



GOLDEN FARMERS MARKET

VENDOR HANDBOOK 2023

Every Saturday – June 3 - October 7, 2023

Thank you for your interest in the 2023 Golden Farmers Market! This handbook aims to support safe, fun and sustainable weekly markets with policies that lead to success for all vendors. Much of the information in this handbook pertains to those vendors who will be invited to participate. Please be familiar with all information included in this handbook - before you apply, as it's intended to help be fully informed and your experience as a vendor be a very positive one if you are invited to participate!

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 all 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 Golden Farmers Market takes place:

Dates: Every Saturday, June 3 – October 7, 2023

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 2023 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 Monday, February 20, 2023.

After the application deadline, the market management team 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 fees.

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, 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.

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

Exhibitor/Educational

- No physical products sold.
- Health, wellness and other vendor types that do not fit within the traditional boundaries of the vendor listings above.

NOTE: If none of the above categories fit your business, please contact us prior to completing the application. Email MarketManager@goldenchamber.org.

SNAP/DOUBLE UP FOOD BUCKS PROGRAM

GFM is a participant in the SNAP, Double Up Food Bucks and WIC food programs. All accepted vendors agree to participate in these programs and accept DUFB if your product qualifies. If you have questions about

eligibility and requirements, please see our community food advocate at the designated booth at the GFM.

FEES & DISCOUNTS

Application Fee - \$10

A \$10 non-refundable application fee is required with all applications.

Seasonal Enrollment FARMER Booth Fee - \$125 (includes up to 4 – 10' x 10' booths) If you are a Farmer and applying for the full or part-time market season participation, there is a \$125 booth fee – which includes up to 4 – 10' x 10' booths.

Seasonal Enrollment Booth Fee - \$125 (includes a 10' x 10' booth space) If you are applying for the full or part-time market season participation, there is a \$125 booth fee. This includes a single 10' x 10' booth.

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.

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.

Drop-in vendors pay the drop-in fee, in lieu of paying the 10% commission on daily market total gross sales. However, they will still pay the 3% City of Golden sales tax on their daily market sales.

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.

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.

Daily Market Fees

At the end of each market day, 10% of total gross sales is to be paid to the GFM.

City of Golden Sales Tax

All local and state taxes and their collection from the customer are the sole responsibility of the vendor. A 3% City of Golden sales tax will be collected by the GFM at the end of each market day (based on gross vendor sales). At the end of the market season, the Golden Chamber will remit the sales tax directly to the City of Golden on behalf of each vendor. Vendors that currently hold a City of Golden sales tax license will remit their collected sales tax directly to the City of Golden.

End of Market Day Reconciliation

All vendors will be responsible for filling out their Market Day Check out sheet. On this sheet, vendors will record their sales for the day, any sales tax owed, any applicable drop-in fees, and any SNAP or Double Up Food Bucks that you accept. Vendors can pay with cash, check or credit card on-site that day or request to be invoiced. Vendors will have three (3) business days after each market to pay the daily market fee. Failure to pay will jeopardize participation in future markets.

BOOTH INFORMATION

Booth Size & Assignments

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.

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

Vendor tents must match the assigned booth space. A 12' x 12' tent is not allowed in a 10' x 10' booth space, for example. All tents must be weighted. We recommend 25 lbs. or more securely attached to each corner. It is for your safety as well as others around your tent that must be weighted. GFM reserves the right to ask vendors to leave the market if you do not have sufficient weights 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 the market closes.

Market Day Schedule

7:00 – 7:30am Set-Up: Plan to arrive and be on-site. Vehicles will be allowed to drive to their booth to unload while following the flow of traffic We have put in place. As soon as you are unloaded, remove your vehicle to the parking area to ensure everyone has the time and space to unload and setup.

7:45am Be Ready to Sell! All vehicles must be removed from the market area. Failure to do so will result in a minimum \$25 fine to be collected by the Market Manager 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. In the event you tear down early there will be a \$25 fine to be collected by the Market Manager and may jeopardize your future participation.

1:15pm Tear Down – The market ends at 1pm, however no vehicles are allowed in the market area until at least 1:15pm to ensure the safety of everyone, especially the general public. You are expected to leave your booth area as clean as you found it. Please place trash in designated receptacles. Failure to comply with any of these rules will result in a minimum \$25 fine to be collected by the Market Manager 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
5. For load-out, driving into market footprint without approval from market management: \$25

Vendors must notify 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 Vi Nguyen 303-271-5743 or vnguyen@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.

All Food Trucks must have and present a Certificate of Inspection from one of the participating jurisdictions of the Fire Marshal Association of Colorado. You can find more information on how to obtain that here:

<https://www.cityofgolden.net/city-services/food-trucks/>

LICENSES & INSURANCE

All invited vendors will upload the required licenses and insurance certificates via an online form. It is the vendor's responsibility to secure and upload all of the required documents. This must be done prior to the first market day.

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!

Certificate of Inspection from FMAC

All Food Trucks must have and present a Certificate of Inspection from one of the participating jurisdictions of the Fire Marshal Association of Colorado. You can find more information on how to obtain that here:

<https://www.cityofgolden.net/city-services/food-trucks/>

Insurance

All 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. 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 will be uploaded via the online form.

OTHER IMPORTANT INFORMATION

Vendor Parking

In an effort to allow as much parking as possible for market shoppers and to minimize any issues from local homeowners, ALL vendors (unless selling from your trailer) are expected to park their vehicles/trailers in the designated vendor parking area. Designated parking is subject to change per City of Golden availability. Market management will notify you of approved parking locations prior to the first market day.

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 the Contact List at the end of this handbook.

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 upload the following documents prior to the first market day:

1. Seasonal Enrollment Booth Fee (Farmer or Other)
2. Additional Booth Fee (optional)
3. Signed Vendor Contract

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

IMPORTANT CONTACT INFO

To Be Determined - 2023 Farmers Market Manager

MarketManager@goldenchamber.org

Lora Knowlton, Golden Chamber - Programs & Events Manager

303-908-1826 cell, lora@goldenchamber.org

Nola Krajewski, Golden Chamber - Executive Director

970-214-0878 cell, nola@goldenchamber.org

Vi Nguyen, Jefferson County Public Health - Sr. Environmental Health Specialist Vi Nguyen

303-271-5743, vnguyen@jeffco.us

Non-Emergency - City of Golden Police & Fire

303-980-7300

EMERGENCY – City of Golden Police & Fire

Call 911

Presented and operated by:



The Golden Chamber of Commerce

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

Updated: January 18, 2023