

Wednesday Pier Farmers Market  
St. Augustine Beach, FL

Rules, Procedures  
and  
Operating Guidelines

## **Our Mission:**

The mission of the Wednesday Pier Farmers Market located at 3150 A1A Beach Blvd, St. Augustine, FL (the St. Augustine Beach Pier Park) is to promote local food and local artists. To build a community where we work and live. We support local economy, increase market opportunities for farmers and small businesses, provides access to an assortment of local and regional sourced products.

We want to create a destination, a place where the market serves as a setting for the community and visitors to the area to gather and learn something new from a farmer, grower, producer or exhibitor.

## **Hours of Operation:**

The Wednesday Pier Farmers Market is held every Wednesday, year round from 8:00 am to 12:00 pm weather permitting.

For the safety of our patrons, vendors must arrive at the market no later than 7:30 am and be ready to start selling when the market opens at 8:00 am. Latecomers may be relocated or denied admission at the sole discretion of Market Management.

Vendors are required to stop selling at the close of the market. Everything then loaded for removal and all vehicles must vacate the market site no later than 1:00 pm.

Vendors are required to stay until the market closes even if they have sold all of their goods. The Market Manager must approve exceptions to this policy in advance.

A market representative is responsible for officially opening and closing the market each day.

Market management and St. Johns County reserve the right to change market hours, and location. Vendors will be notified well in advance of change.

## **Market Management Contact Information:**

Preferred contact for the market is via email [staugpiermarket@gmail.com](mailto:staugpiermarket@gmail.com)

### Market Manager:

Julie Olsson

Phone: 904.315.0952

Email: [julieolsson22@gmail.com](mailto:julieolsson22@gmail.com)

## **Definitions – Product(s):**

(Contains but not limited to)

Fresh Food – salads, specialty juices, lemonades, teas, coffee, seafood

Farm – produce, meat, cheese, dairy

Grocery – dried herbs and spices, baked goods, jams, pickles, olives, nuts, seeds, honey  
Hot Food – ready made food, onsite consumption  
Craft – jewelry, crochet, sewing, soap, lotion, wood working, clothing  
Art – paintings, drawing, sculptures, pottery, metal works, photography  
Non-profit – entity that qualifies as tax exempt  
Plants – potted live plants contained in soil, air plants

### **Application:**

To apply to the market, prospective vendors should submit a completed vendor application by US mail, email or deliver by hand to the market manager during market hours with information about their business and description of their product. Along with the application photos of the product and booth setup are required.

Efforts will be made to accommodate those who apply however participation may not be allowed due to insufficient space; product mix; duplication of product(s). If a product is already well represented, applications will be kept on wait-list pending space availability.

You may only bring to sell what has been approved prior to market. If new items are to be introduced, a written request to the Market Manager is to be submitted prior to offering it for sale in your booth.

Quantity and type of vendors are at the sole discretion of the Market Manager.

A non-refundable \$30 application fee is required to be submitted with the application. Checks payable to the Wednesday Pier Farmers Market.

### **Permits, Licenses and Insurance:**

Vendors must comply with all State and Local Health regulations, federal, state, local and special ordinances and statutes. Vendors must obtain and keep current any state and local permits and are responsible for any taxes. Permits and licenses are to be displayed at all times during market hours.

St. Johns County requires all Vendors to obtain a SJC Business Tax Receipt. Contact the St. Johns County Tax Collector's Office at 904.209.2250 for information.

### **Vendor Requirements:**

Vendors are required to conduct themselves in a manner that fosters a positive shopping experience for patrons of the market. Unsuitable language such as crude jokes, offensive comments, or engaging inappropriate behavior is not allowed. Market management expects vendors to conduct themselves in a courteous and friendly manner with fellow vendors, management and patrons of the market.

No dissemination of fliers, handbills, posters, signage etc. is permitted without prior approval of manager in writing. Barking or shouting out to attract customers is not allowed.

Tear down may commence at end of market. Vendors are responsible for cleaning area after use and disposing of their waste. Boxes should be removed by the vendor, disposed elsewhere other than market receptacles. Vendors offering samples must have a container in the booth for waste. The garbage receptacles located in the Pier Park are for patrons of the market only.

Vendors should have adequate money to make change for customers and be responsible for their own form of payment.

The market is not responsible for any liability arising out of negligent acts of the vendor, their product or employees. Vendors should obtain adequate property, liability and workman's compensation insurance pertaining to their type of product. Vendors agree to hold harmless St. Johns County, City of St. Augustine Beach and the Salt Air Farmers Market, LLC DBA Wednesday Pier Farmers Market.

Scales used to weigh products must meet the standards of the Florida Department of Agriculture and Consumer Services.

**Attendance:**

Vendors are required to notify market management 24 hours in advance if they are unable to attend the market. Preferred method is by email to [staugpiermarket@gmail.com](mailto:staugpiermarket@gmail.com). If the market manager is not notified in advance, if paid by the month paid fee is forfeited. Vendors will receive credit if notified within time frame.

If daily vendors do not notify within required time frame, they must pay for the missed day prior to attending the next market.

Monthly vendors – paid for the month  
Daily vendors – pay by day

If not notified within time frame vendors will receive –

First offense: verbal warning  
Second offense: written warning  
Third offense: suspension from market  
Fourth offense: termination from market

Participation on market days with severe or inclement weather is at the discretion of vendors. Be sure to notify market manager of your decision not to participate within 24 hours of the start of the market so as to adhere to the vendor cancellation policy.

**Vendor booth locations:**

Booth space is assigned by the market manager on a first come basis. Priority will be given to regular vendors who will have the same booth location.

Vendors must supply their own tents, tables, chairs, etc. Each leg of the tent should be weighted with 10 pound weights. Awnings must be at least 6ft in height.

Space size is 10 foot by 10 foot. Extending beyond allotted space will result in additional fees.

Nothing, including signage, will be allowed to extend outside the designated booth space dimensions.

**Booth Fees:**

Low season pricing – June, July, Aug @ \$22 per market day.

Peak season pricing – Sept, Oct, Nov, Dec, Jan, Feb, March, April, May @ \$25 per market day.

Payment for booth space will be collected each market day and can be paid in cash, check or credit card via online payment system. Market manager will begin collecting booth fees at 9 am.

Monthly payments will be accepted and collected on the last market day of the month for the upcoming month. If a vendor notifies the Market Manager within 24 hours of the start of the market that they will not be able to attend, they will be given a credit for that day that can be applied to a future market. Monthly vendors will forfeit their fee for the day missed if they do not notify the Market Manager with 24 hours of the start of the market. Daily vendor fees are due by the end of each market day.

**Background Check:**

Vendors must submit to a Level 1 background check prior to setting up at the market.

**Prohibited Items:**

Smoking, alcoholic beverages, and firearms are not allowed on market premises.

**Disputes:**

All complaints and/or concerns, whether from participants or customers should be reported to the market management and submitted in writing via email to [staugpiersmarket@gmail.com](mailto:staugpiersmarket@gmail.com). Market Management will address all issues appropriately.

## **Non Compliance:**

Market Management reserves the right to dismiss any vendor or remove any product being sold that does not adhere to the rules and procedures as outlined in the document. Consequences for violating the rules and procedures will result in the following:

First offense: verbal warning

Second offense: written warning

Third offense: suspension from market

Fourth offense: termination from market

## **Reason to disallow participation:**

Efforts will be made to accommodate those who apply however participation may not be allowed due to prior performance; insufficient space; business location; product mix; duplication of product(s); sourcing impact; unfulfilled ingredient sourcing requirement; not submitting required licenses/permits on time; late arrival and/or absence without proper notice; refusal to adhere to the market guidelines.

## **Safety:**

Vendors must perform safety and serviceability checks of all equipment and appliances prior to use:

- Propane tanks must be pre-checked for damage and leaks to hoses and tanks;
- A-B-C fire extinguishers must be provided by the participant and readily available;
- Cords must be three-prong and securely installed so that no looseness exists between the prongs and connection point at all times;
- Cords must be out of foot traffic areas to prevent trips and falls;
- All cords will be checked for damage and will be removed; and
- In the event of high winds, securely fasten tents to prevent from flying away.

## **Electricity and Water:**

Vendors must advise the Market Manager at the time of application of electrical requirements of any equipment planning to be used. Vendors are responsible for providing their own outdoor approved extension cords. Electrical extension cords must be rated for outdoor usage and UL (Underwriters Laboratory) certified.

Cords must be out of foot traffic areas to prevent trips and falls and covered with mats that lie in any area utilized by market customers.

Vendors who provide food samples to market customers are responsible for setting up their own temporary hand washing station comprised of a plastic water jug with a spigot that provides running water, soap in a dispenser, paper towels and a bucket to catch used water or sanitizer in. Any sampling or tasting of products must be approved

by market manager. All the Health Department guidelines must be adhered to regarding gloves and hand washing stations should be followed.

**SNAP:**

All Vendors who sell items approved by the SNAP program are required to accept SNAP payments. Payments will be made in the form of \$1 tokens from customers. Tokens will be collected and reimbursed by the Market Manager daily.

\*\*Currently working on establishing SNAP

**Security:**

Currently officers are scheduled from 9:30 to 12:30. Cost is \$35 per officer, per hour. Will re-evaluate coverage based on market needs.



By execution hereof, the undersigned releases and discharges and agrees to hold harmless the County of St. Johns, City of St. Augustine Beach from any and all claims, demands, action or right of action arising out of or by reason of the use Wednesday Pier Farmers Market and the Salt Air Farmers Market, LLC except due to the sole negligence of the above named entities. The Vendor/Farmer agrees to protect, defend indemnify and hold harmless the above said entities, its officers, Board members, agents and volunteers from and against all claims, demands, expense, and liability arising out of injury or death to any person or the damage, loss or destruction of any property which may occur or grow out of any act or omission of the Vendor and its agents, or any and all costs, expenses and attorney fees incurred by the Vendor as a result of any claim, demands or causes of action arising out of operating Wednesday Pier Farmers Market. I have received, read and understand the terms and conditions described on this application and agree to comply with regulations applicable to my products. I assume all responsibility for investigating and complying with said regulations. By signing below, I agree to all of the rules and regulations of the Wednesday Pier Farmers Market and the Salt Air Farmers Market, LLC.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Date: \_\_\_\_\_

## St. Augustine Beach Wednesday Pier Farmers Market Vendor Application

Business Name:	
Owner/Contact:	
Mailing Address:	
City/State/Zip:	
Phone:	
Email:	
Website:	
Facebook Page:	
<p>Product Description – List all products you wish to sell at the market. Include photos of the products and your booth. Products that require additional state or local inspections or licensing must submit proof of compliance with this application.</p>	
Initial	Please read each line below and initial each line if in agreement
	I understand that the Salt Air Farmers Market, LLC DBA Wednesday Pier Farmers Market reserves the right to limit or discontinue participation of a vendor at any time.
	I understand that I am responsible for adhering and keeping current with all relevant government regulations, tax requirements, health permit, licenses, etc.
	I agree to give the operators of the Salt Air Farmers Market, LLC DBA Wednesday Pier Farmers Market permission to use my photos, depiction of my products, and my image for market promotional purposes.
	I, the undersigned, have carefully read and understood the Vendor Guidelines and Application Form.

Vendor/Business Name: \_\_\_\_\_

Vendor/Owner Signature: \_\_\_\_\_

Date: \_\_\_\_\_