverages, unleashed pets and smoking.

MARKET MANAGER

The Market Manager is responsible for running the Market and will have a table set up visible at or near the Lemonade Stand during the weekly market. All disputes are to be brought to the manager's attention and the manager will enforce rules and duties defined by the Market Board. The Market manager will answer only to the Market Board and DATA. In the absence of the Market Manager all or any of the members of the Market Board or DATA Board shall take the Market Manager's place to have 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 vendor that allowed him to use their product 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

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 are required to sign the Hold Harmless Clause included in the Market Application. All vendors agree to indemnify and save Alpharetta Farmers Market and City of Alpharetta harmless for any loss, costs, damages and other expenses including attorney's fees, suffered or incurred by Alpharetta Farmers Market 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 or 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.