2019-2020 Vendor Handbook

Updated June 14th 2019

ABOUT 6th STREET MARKET

HISTORY

The 6th Street Market began in the fall of 2016 by Downtown Tempe Authority, a nonprofit serving Downtown Tempe's community. What began with 20 artists and a coffee cart has grown into 50+ artists with food and entertainment.

MISSION

Our mission is to connect our community with local artists and food creatives. This communal gathering space will provide opportunity for entrepreneurs to launch and grow their business in a safe and nurturing environment.

A MESSAGE FROM THE MARKET DIRECTOR

Hello!

First, thank you for your interest in the 6th Street Market. At this point, some of you are thinking about applying to the Market, and some of you have been accepted. Either way, I thought I'd tell you a little bit about myself.

My name is Julie C Kent. My official title is Director of Creative Placemaking for Downtown Tempe Authority. This position entails many things, one of which is creating and managing the 6th Street Market.

Once upon a time I owned my own small boutique right here in Downtown Tempe. One of my missions at the boutique was to carry as many local items as possible. I'm accustomed to not only working with small businesses, but being one as well! I loved being a small business owner and working with local creatives. Managing this Market allows me to still have a taste of this and I love it!

On the following pages you will find lots of boring but necessary guidelines and policies. All that said, I am always looking to our market vendors for feedback. Ask any veteran 6th Street Market vendor and they will tell you that I'm always seeking their opinion. I guess what I'm trying to say is that this market is a partnership, a relationship of sorts. We treat each other respectfully, share information, talk to each other and voila, we have a happy and fun market environment.

I truly look forward to getting to know each you. We also employ a day-of Market Manager. You will see this person each week and she will be your point of contact for all things on Market day. That said, I do pop in during most markets, so yes I will be seeing you too!

All the best-

Julie

GET CONNECTED

Market Director: Julie C Kent julie@downtowntempe.com

Market Manager (day of): TBD

Website: https://www.downtowntempe.com/events/6th-street-market

Instagram: https://www.instagram.com/6thstreetmarket/

Facebook: https://www.facebook.com/DowntownTempe6thStreetMarket/

WIFI: TBD. The City of Tempe changes this quarterly. See Market Director or Manager

Subscribe to get text reminders: TBD

2019-2020 MARKET SCHEDULE – SUNDAY's 10A-3P

November 3rd, 10th, 17th, 24th

December 1st, 15th, 22nd, 29th

January 5th, 12th, 19th, 26th

February 2nd, 9th, 16th, 23rd

March 1st, 8th, 15th, 22nd

April 5th

No Market December 8th or March 29th due to the Tempe Festival of Arts

VENDOR CRITERIA AND SELECTION PROCESS

LOCAL PLEASE!

We are all about supporting local artists and entrepreneurs. So whether your product is jewelry, soaps, paintings or you're selling produce, it must all be created by you or grown by you in Arizona. Exceptions are made for food trucks and concessions. *In the event that we need to fill a Market need, or special programming, market management reserves the right to approve the sale of products outside of this criteria.*

If you could use the following words to describe your craft, you should apply!

- Handcrafted
- Unique

- Small-batch, small-scale
- Artisan
- Quality
- Etsy Shop Owner
- Upcycled creations
- Culinary delights
- Cottage edibles
- Grown in AZ

PRODUCTS NOT ACCEPTED

We pride ourselves on supporting local businesses, however if your business can be described with the words below, you will not be accepted into Market.

- Buy/sell products
- Multi-Level Marketing Companies
- Booths used primarily for lead generation
- Products with offensive messages/imagery
- Independent Distributors
- Items with blatant copyright infringement issues
- Crafts created from kits

BOOTH SHARING

Sharing a booth with another vendor is not permitted. However, if you and another person are collaborating artists, you may show only your collaborating work. Both people must be listed on the application. The creative contribution of each artist must be identified on the application.

MULTIPLE CATEGORIES

If your products cross over mediums-i.e. you want to sell jewelry and paintings, you must complete two separate applications. If the jury accepts you for both you can sell them in one booth space or buy two spaces.

JURY

All vendors are selected through a jury process. A description of the products that you wish to sell and photos of them and your booth/truck/cart are required. It is very important that you provide quality photos! One of the photos must be a booth shot. If you don't have a booth shot because you are new to markets, set one up in your backyard. It will be good practice in the event that you are accepted to join the Market.

If you meet the criteria above, the jury will also consider the following

- Your set up-it must be neat, engaging and full.
- Social Media-do you have an active account and post regularly?
- Product diversity-are you selling something unique? It's possible that we already have enough of a similar product offering. You could be denied because we have enough of your category.

If you participated in prior seasons you must reapply each season. Management will weigh in on the jury with additional considerations such as:

- Ease of working with you-history of compliance with Market rules, were you considerate to staff and other vendors?
- Attendance-did you cancel a lot or no show?
- Did you post weekly about the Market on Instagram and Facebook?
- Did your product enhance the Market? Were people buying your products?

HOW TO APPLY- ARTISTS AND COTTAGE EDIBLES-PACKAGED FOOD, BATH & BODY

If you fit the criteria above, we encourage you to apply. The platform we use is Zapplication. Once you create a free Zapplication account, you can apply to our Market and also thousands of others. By completing the application you are confirming that you and appropriate staff have read our handbook in its entirety and will read and comply with any addendums made throughout the season.

Once you apply, you can check your application status at any time. Please allow one week for our jury to view your application. If you are accepted to the Market, your status will show *invited* and you will receive a welcome email with instructions. We do not send out emails to those denied. Upon acceptance you can register for as few or many Market dates as you'd like.

How to purchase market dates if 'invited'

- Change your status from *invited* to *accept*
- Click Zapp shop to purchase dates. You can purchase dates at any time in the season.
- Spaces are 10x10, if you need more space, purchase 2 booth spaces

Note: Registration for the upcoming Sunday closes at 5pm on the prior Wednesday.

BOOTH FEES

# of dates registered for at ONE TIME	**Cost per Market**	**Coupon Code(use after each date when registering)**
*21 (full season)	$20	21MARKETS
10-20	$25	10-20MARKETS
4-9	$30	4-9MARKETS
1-3	$35	

**coupon expires October 30th*

HOW TO APPLY- FOOD TRUCKS, TRAILERS, CARTS, and CONCESSIONS in TENTS

We carefully curate the number and diversity of our food vendors. By completing the application you are confirming that you and appropriate staff have read our handbook in its entirety and will read and comply with any addendums made throughout the season. *If your food is prepacked, please refer to the section titled 'HOW TO APPLY-ARTISTS AND COTTAGE EDIBLES-PACKAGED FOOD, BATH AND BODY.*

Fees

$20 per day when registering for the entire season (21 dates) *at one time (Expires October 30th)*

$25 per day when registering for 10-20 Markets *at one time*

$30 per day when registering for 4-9 Markets *at one time*

$35 per day when registering for 1-3 Markets *at one time*

Apply here.

HOW TO APPLY- FARMERS

We are excited to grow the fresh produce side of the Market and we hope that you will 'grow' with us! By completing the application you are confirming that you and appropriate staff have read our handbook in its entirety and will read and comply with any addendums made throughout the season.

Fees

For farms, booth fees are $20 per Market.

Please complete our application here.

HOW TO APPLY- NON-PROFITS

We appreciate non-profits and all that they do for our community. If your non-profit is interested in being a part of the Market, please complete this application. By completing the application you are confirming that you and appropriate staff have read our handbook in its entirety and will read and comply with any addendums made throughout the season.

POLICIES FOR ALL MARKET VENDORS

We take your business seriously. To operate a vibrant, safe, and successful Market, you and your staff are responsible for reading and following all applicable Market rules and policies. This includes policies set by 6th Street Market, City of Tempe, State and County agencies. The following rules are set to ensure the vitality and health of 6th Street Market including its vendors, guests, and local merchants. It is the vendor's responsibility to stay up to date with city, state, and county requirements of licenses and permits.

By completing the application you are confirming that you and appropriate staff have read our handbook in its entirety and will read and comply with any addendums made throughout the season.

The 6th Street Market Management reserves the right to remove a vendor at any time at our discretion.

SAFETY AND SECURITY

Tents

- All canopies, tents and other temporary structures must be weighted before you are permitted to open, with the equivalent of 40 pounds per pole minimum. You may be shut down for not having proper weights. Repeated violation of this policy will result in you not being able to return to the Market.
- Canopy tents must be fire retardant if there are open flames for cooking. Flames must be a minimum of 10' away from all canopy materials.
- All vendors deep frying must have a CURRENT K-Type fire extinguisher with current service tags

Food Trucks

- Must have a minimum of qty 1 2A20BC and qty 1 K rated fire extinguisher.

- Food trucks with cooking appliances that produce grease laden vapors are required to have a Type 1 hood protected with an approved automatic fire-extinguishing system.
- A maximum of 2 LP gas containers with a total aggregate water capacity of 25 gallons is permitted on a single food truck.

Propane Tanks

- All vendors with propane tanks are required to bring all necessary equipment to properly secure them. Parking meters, street signs, and trees are not usually available to secure propane tanks. Tempe Fire Department will be on special look out for propane tanks

Food Safety and Sampling

- First, visit Maricopa County's sampling guidelines for detailed requirements
- Vendors who sell or sample a product that produces trash must have a trash receptacle accessible to customers.
- All sampling must happen in your booth. Walking around with samples is prohibited.
- Vendors providing samples must use a hand washing station and comply with all Maricopa County food safety guidelines.
- Fresh fruits and vegetables do not need to be covered, but they must be stored off of the ground or using impermeable tubs or using empty containers under those containing the produce.
- Perishable foods stored or displayed must be packaged and refrigerated at or below 41 degrees Fahrenheit. You are required to have a calibrated thermometer on-site to gauge and demonstrate temperature.

BOOTH DISPLAYS AND SIGNAGE

1. Booth Displays

- Only products that were juried in are allowed to be sold. If during the season you have a new product offering, you must get this pre-approved. Please email the Market Director about this. julie@downtowntempe.com
- While a tent is not required, it is recommended. If you choose to use a tent it must be white. Branded tents will be considered on a case by case basis.
- All vendors are encourage to invest a lot of time and consideration in their booth/cart/truck presentation. Your space should draw customers in. Thoughtful engaging booths may receive priority in vendor acceptance and space placement.

2. Signage

- Signage is highly recommended. All signage must be clear and professional. This not only gives your booth a better appearance, but it enables guests to identify and find you easily.
- A frames- Please check with management if you want to place an A frame outside of your tent. This will be determined on a case by case basis.

Market staff have the final say in booth set up and signage.

IT AINT EASY BEING GREEN

Where we can, we strive to be a green event.

- No Styrofoam or glass food containers including cups, plates, etc. will be allowed.
- No grease or gray water disposal is available
- All vendors are responsible for removing debris and ensuring the general cleanliness of the area.
- Trash and recycle stations are located throughout the Market.
- When sampling food, please eliminate waste whenever possible. For instance, use an edible 'vehicle' for distributing the food. For example, a pretzel for sampling sauces, and environmentally low-impact disposables like bamboo.
- We've gone paperless with our surveys. You will complete a digital end of day survey.

MARKETING REQUIREMENTS

'A rising tide lifts all ships' – Especially when it comes to marketing! When ALL vendors utilize social media to advertise the Market, *everyone* benefits.

- Post about the Market on Instagram and Facebook a MINIMUM of once per week. We will provide you with a FREE social media kit to make this easy.
- Provide us with 2 high quality, high resolution photos EACH month. This basically means, photos taken with a camera, NOT a phone. Make sure the photo is high quality and interesting! Email them to julie@downtowntempe.com. While it is not 100% guaranteed that we will use them, it will help us build content for us to promote you and the Market

VENDOR LICENSES AND PERMITS

The following is a list of required licenses. It is the responsibility of the vendor to research and stay on top of all requirements of the City, County and State. If you are not in compliance or have violations you will likely be asked to leave the Market. Refunds would not be given. All documents should be kept on site.

All Vendors

- Transaction Privilege Tax License (TPT)-required for all vendors.

Food Trucks

- Food Trucks and Trailers are required to have a current Maricopa County Health Department permit. You can call 602.506.6872 or email specialevents@mail.maricopa.gov for questions.
- Certificate of Liability Insurance (COI) for $1,000,000. Use this exact wording:

  Description of Operations

  The Downtown Tempe Authority, Inc. dba The Downtown Tempe Foundation it's agents, employees, volunteers and sponsors and The City of Tempe in association with the 6th Street Market. (EVENT DATES)

  Certificate Holder (please use this exact wording)

  Downtown Tempe Foundation
  310 S Mill Ave Suite A-201
  Tempe, AZ 85281

Additional permitting and resources for food vendors

- Mobile Food Permit Application
- Permit Exemptions
- Promotional Sampling
- Event Inspection Checklist

SURVEYS/MARKET REPORTING

Each Market, vendors are asked to complete the end of day survey found here. This will also be sent to you each week via a text messaging system that you must subscribe to. Sales and transaction counts are crucial when measuring the overall Market success. We also want your comments so that we can continue to build a better Market as the season progresses. We require that you represent yourselves with honesty and integrity and we will always do the same. We require that you complete this survey each week in its entirety. Confidentiality is important to us, our process is as follows:

- Complete the survey.
- Forms must be submitted electronically by the next day-Monday at 5pm.
- Only Market management is privy to these forms and they are not permitted to discuss outside of our organization.

VENDOR STAFF

Vendors are responsible for making sure that all persons working at their booths are familiar with and comply with all Market rules, regulations and expectations. If an employee violates any of these you will be notified and depending on the infraction, may not be allowed to have this employee back to the 6th Street Market.

ATTENDANCE AND SPACE ASSIGNMENTS

Once accepted, we encourage you to register for as many Markets as possible! The more you are present at the Market, the better we can organize the flow of the Market and the more likely you will be in the space that you desire. In addition, your sales will be better as the more times a visitor sees your items, the more likely they are to remember you and come back to purchase from you.

We realize that situations do come up where you will need to cancel a Market that you have registered for. If this occurs, please follow these guidelines:

- Have a contingency staffing plan if you can't attend by training someone to attend in your absence.
- If you cancel, please do this by the Wednesday prior to the Sunday that you are scheduled to attend. For example, if you are registered for January 12th, email us your cancellation by January 8th.
- If there is a last minute emergency and you must cancel email julie@downtowntempe.com.
- NO SHOWS are not acceptable. If this occurs it may result in you not being invited back.
- Too many absences, even if done in advance, could affect your placement at the Market and could ultimately result in you not being able to continue the season.

RAIN OR SHINE

We operate rain or shine! So if it's cloudy or raining, we will still set up. No refunds will be given if you cancel due to rain or impending rain.

REFUNDS

In general we have a no refund policy. Rare exceptions will be determined on a case by case basis by management.

MARKET NO NO'S

- Guns
- Smoking
- Vaping
- Pets inside vendor booths unless they are service animals
- Booth sharing unless you're an established collaborator
- Music in tents during Market hours
- Violence of any kind
- Threatening behavior be it physical or with words
- Hate speech or symbols of discrimination

If any of the above occurs, you will likely be asked to leave immediately. Management will decide if you will be allowed to continue the season.

MARKET LOGISTICS

SPACE DETERMINATION AND APPEARANCE

The flow of the Market is important to its success. Thus this season we will do our best to keep food together as much as possible. In addition, we do our best to place vendors in spaces that they request. Preference is given to those that register for the entire season up front. If you register for the entire season, you will be asked to provide management with your top 3 choices.

If you have not registered for the entire season, but are very consistent at 3 times per month, you will also be given more consideration than someone that is not consistent.

Vendor placement is determined by:

- How many Markets you are registered for
- History with 6th Street Market
- Product offering
- Electricity requirements
- Shade requirements for food, candles, plants, flowers, etc.

Appearance:

- Vendors are responsible for keeping their space clean and inviting.
- Packing up is not permitted until the Market closes at 3pm.
- Sales must take place within your space-no hawking for customers is allowed.

LOAD IN AND OUT/PARKING

From the map, you will see that we have 4 areas for load in. In order for this to go smoothly, the following rules must be followed. Continued violation of the rules could result in a vendor not being allowed to continue the season.

- Arrive between 7:30am - 9:30am. Use the 4 loading zones on map.
- NOTE: The east side of the surface lot off of 5th street will be closed through January. Try other loading zones if possible, especially if it takes you a while to unpack. If you must load in here, do it quickly and be prepared to back out.
- Load-in closes at 9:30am all vehicles except food trucks must be out of load in zones.
- Be set up and ready to greet customers by 9:45am.
- Do not park in load in zones. Unpack your items (not set up) and go park.
- Pack up begins at 3:00pm-no early packing up.
- Park at any of the Downtown garages. City Hall parking garage on 5th Street is the closest. Parking passes for this garage are available. 201 S Ash garage is FREE.
- DO NOT PARK in the surface lot adjacent to the Market or adjacent meters. *Continued violation of this will result in your dismal at the Market.*
- If you have a trailer that can't fit in the garage, speak with management to make special arrangements.

ELECTRICITY/WATER/TRASH

- Some power is available. If you require power, be sure to indicate this on your application. Fee is $5 per Market. Also, email julie@downtowntempe.com by the Wednesday prior to your Sunday to confirm if power is available. You must provide your own extension cords.
- No access to potable water.
- All trash generated by vendors must be removed at the end of the day for off-site disposal
- On-site trash/recycling receptacles are for customer use only
- Sweep your stall if there is any debris
- If you have waste in the form of grease, you are required to dispose of it safely off-site
- No grey water disposal is available. Disposal must take place off site.

LEGAL AGREEMENT

- Laws/Codes/Rules - Applicants must comply with all Market, municipal and state laws, rules, regulations and policies listed in this application, or policies included in the applicant acceptance notification. Any noncompliance will cause elimination and applicant may be immediately removed from the Festival with no refund of fees or

- Hold Harmless - By completing application and engaging in participation, all applicants release and hold harmless Downtown Tempe Foundation, Inc., the 6th Street Market, the City of Tempe, Maricopa County, the State of Arizona, and all event sponsors from any and all liability, as outlined in the rules and regulations.
- Images - Artists agree that images provided will be used for the jury process and may also be used for specific event-related publicity. Any other proposed image usage will be arranged through separate consent agreement with the artist. Event participants agree to allow use of videos and photographs taken at event for promotional purposes. Any photos taken by the event are the property of the festival.

THAT'S IT!

THANK YOU FOR READING!