

***Downtown RiverMarket Days
Presented by***



2017 General Rules & Guidelines

Our Partners:





Downtown RiverMarket Days

www.downtownrivermarket.com

Contact:

Sheena Burbridge, Downtown RiverMarket Coordinator; 318-807-1735

E-mail: river.market@ci.monroe.la.us

Myra Gatling-Akers, Director, Downtown RiverMarket & Development; 318-329-4947

E-mail myra.gatling@ci.monroe.la.us

Location: 316 S. Grand St. Monroe, LA 71201. Downtown, across from the Ouachita Parish Courthouse

Check our website for the Calendar of Events for this season and further vendor details.

Note: Nov. & Dec. will emphasize a Holiday/Christmas market to attract holiday shoppers.

Mission: To serve as a gathering place and a launching pad for small businesses, and establish downtown as a shopping and entertainment destination.

Vision & Goals:

- 1. To provide fresh, quality food choices, including produce and prepared foods.**
- 2. To provide small family farmers a venue to sell their goods.**
- 3. Provide education on healthy eating and making good food choices.**
- 4. To establish downtown as a shopping and entertainment destination.**
- 5. To serve as a catalyst for re-investment in the downtown area and a springboard for new development.**
- 6. To attract visitors to the area.**
- 7. To host a RiverMarket that is designed to become the pride of our community.**
- 8. To create entrepreneurial opportunities by providing a launching pad for new entrepreneurs and small businesses. By providing a low-cost storefront, provide advertising, and a shopping environment.**
- 9. To serve as a community gathering place.**
- 10. To provide cultural activities.**
- 11. To assist with beautification to make the area attractive to visitors.**
- 12. To host a festival that will celebrate downtown and highlight the river as one of our best assets.**

Steps to Becoming a Vendor:

1. Submit **Vendor Application** along with one-time **Application Fee of \$15**. ONLY checks & money order payments are accepted. Make payable to City of Monroe, RiverMarket. Returning vendors do not pay the one-time application fee.

HAND DELIVER TO:

Downtown RiverMarket Office
 Monroe Civic Center
 401 Lea Joyner Expressway
 Monroe, LA 71201

MAIL TO:

Downtown RiverMarket
 401 Lea Joyner Expressway
 Monroe, LA 71201

2. Merchandise vendors must send **pictures & product description** by mail when submitting application.
3. Wait for approval. An anonymous group of community members assist in reviewing prospective vendors to determine if products meet market standards. Vendors will be contacted regarding approval status & may begin participating at the market once approved. If you have not heard your approval status within a week, call the RiverMarket office at (318) 807-1735.
4. Once approved, turn in **Rental Fee**.
5. To reserve a date and guarantee your booth spot at the market, all rentals must be paid by NO LATER than 10:00 AM on the Wednesday prior to the market the vendor will be attending. Only after the payment is received, will the vendor be included in the market layout, NO EXCEPTIONS. Rentals received after Wednesday at 10:00 a.m. will be charged the Last Minute Daily Rental Fee of an additional \$20 and placed in the layout based on what is available. This refers to regular market vendors as well as new vendors. If you have a “regular” spot at the market, your spot is not held unless you pay before Wednesday at 10a.m.

Money order or check payments are accepted. Make payable to City of Monroe RiverMarket. Payments can be mailed or hand-delivered to the address above.

- a. If you would like to rent by the **day** (per Saturday), submit the following:
 - Rental fee for each Saturday requested (check or money order). Weekly rentals are subject to availability.
- b. If you would like to rent **long term** (reserve 4 Saturdays during the market season), submit the following:
 - Total Rental (check or money order). Long-Term rentals (4 Saturdays) must be paid in full at time of reservation.

	<u>LONG TERM RENTAL FEES*</u>	<u>DAILY RENTAL FEES</u>	<u>LAST MINUTE DAILY RENTAL FEES **</u>
PRODUCE		\$6 PER SAT	n/a
ARTISAN BOOTHS (7 ½ X 14 ½)		\$40 PER SAT	\$60 PER SAT
NON-PROFIT/CIVIC ORGANIZATIONS	-	\$20 PER SAT	\$40 PER SAT
PARKING LOT SPACES (Uncovered, 10 X 10)	\$30 PER SAT (\$120 TOTAL)	\$40 PER SAT	\$60 PER SAT
HOT PREPARED FOOD (Uncovered)	\$60 PER SAT (\$240 TOTAL)	\$80 PER SAT	\$100 PER SAT
FOOD & ALCOHOL	\$80 PER SAT (\$320 TOTAL)	\$100 PER SAT	\$120 PER SAT
SNACK FOODS (Beignets, Bread, Baked Goods)	\$30 PER SAT (\$120 TOTAL)	\$40 PER SAT	\$60 PER SAT
ALCOHOL	\$80 PER SAT (\$320 TOTAL)	\$100 PER SAT	\$120 PER SAT

*LONG TERM RENTAL FEES CONSIST OF 4 SATURDAYS DURING THE MARKET SEASON. THE TOTAL MUST BE PAID AT THE TIME OF RESERVATION.

** ANY RENTALS REC'D AFTER WEDNESDAY AT 11:00 A.M. WILL BE CHARGED THE LAST MINUTE DAILY RENTAL FEE RATE OF \$20.00.

NO BOOTH RESERVATIONS WILL BE MADE PRIOR TO RECEIVING RENTAL PAYMENT!!!

Vendor Application Details

Vendors needing electricity must provide specific electrical needs (i.e., what you will be running on electricity, voltage, amp, and how many plugs will be needed). Vendors must supply their own electrical cords (14 gauge or higher). Food vendors should use a 10 or 12 gauge. Electrical cords should not be used while wrapped on a reel. They will get hot and melt. Each electrical circuit will hold a maximum of 2400 volts. If electrical items being run total more than 2400 volts, the electricity will cut off.

THE APPLICATION MUST BE ENTIRELY COMPLETED TO INSURE VENDOR NEEDS CAN BE MET.

Rental Details

- The market's focus is on produce, handmade artisan items, fine crafts, unique local items & Louisiana products. It also serves as a small business incubator for entrepreneurs to test our area for future investment. All merchandise subject to approval.
- Booth Locations:
 - Vendor locations can be found on the website (downtownrivermarket.com) by Friday afternoon before the market. Vendors can also confirm booth locations the morning of the market during vendor load-in (starts at 7 am) by going to the information tent located at center court by the clock tower & archway.
 - Handmade artisan & produce vendors receive priority placement in pavilions. If there are not enough artisan and produce vendors to fill the pavilions, other vendors may be allowed a pavilion space. Please be aware this does not guarantee a pavilion space or the same space on the next market day.
 - Vendors may rent more than one space upon request if additional space is needed, pending availability.
 - Market Parking Lot Tents/Food Trucks - When RiverMarket pavilions are rented to capacity, the market expands to the parking lot. Vendors can rent spaces with the option of bringing a tent (not required). If vendors bring a tent, space for a standard 10x10 size is allowed. Food vendors with food trucks **must** rent two (2) spaces to allow enough space. Vendors not renting enough space to accommodate a food truck/trailer may be prohibited from vending.
- Cancellations: **No refunds will be given for vendor cancellations or no-shows.** Vendors are allowed to re-schedule their date ONCE during the market season in case of emergency (with a prior notice deadline of 10:00 a.m. on Friday the day before the market). Vendors must request a no-show credit coupon when re-scheduling. Any additional re-scheduling, payment will not carry over to a future date. The same vendor location cannot be guaranteed when returning to the market after a cancellation.
- Location Requests: **Vendor reservations cannot be taken until after the rent fee is paid.** Vendors should not assume they will have the same space if the rental fee has not been paid. Last minute vendors (rental received after 10:00AM Wednesday before the market) will not receive premium placement, but will receive placement based on available space.
******The same location cannot be guaranteed when skipping dates.******
- RiverMarket Staff reserves the right to cancel a vendor's approval, revoke vendor privileges, refuse or evict a vendor at their discretion, with cause at any time.
- There is a \$30 fee for all checks returned NSF.
- Market Day Cancellation: If a market day is cancelled prior to opening, due to events such as inclement weather, a rain check will be credited that will be good for the season. Rain-checks can be used at any time during the season, given space availability. Rain-checks must be redeemed at least one-week prior to your new desired market date. Vendors are not guaranteed the same space if using a rain check. Vendors must contact the office to redeem the rain check credit.

All Vendors:

- Rental consistency and reliability are critical as repeat customers are created by vendors renting booth space over an extended period of time.
- Vendors will remain open for duration of market hours. If vendor has sold out of stock, he/she must get permission from the RiverMarket Coordinator prior to leaving. Vendor must then post a sold out sign.
- Vendors may not start taking down their booth until after closing time (4pm)
- Vendors should try to offer enough product volume to sell for the allotted time.
- In order for the market to ensure an appropriate product mix, vendors are permitted to sell only items listed on their vendor application. Vendors who wish to introduce new products must contact Market Coordinator to make amendments to their application.
- No counterfeit or knock-off items allowed.
- Vendors shall provide all their own materials including chairs, tables and display items.
- Vendors must display name at booth.
- All participating vendors shall be responsible for any loss, personal injury, deaths or damage that may be result of vendor negligence. The market is not liable for damage of goods, theft, or weather damage.
- All vehicles must be out of the market area no later than 10AM prior to market opening. Vehicles remaining in the market area after 10AM will be towed by law enforcement. All vendors must be loaded and clear of parking lot within one hour of close of market.
- Smoking is not permitted in vendor area and is only allowed in designated smoking area.
- Conflicts must be brought to the attention of Coordinator for resolution. Price wars & intentional undercutting are not permitted.
- If determined that a vendor has violated any provision of these guidelines, a vendor may receive a warning, temporary suspension, or expulsion from the RiverMarket.
- To reserve space, all rentals must be paid in advance. If vendor is not present 30 minutes prior to opening, the space may be re-sold or re-assigned. No refunds will be given for no-shows.
- All walkways and benches must be kept clear. No storage of empty boxes on walkways.
- Vendors should prepare for windy conditions, & secure booth & materials as necessary.
- Vendors must supply their own all-weather extension cords.
- No person renting a space shall be allowed to sell, sublet, or assign space to another vendor.
- If vendor booth or cooking demonstration uses electrical facilities or fire, vendor or demonstrator must have an up-to-date fire extinguisher on-hand.
- Guidelines subject to change without notice. An updated copy is available upon request.
- If a vendor is not set up by the starting time of the market which is 9:30 am unless stated otherwise by the coordinator. The vendor will have to walk everything to their space as no vehicle will be allowed into the parking lot after 9:30am unless a different time is stated otherwise by the coordinator to unload. No exceptions. The RiverMarket becomes a safe zone at 9:45am.
- If the vendor is a food truck/concession and cannot walk in everything they forfeit the space assigned. The coordinator has the right to ask the vendor to leave if he or she does not comply.

Sales Tax

Vendors are required to pay sales tax unless your item(s) meet all of the criteria of the Louisiana Cultural District program to be considered a work of art. The criteria are listed below and the vendor must retain an original exemption certificate and give a copy of the original exemption certificate to the purchaser.

- **Original, one-of-kind, visual art (definition):** conceived and made by hand of the artist or under his direction; and not intended for mass production, except for limited editions specified below.
- **Examples of eligible visual art media and products include:** Visual arts and crafts, including but not limited to drawing, painting, sculpture, clay, ceramics, fiber, glass, leather, metal, paper, wood, installation art, light and digital sculpture, wearable art, or mixed media, and traditional and fine crafts; and limited, numbered editions (up to 100) of lithographs, photography, silk screen, intaglios, and etchings.

Vendors are responsible for charging and collecting sales taxes from customers and are required to report all sales to Dept. of Taxation & Revenue. Vendors must remit sales tax collected via mail. Mailing information is included in the vendor tax packet. Tax packets are available at the info booth or can be emailed to vendors upon request. Call Tim Lewis with Taxation & Revenue at (318) 329-2200 regarding sales tax questions.

Farmers Sales Tax: Farmers selling directly to consumers are sales tax exempt. Produce, plants & grass sod being sold by the farmers directly to the consumer are exempt from the 4% state sales tax & the 5.99% city tax. Supplemental products not grown or produced by vendor are subject to 9.99% state & local sales tax.

Artists Sales Tax: The RiverMarket is located within a Cultural District, so no sales tax should be charged on the sale of original, one-of-a-kind works of art. Artists must complete tax exempt forms (available at the Info booth on market day) and submit via mail as indicated in the tax packet.

Total Collective Sales Form: Market Promotion & Economic Impact

For marketing purposes, an annual collective sales total will be calculated to determine the market's economic impact. To help this process, please complete the confidential Total Collective Sales form each week and turn in to the Welcome Table before leaving the market. This confidential information will only be used to calculate the market's total revenue. Your personal information will not be released.

Clean Up

Vendors are responsible for cleaning their area and must bring brooms, trashcans, water or other needed cleaning supplies to keep the market free of debris created by market activity. Water is available in the central pavilion & in the restrooms. Vendors cannot use public trash cans for disposal and cannot dump waste in the river.

Produce: RULES AND REGULATIONS/ELIGIBILITY REQUIREMENTS

All persons who produce fruits, vegetables, plants, herbs, dairy products, baked goods, jellies, jams and honey are eligible to participate in the market. All produce sold must be grown by the vendor, except for supplemental stock (see below). Local produce must be from Louisiana, Mississippi, Southern Arkansas, and East Texas.

While homegrown local goods are preferred, some products are permissible to supplement stock. Supplemental products sold not grown, produced or made by the vendor shall be limited to a small percentage of inventory and properly signed to indicate that the produce is not home grown (non-producer) or homemade. Substandard or inappropriate products will be barred from the market.

Produce vendors must supply their own certified scales. Weights and measures must be in accordance with all applicable local, state and federal rules. All scales must be approved by the Louisiana Department of Agriculture & Forestry.

Each vendor will set their own prices. Intentional undercutting and price wars are not permitted.

Vendors must display name, farm location & product prices at their booth. Market management must approve signage other than identification of business or product. Signage must not obstruct view or interfere with neighboring space.

Farmers must allow RiverMarket representatives and/or parish Cooperative Extension personnel to inspect production facilities at any time with or without notice. Farmers must follow state and federal pesticide control laws. Products designated as organic must be certified by Louisiana Department of Agriculture & Forestry, and proper certification must be posted.

All produce must be fresh. The RiverMarket Coordinator/Director can deny a vendor permission to offer food samples for reasons such as extreme hot weather or if a potential health issue is raised. Vendors participating in the RiverMarket must follow the RiverMarket Safe Food Handling Rules. Complaints will be investigated and resolved by RiverMarket Coordinator/Director.

The market strongly encourages produce vendors to participate in the Farmers' Market Nutrition Program (FMNP) by accepting coupons for low-income seniors and WIC clients. It is the vendor's responsibility to obtain proper certification from Louisiana's Department of Agriculture & Forestry. Vendors must possess their Farmer Vendor Stamps throughout the season. Copies of the Farmer's Handbook & Farmer Applications are available by request or online. Questions may be directed to the following: **Louisiana Department of Agriculture and Forestry:** Michelle Estay, FMNP Director. Tel: (985) 345-9483, Fax: (225) 237-5630, E-mail: fmnp@ldaf.la.gov

Note: RiverMarket will be open Mon-Fri from 8:00 a.m. to 2:00 p.m. to Food Vendors for FREE and for sales vendors for \$15 per day. The weekday market will serve surrounding business employees purchasing goods. A

complete market will not be available due to the lack of week-day parking. If you would like to see one or two days per week at the RiverMarket, please contact the RiverMarket office. We will be happy to arrange a space.

FOOD HANDLING RULES

The following rules apply to all food vendors participating in the RiverMarket Festival. Inspections of the following will be performed twice daily by RiverMarket Festival Coordinator and staff:

Food vendors must bring a fire extinguisher & have it accessible in their booth during the market.

Ice/Wet Storage: Ice for consumer use shall be dispensed only by employees with scoops or tongs or through an automatic dispenser. The tongs or scoops shall be stored in between serving in a clean, covered container and shall not be stored in or near other food products.

When used as a method of cooling food, ice shall not be used for consumers. Sandwiches shall not be stored in direct contact with ice and only dry ice or frozen gel packs can be used for cold storage and shall be kept at a temperature of 41 degrees Fahrenheit.

Food Protection: All packaged food shall be labeled and sold in water resistant packaging.

Heated Food: All cooked and/or heated food shall be at 164 degrees Fahrenheit or higher. Temperature gauges will be used by RiverMarket Management and staff to maintain integrity with this requirement. Each food vendor is required to have temperature gauges/thermometers to measure the temperature for hot and cold food and shall be readily available for inspection.

Barbecue: Barbecue pits must be provided with a cover.

Seafood: No oysters allowed for sale or consumption.

Seafood Boils: Seafood boilers must be covered.

Removal of equipment: Equipment shall be removed at the end of each festival day.

Hand Washing: Each vendor shall have at least two buckets of water. One bucket shall be used and labeled exclusively for use to remove extraneous materials or excess food particles. The second bucket must contain a sanitizing solution as a hand dip. The sanitizing solution shall have 100 ppm chlorine, or 25 ppm iodine, or 200 ppm quaternary ammonia. The vendor must keep the sanitizing solution chosen available for inspection by the RiverMarket Festival representatives.

Water Source: The water source provided at the market (located near center court clock gazebo) is the only water that should be utilized (unless vendor brings own water). Bathrooms shall not be used as a water source for vendors.

Cross Contamination: Cross contamination shall be prevented by properly washing, rinsing and sanitizing cutting boards, food preparation surfaces and other food contact surfaces following contact with raw animal foods or raw vegetables and before contact with ready to eat food.

- Only Coca-Cola Products can be sold at the RiverMarket