



Winter Garden Farmers Market Vendor Application

Since launching in 2008, the Winter Garden Farmers Market continues to serve as a convenient weekly option to shop locally and sustainably, while providing a meeting place for our vibrant community to gather. More than 3,500 patrons visit the market each week. American Farmland Trust has repeatedly voted the Winter Garden Farmers Market as the **Best Farmers Market in Florida, and one of the best in the Nation**. Thank you for your interest in becoming a Vendor!

PRODUCT ELIGIBILITY GUIDELINES

Locally sourced, food-related items are intended to be the core of the Winter Garden Farmers Market (WGFM) experience. As a result, these items will be given preference when selecting Vendors. The following are examples of acceptable products:

- **Produce, Plants & Flowers** – fruits & vegetables, garden plants, herbs, cut flowers, bonsai, seeds, etc.
- **Specialty Foods** – baked goods, gourmet provisions, delicacies, seafood, meats, cheeses, pasta, coffee, condiments, jams, nuts & nut butters, dried herbs, sauces, flavored oils & vinegars, pet products, etc.
- **Artisan Crafts**- artwork, home décor, seasonal items, etc.
- **Apparel & accessories**- clothing, hats, jewelry, accessories, etc.

Product categories that we do not accept are:

- Informational and / or promotional items
- Charitable / Fundraisers
- Franchise, direct sale, and / or retail business
- Commercial / mass produced products (with or without an internet business)
- Electronics and related accessories
- Screen Printed apparel
- Any resale/flea market type merchandise
- "Carnival" food such as cotton candy or funnel cakes
- Packaged, nationally distributed foods or products
- Overly Processed foods

REQUIREMENTS & LOGISTICS:

Booths spaces are 10' x 10' and cost **\$45.00** each Saturday. Hot food booths are very limited in quantity and cost **\$55.00** each Saturday, with limited electric access provided. Entire booth setup must fit completely within the assigned 10' x 10' space(s). All spaces are assigned at the discretion of RTP and the Market Manager. Both the city and the Market Manager reserve the right to move or remove a vendor at any time.

Vendors will have from 6:00 a.m. until 7:15 a.m. each Saturday to load in their booth set up. No Vendor may enter the Farmers Market area to set up prior to 6:00 a.m., unless documented approval has been obtained RTP or the Market Manager. Vendors must be set up and ready to sell by 8:00 a.m. and remain **completely** open until the close of the Market at 1:00 p.m.

VENDOR APPLICATION APPROVAL PROCESS

The application process begins with the prospective Vendor submitting a **complete** Vendor Application packet, including:

- Product type- A detailed description of the item(s) you want to sell.
- Booth set up- a detailed description of how you plan to display your item(s) (example: displayed on table, hung on racks, use of a tent, etc.).
- **Pictures** of your product(s) and booth/table set up.

Potential Vendors are screened based on several criteria, including:

- Product type- The product/service must fall within the Market guidelines.
- Product quality- The quality, freshness, and uniqueness of the product(s).
- Product fit- The product compliments the Market purpose and experience.
- Presentation- The display of the product(s) on tables and throughout the booth.
- Vendor style- The general approachability, friendliness to customers, and appearance of the Vendor.

RTP and the Market Manager, is responsible for making all decisions about Vendor participation and placement.


Vendors must be 18 years of age to apply. For safety reasons, children under the age of 14 are **not permitted in a booth at any time**. There is **ABSOLUTELY NO** smoking of any kind inside the market area, vapor cigarettes included. **NO** illegal substances shall be brought, kept, consumed or sold within the Market area.

WGFM is not intended to be a craft fair or flea market and reserves the right to decline the participation of Vendors that do not fit WGFM criteria. Non-food items are to be home or hand-made whenever possible.

If an application is accepted, Vendors are not permitted to add additional product(s) (outside the products described on the Market application), unless permission has been granted, in writing, by WGFM, RTP, or Market Manager.

WGFM restricts the number of Vendors who carry similar or specific types of products. If a category of product is full, WGFM, RTP, or Market Manager will notify the applicant and keep the application on file in case of future openings.

Community partners, non-profit organizations, and fundraising requests require a separate application.

 (initials)- I acknowledge that I have read, understand, and agree to abide by the rules set forth in the “**Winter Garden Farmers Market Vendor Application**” above. **I understand that failure to comply with any of the above requirements may result in immediate dismissal from consideration for and/or participation in the Winter Garden Farmers Market.**

After careful review of the requirements and guidelines in this document, and if your product qualifies, please complete and submit this form, along with pictures and business tax receipt, to FarmersMarket@DowntownWG.com.

Business/Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone Number: _____ Email Address: _____

Emergency Contact and Phone Number: _____

Number of 10' x 10' space(s) requested (multiple **not** guaranteed): _____ Will you use tent(s)? Yes ___ No ___

Do you need power? Yes ___ No ___ How many outlets? _____ How many amps? _____ ***Max** available is 20 amps.

*Please provide a **detailed** description and list of products you intend to sell. In order for an application to be considered complete for review, **pictures of your products** and a **valid business tax receipt *must*** be attached to this application.

Product description: _____

Please note that submitting an application DOES NOT guarantee acceptance as a vendor at the Winter Garden Farmers Market. All applications will be reviewed by City of Winter Garden Staff in cooperation with the Market Manager. Upon invitation to participate, all approved vendors will receive an agreement to sign before participation in the Winter Garden Farmers Market may begin.