

**2012 ALPHARETTA FARMERS MARKET**  
**APPLICATION/MEMBER PROCESS**

**Application Steps**

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1. Submit application & Fee--applications will be reviewed by market board.
2. Receive Notification
3. Market Participation

**Mail application and check to:** \_\_\_\_\_ **Check payable to:** \_\_\_\_\_

**Downtown Alpharetta Farmers Market      Downtown Alpharetta Farmers Mkt**  
**Carol Anderson-Wood, Market Director**  
**11770 Haynes Bridge Road**  
**Suite 205, Box 264**  
**Alpharetta, Georgia 30009**

**Questions or information:**

**Carol Anderson-Wood: 404-402-5389 or [candawood@bellsouth.net](mailto:candawood@bellsouth.net)**

**2012 Application and weekly fees:**

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**2012 Application/Membership fee: \$25    Weekly vendor fee: \$20 per space**  
**(size of a regular parking space)**

**MISSION STATEMENT**

**The Alpharetta Farmers Market will support and promote a Green Community with the partnership of small farmers, organic growers, produced products, bakers, and local farmer production (within 100 miles in Georgia) to be marketed directly to the community with the purpose of providing good health, natural benefits of eating fresh foods and supporting our local providers.**

**DATES AND HOURS OF OPERATION**

**Alpharetta Farmers Market will open the season of 2011 on April 14 in conjunction with the City of Alpharetta Art and Street Fest. Hours of operation on the opening day only will be 9 am to 2:30 pm. The Art and Street Fest will be from 10 am to 6 pm. We will also have an extended time during the City of Alpharetta ScareCrow Festival on October 6. The Holiday Christmas Market will be held this year December 1st<sup>h</sup>, on Sunday Afternoon from 1 to 7:30 pm or**

until the crowd has disbursed and will close with the tree lighting festivities. The retail stores in Downtown will also have an Open House during that time. There are several special events that will be held during the season, but will be at the regular hours of 8am until 12:30pm.

Hours of operation on a regular market day, every Saturday from mid-April, 2011 thru October 6th (with exception of April 14 and October 6) will be from 8:00 am until 12:30 pm. Vendors may set up as early as 7:00 am, selling will begin at 8:00 am and must stay until event is over at 12:30.

#### **LOCATION OF MARKET**

Alpharetta Farmers Market will begin they season being held in the city parking lot on Main Street (Hwy9) next to City Hall. Construction of the new City Center may cause us to be moved before the end of the season. Spaces will be assigned each year by the Market Board as applications are accepted. There is no other alternative location for inclement weather.

#### **WHO CAN SELL**

All vendors/sellers must apply each year for vendor membership prior to selling at the Alpharetta Farmers Market by filling out the application with required fees, copies of insurance, license, etc. and submitting it to the Market Manager to be approved by the Market Board. Applicants will be notified and told if they are Approved or Denied based on the Committee vote. Application discussion and votes will not be made public or discussed via phone, email or in person.

#### **FEES AND RESERVATIONS**

All vendors who participate in any way in the Alpharetta Farmers Market are required to re-apply each season and pay all applicable fees, including 2012 application fee of \$25 and weekly space fee of \$20. Space fees will be collected each week. Spaces will be assigned upon approval of applications. Vendors must notify the Market Manager if they will not be at the market on any given week and their space is available for anyone that does not have an assigned space due to a waiting list of vendors. Vendors that arrive past 7:30 may lose their space to another vendor and take an available space. Continuity and reliability are critical to keep the market a success as when you sell at the market you are operating as a small business.

## GUIDELINES AND INFORMATION TO SET UP AND PARKING

1. All vendors must be on site and set up before 7:45 am so that we can be ready to sell at 8 am and cannot sell earlier. In fairness to all vendors, we will all begin selling at the same time.
2. No vehicles will be moving through the market during the hours of the market. If you have to leave the market early it must be previously approved by the Market Manager and you will not be able to bring your vehicle into the market on that day, but will have to leave early by carrying your products and equipment to your car. Leaving before the market is over is *strongly* discouraged and must be approved.
3. Vendors are independent entities and are each liable for all applicable licenses and insurance. *All vendors must have liability insurance and turn in a copy with their application. If a license or certification is required, a copy must also be turned in with the application. Updated current year. There are no exceptions and you will not be able to sell if you do not have a current copy of your liability insurance available on file with the Market Manager. Vendors cannot participate in the market until turned in to Market Manager.*
4. Vendors are responsible for their own display, tables, umbrellas, tents, and money. Each vendor is responsible for cleanliness of their space during the market and clean-up after. All trash must be disposed of properly by taking their trash with them and cannot be put in the public or privately maintained trash receptacles on the premises or nearby.
5. All products must be clearly labeled in compliance with Federal, State or local regulations or requirements.
6. Vendors selling by the pound must use a scale certified by the Georgia Dept. of Agriculture.
7. Vendors, their employees and associates shall dress and act in a professional manner with customers, vendors and staff. There will be NO SMOKING in the market or close surrounding areas.
8. Vendors are encouraged to present their product in the best manner and offer high quality fresh produce. The Market Manager or Market Board has the right to require a vendor to change his or her display if it is deemed to present a safety risk or otherwise does not comply with market rules. Vendors must keep their displays up until the end of the

market, even if you run out of product—you can take orders for the next week.

9. All extra vehicles will need to be parked in the city parking lot behind City Hall or next to the P.A.L. area off Haynes Bridge. Vendors will be allowed to have one car pulled in their space and will set up their tent to work behind it.
10. All vendors are required to have 40 lb weights on each tent leg. This is required for the safety of the vendors and customers, as the wind can come up at any time and blow the tents, which could cause damage or someone to be hurt.
11. All vendors will need to bring the following items each week: Hand sanitizer, paper towels and cleaner, trash bag and small trash can. We are required to separate recycling this year. There will a box in the market labeled recycling. At the end of the market any recycling boxes will need to be emptied in the recycling bin on the P.A.L. parking lot near the Haynes Bridge side.

#### **COMPLIANCE AND VIOLATIONS WITH MARKET STANDARDS**

Consequences of violations of Compliance or rules will be the dealt with by the Market Board via the Market Manager or Board Member. Alpharetta Farmers Market Board has the right to limit or revoke any vendor's application without refund and membership in the market. If market rules are not followed, the vendor can be asked to leave the market. This will be enforced if necessary.

The following is prohibited in the market: firearms, alcoholic beverages, unleashed pets and smoking.

#### **MARKET MANAGER**

The Market Manager is responsible for running the Market and will have a table set up in the front of the market, visible at or near the Lemonade Stand during the weekly market. All disputes are to be brought to the manager's attention and the manager will enforce rules and duties defined by the Market Board. The Market manager will answer only to the Market Board and ALPHARETTA BUSINESS ASSOCIATION, formerly DATA. In the absence of the Market Manager all or any of the members

of the Market Board or ABA Board shall take the Market Manager's place to have the same authority.

#### **CHEFS AND GUEST VENDORS**

From time to time there may be Chef Demonstrations or Special Guest Vendors that participate in special events for a one time or limited purpose. These guests will be walked through the market and introduced to the vendors. Many times the Chef will recognize the farmer or vendor that allowed him to use their product in the demonstration. The Chef is not paid and giving our hospitality in exchange for this free service is crucial.

#### **HOLD HARMLESS CLAUSE AND INSURANCE**

All authorized vendors participating in Alpharetta Farmers Market are independent operators and not partners or joint ventures and shall be individually and severally liable for any loss, personal injury, deaths, and/or any other damages that may occur as a result of the vendor's negligence or that of its employees, agents and associates. All vendors are required to sign the Hold Harmless Clause included in the Market Application. All vendors agree to indemnify and save Alpharetta Farmers Market and City of Alpharetta harmless for any loss, costs, damages and other expenses including attorney's fees, suffered or incurred by Alpharetta Farmers Market by reason of vendor's negligence or intentional misconduct or that of its employees, agents and associates: provided that the vendor shall not be liable for nor required to indemnify Alpharetta Farmers Market or City of Alpharetta for the negligence of any of them or that of them or that of their servants, agents, employees or associates. Because no insurance is provided at Alpharetta Farmers Market concerning vendors, each vendor must carry his or her own personal and product liability insurance. Also, furthermore, vehicle liability insurance is required to cover any damage caused to persons or property by a vendor's vehicle.

When sending in the application, please keep a copy of the rules and regulations previously displayed for yourself and only send in the application and signed Hold Harmless Clause along with a copy of the proper license, certificates and insurance required for your product.

**ALPHARETTA FARMERS MARKET APPLICATION**

**2012 REGULAR SEASON**

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Company/vendor/farm name: \_\_\_\_\_

Owner's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Onsite Farmers Market Contact \_\_\_\_\_

Telephone: H \_\_\_\_\_ B \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Email address: \_\_\_\_\_

1. Briefly describe your product to be sold at the market: \_\_\_\_\_

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2. Please attach copies of any licenses, certifications, permits and liability insurance with the application.
3. Please provide any additional information you would like to have on record about your business or comments you would like the Market Board to take into consideration: \_\_\_\_\_
4. Please attach your application fee of \$25. Weekly fees are due at market.

Vendors are required to maintain liability insurance, provide proof of insurance, copies of certificates or licenses, sign the hold harmless clause below for the Alpharetta Farmers Market and agree to the rules and regulations outlined in the application.

Vendors will be required to provide their own 10x10 tent, table and sign, trash bag, trash can, hand sanitizer, cleaners and paper towels. Trash will be taken with them and recycling separated unless taken home.

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**HOLD HARMLESS CLAUSE AND INSURANCE:** All authorized vendors participating in Alpharetta Farmers Market are independent operators and not partners or joint ventures and shall be individually and severally liable for any loss, personal injury, deaths and/or any other damages that may occur as a result of the vendor's negligence or that of its employees, agents and associates. All vendors agree to indemnify and save ALPHARETTA BUSINESS ASSOCIATION, formerly D.A.T.A, Alpharetta Farmers Market and City of Alpharetta harmless for any loss, costs, damages and other expenses including attorney's fees, suffered or incurred by reason of vendor's negligence or intentional misconduct or that of its employees, agents and associates: provided that the vendor shall not be liable for nor required to indemnify Alpharetta Farmers Market and City of Alpharetta for the negligence of any of them or that of them or that of their servants, agents, employees or associates. Because no insurance is provided at Alpharetta Farmers Market concerning vendors, each vendor must carry his or her own personal and product liability insurance. Furthermore, vehicle liability insurance is required to cover any damage caused to persons or property by a vendor's vehicle.

By signing this application, I do agree to follow the stated rules and regulations of the Alpharetta Farmers Market. Required paperwork must be faxed, mailed or scanned with signature for email, fee included, and approved by the Market Board before participating in the market. Applications due immediately.

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**Print Signature Name and Name of Business**

**Date**

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**Signature of Responsible Person**

