

MID-CAPE MARKET
OPERATING POLICIES & PROCEDURES

The market is organized and operated by the Cape Coral Chamber of Commerce and is the newest addition to our family of markets. Located at the Mercola Market, every Sunday from 10a-2p. The market is located at 125 SW 3rd Pl., Cap Coral, 33991. We are known throughout the community as quality markets 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

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

All potential vendors must complete the Mid-Cape Market application.
Please note, application does not guarantee acceptance.

Vendors will be selected with consideration being given to ensure the quality and integrity of the Mid-Cape 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. Vitamins, CBD, Coffee, Smoothies are prohibited items.

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

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

MARKET LOCATION & HOURS OF OPERATION

The Market will be held at the Mercola Market, located at 125 SW 3rd Pl., Cape Coral, Fl. 3399. The “open” selling hours of the market are 10:00 A.M. to 2:00 P.M. every Sunday.

SUNDAY SET-UP & TEAR-DOWN

1. Vendors can begin setting up their display at 8:00 am and should be complete by 9:30a.m.
2. No cars are permitted to drive into the Market area between 9:15 a.m. and 2:15 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.
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. No political clothing is allowed.
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 2:10 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'. Horizontal or Vertical Space cannot be divided, shared or transferred.

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

Monthly Fee-paid for each Sunday of the month is due on the 1st Saturday of each month-\$30.00 per space.

Months with 4 Sundays = \$120.00

Months with 5 Sundays = \$150.00

Paying Fee Weekly Fee-\$42.00

Food Trucks

\$40.00 per time + \$8.00 Fire Department Inspection Fee

Returned Check Fee-\$40.00

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

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.

COUPONS

Vendors must agree to accept \$1.00 off coupon* from various marketing pieces, including but not limited to, 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.

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

Vendor Liability Insurance is required by the Mid-Cape Market Insurance Company. A Certificate of Liability Insurance naming the Chamber of Commerce of Cape Coral, Inc. as additional insured must be submitted.

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 Mid-Cape 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 tax certificate.

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

Insurance Resources

FLIP (FOOD LIABILITY INSURANCE PROGRAM)

260 South 2500 West Suite 303
Pleasant Grove, UT 84062
P: 844.520.6992
info@fliprogram.com

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

Campbell Risk Management

Larry Spilker
800-730-7475 ext 203
Campbell Risk Management
9595 Whitley Drive #204
Indianapolis, IN 46240
e-mail lspilker@campbellrisk.com

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