

**Celina's Friday Night Market  
Vendor Handbook  
2020**

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## **Governance**

### **Mission Statement**

The mission of Friday Night Market on the Square is to provide locally grown, fresh, and high quality produced products while giving local farmers, producers, and artisans an economic outlet within Celina. The market will also promote foot traffic to the Historic Downtown Square as a Friday night destination, giving local merchants opportunities to strengthen their businesses and preserve the connection between producer, consumer, and community.

### **Vision**

It is our vision to bring a Farmers Market to Celina called Friday Night Market on the Square. Our aim in holding the market on a Friday night is to create a destination spot in our historic downtown square where community, local farmers, producers, and artisans can come together. We envision a strong presence of quality local farmers, producers, and artisans with a diversity of offerings. We'd like to see the Market offer fresh seasonal fruits and vegetables raised by local farmers as well as specialities like bread, honey, jams, herbs and handmade items. We also envision support from local businesses and musicians.

### **Our Story**

Celina's Friday Night Market was founded in 2014 by Celina Ladies & Friends. Michelle Baggett initiated the concept of Celina hosting a community farmers market. "My dream is that we can provide local residents with opportunities to purchase locally grown produce and handmade products from local artisans. Farmers can educate consumers on the health benefits of buying fresh and nutritious ingredients and offer delicious and hopefully different ways to prepare these foods." In Fall 2013, Celina Ladies & Friends President, Rachel Baty, began extensive research into the action steps necessary to bring a farmers market to the community. With a small group of dedicated volunteers and hundreds of volunteer hours developing and implementing plans the dream became a reality on June 6, 2014. We started with 12 vendors and have grown to over 30 dedicated vendors.

### **Organization**

The Friday Night Market Committee, under the Celina Main Street Program, supervises the market. The market director, a volunteer, is responsible for facilitating a relationship between the market and the city, the day-to-day operations of the market and maintains primary contact with the vendors, and the city. Vendor input is vital to the success of the market and is coordinated through the market manager. The Friday Night Market committee meets monthly or as needed.

## **Friday Night Market Staff**

### **Market Director**

Michelle Baggett  
Email: [contact@celinamarketonthesquare.com](mailto:contact@celinamarketonthesquare.com)  
Cell: 904-514-0273

### **On-Site Assistants**

Michelle Baggett  
Rebecca Barton

### **Volunteers**

Volunteers assist with the Friday Night Market information table, set up, take down, and a variety of on-site and off-site tasks.

### **Friday Night Market Committee**

Michelle Baggett  
Rebecca Barton  
Megan McGraw

### **Market Operations**

The Friday Night Market will be held Rain or Shine. If deemed unsafe for staff or patrons of the Friday Night Market the City of Celina and managers of the Friday Night Market reserve the right to cancel the event at their sole discretion. The City of Celina and Friday Night Market Staff will make a decision by 3 PM, day of event, and then notify vendors of the cancellation.

### **Market Hours**

The Friday Night Market is open from 6PM - 9PM

### **2020 Dates**

March 6, 2020  
April 3, 2020  
May 1, 2020  
June 5, 2020  
July 10, 2020  
August 7, 2020  
September 4, 2020  
October 2, 2020  
November 6, 2020

### **Set-up and Breakdown Schedule**

2-3PM: Square is blocked off with cones  
4:30PM: Set-up volunteers arrive  
5PM: Vendors arrive and set up  
6PM: Market is open

8:30PM: Breakdown volunteers arrive

9PM: Breakdown

10PM: Vendors must be out

## **Services**

120V Electrical

Cord Covers

## **Vendor Categories and Product Descriptions**

The Friday Night Market has two distinct types of booths: Vendors and NonVendors. Vendors are divided into the categories of Farmers & Ranchers, Hot Served Food/Food Trucks, Speciality Food/Artisans, and Material Goods/Craft/Flea/Art. Non Vendors include Activity Providers and Service Providers. A vendor's primary product will determine their vendor category.

## **Vendors**

A Vendor is defined as any Market participant that submits a vendor application and is approved by the Friday Night Market Committee. Vendors pay a required monthly booth fee to attend the Market and sell their product.

## **Farmers & Ranchers**

Any vendor who grows, raises, and/or wild-harvests a food product.

1. Farmers – Growers of vegetables, herbs, fruits, nuts, mushrooms, nursery products, grains, flowers, and other horticultural crop.
2. Ranchers – Producers of animal-based products, including meat, eggs, and dairy products.

## **Hot Served Food/Food Truck**

Any vendor who sells food that is freshly made and available for immediate consumption onsite. Hot Served Food and Food Truck vendors must have a Temporary Health Permit and Fire Permit and Inspection through the City of Celina. The application is available online and must be completed two weeks before event: [Temporary Food Permit - Friday Night Market](#)

## **Speciality Food/Artisan**

Any vendor who uses one or more ingredients to create a product by processing, blending, packaging, or altering using other preparation methods. Example: Cottage Food Vendor

1. Speciality Food Vendors – Any vendor who prepares food in an approved production facility to be consumed off-site or to be used as an ingredient.
2. Artisan – Any vendor that makes a high-quality or distinctive product in small quantities, usually by hand or using traditional methods.

3. Cottage Food Vendors – Producer of foods prepared under the Texas Cottage Food Law (Texas Department of State Health Services, Health and Safety Code, Title 6, Chapter 437).

### **Material Goods/Craft/Flea/Art**

Any vendor who identifies as an artist or craftsperson who produces originally designed hand-crafted products that are unique and of high-quality, to include crafts, artwork, inedible products such as herbal products, personal care and beauty products. \*In order to maintain the farm and food focus of the markets, only a very limited number of artisans will be approved as vendors.

### **Service**

Any vendor that provides work performed in an expert manner by an individual or team for the benefit of its customers.

### **Sponsor**

Celina's Friday Night Market Committee is dedicated to consumer education as a critical component of building sales for local vendors. Vendors' fees cover the very basic cost of operating the markets, but in order to keep vendors' fees as low as possible, the Friday Night Market relies on sponsors to support its programming goals. By becoming a sponsor of Celina's Friday Night Market, your organization shows a shared commitment to fostering a community that is economically, ecologically and socially sustainable. Sponsor candidates are evaluated on an individual basis to ensure there is not a direct conflict with the Friday Night Market's mission.

### **Musicians/Entertainers**

Musicians must provide a W-9 so we can process payment in our system.

Musicians must sign a 2020 Friday Night Market Entertainment Agreement prior to performing at the market.

## **Vendor Rules and Regulations**

### **Vendors Application**

1. Vendors must have an account on FarmSpread.com. It is each vendor's responsibility to keep their information current, as this information is what displays in the Meet Our Vendors section of our website, and is also the way we will be in contact with you.
2. All vendors wanting to sell at the Friday Night Market must agree that their products are handmade, homemade, or homegrown. Direct sales such as Advocare, Mary Kay, Pampered Chef, etc will not be accepted as a vendor.
3. Direct sales representatives of Food Specialties will be considered on an individual basis and require approval of the Friday Night Market Committee and the Market Director.
4. Vendors must submit application and other required forms if applicable, no later than 2 weeks prior to the market in order to be able to participate in the market. Contact the

Market Director for certain circumstances. If a food permit is needed the city requires 30 days prior.

5. Designation and allocation of selling spaces are the responsibility and at the discretion of the Market Director. Spaces will be sold as the applications are received and approved, until the market is at capacity.
6. Vendors are responsible for maintaining required permits, licenses, and certifications for all products they produce. If applicable, vendors will provide a Sales Tax Certificate to the Market Director. It is the vendor's responsibility to comply with the State Comptroller's requirements.
7. Vendors are permitted to sell only items that were approved upon application. New products intended for sale by current vendors but not included on the most recently approved application must be approved prior to their sale at Market.
8. Vendors agree that 75% of all agricultural products sold are grown in Texas.
9. Non agricultural vendors agree that 60% of their products are homemade and/or handmade. The remaining 40% of product should come from within seven hours by truck of Celina and vendors should know their sources and the manufacturing conditions.
10. Farmers are allowed to have 40% of the produce from sister farms in Texas, but be advertised where it is from in their booth. For information on Go Texan, visit <http://www.gotexan.org/>
11. Celina's Friday Night Market follows the rules of the Texas Cottage Food Law, if there are any questions or concerns please visit their website, <http://texascottagefoodlaw.com/>, or give us a call.

### **Farmers & Ranchers**

1. All items sold as organic must meet the requirements of the National Organic Program. Sellers of organic items must have a copy of their certification on file with the Friday Night Market. Only certified organic growers may display signs using the word organic.
2. Live animals are not allowed to be sold.

### **Hot Served Food/Food Truck**

1. Vendors must obtain, maintain, and display necessary permits or licenses.
2. Vendors must provide a copy of their food handlers certificate.
3. Vendors must have a proper handwashing and/or dish washing station.
4. All items intended for human consumption must be kept off the ground at all times and be in a safe and sound condition. The producer/seller will be solely responsible for damages resulting from the sale of unsound goods.
5. Bare hand contact with food is prohibited.
6. All sampling must follow safe food handling procedures.

### **Speciality Food/Artisan**

1. All products must be processed and packaged by the vendor in their own facility, or created and developed by the vendor and produced in a processing facility under the



direction of the vendor. The use of recyclable/compostable food containers is preferred and encouraged.

2. Vendors must, when required, obtain, maintain and display necessary permits or licenses.
3. All sampling must follow safe food handling procedures.

### **Onsite Market Rules**

1. Smoking and vaping is not allowed at the market or on Celina's Historic Square per city ordinance Section 6.08.008.
2. No firearms, drugs, or alcoholic beverages (excluding wine when sold by an approved winery with appropriate TABC permitting).
3. Market walk-throughs to recruit participants is prohibited.
4. Vendors need to supply their own tents, tables, chairs, space signage, refrigeration, storage, and all materials and containers for customer sales.
5. Vendors must clean up their spaces at the end of each market and have vacated their space no later than 10:00 PM. Vendors may not use public trash receptacles for disposal of produce boxes or unsold produce. There is a \$50 fee per space if the market representative has to clean up your space at the close of the market. That fee must be paid before the vendor can sell at the market again.
6. Vendors may not tear down before 9PM unless sold out or given permission by market manager.
7. Vendors shall be solely responsible for damages resulting from the sale of unsafe or unsound goods at the market.
8. Vendors may not bring any pets to the market.
9. No live animals may be sold or given away at the market.
10. A Vendor not abiding by the Market Rules of Operation will be asked to leave. There will be no refund for spaces on this day.
11. The Market Director reserves the right to cancel any vendor's participation when the vendor is found to be in violation of any market rule or eligibility requirements.
12. Booth Assignments
  - a. A standard vendor booth space is 10 feet X 10 feet.
  - b. Vendors may request a maximum of two booths and will be charged for two spaces. Booths will be assigned based on attendance, product mix and logistical constraints as determined by the Market Director.
  - c. Reserved spaces not occupied 30 minutes prior to opening may be reassigned to another vendor.
  - d. Vendors shall provide all of their own equipment and must not exceed the parameters of the booth. Tents must be weighted with 25 pounds for each corner.
  - e. Vendors determine the pricing and display of their products.
  - f. Vendors are not allowed to sublet or trade booth spaces without approval by the Market Director.

### 13. Attendance

- a. Cancellations require a 72-hour notice by email to the Market Director, [contact@celinamarketonthesquare.com](mailto:contact@celinamarketonthesquare.com)
  - b. In the case of an emergency which prohibits attendance, notify the Market Director as soon as possible.
  - c. A cancellation without a 72-hour notice will result in the vendor's space being given away, and will not be refunded.
  - d. Two no shows without a 72-hour notice will result in the vendor not being invited back.
  - e. Booth space assignments are the responsibility and at the discretion of the Market Director and the Market Committee. Spaces will be sold as the applications are received and approved, until the market is at capacity.
14. Professional Manner
- a. Vendors will conduct themselves in a professional and lawful manner. Vendors must treat customers, staff, volunteers, and fellow vendors with respect.
  - b. Inaccurate, inappropriate, threatening, or harassing words or statements construed as disparaging or harmful to other vendors, vendor-to-customer relationships or the Market is prohibited and can be grounds for termination.
  - c. Vendors will be solely responsible for keeping their space and all areas in and about their vendor space(s) clean and free of any conditions that might potentially result in or cause injury to the vendors and any other persons or parties.
  - d. No music other than that provided by the Market is allowed.
15. The Friday Night Market committee reserves the right to revise the Onsite Market Rules and Vendor Handbook at any time and will post revisions.

### **Violations**

Violations of the market rules and complaints that arise will be resolved by the Market Committee. A decision of the Market Committee may be appealed to Celina's Main Street Board. Vendors will be notified of violations of the rules and regulations either by the Market Director or by written notice from the Committee. Vendors agree to abide by the final decision. If a vendor fails to agree or remedy a violation within the time specified in a written notice from the Committee, the vendor may, in the Committee's discretion, be suspended from the Market. The Committee may, in its discretion, terminate a vendor's participation in the Market for repeated violations of which the Committee has notified the vendor in writing.

### **Vendor Fees**

Vendor fees are non-refundable and must have a payment agreement in advance to reserve booth.

### **Weekly Booth Fees**

1. A booth is \$20 per space each night, or \$25 with electricity.
2. Vendors planning on participating in 4 or more markets will receive a 10% discount if booth space is paid in full.

3. Booth fees are paid in advance and non-refundable.
4. Spaces will not be assigned until a payment agreement has been made.
5. Vendors are responsible for obtaining and paying for any necessary permits.
6. Payments can be made online at <https://www.paypal.com/paypalme/my/profile> or mailed to City Hall. Please do not mail cash. Please note on the check your name and/or business name, and that your payment is for the Friday Night Market.

Friday Night Market  
Celina Main Street  
142 N. Ohio  
Celina, TX 75009

### **Additional Permits**

Additional permits can be obtained through Celina City Hall. If there are any questions regarding additional permits please contact, Bruce Koliba at [bkoliba@celina-tx.gov](mailto:bkoliba@celina-tx.gov) or 972-200-3621.

## **Disputes and Grievances**

### **On-Site Resolution**

The Market Director is the first step in addressing any matter. The Market Director will make every effort to resolve an issue. Vendors are asked to provide the manager with a clear explanation of an issue, and to work with staff to reach a resolution. After gathering all available information, the Market Director and staff will make a determination regarding the issue based on their interpretation of the best interest of the Market as a whole and the specific circumstances. Vendors must abide by the determination on that Market day so as to maintain order in the Market. If a vendor disagrees with the determination, the formal Grievance Process is in place.

### **Grievance Process**

A vendor should send written statement of the grievance to the Friday Night Market Committee under Celina Main Street within thirty (30) days of the incident. The FNM Committee shall use best efforts to resolve the grievance within fourteen (14) working days of receiving the written statement. At the end of this time period, the FNM Committee shall issue a written response to the grievant with either the resolution or next steps if additional time is needed to address the issue. The FNM Committee shall issue a final written response to the grievant within thirty (30) days of the initial complaint.

### **Your Input**

Input from vendors, customers, and all Friday Night Market sponsors is valued. If you would like to share any thoughts please contact the Friday Night Market Committee at [contact@celinamarketonthesquare.com](mailto:contact@celinamarketonthesquare.com)



## Celina Friday Night Market Vendor Handbook Agreement Signature Page

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

I acknowledge that I have received a copy of the Celina Friday Night Market Vendor Handbook for 2020.

I have read and understood the contents of the Celina Friday Night Market Vendor Handbook for 2020 and will act in accord with these policies and procedures.

I understand that the contents of the Celina Friday Night Market Handbook for 2020 may change at any time.

I understand that the Celina Friday Night Market Handbook for 2020 contains information regarding the Friday Night Market's rules, operations, and regulations which affect me as a vendor.

I agree to the terms of the rules stated in the Celina Friday Night Market Vendor Handbook for 2020

**Name:** \_\_\_\_\_

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

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