



GOLDEN FARMERS MARKET

2022 APPLICATION INFORMATION

Every Saturday – June 4 - October 8, 2022*

Thank you for your interest in the 2022 Golden Farmers Market! This information aims to support safe, fun and sustainable weekly markets with policies that lead to success for all vendors. Please be familiar with all information included in this handbook, before you apply – as it's intended to help your application experience be a positive and informed one!

ABOUT GOLDEN FARMERS MARKET

The Golden Farmers Market (GFM) is produced and managed by the Golden Chamber of Commerce, a 501(c)(6) nonprofit organization in Golden, Colorado. A long-standing tradition in the Golden community, we strive to contribute to the success of local food growers and producers, as well as other businesses, and create vibrant community gatherings. The revenue generated from vendor sales commission helps to cover market operating expenses and directly benefits small businesses and the economic development of the Golden Community. The Golden Chamber must comply with any Jefferson County Public Health requirements and City of Golden regulations. The Golden Chamber is also a member of the Colorado Farmers Market Association and follows and promotes their vendor guidelines.

DATES, TIMES & LOCATION

The 2022 Golden Farmers Market takes place:

- Dates: Every Saturday, June 4 – October 8, 2022*
**(not July 30 due to Buffalo Bill Days community celebration)*
- Time: 8:00 am – 1:00pm
- Location: Golden Library/Jefferson County Public Library
West Parking Lot - 1019 10th St, Golden, CO 80401

APPLICATION & SELECTION PROCESS

Applications to be a vendor at the 2022 Golden Farmers Market will be accepted via an online form, found on the GFM website at <https://goldenfarmersmarket.org/>. Applications must be filled out completely and accompanied with the \$10 non-refundable application fee (which is paid with a credit card). The application deadline is Friday, April 1, 2022.

After the application deadline, the GFM committee will review and select vendors based on product standards and selection criteria as explained in this document. All vendors will be notified via email if they have been selected, or not. Those that are selected to participate will then need to pay the appropriate booth fee.

PRODUCT STANDARDS & VENDOR SELECTION CRITERIA

GFM is committed to creating a diverse marketplace with the highest quality, locally produced products available. Emphasis is given to vendors with products that are Colorado or locally produced, and farm, garden or artisan products and approved by the Market in advance to ensure high quality for our customers and successful sales for our vendors.

NOTE: With the focus on supporting critical agricultural business for the community (due to any pandemic restrictions), priority is given to FOOD vendors:

- Farmers and ranchers selling whole uncut foods;
- Value-added and ready-to-eat foods packaged for consumption off-premises;
- Artisans producing products considered essential (i.e. pet food).

Selection criteria are based on several factors such as product balance, variety, pricing and fit with the event; past participation history with the market; and whether your business is a Golden based business and/or current Chamber member. GFM will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse any vendor, any produce or product that is not of marketable quality or is deemed inappropriate for the market for any reason.

PRODUCT CATEGORIES

On the online application, vendors will designate and apply under one vendor type category. Please review all vendor types prior to completing your application. GFM uses these categories to track vendor types for each market and for financial tracking.

Agricultural Producer

- Produce that has been grown by the producer.
- Meat that is from animals born and bred on the producers land - as well as processed meat products such as bacon, jerky and sausage, or products such as eggs, cheese, yogurt, honey, soap or yarn from these animals
- Examples: farmers, ranchers, beekeepers

Value-Added

- Culinary products from any operation that has changed the form, flavor, blend, and/or the substance of raw products.
- Examples: salsa, hummus, cider, dog food & treats, baked goods, herbal products

Prepared Food

- Vendors offering freshly made food and drinks available for sale and immediate consumption on-site at the market.
- These products may be hot or cold ready-to-eat foods or drinks.
- ***Please Note: Sampling and on-site consumption may be restricted due to lingering pandemic standards.

Artisan

- Materials from outside the area of the farmers market when integrated with other local products or created by a local artisan.
- Examples: beauty and skincare products, jewelry, art, ceramics

Health & Wellness

- No physical products sold.
- Fitness, wellness and other vendor types that do not fit within the traditional boundaries of the vendor listings above.
- Please check with the Golden Farmers Market management team before applying under this category.

Sponsor/Exhibitor Booth

- Local businesses looking to reach Golden Farmers Market shoppers for their products or services,

based on their sponsorship benefits.
- Various levels of visibility and limited availability.

FEES & DISCOUNTS

Fee Paid When You Apply

Application Fee - \$10

A \$10 non-refundable application fee is required and must accompany your application.

Fee(s) Paid After You Are Selected

Seasonal Enrollment FARMER Booth Fee - \$125 (includes up to 4 – 10' x 10' booths)

If you are a Farmer and applying for the entire market season, there is a \$125 booth fee – which includes up to 4 – 10' x 10' booths. Fee is paid after you have been selected.

Seasonal Enrollment Booth Fee - \$125 (includes a 10' x 10' booth space)

If you are applying for the entire market season (June – Oct), there is a \$125 booth fee. This includes a single 10' x 10' booth. Fee is paid after you have been selected.

Additional Booths - \$75 per 10' x 10 space

If you would like additional booth space, in addition to the single booth included in the Seasonal Enrollment Fee, you may purchase for \$75 per 10' x 10' space. Additional booths are subject to availability. Fee is paid after you have been selected.

Drop-in Fee - \$60 per market/booth space

If you would like to participate for a few markets and not the entire season, the drop-in fee is \$60 per market, per single booth space. Drop-in vendors are those participating less than 1/3 of the market season, or up to 5 total market dates for the entire season. Vendors requesting part-time participation for 6 or more market days should select the Seasonal Enrollment Booth Fee. Fee is paid after you have been selected.

Drop-in vendors must obtain approval and location assignment before setting up their booth on their designated market day. Drop-in booth spaces are limited and are assigned at the discretion of market management.

Discounts

Golden Chamber of Commerce Member Discount

Golden Chamber of Commerce members receive a 40% discount (\$50) on the seasonal enrollment fee. Must be a current Chamber member to qualify.

Fees Paid After Each Market

Daily Market Fees

At the end of each market day, 10% of total gross sales is to be paid to the GFM. The specific method of payment is yet to be determined. Failure to pay will jeopardize your opportunity to participate in a future market.

City of Golden Sales Tax

All vendors who sell products (including food items for home or immediate consumption) must collect a 3% City of Golden sales tax from customers. Businesses who already have a City of Golden sales tax license, will then pay their sales tax directly to the City.

Businesses who do not have a City of Golden sales tax license, will pay their sales tax (based on the total gross sales from each market) directly to the Golden Chamber of Commerce. The specific method of payment to the Chamber is yet to be determined. At the end of the market season, the

Chamber will then pay the sales tax to the City of Golden, on the vendor's behalf.

SNAP/DOUBLE UP FOOD BUCKS PROGRAM

GFM is a participant in the SNAP (Supplemental Nutrition Assistance Program) and Double Up Food Bucks program. All accepted vendors agree to participate in the SNAP program and accept DUFB if your product qualifies. If you have questions about eligibility and requirements, please visit <https://cdhs.colorado.gov/snap>.

BOOTH INFORMATION

Booth Size & Assignments

Selected vendors will be assigned a 10' x 10' booth (or additional booths if purchased) on asphalt. Booth assignments will be made by market management. Participants are typically able to keep the same booth space from week to week. However, the market management team reserves the right to reassign spaces as deemed necessary for efficient foot traffic each week. The number of vendors each week may be adjusted as needed, at the discretion of market management. In turn, this may require an adjustment of booth locations and assignments.

Booth Presentation

In an effort to create a visually attractive booth area, we ask that your booth look professional with quality signage and a pleasing appearance that will attract customers.

Vendor Tents

Each vendor must provide their own tent, tables, chairs, etc. Vendor tents must match the assigned booth space. For example, a 12' x 12' tent is not allowed in a 10' x 10' booth space. All tents must be weighted. We recommend 40 lbs. or more securely attached to each corner. It is for your safety as well as others around you that tent must be weighted. GFM reserves the right to impose fines if you do not have sufficient weights (under 40 lbs.) at each corner and/or not anchored.

Electricity & Safety

No electricity is available! Generators may be permitted at the discretion of the market management team and must be approved in advance. Per City of Golden noise regulations, generators must have a noise rating of less than 50db.

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.)

BOOTH OPERATIONS

Set-Up & Tear Down

All vendors are responsible for their own booth area set-up and tear down. Vendors must be set up and ready to sell at the opening of each market day and agree to keep all products set-up until market closes.

Market Day Schedule

7:00 – 7:30am

Set-Up: Plan to arrive and be on-site

Vehicles will be allowed to drive directly to their booth to unload. As soon as you are unloaded, remove your vehicle to the parking area.

- 7:45am** **Be Ready to Sell!** All vehicles must be removed from market area. Failure to do so will result in a minimum \$25 fine to be collected by the market management prior to setting up and may jeopardize your future participation.
- 8am – 1pm** **Market Hours – Sell! Sell! Sell!**
No early tear down, even if you have sold out of product.
- 1:15pm** **Tear Down** – The market ends at 1pm, but no vehicles allowed in market area till 1:15pm to ensure that most of the general public has left. You are expected to leave your booth area as clean as you found it. Please place trash in designated receptacles. Failure to do so will result in a fine and may jeopardize your future participation.

Absences

If you applied to attend every Saturday, we count on you to be there and attend every market day! If you must miss a market, it is imperative that you notify the market management directly, at least 48 hours in advance, PRIOR to your absence. Do not ask other vendors to notify the Market Manager of your absence.

If you do not notify the market management within 48 hours, and/or do not show up, you will be charged a \$50 no-show fee and risk losing your assigned space the remainder of the market season.

Fines

Due to the nature of the event and the importance for vendors to comply with rules governing attendance, participation and safety, it's necessary for GFM to set the following fines. These fines are per occurrence, per space and will be enforced as needed for the safety of other vendors and market shoppers:

1. Failure to notify of absence 48 hours in advance & No-Shows: \$50
2. Late arrival, failure to remove vehicle from market prior to 7:45am: \$25
3. Tearing down early (before 1:00 pm), even if product is sold-out: \$25
4. Failure to clean and remove all trash from spaces after market: \$25

Vendors must notify the GFM manager if they are running late, will be absent, or are experiencing an emergency.

ANY THREE (3) FINES IMPOSED ON ANY VENDOR or VENDOR REPRESENTATIVES, MAY RESULT IN EVICTION FROM THE GOLDEN FARMERS MARKET.

PUBLIC HEALTH REGULATIONS

The Golden Farmers Market is under the jurisdiction of the Jefferson County Public Health (JCPH).

In order to operate at a temporary/special event in Jefferson County, vendors with food/food products must obtain approval from JCPH. Vending at a temporary/special event may not require a license if you are a mobile unit licensed through the State of Colorado, are a registered wholesaler, Cottage Food vendor, or serve exempted foods. Please contact Michael Lucero at 303-230-7093 or at mjllucero@jeffco.us if you are unsure if a license is required. Applications must be submitted 14 days prior to your first event. Approvals cannot be guaranteed on any applications submitted after this time period.

All vendors **must** comply with all county health department regulations as pertaining to their Farmers Market operations. (i.e. vendors must have appropriate washing stations, proper food handling –

gloves, proper refrigeration for those food products that apply, etc.) and be practicing all current COVID-19 precautions as required at the time. If you have questions, see contact above.

LICENSES & INSURANCE

All vendors will need to submit the required licenses and insurance certificates to the GFM, prior to the market start! No exceptions!

JCPH Temporary/Special Events Retail Food Vendor License

See previously stated information for securing this license. JCPH officials may be on-site and inspecting your food operation. It is imperative that you have all the proper permits and be prepared for their inspections!

Insurance

All approved vendors are required to have valid insurance to participate in GFM. Upon approval of your application, a Certificate of Additional Insured, with minimum coverage limits of \$1,000,000, must be submitted to the Golden Chamber of Commerce. The City of Golden and the Golden Chamber of Commerce must be listed as Additional Insured. The Certificate Holder address for the Golden Chamber is 1010 Washington Avenue, Golden, CO 80401. The Certificate Holder address for the City of Golden is 911 – 10th Street, Golden, CO 80401.

Sales Tax License

Sales tax will be paid to the Golden Chamber as previously mentioned, unless the vendor currently holds a City of Golden sales tax license. If the vendor indeed has a City of Golden sales tax license, the vendor will remit their collected sales tax directly to the City of Golden. A copy of this sales tax license must be submitted to the Golden Chamber of Commerce for our files.

OTHER IMPORTANT INFORMATION

Conduct

Vendors are expected to act in a professional manner at all times during the market. Any profanity or vulgar/rude behavior will not be tolerated and is grounds for expulsion – with no refund of any paid fees. Should a vendor encounter a problem with another vendor or customer, please notify the on-site Market Manager immediately or call a GFM representative.

On-Site Market Assistance

Golden Chamber of Commerce volunteers will be on-site, as well as Market Managers to assist you however we can, if available. Should you need any help, please ask the Market Manager only, and then appropriate volunteers can be assigned to assist you.

Weather

The Golden Farmers Market is held, rain or shine! Come prepared for the ever-changing Colorado weather. In the event of a weather emergency, you will be informed on how to proceed.

ALL APPROVED APPLICATIONS

All approved applications must pay and submit the following prior to the first market day:

1. Seasonal Enrollment Booth Fee (Farmer or Other)
2. Additional Booth Fee (optional)

3. Insurance Certificates – Certificates of Additional Insured naming City of Golden and Golden Chamber of Commerce, each for \$1,000,000 liability minimum.
4. JCPH Temporary/Special Event Food License (if required from JCPH)
5. City of Golden Sales Tax License (if you currently have)
6. Organic Certificate – If you sell organic products.

IMPORTANT CONTACT INFO

Lora Knowlton, Golden Chamber - Programs & Events Manager
303-279-3113 x 2, lora@goldenchamber.org

Nola Krajewski, Golden Chamber - Executive Director
303-279-3113 x 1, nola@goldenchamber.org

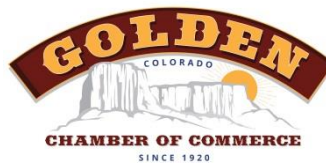
Vi Nguyen, Jefferson County Public Health -Sr. Environmental Health Specialist
303-271-5743, vquyen@jeffco.us

Non-Emergency - City of Golden Police & Fire
303-980-7300

EMERGENCY – City of Golden Police & Fire
Call 911

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Presented and operated by:



1010 Washington Ave | Golden, CO 80401 | 303-271-3113 | Lora@goldenchamber.org

Updates: February 15, 2022