



**CAPE CORAL FARMERS MARKET OPERATING  
POLICIES & PROCEDURES  
OCTOBER 3, 2020-MAY 8, 2021**

The market is organized by the Cape Coral Chamber of Commerce and is one of the largest markets in SW Florida. It is known throughout the community as a quality market with friendly vendors, reasonable prices and a wide variety of fresh produce, bakery items, seafood, native plants and delicious foods. To maintain the quality of the Market, potential vendors must complete the vendor application and return to:

**E-Mail to: [cs@capecoralchamber.com](mailto:cs@capecoralchamber.com)**

**Mail to: The Chamber of Commerce of Cape Coral  
P.O. Box 100747  
Cape Coral, Fl. 33910**

**Fax to: 239-549-9609**

All potential vendors must complete the Cape Coral Farmers' Market application. **Please note, application does not guarantee acceptance as a vendor for the Cape Coral Farmers' Market.**

Vendors will be selected with consideration being given to ensure the quality and integrity of the Cape Coral Farmers' Market.

Market management reserves the right to decline the participation of vendors that do not fit the Market objectives or criteria for participation.

Market does not accept applications for political groups, religious organizations, or direct sale or multi-level marketing companies' products.

Vendors may not sell products not listed on application without permission of Market manager. Any additions must be approved by Market Staff.

The Cape Coral Farmers Market will accept crafts on a limited basis. Priority items are vendor made crafts.

## **MARKET LOCATION & HOURS OF OPERATION**

The Market will be held in the North section of what is commonly known as “Club Square”. This location is South of S.E. 46<sup>th</sup> Lane, North of S.E. 47<sup>th</sup> Terrace, and intersected by S.E. 10<sup>th</sup> Place. The “open” selling hours of the market are from 8:00 A.M. to 1:00 P.M. on Saturdays starting October 3, 2020 and ending on May 8, 2021. (Final decision of location within Club Square will be determined pending recommendation to the Cape Coral City Council and approval of both the City of Cape Coral and all appropriate insurance agencies.)

## **SATURDAY SET-UP & TEAR-DOWN**

1. Vendors can begin setting up their display at 5:30 a.m. and should be complete by 7:30 a.m.
2. No cars are permitted to drive into the Market area between 7:15 a.m. and 1:15 p.m.
3. Vendors are responsible for supplying booth materials: tents, tables, chairs, etc.
4. Vendors are expected to remain open for business until the close of the Market.
5. Tents must be weighted @ 20 lbs. per leg.
6. **Weights are mandatory at all times**
7. Vendors may not stay on site to sell after the designated closing time.
8. Vendors are responsible for removal of all garbage and may not use area dumpsters or market garbage cans. These are for customer use only.
9. Vendors must sweep and dispose of any debris both organic & non-organic.  
A \$15.00 fine will be assessed for non-compliance.
10. Late arrivals may forfeit their reserved space.

## **BOOTH APPEARANCE & FOOD HANDLING**

1. Tables should be covered with clean, attractive coverings
2. Tabletops must extend beyond any angled legs to avoid people tripping.
3. Any prepared foods, not pre-packaged, must be covered and must be handled with disposable plastic gloves.
4. All vendors must be in compliance with the State of Florida regulations
5. Signs should be clean and securely attached to tables, tents, etc.
6. Outdoor concession stands/ trailers/ tents using deep fat fryers will have one 2-A: K class fire extinguisher within 30’ of the cooking appliance. All fire extinguishers must be tagged annually by a Licensed Florida Fire Extinguisher Company. Typical appliances include; deep fat fryers; griddles, range tops; upright, natural charcoal, or chain-type broilers; electric, lava rock, mesquite or gas-radiant char-broilers and woks.
7. Any cooking appliance not having the proper fire protection equipment may not be used until the proper fire protection equipment is on site.
8. ***Generators used must be one of the “Quiet Type” generators.***
9. Vendors using cooking sources will be inspected weekly by the CCFD.

## **GENERAL GUIDELINES**

1. All vendors and personnel are expected to be courteous to customers, vendors and Market staff.
2. We are a “Harassment Free” market. No Harassment of any kind will be tolerated. If you feel you have been harassed contact the Market Manager immediately.
3. Any disputes or grievances should be taken to a Market staff person.
4. Clean & appropriate dress is expected. No revealing clothing or bathing suits permitted. No t-shirts with explicit, racy or offensive words or graphics.
5. No smoking in your booth during market “Open” time.
6. Please keep language appropriate.
7. No alcoholic beverages or illegal drugs are permitted.
8. Customer dogs are allowed at the Market. Please report any unruly dogs to the Market staff.
9. The Market reserves the right to ask for removal of unsuitable or unapproved items from the Market.
10. Vendors must remain in place until market close. No driving into market footprint until 1:10 pm. If you need to exit the market for any reason during selling hours, you must advise market staff before leaving.
10. Vendors leaving early without advising market staff will be fined \$25.00.

## **VENDOR PERSONNEL**

1. Vendors are responsible for the conduct of their personnel and making sure they are aware of the policies and procedures of the Market.

## **MARKET COMMUNICATIONS**

1. Each vendor must provide an e-mail address for all market communications. All communication, notices and information will be dispersed by e-mail only. **No exceptions.**

## **WEATHER CONDITIONS**

1. The Market will not be closed simply due a general rain possibility. The weather will need to have a very high probability of being severe to close the Market. Credit will be given **only** for total Market closure.
2. Be prepared for bad weather, even if it is brief. If it rains you will want to have appropriate covers for your merchandise close at hand. If it's windy, stabilize your tent or umbrella with weights. Please secure bags, containers or any other materials.
3. Full Market closures notifications will be sent by e-mail so be sure to check your e-mail if the weather is deteriorating.

## **VENDOR FEES**

One "space" is defined as 10' x 10'.  
Space cannot be divided, shared or transferred

### **Premium Spaces-(Perimeter, Corner and Prime Center locations) \***

Perimeter Space Monthly Fee- paid for each Saturday of the month.  
Due on the 1<sup>st</sup> Saturday of each month-\$47.00 per space.

**Months with 4 Saturdays = \$188.00**

**Months with 5 Saturdays = \$235.00**

Paying Fee Weekly Fee-\$62.00

\*Vendors requiring fire inspection- ADD \$8.00 per week.

### **Interior Spaces\***

Monthly Fee-paid for each Saturday of the month is due on the 1<sup>st</sup> Saturday of  
each month-\$42.00 per space

**Months with 4 Saturdays = \$168.00**

**Months with 5 Saturdays = \$210.00**

Paying Fee Weekly Fee-\$57.00

\*Vendors requiring fire inspection - ADD \$8.00 per week

### **Food Trucks**

**\$85.00 per time- includes CCFD Inspection Fee**

**Returned Check Fee-\$40.00**

**Late Fee: All late rental fees will be assessed a \$15.00 per week late charge.**

**Vendors may not increase their space size during the season.**

**\* All Spaces are subject to relocation due to vehicles left overnight.**

## **MARKET BUCKS**

1. Market Bucks are sold in token form at the Market Information tent and are sold in denominations of \$1, \$5, \$10 & \$20 dollars and are natural wood colored.
2. Vendors must agree to accept these tokens for redemption.
3. These tokens are presented as cash to vendors. Cash change may be given.
4. Vendors must redeem these at the end of the day they were received.
5. Keep these tokens in mind if a customer needs cash for purchases.
6. Market Bucks have a limit of \$50.00 per customer per day.
7. A 3.5% processing fee will be added to all Market Buck transactions.
8. Vendors with product price points over \$20.00 are required to provide their own Point of Sale credit technology such as Square or POS machine.

## **SNAP/EBT Tokens-(food stamp benefits)**

1. These tokens are similar to market bucks but **blue** in color.
2. These tokens apply to only EBT/SNAP eligible food products.
3. Cash change may **not** be given to customer for these tokens.

### **SNAP Benefits CAN Be Used For:**

- Fruits and vegetables;
- Meat, poultry, and fish;
- Dairy products;
- Breads and cereals;
- Other foods such as snack foods and non-alcoholic beverages; and
- Seeds and plants, which produce food for the household to eat.

### **SNAP Benefits CANNOT be used to buy:**

- Beer, wine, liquor, cigarettes, or tobacco
- Vitamins, medicines, and supplements. If an item has a Supplement Facts label, it is considered a supplement and is not eligible for SNAP purchase.
- Live animals (except shellfish, fish removed from water, and animals slaughtered prior to pick-up from the store).
- Prepared Foods fit for immediate consumption
- Hot foods
- Any nonfood items such as:
  - Pet foods
  - Cleaning supplies, paper products, and other household supplies.
  - Hygiene items, cosmetics

### **FRESH ACCESS BUCKS TOKENS-Produce Vendors Only**

1. These tokens are **green** in color and can only be used to purchase Florida grown fruit and vegetables.
2. Produce vendors accepting these tokens must fill out the Vendor Acceptance Form before being able to accept these tokens.
3. Florida grown fruits and vegetables must be labeled **Florida Grown** on displays.
4. Cash change may **not** be given to customer for these tokens.
5. Tokens must be redeemed by vendors at the end of each day received.

### **COUPONS**

Vendors must agree to accept \$1.00 off coupon\* from various marketing pieces, including but not limited to, The News-Press and the Breeze newspapers. Coupons should be turned in to on-site Market Manager. Any questions concerning coupon acceptance should be directed to the Market Management.

### **LICENSING, PERMITS & INSURANCE**

Upon acceptance as a Market vendor, you will be required to submit all necessary copies of licenses, permits, insurance coverage and hold harmless form no later than Oct. 3, 2020.

Obtaining the proper licenses or permits and obeying all Federal, Local and State Codes is the sole responsibility of the vendor, including any regulations of the Florida Dept of Agriculture or other regulatory agencies.

**Note: Permit and License information can be found at [www.myflorida.com](http://www.myflorida.com)**

Vendor Liability Insurance is required by the Cape Coral Farmers Market Insurance Company. A Certificate of Liability Insurance naming the Chamber of Commerce of Cape Coral, Inc. as additional insured must be submitted before October 3, 2020.

#### **INSURANCE**

The insurance specified in the Certificate must have limits of at least \$100,000.00 per occurrence, \$1,000,000.00 aggregate for the vendor. The Certificate must cover all dates on which the vendor is at the Cape Coral Farmers Market, and otherwise be acceptable to the Chamber of Commerce of Cape Coral, Inc.

Sales tax where required by the State, is the responsibility of the seller.

All vendors must provide a current copy of either a Lee County or City of Cape Coral occupational license by October 3, 2020.

## **COVID-19 RULES**

Market will be distance spacing all vendors.

Vendors must wear masks when conversing with customers.

Each booth must have sanitizer available.

Booth set-ups must limit customers from touching products.

No samples.

Wash hands frequently.

## **Vendor Resources**

### **Permits**

#### **City of Cape Coral**

1015 Cultural Park Blvd.  
Cape Coral, Fl. 33990  
239-574-0401

#### **Lee County Tax Collector**

PO Box 1549  
Fort Myers, FL 33902-1549  
239-533-6000

### **Vendor Licenses Information**

State of Florida  
[www.myflorida.com](http://www.myflorida.com)

### **Insurance Resources**

#### **FLIP (FOOD LIABILITY INSURANCE PROGRAM)**

260 South 2500 West Suite 303  
Pleasant Grove, UT 84062  
P: 844.520.6992  
[info@fliprogram.com](mailto:info@fliprogram.com)

<https://www.fliprogram.com/>

#### **Campbell Risk Management**

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<https://www.campbellriskmanagement.com/>