



# American National Bank Farmers' Market Festival

## Rules & Regulations 2010

Downtown Partnership  
248 South 4th Street  
Grand Junction, CO 81501  
970.245.9697

970.216.8657- George Rossman, Event Coordinator

General event information and payment inquiries:  
970.245.9697-Downtown Partnership  
Fax 970.243.1865

[www.downtowngj.org](http://www.downtowngj.org) [www.facebook.com/downtowngj](http://www.facebook.com/downtowngj)  
[www.twitter.com/downtowngj](http://www.twitter.com/downtowngj)

## **Farmers' Market Festival (Market) Rules & Regulations 2010**

The Downtown Partnership hosts the American National Bank (ANB) Farmers' Market Festival Thursday evenings on Main Street from June 10 through Thursday, September 16, 2010. This event promotes a feeling of community pride and enthusiasm for Downtown Grand Junction and its surrounding environment.

This event is unique because it has a *festive* atmosphere created by Colorado's finest fruits, vegetables and other food products offered by local farmers, arts & crafts vendors, non-profit groups, children's entertainment and snack food vendors.

Operating hours for the ANB Farmers' Market Festival are 5 – 8:30 p.m. except during the month of September when operating hours will end at 8:00 p.m. **All vendors must keep their booths open and intact during operating hours or they will not be allowed back the following week.** Downtown business owners may participate by extending shopping hours, arranging for a booth in the market, or providing activities on the sidewalk in front of their business.

These rules and regulations apply to all participants. The Downtown Partnership has developed these guidelines to aid you in planning your participation. Because of the many participants and thousands of visitors who will attend, it is important that all involved understand and adhere to these rules. The Festival Managers will assist you with your plans and logistics. Please contact the Event Coordinators if you have any questions.

Thursday night in Downtown Grand Junction is a special experience for people of all ages – residents, tourists and participants alike. Your cooperation in helping us maintain the family – and community – oriented atmosphere, so essential to our continued success, is greatly appreciated.

### **EVENT PURPOSE**

- A. The purpose of the ANB Farmers' Market Festival is to promote business in the downtown core and to promote a feeling of community pride and enthusiasm for Grand Junction and its surrounding environment. The event is organized and sponsored by the Downtown Partnership and is specifically designed to:
  - Enhance the image of Downtown Grand Junction as a gathering place for the community.
  - Stimulate Downtown vitality by showcasing business establishments, local talent, farmers and products in a relaxed atmosphere.
  - Attract surrounding community residents.
  - Provide a forum for community activities.
  - Maintain Downtown as the center of retail, social and civic activities in the community.
  - Enhance the community as a whole.
  
- B. Downtown business owners are encouraged to participate in the Market, both to enhance the event and to benefit their businesses. Each merchant must fill out a Merchant Sidewalk Sales Application.
  
- C. The goal behind the ANB Farmers' Market Festival is to stage an event with activities that promote a wholesome, family atmosphere. All activities should appeal to both young and old and provide a consumer mix which reaches all aspects of the marketplace.

- D. All activities are under the auspices of the ANB Farmers' Market Festival Management Staff, which is directed by the Grand Junction Downtown Partnership. These rules may be revised at the discretion of the Team. **The Event Management Staff retain the right to be the final authority in any and all decisions regarding the ANB Farmers' Market Festival in order to preserve the best interests of the Market.**

#### **GENERAL RULES FOR ALL PARTICIPANTS**

- A. Participants in the Market shall be appropriately dressed (e.g. shirts and shoes) and conduct themselves with proper decorum.
- B. No person shall deface or otherwise abuse the Downtown buildings or streetscape. All participants shall keep their area clean during the Market and leave the space surrounding their area clean after the event.
- C. The ANB Farmers' Market Festival is not responsible for theft or damages to property belonging to persons participating in the Market.
- D. No person participating in the Market shall state, imply or otherwise suggest the Market or its managing entities endorse, sponsor, or support the view of his or her organization.
- E. Any vendor, club, group or persons participating in the Market must comply with all of the rules. Non-compliance, including offensive conduct, may result in immediate revocation of participation to any participant based on these rules. The vendor is responsible for all of the content in this manual.
- F. The ANB Farmers' Market Festival will not discriminate on the basis of race, religion, creed, color, sex or national origin.
- G. Vineyards with appropriate licensing and permits are eligible to conduct wine tasting. All other alcohol use/consumption is prohibited on the streets during the Market.
- H. Downtown merchants' storefront windows may not be obscured at any time by committees, banners or other large displays (except with merchant's permission).
- I. The Event Management Staff reserve the right to revoke the permit and/or the removal of all equipment and material (belonging to a participant) from the street for any reason to better meet the goals and purposes of the Market, or for public health, safety and welfare.
- J. No selling or giving away of animals will be allowed during the ANB Farmers' Market Festival unless pre-approved by the Event Coordinator of the event.
- K. Volume level at a vendor booth must not interfere with other vendor booth business or the general public. **Event Management Staff have the right to request volume level adjustment. Any vendor failing to comply will be asked to leave the Market immediately without a refund.**

#### **APPLICATIONS AND PERMITS**

- A. All applications for the Market must contain name, address, e-mail address, phone number, and signature of a responsible person. The applicant shall acknowledge the applicant organization's liability for damages (including the costs for clean-up and damages to property belonging to merchants or tenants). **A complete list of items being sold must be listed.**

- B. If the activity involves food sales, the participants must have all relevant documents or permits from the Health Department, as well as product liability insurance. All such permits must be attached to this application. It is the participant's responsibility to obtain all required documentation.
- C. All organizations and individuals who wish to sell must have all valid sales tax licenses and attach copies to the application. Contact the City of Grand Junction's Tax Department for information (970) 244-1520. The vendor is responsible for acquiring all tax documents.  
**Produce sellers need not have a sales tax license if all they sell is 'food for home consumption'.**
- D. The Farmers' Market Committee holds the right to refuse any application at their discretion, adhering to the rules and regulations of the Farmers' Market.

### **EQUIPMENT AND SERVICES**

- A. The Event Management Staff are under no obligation to provide water, tables, or any equipment to participants. An applicant needing specific services such as electricity must make these needs known on their application.
- B. **All vendors are required to have a canopy:** either 10' x 10' or 8' x 8' or multiples thereof. Suitable weights are to be used to keep tents stable in the event of wind gusts. Event Manager Staff suggests using two 30-pound weights, which must be provided by the participant. In an emergency, there may be canopies available through the Event Management Staff for a fee.
- C. Absolutely **NO** generators will be allowed to operate during the Market.
- D. Power cords must be covered/taped and conform to City of Grand Junction Fire Department requirements.
- E. The name of the business must be displayed somewhere on or in the booth.

### **STREET CLOSURES**

- A. The Event Management Staff begin barricading the streets at exactly 3 p.m. Approved participants may begin setting up as soon as the barricades are in place. Support vehicles must be unloaded and off the street by 4:30 p.m. To ensure pedestrian safety, **ABSOLUTELY NO VEHICLES** will be allowed in the Market area between 4:30 p.m. and 8:30 p.m.
- B. **Vendors not checked in prior to 4:30 p.m. will not be allowed to set up that week. No refunds will be issued.**
- C. A walk-through inspection will take place each week at approximately 4:45 p.m. All participants shall have their set-up complete at that time. You will not be allowed to set up your booth after 4:45 p.m.
- D. All Market activities end at 8:30 p.m. Booths must be removed from the street at that time (no earlier/no later). The barricades will be removed by 9 p.m. Participants should have all equipment and vehicles out of the traffic lanes by 9 p.m.
- E. Vendors may not break down prior to the end of the Market at 8:30 p.m. Vendors who ignore this regulation will not be allowed to return to the Festival.

- F. No vehicles are allowed on the street prior to 8:30 p.m.

## **PARTICIPATION AND SPACE ALLOCATION**

- A. Participation in the ANB Farmers' Market Festival is open to businesses, organizations, groups or individuals wishing to offer food items, farm products, new merchandise, or prepackaged food products for sale; or wish to dispense information; or wish to entertain through performance or a demonstration of a local art or craft. In order to participate in the Market commercially, you must submit a completed application and be accepted into the Market by the event manager. **All vendors offering food items, farm products and pre-packaged food items, must contact Mesa County Health Department, 248-6960, for rules and regulations regarding food distribution.**
- B. For participation in the Market, all participants must file an application and receive approval from the Event Management Staff. Applicants must submit with their application evidence of all appropriate permits as indicated in these rules and regulations.
- C. All approved applications will receive a space assignment. A space corresponds to a 10' x 10' space on Main Street. For pricing information, refer to the section of this document labeled 'Fee Schedule' or the application. Participants must stay within their assigned space and out of fire lanes at all times. It is the participant's responsibility to be aware of the fire lanes, as specified by the Event Management Staff.
- D. Once space is allocated, participation is required or future applications may be denied. Participation privileges may NOT be reassigned or sold. **If you are not able to participate in a Market in which we have reserved a space for you, you MUST contact a member of the Event Management Staff no later than 72 hours before the start of the event to cancel.**
- E. The number of spaces to be allotted to food vendors and other participants is determined by the Event Management Staff. **They reserve the right to limit the number of vendors selling similar products.**
- F. **Participants will be assigned space locations at the discretion of the Event Management Staff and must check in at the Information Booth prior to set up EACH WEEK. No exceptions!** The Information Booth is located directly in front of the Rockslide Brew Pub on the corner of 4<sup>th</sup> & Main Streets.
- G. **Participants shall limit sales and activities to items specified on the application.**
- H. Financial commitment for a full season will guarantee that booth location will not be changed (barring unforeseen circumstances beyond the control of the Event Management Staff).
- I. Vendors who return their application with a check for their first week's payment will be considered for participation in the Market. **All applications will be juried by the event management staff.** Any vendors not accepted will have this payment returned to them.
- J. There will be no commercial promotion or sale by an individual or business unless a Market application has been submitted and approved by the Event Manager Staff (i.e. no coupon distribution by businesses not participating in the market, no pet giveaways, etc.) **Additional items not listed on my application are subject to be removed and can be asked to leave by an Event Coordinator.** This includes additional materials, media and entertainment, or other organizations/businesses not listed on the application.

## **VENDOR CATEGORIES**

**Acceptance into the ANB Farmers' Market Festival is at the discretion of the Event Management Staff.**

**Farmers:** This classification includes farmers that sell fresh produce such as fruits, vegetables, herbs, and flowers.

**Food:** This classification includes vendors selling on-site refreshments and "homemade" foods (not mass produced). "Homemade" food items must be prepared in a commercially licensed kitchen as per Mesa County Department of Public Health & Environment regulations. A copy of the license must be posted at the booth and returned with the application. Perishables must be held at the proper temperatures. Items not allowed include national brand prepared food products. There are State Health Department regulations for "Prepared Food" vendors, we strongly urge you to follow these regulations in order to protect our customers as well as yourself. Call the Mesa County Health Department with questions at (970) 248-6960. Mesa County Health Dept. will conduct random spot inspections at the ANB Farmers' Market Festival.

**Manufactured/Imported:** These items include commercially prepared products (both food and textile) from local and non-local origin. Booths in this category must have the product available at the Market (i.e. no order taking).

**Arts & Crafts / Handcrafted:** This classification includes vendors selling original handcrafted items. This includes jewelry, woodworking, pottery, metal art, garden sculptures, quilts, clothing, etc. The Market emphasis is on natural crafts.

**Product/Service Demo:** These vendors provide hands on demonstration of products and/or services including (but not excluding others) that of massage, solar and heating options and health products. Demonstrations must be included weekly in this category.

**Non-profit:** A limited number of non-profit booths will be available each week. Due to the large number of non-profit applications received each week, the event managers are not able to offer a full-season rate. To be fair to all non-profits, the Event Management Staff will assign booth space on a rotating basis. Non-profit groups may offer organizational merchandise for sale. Each non-profit group may apply for four confirmed weeks in the 2010 Farmers' Market Season, additional weeks will be based on space availability.

**Entertainment:** A.) This classification includes persons or groups that add value to the Market by providing free entertainment to Market participants. Entertainers will be allowed to display a "tip container" and sell CDs of their music. Consideration will also be given to Entertainment Vendors that provide services or activities for a nominal charge to Market participants (e.g. Horse carriage rides, bungee cord racing, etc.) All entertainers must fill out an application to be reviewed by the Event Manager Staff for booking. Entertainers that have not submitted an application and/or have not been booked by the event manager will be asked to leave. B.) Vendors will not be allowed to have entertainment in their booths without prior approval from Event Management Staff.

**Business Improvement District Member:** Contributing members of the Downtown Business Improvement District are allowed one free space during the course of the Festival season. This free week cannot be used with any other package or offer. Each following week is \$25. **BID Members are allowed to hold sidewalk sales in front of their stores, but an application must be filed with the Downtown Partnership office 72 hours in advance of the start of the Market.** Sidewalk Sale Applications are available online at [www.downtowngj.org](http://www.downtowngj.org) or by calling (970) 256-4132. **Merchandise sold in both booths**

**and at sidewalk sales must be merchandise consistently available inside the store.** Entertainment in front of stores must be approved by the Event Management Staff.

## **FARMERS**

- A. The ANB Farmers' Market Festival operates on a direct marketing principle to benefit the farmer and consumer alike. The goal of the Market is to provide an easy and convenient method for the farmer to sell and the consumer to buy fresh farm produce. **A maximum of 16 farmers will be allowed to participate in the market each week.**
- B. Farmers are expected to comply with all other general rules for the Market, including cleaning up assigned space before leaving.
- C. **Farmers selling only produce need not obtain a sales tax license if all they offer is 'food for home consumption'.**
- D. Farmers are encouraged to participate for the entire 15 week season. As with other vendors, farmers committing to the entire season will get to keep their space for the entire season (excluding circumstances that arise and are beyond the control of the Event Management Staff). Due to the variance in size requirements for different farmers, please call George Rossman at (970) 216-8657 for specific pricing or see 'Fee Structure' below.
- E. Farmers who participate the entire 15 weeks will receive a 20% fee rebate at the end of the season.

## **FUND RAISING FOR/BY NON-PROFIT/GOVERNMENT ORGANIZATIONS**

- A. At the discretion of the Event Mgmt. Staff, a limited number of non-profit organizations may be permitted to participate, if the Festival Managers determine their participation will provide a public service or will serve to promote the purposes and goals of the Market.
- B. All non-profits must be accepted by the event manager and pay appropriate booth space fee. See 'Fee Structure' below.
- C. Organizations wishing to raise funds during the Market must have a non-profit status. Verification must be provided at the time of application.
- D. All monies generated by sales or solicitations, excluding direct material costs, must go to the non-profit group. The Event Management Staff may request a full accounting.
- E. If food items are to be sold, the organization must have the necessary approvals from the County Health Department prior to submitting the application. All such documents must be included with the application. Call the Mesa County Health Department for more information at (970) 248-6960.

## **POLITICAL, RELIGIOUS AND INFORMATION GROUPS**

- A. The value and need for public outreach by tax exempt and other non-profit community organizations is recognized by the ANB Farmers' Market Festival organizing entities.

- B. All groups or individuals wishing to disseminate information, pass petitions, or promote political, religious, or personal beliefs must submit a signed application and must be accepted. Entry and acceptance into the Market is at the discretion of the event manager.
- C. Participants will not harass, follow or intimidate Downtown visitors. Activities that are conducted in such a manner as to interfere with the goals or purposes of the ANB Farmers' Market Festival will result in immediate revocation of the permit. **The area around the booth must be cleared of any pamphlets, promotional information, papers, etc. after each Market. Failure to do so may result in the refusal of the group's requests to participate in any future Markets.**
- D. Anyone who wishes to **WALK** the Market and have petitions signed may do so, as it is your constitutional right. These parties may not have a stationary booth/physical presence of any kind if they have not applied through the Market. Any and all groups are urged to apply for a space at the Market.

## ENTERTAINMENT

- A. The Event Management Staff will consider appropriate entertainment every week. The decision to approve or deny an applicant will be made on appropriateness of presentation, talent and fit with a particular theme or orientation.
- B. The Event Management Staff shall select the type of entertainment best suited to promote the goals of the event.
- C. Entertainers must keep sound levels within a comfortable decibel range prescribed by the Event Management Staff. If the sound level is not adhered to, the entertainer will not be allowed back. Entertainers are encouraged to display a sign with a phone number, as well as display a location for tips.
- D. Entertainment vendors that charge Market participants a fee for services will be charged a \$25 weekly fee (e.g. horse carriage rides, bungee cord racing, etc.) Entertainers who work for tips only will not be charged an application fee, but **MUST COMPLETE** an application to be considered for placement in the Market. Entertainers found on the street who have not filed an application with the Event Management Staff will be asked to leave until they have done so.
- E. All entertainers must complete an application and be accepted prior to performing at the Market. All entertainment is scheduled in advance by the event manager to assist with promotion efforts and event logistics. Unauthorized entertainers disrupt this process.

## FEES

- A. Fees must be paid prior to the event. **IF YOU FAIL TO SUBMIT PAYMENT 72 HOURS BEFORE THE START OF THAT WEEK'S FESTIVAL, A \$10 LATE FEE WILL BE ADDED TO YOUR REGULAR FEE FOR THAT WEEK.** Fees will NOT be collected the night of the Market.
- B. Members of the Downtown Business Improvement District receive one free week during the Market. Any additional weeks will be \$25.
- C. The Downtown Partnership will be permitting all blocks for sidewalk sales. Therefore Main Street business owners are encouraged to participate by applying for a sidewalk sale permit at no cost to display merchandise in front of their store. Applications are available at [www.downtownngj.org](http://www.downtownngj.org) or by calling (970) 256-4131.

- E. Vendors paying for a half season (seven weeks) will receive the eighth free week (this does not apply to non-profits due to limited space availability). Vendors paying for a full season (15 weeks) will receive three free weeks. Payment for the first half season and the first payment on a full season commitment must be made by May 16. Payment for the second half season and the second payment on a full season commitment must be made by July 18. **No exceptions will be made.**
- F. The Downtown Partnership is now able to accept credit card payment. Credit Cards that are charged more than once during the full season or half season option will be charged a \$1.00 service fee per transaction.

**2010 VENDOR FEES**

<b>VENDOR</b>	<b>WEEKLY FEE</b>	<b>HALF SEASON (8 WKS)</b>	<b>FULL SEASON (15 WKS)</b>
Food Concession	<b>\$75</b>	<b>\$525</b>	<b>\$900</b>
Snack Food	<b>\$50</b>	<b>\$350</b>	<b>\$600</b>
Imported Merchandise	<b>\$50</b>	<b>\$350</b>	<b>\$600</b>
Handcrafted/Arts & Crafts	<b>\$40</b>	<b>\$280</b>	<b>\$480</b>
Product/Service Demo	<b>\$50</b>	<b>\$350</b>	<b>\$600</b>
Non-Profit/GOVT	<b>\$25</b>	<b>\$175</b>	<b>\$300</b>
Farmer- 1 space	<b>\$30</b>	<b>\$210</b>	<b>\$360</b>
Farmer-2 spaces	<b>\$50</b>	<b>\$350</b>	<b>\$600</b>
Farmer- 3 spaces	<b>\$70</b>	<b>\$490</b>	<b>\$840</b>
Farmer-4 spaces	<b>\$90</b>	<b>\$630</b>	<b>\$1,080</b>

**Double booth space will cost one and a half times the Weekly, Half Season or Full Season rates.**

**The event coordinator reserves the right to confirm or deny any application.**

**IMPORTANT DOWNTOWN FARMERS’ MARKET FESTIVAL CONTACTS**

- Event Management: George Rossman, (970) 216.8657
- General Event Information: Felicia Sabartinelli, (970) 256.4131 or General Office 245.9697
- Payment Inquiries Diane Keliher, (970) 245.9697
- Market Office Fax Number: (970) 243.1865
- Market Web site: [www.downtowngj.org](http://www.downtowngj.org)