



 @goldenfarmersmarket

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GoldenFarmersMarket.org

1010 Washington Ave.
Golden, CO 80401
(303) 279-3113



2024 VENDOR HANDBOOK

This handbook offers essential guidelines for a safe and enjoyable market experience, helping vendors thrive. Please review the contents before applying, as it will better prepare you for a positive experience if you're invited to join our community.

About

Established in 2002, the Golden Farmers Market (GFM) is a cherished community event in Golden, Colorado, managed by the Golden Chamber of Commerce.

We are dedicated to promoting food equity, enhancing community connections, and nurturing growth and innovation. As an incubator for local businesses, our vendors infuse life into Golden, helping our community thrive. The GFM is a hub for bringing people together, aptly described by our tagline, "Community Sprouting Growth."

The mission of the Golden Chamber of Commerce, a 501(c)6 nonprofit organization, is to enhance and promote the economic environment of the Golden Area through supporting chamber members, collaborating with businesses, city, county, state, and community resources, and putting forth efforts to improve the quality of life for the community at large.

The revenue generated from vendor sales commissions supports market operations and contributes to the economic development of the Golden community. The Golden Chamber adheres to all Jefferson County Public Health requirements and City of Golden regulations and is a proud member of the Colorado Farmers Market Association and the Farmers Market Coalition, promoting their vendor guidelines.

Our core values include:

★ Food Equity

★ Community Connections

★ Growth and Innovation

★ Incubating Local Businesses

2023 Market Info

- **SATURDAYS, JUNE 1 - OCTOBER 5, 2024**
 - Except July 27 for Buffalo Bill Days
- **8:00 AM - 1:00 PM**
 - Rain or shine
- **1019 10th St, Golden, CO 80401**
 - At the intersection of 10th & Illinois St

Becoming a Vendor

- **Submit Application:** Complete the online form found on the GFM website.
- **Application Fee:** Pay the \$10 non-refundable application fee using a credit card.
- **Deadline:** Submit your application by **Friday, February 2, 2024.**

After the deadline, the market management team will evaluate applications based on product standards and selection criteria outlined in this document. Vendors will be notified of their acceptance or rejection via email. Selected vendors will then need to pay the required fees.

Product Standards and Vendor Selection Criteria:

GFM is dedicated to offering a diverse marketplace with the highest quality, locally produced products. We prioritize Colorado or locally sourced farm, garden, and artisan products that meet our quality standards.

NOTE: Our focus is on supporting crucial agricultural businesses for the community, with priority given to FOOD vendors:

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

Selection criteria are based on factors such as:

- Product balance, variety, pricing, and event fit
- Past participation history with the market
- Golden-based businesses and/or current Chamber membership

GFM reserves the right to use its discretion in vendor and product selection and may accept or decline any vendor or product based on marketability or appropriateness for the market.

Product Categories:

When completing the online application, vendors must select and apply under one vendor type category. GFM uses these categories to track vendor types for each market and for financial purposes. Please review all vendor types before submitting your application.

Agricultural Producer	Value-Added	Prepared Food
<ul style="list-style-type: none">• Produce grown by the producer• Meat from animals born and bred on the producer's land, processed meat products (e.g., bacon, jerky, sausage), or products like eggs, cheese, yogurt, or honey from these animals• Examples: farmers, ranchers	<ul style="list-style-type: none">• Culinary products created by altering the form, flavor, blend, or substance of raw products• Examples: salsa, hummus, cider, dog food & treats, baked goods, herbal products	<ul style="list-style-type: none">• Freshly made food and drinks for sale and immediate on-site consumption at the market• Hot or cold ready-to-eat foods or drinks
Artisan	Exhibitor/Educational	Community Spotlight
<ul style="list-style-type: none">• Materials from outside the market area combined with local products or crafted by a local artisan• Examples: beauty and skincare products, jewelry, art, ceramics	<ul style="list-style-type: none">• No physical products sold• Health, wellness, and other vendor types that don't fit within the traditional boundaries of the above vendor listings• Examples: Massage and other service-based businesses	<ul style="list-style-type: none">• No physical products sold• Sponsors, Chamber Businesses, and Community Nonprofits can apply to showcase their products/services once per season

Food Equity

The GFM participates in the Supplemental Nutritional Assistance Program (SNAP), Double Up Food Bucks (DUFb), and the Women, Infants, and Children Farmers Market Nutrition Programs (WIC FMNP). All accepted vendors agree to participate in these programs and accept SNAP/EBT, DUFb, and WIC FMNP for qualifying products. If you have questions about eligibility and requirements, please consult our community food advocate at the designated booth during the market.

Participation Fees

<p>Application Fee</p>	<p>\$10, non-refundable</p>
<p>Seasonal Enrollment FARMER Booth Fee</p> <ul style="list-style-type: none"> For farmers applying for full or part-time market season participation. 	<p>\$125, includes up to 4 – 10' x 10' booths</p>
<p>Seasonal Enrollment Booth Fee</p> <ul style="list-style-type: none"> For non-farmer vendors applying for full or part-time market season participation. 	<p>\$125, includes one 10' x 10' booth space</p>
<p>Additional Booths</p> <ul style="list-style-type: none"> For extra booth spaces, subject to availability. 	<p>\$75, per season per 10' x 10' booth space</p>
<p>Drop-in Fee</p> <ul style="list-style-type: none"> For vendors participating in up to 6 total market dates throughout the season. For Exhibitor/Educational vendors not selling a physical product and service-based business vendors: \$60 flat rate Drop-in vendors must obtain approval and location assignment before setting up their booth on their designated market day. 	<p>\$25, per market per 10'x10 booth space, paid prior to attending</p> <p>Plus 10% commission on daily market gross sales</p> <p>Subject to 3% City of Golden Sales Tax</p>
<p>Golden Chamber of Commerce Member Discount</p>	<p>40% off (\$50) the seasonal enrollment fee.</p>
<p>Daily Market Fees</p>	<p>At the end of each market day, 10% of total gross sales must be paid to GFM.</p>
<p>City of Golden Sales Tax</p>	<p>3% City of Golden sales tax will be collected by GFM at the end of each market day (based on gross vendor sales).</p>

Schedule & Booth Operations

	Timeline	
Load In & Set Up	6:15 AM - 7:15 AM	<p>Arrive and be on-site for booth set-up</p> <p>Vehicles are allowed to drive to booths for unloading between 6 AM and 7:30 AM while following the one-way traffic flow according to the provided map.</p>
Park & Walk Back	7:30 AM - 7:45 AM	<p>Vendors must remove their vehicles from the market footprint as soon as they are unloaded and move them to the designated approved parking location.</p>
Readiness	7:45 AM - 8:00 AM	<p>All vehicles must be removed from the market area by 7:45 AM.</p> <p>Vendors must be set up and ready to sell.</p>
Market Hours	8:00 AM - 1:00 PM	<p>The market is open for business</p>
Tear Down	1:15 PM - 2:00 PM	<p>Vendors can begin tearing down at 1:00 PM, but no vehicles are allowed in the market area until after 1:15 PM</p>

Rules & Regulations

Vendor Booths

- Vendors will be assigned a 10' x 10' booth (or additional booths if purchased) on asphalt.
- Booth assignments are made by market management and generally remain consistent week-to-week.
- The market management team reserves the right to reassign spaces for efficient foot traffic or other logistical concerns.
- Vendors should maintain a professional and visually attractive booth with quality signage to attract customers.
- Vendor tents must match the assigned booth space (e.g., a 12' x 12' tent is not allowed in a 10' x 10' booth space.)
- **All tents must be weighted, with 25 lbs. or more securely attached to each corner.** This is a requirement of fire department regulations.
- Insufficiently weighted tents may result in fines and possibly removal per the fire department
- **No electricity is available at the market.**
- Generators may be permitted with market management approval and must adhere to City of Golden noise regulations (less than 50db noise rating).
- Appropriate fire safety equipment is required for on-site cooking (e.g. fire extinguisher)
- Vendors are not allowed to bring pets, with the exception of service animals.
- Vendors must leave their booth area as clean as they found it.
- Dispose of trash, recycling, and compost in designated receptacles.
- Dispose of ice and wastewater in the designated greywater barrel. Failure to do so will result in fines and possible expulsion.

Safety & One-Way Traffic Flow

- **All vehicles must follow the one-way traffic flow according to the provided map.**
Once you enter the market, make only left turns. Slow down.
- Vehicles are allowed to drive to booths for unloading from 6:00 AM to 7:30 AM
- Vendors must remove their vehicles from the market footprint as soon as they are unloaded and move them to the designated approved parking location.
- **All vehicles must be removed from the market area by 7:45 AM.**
- No vehicles are allowed in the market area until after 1:15 PM, and only after the barricades have been removed by market management.
- **Vendors may not enter the market area before 1:15 PM.**
- **Vendors are not allowed to remove any roadblocks themselves.**
Tampering with signage, barriers, fencing, or barricades will result in fines and expulsion from the market.

Absences & Communication

- **Attendance is crucial to the success of our market.**
- **We ask that you commit to attending all dates you are approved for.**

- **If you are not able to make an assigned date for any reason, you must notify market management directly at least 72 hours in advance of any absences.**
- **If you are a no-show on any given market or you arrive late more than once, you may be asked to leave for the remainder of the season.**
- Notify market management if running late, will be absent, or experiencing an emergency that will impact participation in the market.
- **Late arrivals may be turned away and not allowed to participate in the market.**
- Late arrivals can only be accommodated with prior notice and approval from market management.
- Failure to be set up and ready to sell by 8:00 AM or tearing down before 1:00 PM will result in fines and possible expulsion.

Fines and Consequences:

- **\$60 per occurrence, per booth** for no-shows or failure to notify of absence 72 hours in advance.
- **\$50 per occurrence** for failure to remove vehicles from the market area by 7:45 AM, attempting to enter the market area with a vehicle prior to 1:15 PM, or tampering with signage, barriers, fencing, or barricades. These infractions are grounds for immediate expulsion from the market.
- **\$30 per occurrence** for failure to follow one-way traffic flow, late arrival, insufficient weights, tearing down early, not cleaning booth area, or failure to adhere to Sustainable Event Regulations
- **Fines may result in eviction from the Golden Farmers Market.**

Sustainable Event Regulations

The City of Golden is striving to ensure that special events are as sustainable as possible and to reduce solid waste by 80% by 2030. We need your help as a vendor to make that happen. Events, just by their nature, produce an excessive amount of waste – half of which is from food service ware.

Please review the [City of Golden Sustainable Event Regulations](#) designed to lessen the environmental impact of events and to educate organizers, vendors, and attendees about sustainable practices.

Due to changes in the organics industry across the front range of Colorado, organics collection will not be a part of the 2023 sustainable event program in Golden. **GFM will not be collecting compostable waste this season** but hope to bring this component back in the near future.

Waste Diversion

GFM rents equipment for waste stations from the City of Golden. We will have multiple waste stations throughout the market with one waste and one recycle bin. Bins are always placed together to avoid the risk that event attendees place waste in the closest but incorrect bin.

No Styrofoam or Polystyrene Products

City of Golden permitted events strictly prohibit the use of Styrofoam or Polystyrene food service ware, including clamshells, cups, and plates. **Vendors who arrive on the day of the event with Styrofoam products will be asked to leave the market.**

Contamination

GFM works with the City of Golden and their contracted waste haulers for dumpster services each year. **The City takes contamination extremely seriously. We are responsible for ensuring all recyclable materials are accepted for processing**, and the waste hauler has the final decision as to whether a dumpster is clean enough to be recycled or gets diverted to the landfill. We are responsible for the cost of these dumpsters and any fees or penalties incurred for dumpster contamination. If the waste hauler reports that they will not recycle our dumpsters due to contamination, it may affect our ability to be permitted in the future.

By offering recycling services, GFM commits to all necessary measures to ensure that materials truly get diverted from landfill. This is necessary in order to build trust among event vendors and attendees that their efforts will make a positive impact.

Any type of plastic bag, film, or soft wrapping is considered contamination in the recycling stream. This includes the blue and transparent “recycling” bags that are provided for collection. These bags need to be torn open, and the materials dumped loose into the dumpster. Absolutely no plastic bags are allowed in recycling dumpsters. We incur extra charges if contamination occurs.

Recyclable Vendor Service Ware Rules

Recyclable materials that are accepted at our event are limited to certified recyclable cups, glass bottles, and cans. Note that not ALL plastic cups are recyclable, and to create a clean stream it is important to know which items will be accepted in the recycling stream. Vendors can serve drinks in acceptable recyclable containers, **noting that Styrofoam or Polystyrene is PROHIBITED**. Vendors should avoid certain plastics, as well as plastic-lined cups. The City of Golden discourages the use of straws.

Acceptable vs Unacceptable Drink Service Items

Allowed	Prohibited
<p>Provide drinks in recyclable containers, for example:</p> <ul style="list-style-type: none">• Plastic Bottles• Aluminum Cans• Glass Bottles• Juice Boxes (tetra paks)• Clear Plastic Cups (#1 or #2)	<p>Do not provide drinks in any of these containers:</p> <ul style="list-style-type: none">• Styrofoam cups• Plastic Cups (#3, #4, #5, #6 or #7)• Paper Cartons (e.g. Milk Cartons)

*Note that all paper cups for hot beverage service should be put in the trash, as they are NOT recyclable. Being a sustainable event relies on our vendors understanding their responsibility to use acceptable service ware items.

Vendor Sustainability Checklist

Before Market

- Use paper or compostable service ware items.
- Absolutely NO Styrofoam. Vendors that arrive on market day with Styrofoam will be asked to leave.
- Avoid single-serving condiments (mustard, ketchup, mayo, sugar, etc.) – opt for bulk dispensers instead
- Train staff on sustainability regulations

During Market

- Know which items are recyclable and acceptable to the waste hauler
- Break down and flatten cardboard boxes and use designated recycling bins/locations.
- Pizza boxes are NOT recyclable and should be placed in the trash
- Offer single-use plastic bags only upon request. Please note that in 2024, these materials will be prohibited entirely from City events in alignment with State law.
- Turn off vehicles while loading and unloading to reduce GHG emissions; no idling if you have a vehicle on site
- Encourage the use of nearby water bottle filling stations for event attendees.

After Market

- All bagged recyclables must be torn open before placing materials in recycling dumpsters.
- Cardboard should be flattened, and single-stream materials brought to recycling dumpster.

Q: What is recyclable and what is not

A: Acceptable materials include glass, aluminum, tin, #1 and #2 plastic (cans, bottles, etc.), cardboard, paperboard, and mixed paper, including newspapers, magazines, and flyers. Containers should be rinsed out and dry to the best extent possible. A full list of recyclables is available [here](#).

Greasy and food-soiled pizza boxes, paper wrappings & napkins are currently not accepted in the recycling stream and should be placed in the trash. Larger pieces of metal (tent spikes, fittings, or other metal equipment) are not accepted in the single-stream recycling provided at the event but should be taken to metal-specific recyclers.

Q: What goes in the Trash?

A: Whatever else is left, but generally plastic film, plastic bags, and bits of plastic smaller than the size of a credit card. Pizza boxes go in the trash as well. Paper cups that have plastic or wax lining, generally those used for hot beverage service, should go in the trash. Any electronic waste and medical waste are not allowed to be thrown in the trash as they are considered hazardous materials. Please dispose of it at a certified e-waste facility.

Public Health Regulations

GFM falls under the purview of Jefferson County Public Health (JCPH). Vendors must comply with all JCPH regulations. For vendors serving food or food products, this includes having appropriate washing stations, proper food handling (e.g. use of gloves), and proper refrigeration for applicable food products. Vendors must practice all current COVID-19 precautions as required at the time of the market (if applicable). For more information, refer to the contact information provided below.

Parking

To maximize parking for market shoppers and minimize potential issues with local homeowners, all vendors and all booth staff are expected to park their vehicles/trailers in the designated vendor parking area(s). The only exemption is for vendors who have been pre-approved to sell from their truck or trailer (this is not common). Market management will notify you of approved parking locations prior to the first market day. It is imperative that this information is communicated to all vendor representatives and booth staff. Failure to adhere to parking rules will result in fines and possible expulsion from the market.

Professional Conduct

Vendors are expected to uphold a professional demeanor at all times during the market. Any instances of profanity, vulgarity, or rude behavior will not be tolerated and may lead to expulsion from the market – with no refund of any paid fees. If a vendor encounters an issue with another vendor or customer, they should immediately notify the on-site Market Manager or call a GFM representative on the Contact List found at the end of this handbook.

On-Site Market Assistance

Golden Chamber of Commerce volunteers, along with Market Managers, will be on-site to provide assistance as needed. If you require help, please ask the Market Manager, who can then delegate appropriate volunteers to assist you.

Weather Conditions

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

Licensing Requirements

Vendors must provide the following documentation prior to the first market day. These documents must be uploaded online as instructed and vendors must have copies of all licenses available for inspection at all times.

[JCPH Temporary/Special Events Retail Food Vendor License](#)

Food vendors must obtain approval from JCPH to operate at a temporary/special event in Jefferson County. 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. Contact JCPH if you are unsure if a license is required. Applications for approval must be submitted 14 days prior to your first event. Approvals cannot be guaranteed for any applications submitted after this time period.

[Certificate of Inspection from FMAC](#)

Food Trucks must obtain a Certificate of Inspection from one of the participating jurisdictions of the Fire Marshal Association of Colorado (FMAC).

[Insurance Certificates of Additional Insured](#)

All vendors must have valid insurance to participate in the GFM0. Upon approval of your application, you must provide a Certificate of Additional Insured with minimum coverage limits of \$1,000,000. Both the City of Golden and the Golden Chamber of Commerce must be listed as Additional Insured.

Golden Chamber Certificate Holder's Address: 1010 Washington Avenue, Golden, CO 80401.

City of Golden Certificate Holder's Address: 911 – 10th Street, Golden, CO 80401.

[City of Golden Sales Tax License & Collection](#)

GFM has an agreement with the City of Golden to streamline the sales tax process for our vendors. According to this agreement, GFM collects a 3% City of Golden sales tax on behalf of the vendors at the end of each market day and remits it to the City throughout the season. Therefore, vendors do not need to obtain a separate City of Golden sales tax license specifically for participating in the Golden Farmers Market.

However, some vendors who already operate within City limits outside of the Golden Farmers Market may already hold a City of Golden sales tax license. These vendors have the option to opt out of the 3% City of Golden sales tax collection by the GFM and instead remit the tax independently when filing their business taxes. If you possess a City of Golden sales tax license, please upload it via the designated form.

It's crucial that you notify market management if you choose not to have the GFM collect the tax on your behalf. This ensures the correct tax collection and remittance process is followed for your business. Failure to communicate this information may result in inconsistencies in your sales tax obligations.

SNAP/DUFB & WIC FMNP Contract

If you sell SNAP, DUFB & WIC FMNP-qualifying products, you must sign the participation agreement.

Organic Certificate

If you sell organic products, you must provide this certificate.

Acknowledge Sustainability Agreement

Sign the vendor letter and agree to adhere to the 2023 [Sustainable Event Guidelines](#).

Submit Payment for Seasonal Enrollment Booth Fees

Payment must be received by the deadline for the appropriate fee depending on your vendor category and level of participation.

Signed Vendor Contract

I have read and agree to adhere to all Golden Farmers Market 2024 Vendor Handbook rules and regulations and comply with all Public Health & Safety Guidelines and State and Local laws. By digitally signing and submitting this application, and participating in the market, the vendor and/or their representative agree to the policies and procedures stated above and hereby release and forever discharge the Golden Chamber of Commerce, the City of Golden, their employees, volunteers, and the market managers from any responsibility, personal liability, claims, loss or damage arising out of, or in conjunction with, participation in the Golden Farmers Market 2024. The Golden Chamber of Commerce, the City of Golden, their employees, volunteers, and market managers shall be held harmless from and against any and all liabilities, suits, claims, damages, injuries and actions, theft, costs, and expenses of any kind or nature of anyone whatsoever relating to premises due to or arising out of any act, negligence, or neglect of the vendor, or any of their guests. Vendors assume all liability for their stand and products sold.

Vendor Name (First, Last) & Business Name

Signature

Date

Important Contact Information

TBD | Market Manager | Golden Farmers Market

303-279-3113 office | info@goldenfarmersmarket.org

Lora Knowlton | Events & Operations Manager | Golden Chamber of Commerce

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

Nola Krajewski | Executive Direct | Golden Chamber of Commerce

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

Liz Cliburn | Sr. Environmental Health Specialist | JCPH

303-239-7093 office | ecliburn@co.jefferson.co.us

Non-Emergency | City of Golden Police & Fire

303-980-7300

EMERGENCY | City of Golden Police & Fire

Call 911