

Vendor Application

2019 Market Season

*June 2018, October 2018*

Thank you for your interest in the Alive After Five Street Market, hosted by the Downtown Jonesboro Association. Our mission seeks to enhance quality of life, provide entrepreneurial opportunities, and establish a community and social gathering place in Downtown that welcomes local farmers, producers, crafters and artisans to come together and offer a variety of fresh produce and goods directly to the consumer.

Alive After Five is a street market operating from May through October in Downtown Jonesboro. The market is open from 5-8pm and is located at Rotary of Jonesboro Centennial Plaza. We will continue to include a diverse group of vendors and encourage new potential contributors to apply and strive to create an environment of cooperation and good will among our vendors.

This application and guideline applies to all vendors approved for the 2019 market season of the Alive After Five Street Market. Please note that submitting an application does not guarantee you space in the market. All vendor applications are referred to the Alive After Five Committee for consideration.

Please complete the 2019 Vendor Application and mail/email to the Downtown Jonesboro Association. Please send this completed form and **applicable documents** to:

Downtown Jonesboro Association | 407 Union Street | Jonesboro, AR 72401

(870) 919-6176 | info@downtownjonesboro.com

The Downtown Jonesboro Association

*Alive After Five Committee*

Our Mission

The Alive After Five Street Market seeks to enhance quality of life, provide entrepreneurial opportunities and establish a community social gathering place in Downtown that welcomes local farmers, producers, artists and artisans to come together and offer a variety of fresh produce and goods directly to the consumer.

**Requirements for Farmers/Growers and Producers**

Alive After Five considers the following criteria to determine eligibility of applying vendors:

* Radius qualification
* Quality of product(s)
* Product balance and diversity of products at the market
* Accountability/Traceability of the farmer’s/grower’s and producers
* Production Methods

**Radius Qualification**

To sell at the Alive After Five Street Market, all vendors must be from within a 150 mile radius of Jonesboro, Arkansas.

**Producer-Only Market**

Alive After Five is a 25/75% producer grown market.  We define a producer as the person or group of people directly involved in growing or making the product.  This may include the producer’s family, partners, interns, employees or a local cooperative.  Vendors who wish to sell at this market must certify in their application that they and their partners grow/raise their own products.  For artisan vendors, all work must be of original concept, design, and execution and made by the vendor.  Buy/sell items, items made from kits and commercially manufactured products are not allowed.

All agricultural producers must make themselves available for site visits by a representative of the Alive After Five committee during the growing season.  Failure to allow a site visit once given reasonable notice may be grounds for removal from the approved vendor list.

In the event of a customer or vendor complaint regarding the authenticity of the origin of any product, the Alive After Five Committee will report the complaint to the Executive Director and to the vendor in question.  If the market cannot confirm the authenticity of the product from a prior farm visit, the vendor may either discontinue sale of the questioned product at the market or submit to a farm visit from a representative within two weeks.  It may be requested that the product in question not be sold at the market until its authenticity has been verified by the Executive Director.

Whole, uncut fresh fruits and vegetables may be offered for sale without a permit.

**Partnership**

Alive After Five may designate a collective, cooperative or collaborative arrangement as a partnership, defined as two or more individuals or enterprises engaged in the marketing of products.  Sale of products from multiple enterprises and/or individuals from one booth is contingent upon approval from the Alive After Five Committee and submission of necessary documents from all parties.

Products from partners must be clearly marked as to their origin.  Any false representation of product will be grounds for expulsion from the market.

Partnership plans must be submitted to and approved by the Alive After Five Committee before partners participate at the market.  Please provide the information listed below in any partnership plan.

* A list of collaborative partners and their contact information
* Farmers/Growers and Producers only:
	+ Producer’s/grower’s address/es and/or rent/lease land agreements
	+ For community garden cooperatives, a farm site visit will be scheduled to cover all produced grown in a particular garden

**Vendor Fees**

The market rate for a 10x10 space is 10% of gross sales up to $20.00 to be collected by the end of that day’s market via cash or check. Checks may be made out to the Downtown Jonesboro Association. The memo should be titled “Alive After Five”. Per Arkansas Department of Finance, all sales taxes are the sole responsibility of the vendors. For questions about sales tax, please call **(501) 682-2242**.

**Returned Checks**

Payee shall be responsible for any bank fees and penalties assessed to Alive After Five for returned checks.  Any vendor with a returned check must pay with cash before they will be allowed to return to the market. **Returned check fees are $35.00.**

**Legal Documentation**

Copies of current health inspections and permits **must** be filed with Alive After Five Committee and brought to each market.  You are responsible for maintaining the appropriate permits and inspections.

**Products**

Vendors may sell only those products listed on their application.  Approval must be obtained before products that substantially differ from those listed on a vendor’s application may be sold at the market. Please contact the Alive After Five Committee with reasonable advance notice.

**PRODUCE AND COTTAGE GOODS**

**Arkansas Cottage Law**

ACT 72 of 2010 defines a “cottage food production operation” as food items produced in a person’s home that are non-potentially hazardous foods, such as bakery products, candy, fruit butter, jams and jellies. **Only these 5** products are covered in ACT 72 and are the only items allowed under ACT 72 of 2010.
NOTE: Jams, jellies and fruit butter made with splenda and similar sugar substitutes are considered potentially hazardous food and may not be sold.

Each cottage food item shall be clearly labeled and make no nutritional claims.  The label on each food item shall include the name and address of the manufacturer, the name of the product, weight or volume of the product, the ingredients in the product and state in 10-point type, “This Product is Home-Produced.” Food items that are not properly labeled or that are in non-durable containers, such as unsealed carry out boxes or styrofoam boxes, are not allowed.

Food items that must be kept refrigerated or hot to remain safe are not allowed to be sold as a Cottage Food item.  Examples of bakery items that would not be allowed to be sold include cheesecakes, Tres Leches cakes, cream or cheese filled items, cream pies, meringue pies, custard pies or bakery items containing meat, and cream cheese baked frostings or fillings.

**\*Samples of baked goods can be distributed. They must be individually packaged where they are produced.**

Maple syrup, sorghum or honey that is produced by a maple syrup, or sorghum producer, or beekeeper may be sold.

**Farmer’s Market Quick Reference**

**ITEMS ALLOWED TO SELL INCLUDE:**

Bakery Products Fruit Butter

Brownies Honey

Cakes without cream icing Jam

Candy Jelly

Cookies Maple Syrup

Farm Fresh Eggs Sorghum

Frozen Meat (USDA inspected) Whole, Uncut Fruits/Vegetables

Commercially Processed, Non-Potentially Hazardous Food

**NOTE:** *Only legal ingredients are to be used in cottage food produce*

**ITEMS NOT ALLOWED TO SELL INCLUDE:**

Anything requiring refrigeration Juices

Canned Foods Meringue Pies

Cheesecake Milled Grain/Flour/Meal

Cream Cheese based frosting or filling Pickled Vegetables

Cream Pies and Cream Filled Items Shelled Peas or Nuts

Cured Meats Sliced Fruit or Vegetables

Custard Pies Smoked Meats

Dried Fruits/Vegetables/Herbs/Spices Sprouted Beans

Dried Meats Sprouted Seeds

Salsa

*\*Anything requiring handling, bagging, dividing, portioning, weighing, etc.*

**PROHIBITED TO SELL:** *Homemade Cheeses, Raw Milk, Wild Harvested Mushrooms*

**Meat and Animal Products**

It is the responsibility of each individual vendor to know what inspections and certifications their operation requires to sell to the public in Arkansas.  This documentation should be submitted with your application.

Per Arkansas Livestock and Poultry Commission:

* An egg producer may be permitted to sell ungraded eggs provided the producer owns less than 200 hens and the following requirements are met:
* Eggs are washed and clean
* Eggs are prepackaged and identified as ungraded
* The packaging must state the name and address of the producer
* Used egg cartons must have all markings and brand identification concealed
* Eggs must be refrigerated at a maintained temperature of 45 F or below
* Containers for storage of eggs, by means of ice, dry ice or other non-powered refrigerated containers are not permitted

Per United States Department of Agriculture commercially pre-packaged meat including bovine, poultry and swine may be sold at farmer’s markets with the following requirements:

* all animals must be slaughtered at a commercial, USDA inspected facility
* each item sold must be commercially packaged and be labeled in accordance with USDA requirements, which include, common name of product, net weight and USDA safe handling instructions
* all products must be stored in freezer units, capable of maintaining products at 32 F or below

**ARTISAN VENDORS**

Artisans are required to submit five photographs of their work either on photo paper or regular copy paper and must meet the radius qualification. Even if you have been previously accepted into this event, you must submit all proper identification for 2018. Alive After Five is a juried street market, application process facilitated by the Alive After Five committee. Items **must** be handcrafted or original pieces.

**MARKET DAY POLICIES**

**Setup, Breakdown and Attendance**

Setup is from 2:00 pm - 4:45 pm and breakdown may begin following market closure. Vendors must arrive before 4:45 pm or risk forfeiture of preferred space and ability to drive into the market.  It is expected that vendors will be fully ready for business at 5:00 pm, when the market opens.  Early breakdown of vendor assigned space is prohibited. Vehicle access is prohibited from 4:45pm until 8:00pm in the street market. Vendors running late should please contact the Executive Director as soon as possible.

**Vendor Spaces**

Vendors will provide the following for their own use, as needed: tables, tents, chairs, tablecloths, bags/sacks, boards/shelves, baskets/containers, signage, scales, umbrellas/awnings, weights for awnings/tents/canopies, display containers.

All canopies, umbrellas or other forms of space cover must be sufficiently and safely secured to the ground from the moment the canopy is erected until the moment immediately before it is taken down.  All canopies must be secured at all four legs.  Tying to a vehicle or other canopy is not a suitable method of securing the canopy.  A canopy will not be allowed unless it is suitably anchored (bearing in mind that the surface is pavement).  Each vendor is required to provide their own material such as sandbags to ensure their canopy is secure. Vendors without a canopy secured at all four legs will be required to remove their canopy until they have satisfied this requirement.

Vendors are required to keep their products, chairs, tables and equipment inside their space boundaries. The Executive Director has the right to ask that your space signage or display be rearranged if it is blocking another vendor or traffic flow, or if it extends beyond the allotted booth space. No signs, displays or shelves can be stored at the market during non-operational hours.

Every effort will be made to assign permanent vendor spaces those who plan to attend all market events in 2018.  The committee reserves the right to rearrange vendors as deemed necessary.

**Sanitation and Clean Up**

Vendors are responsible for maintaining their spaces in a clean and sanitary condition and must sweep or dispose of any debris at the close of business.  The sanitation containers are provided by Alive After Five are for customer use.  Agricultural waste and broken-down boxes must be hauled away by the vendor. All produce and food must be stored and displayed 18” off the ground.  No produce or food products sold for consumption may be stored or displayed directly on the ground, concrete, asphalt, etc.

**Signage**

Vendors are required to post signage at their space that states the name of their business and location. Vendors are also required to display prices with product information.

**Sharing or Subletting Space**

It is our policy to allow one space per business.  Vendors may not sublet space.  Space sharing is permitted as long as all vendors are pre-approved and meet all of the market guidelines.  All parties are responsible for individual fees.

**Sales**

No selling is allowed before the posted market times.  Explain to your “early birds” that this is to ensure fairness for all of our vendors.  Encourage them to stick around and “window shop” until the market begins.

**Inclement Weather**

Alive After Five Committee is authorized to cancel the market, close the market early or open late due to severe weather at **noon of the market day**.  The committee may make decisions to alter market times based on weather reports and on-site conditions.

**Entertainment**

Alive After Five committee will arrange all music and entertainment.  Playing of instruments or audio devices is not permitted.

**Smoking and the consumption of alcohol are prohibited in vendor spaces.**

**Attendance, Late Cancellation and No Show**

All vendors are expected to abide by the schedule submitted with their market application for the 2018 season.  Vendors who are unable to attend a market day should contact Alive After Five by the Monday prior to that Thursday market.

The Alive After Five Committee **MUST** be notified of all cancelations for the market within 24 hours of the scheduled opening time of the market.  The first failure to notify the committee within this time frame will result in a warning.  Vendors are granted one warning per season.  All subsequent late cancellations and no shows will result in a loss of vendor space.  Vendors may then reapply or be placed on the waiting list. Promptness of cancellation notice will be taken into account when reviewing vendor applications for renewing 2018 Market.

**Procedures for Violations of Policies and Complaints**

Policies and procedures are necessary to ensure fairness, the smooth operation of the market, and protection of vendors from practices that could cause them harm.  Misrepresenting your product and source will not be tolerated. In addition, the market’s integrity as a producer-only, high-quality venue must always be protected.

For the first offense of any of the above regulations, a verbal warning will be issued; the second offense will incur a written warning; upon the third offense the vendor will be asked to leave the site; and upon the fourth offense the vendor will not be allowed to return for the remainder of the market season.

The Downtown Jonesboro Association and Alive After Five Committee reserve the right to expel a vendor for safety related or other serious offenses.

**Vendor Grievance Procedure**

To file complaints about the Executive Director, Alive After Five committee, volunteers or other vendors, please write a letter to The Downtown Jonesboro Association within one month of the incident.  Contact information for the committee will be provided upon approval of your application.

**FARMERS/GROWERS AND PRODUCERS: Weights and Measures**

Produce can be sold by weight, only if a certified scale is used.  Produce/products must be sold by the piece, box, basket, bunch, dozen or bushel.  All produce/products must be clean, wholesome and reasonably priced.  Arkansas state law requires all produce must be elevated to 18” above the ground.

**VENDOR APPLICATION FOR ALIVE AFTER FIVE**

**CHECKLIST**

Please consider the following checklist of potentially applicable documentation before submitting your application. Vendors are required to submit applications annually. We must have the most recent licenses and permits on file (as applicable).

**ARTISTS/ARTISANS:**

**[ ] General Application with signed Market Agreement**

**[ ] 5 photographs of your products**

**FARMERS/GROWERS AND PRODUCERS:**

**[ ] General Application with signed Market Agreement**

**[ ] Directions to your farm or place of production**

**[ ] Partnership Plan *(if needed)***

**[ ] Growing practice certifications (organic, certified natural, etc.)**

**[ ] Health Department licenses, permits or certifications**

**[ ] Other contractual agreements**

**FOOD VENDORS:**

**[ ] General Application with signed Market agreement**

**[ ] Current permit from the Arkansas Department of Health**

**GENERAL INFORMATION**

*\*Alive After Five will NOT redistribute your information to other entities.*

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

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

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

Farm/Cottage Address (if applicable):

**Please check the boxes of the means of communication you prefer:**

[ ]  Business Telephone #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ]  Cellular Phone #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ]  E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Have you attended Alive After Five as a vendor before?**

[ ] Yes [ ] No

**ADVERTISING/MARKETING**

This season, Alive After Five is adding descriptions of approved vendors to its advertisements. Please initial the following statements and provide a business description below.

\_\_\_\_\_\_\_\_ “Alive After Five has my permission to use my information to promote the market in any appropriate media distributed to the public.”

\_\_\_\_\_\_\_\_ “Alive After Five has my permission to publish the contact information for my business on its website.”

***Please provide a two-three-sentence description of your products, business and/or history:***

**PRODUCTS**

\**Please not that artisan/artist vendors* ***must submit 5 photographs*** *of their work either electronically or through print along with the completed application.*

Please list any products you intend to sell (please attach an additional sheet if needed). **Growers please list products and projected harvest dates (ie; fruits, veggies):**

If applicable, please provide information as to where your products are processed/grown:

Please list any applicable licenses, permits and/ or certifications pertinent to the products you would like to sell at the market. **For farmers, these may include “certified organic”, “certified naturally grown”:**

If applicable, please describe your production practices:

Vendors of animal products should please summarize the nutritional, hormonal, and environmental aspects of your practice:

**SCHEDULING**

Indicate below the dates you anticipate selling at Alive After Five.

|  |  |  |
| --- | --- | --- |
| [ ]  June 20 | [ ]  October 17 |  |
|  |  |
|  |  |

**APPROVED VENDOR REPRESENTATIVES**

Please provide a list of any additional person(s) who will be selling at your table this season and indicate their relationship to you (family member, business partner, etc.). Please notify the Alive After Five Committee if you would like to add persons mid-season.

1. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_Relationship: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Relationship: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The above-named persons have been contracted or employed by myself, the approved vendor at Alive After Five, to sell my products that have been accepted for the market. I certify that they are familiar with my products and practices and, as such, are able to answer any reasonable questions the public may have.

X (Signature): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CERTIFICATION OF APPLICATION AND AGREEMENT TO ABIDE BY VENDOR GUIDELINES**

I certify that I am applying for a space for the 2019 season. I understand that there is no guarantee that I will be approved to sell at the market, and that even if approved, I may not be scheduled for my preferences as to available dates and stall assignment. I also understand and accept that my approval to sell at the market may place me on a waiting list for space.

I certify that I have read the Alive After Five Vendor Guidelines. I agree that I, and my representatives, will abide by the Vendor Guidelines and I understand the consequences of violating them.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date