



Friday Fling Vendor Handbook



Friday Fling was established in 2002 in historic downtown Palmer to grow the community and foster economic development by providing a locally-focused shopping destination for residents, visitors and tourists. In our mission to promote the downtown Palmer area, we bring quality produce, crafts and entertainment together in one of the most beautiful surroundings Alaska has to offer.

Policy & Procedure:

- 1. Alaskan Grown/Made in Alaska:** While quality Alaskan grown foods and Alaskan-made handcrafted items are the main emphasis of Friday Fling, it is also an outlet for other Alaskan-made products. Food vendors are exempt, but encouraged to use locally-sourced produce in their offerings.

- 2. Location & Hours:** Friday Fling is located in the downtown pavilion, running from May 21st, 2021 - August 20th, 2021. Operating hours are 11 a.m. - 6 p.m. Vendors are required to be open for business during market hours despite weather conditions unless prior arrangements have been made with the Market Coordinators [*see Cancellation Policy, section 24*]. Vendors should plan for inclement weather by having ready for use a waterproof shelter, weights [100lbs total recommended for peak wind conditions], and other items necessary for operation during a variety of weather conditions.

- 3. Product Constrictions:** Products sold should be directly grown, harvested, processed or crafted by Alaskans. A vendor may declare one type of item as protected from non-duplication; priority will be given to the vendor who has completed their application and payment at the earliest time. Protections will last an entire season, regardless of absences [exceptions to be determined by the Market Coordinators]. Garage sale type items are prohibited at Friday Fling. The sale or display of live animals is prohibited.
 - a. Craft Vendors: Efforts will be made to prevent duplication of sellable products. Craft vendors may choose one type of item to protect from duplication. Determination of categorization of products will be determined by the Market Coordinators [e.g., a Vendor who sells chocolates can declare a protection on chocolates, but cannot declare a protection on all confectionaries so as to prevent a vendor from selling non-chocolate candies or baked goods that contain chocolate].

 - b. Food Vendors: Non-food items for sale must be approved by the Market Coordinators prior to their sale. Main dishes can be protected, but no action will be taken to protect side

dishes or beverages from non-duplication, save for one exception: in the event that a food vendor brand is based on a snack item or beverage, action will be taken to prevent duplication of items. This protection lasts for the season, regardless of vendor absences.

c. Farm Vendors: If a Farm Vendor is selling items purchased from another non-Vendor [not to exceed 10% of their sellable goods], signs must be displayed by Vendor attributing credit to the sources of all products.

4. Vendor Agreement & Payment: Four categories of Vendors are available: Full-Season Vendors [*those participating each and every week*], Partial-Season Vendors, Seasonal Food Vendors [including trucks and stands], and Farm Vendors [*see section 5.d.1 for definition of Farm Vendor*]. Full-Season and Seasonal Food Vendors must submit a completed agreement along with 50% of the booth rent prior to April 2nd, 2021. The remainder is due on or before April 30th, 2021. Partial-Season Vendors must complete an agreement and submit payment in full on or before April 30th, 2021. Vendors may not set up unless applications are approved, business/food-handling licenses are provided, and fees are paid by above deadlines. Vendors may share a space, however each Vendor must have a business license and their own application submitted. There will be no subletting of spaces. Fees are listed in the Vendor agreement and are non-refundable and non-transferable. **Make checks payable to Greater Palmer Chamber of Commerce (GPCC).**

5. Registration Fees: Registration fees for all Vendors shall be determined by the categories stated under the Vendor Agreement as follows:

a. Full-Season Vendors - \$550/booth for 13 week season

b. Partial Season Vendors - \$75/ booth for each week [*food vendors eligible*]

c. Food Vendors - \$750/booth for 13 week season

I. Definition of “Food Vendor”: Food vendors are defined as any booth space selling prepared food meant for on-site consumption. Exempt are vendors exclusively selling “snack items”, which include, but are not limited to: cotton candy, kettle korn, sno-cones, pork rinds, chips, and ice cream or other desserts. Final determination of Food Vendor designation will be made by the Market Coordinators.

II. Additional Space & Fees: Multiple booths may be reserved to accommodate a larger food truck. Vendors must reserve enough booth space to fit their entire truck, including any hitches or external cooking equipment [e.g., if a truck’s full length is 25’, three booths must be reserved with associated fees].

d. Farm Vendor - \$25/booth for each week

I. Designation of “Farm Vendors”: A Farm Vendor is hereby defined as a Vendor exclusively selling produce, plant starts, or flowers that were grown on the Vendor’s premises or in a Vendor-owned greenhouse. This excludes

pre-packaged farmed products intended for off-site consumption [such as honeys, nectars, jams & jellies]. A Farm Vendor booth must not have any items for sale intended for onsite consumption [samples excluded]. If a Farm Vendor wishes to sell items other than local produce in addition [with the exception of beverages], that booth space will be ineligible for Farm Vendor pricing. If a Farm Vendor additionally wishes to sell crafted items, or food in their 10'x10' booth space, the booth rental rate charged will be either Full-Season, Partial-Season, or Food Vendor rates. If a Vendor uses one 10'x10' booth space [Booth A] for the sale of local produce, and then an additional 10'x10' booth [Booth B] for the sale of crafts or food, then Booth A would receive the Farm Vendor rate, and Booth B would receive the applicable rate [Full-Season, Partial-Season, or Seasonal Food Vendor]. Final determination of what qualifies a booth for Farm Vendor rates is made by the Market Coordinators.

Please be advised that pricing is based on a standard 9' x 9' or 10' x 10' space. Multiple booths can be booked to accommodate extra space needed. Any additional booth space booked will incur the cost of the full booth space.

Early Registration Pricing [ERP] is available to returning Full-Seasonal and Seasonal Food Vendors who submit applications and complete payment in full by end of business [5pm] on March 1st, 2021. ERP is defined as a \$50 discount on the Full-Seasonal registration rate.

Chamber Member Discount is available for Vendors with a currently standing GPCC Food Truck/Mobile Vendor Membership [\$100/year]. Vendors interested in joining the GPCC can sign up at www.palmerchamber.org/join. Members will receive a 10% discount off of their final bill. Questions about joining the GPCC can be directed to the GPCC office at 907-745-2880 or info@palmerchamber.org. ERP & Chamber Member Discount can be combined.

6. Returned Check Fees: Should the bank for any reason return a Vendor's check, there will be a \$25.00 fee assessed. This fee and the face amount of the check must be paid in cash, money order or certified check to the Market Coordinators within five days and prior to Vendor's entry to another market day.

7. Booth Assignment: *Please review the Friday Fling Map available for reference on the Friday Fling website, www.fridayfling.net.* Vendors may lease a 9' x 9' booth under a covered pavilion or a 10' x 10' open air space. Full-Season Vendors will be given space preference in Booths P1-P49 [except P18-19]. Partial Season Vendors will be placed in Booths V54-V61 and V69-V76. Seasonal and Partial-Season Food Vendors will be placed in Booths V1-14 and V20-37. Farm Vendors will be placed in Booths V15-19 and V38-42. It is the Vendor's responsibility to ensure that adequate space is contracted for the size of canopy or tent and inventory to be used by the Vendor [See Section 5]. Grass areas behind Vendor spaces are not included in the rented space. The grass will not be a part of Vendor's space for preparation, sales or storage area [generators are permitted]. If a Vendor does not arrive by 9:30 a.m. or does not call/email to inform the Market Coordinators that they will be arriving late, they will be subject to the Cancellation Policy [See Section 24]. Every attempt will be made to locate

returning Vendors to their prior or requested location, but no guarantees can be made. Placement accommodation requests will be prioritized as follows: Returning Vendors, followed by GPCC Members, and finally requests made in chronological order. Questions regarding correct booth placement must be brought to the Market Coordinators' attention prior to the setup of the Vendor's booth.

8. Vendor Setup: Setup begins at 8 a.m. and is to be completed before 11 a.m. Each Vendor is responsible for their own method of display. Shelters should be sturdy and must be weighted against winds [recommended 100lbs minimum for peak wind conditions] . The Market Coordinators may request that questionable shelters be removed. No tables or chairs will be provided for Vendors. There are no electrical outlets for use by Vendors. The Vendor must indicate on the application that a generator will be used. Generators must be rated to output fewer than 70 decibels. The Market Coordinators will arrange a meeting with the Vendor to get a decibel reading and approve the generator before May 1st, 2021. **No vehicles may be driven in the Vendor area between 10:30 a.m. and 6:15 p.m.** Vehicles are not permitted in spaces or in the grassy area near the railroad tracks. ***There are no exceptions.*** Please be mindful of other vendors attempting to set up, and try your best not to block traffic. We strongly recommend that you unload your vehicle of all gear, and then park your vehicle before you begin setting up your booth.

9. Vendor Booth Display: Displays of a professional appearance are highly encouraged, including table coverings.

10. Vendor Parking: Vendors will be required to register their vehicles license plate. Vendor parking is not permitted in the Palmer Public Library, or the Palmer Museum of History & Art parking lots. Handicap Access Parking is available in the Palmer Museum of History & Art parking lot, but a Vendor must have a current and prominently displayed Handicap Access tag. All vehicles must be outside of the market area before 10:30am, and are not permitted to return until 6:15pm. A designated parking space will be marked out on Fireweed Ave, and is reserved for the day's musical performer. Violations of the parking clause will be subject to a documented warning [*See Section 24*]. Three warnings in one season will result in the dismissal of the Vendor from the Friday Fling Season and revocation of Early Access Registration the following year.

11. Vendor Booth Disassembly: Vendors are prohibited from breaking down their booth before the close of the Friday Fling at 6pm. Clean-up should be completed by 8 p.m. Vendors are responsible for cleaning their space, including the removal of all furniture, equipment, trash, plant debris and all other property. Food Vendors are required to provide one [1] lined garbage can for each space rented. All cans and debris are to be removed by the Vendor. Violations of this clause will be subject to a documented warning [*See Section 24*]. Three warnings in one season will result in the dismissal of the Vendor from the Friday Fling Season and revocation of Early Access Registration the following year. Trash can be deposited in the City of Palmer dumpster located at the Palmer Museum of History & Art. If the dumpster is full, the Vendor is responsible for removing the trash from the premises.

12. Food Safety

- a. **Baked Goods:** Baked goods, which include pastries, cookies, muffins, breads, pies, pastas and granolas, must be prepared in accordance with all D.E.C. regulations. Copy of required permits must be provided to the Market Coordinators with application.
- b. **Produce:** Produce must be displayed at least 6" off the ground. Produce should be in reasonably clean condition. Vendors who wish to advertise their produce as organic must be certified under the U.S.D.A. National Organic Program [N.O.P.].

14. Permits & Sales Taxes: Each Vendor is responsible for all aspects of sales and cash flow. All Vendors must obtain a business license with the City of Palmer and collect the City sales tax. Vendors are responsible for payment of the tax to the City of Palmer. Vendors must provide a copy of their Palmer Business License to the Market Coordinators with their application. Applications without licenses provided will be considered incomplete. Vendors are responsible for complying with all City, State, and Borough licensing requirements. All Vendors must clearly display a sign stating their business name. Signs must be legibly presentable and displayed in a safe manner. Vendors selling regulated products [D.E.C., U.S.D.A., ADF&G, etc.] must have permits and certificates clearly displayed on site.

15. Quality & Inspection: The Friday Fling Market Coordinators and GPCC Staff reserve the right to prohibit products with objectionable images, messages, or product implications to be sold. The Market Coordinators also reserve the right to prohibit the sale of products which are used or of garage sale quality.

16. Safety: Vendors agree to keep any open flame, or other combustible material[s] away from any canopy or covering, conform to all fire safety requirements, and to maintain an operable and appropriate fire extinguisher on Vendor's premises. Furthermore, Vendors will be responsible for ensuring their tents, tables, inventory and other items located in their space are securely anchored. Vendors remain solely responsible for any damages caused by items within their leased space and are encouraged to obtain liability insurance in sufficient amounts to cover such potential damages. Food Vendors who are cooking on premises will need to purchase an additional booth space for their cooking apparatus to maintain space from surrounding structures, in accordance with the City of Palmer's Municipal Fire Code.

17. Release and Agreement Not to Sue: Vendor releases and forever discharges Friday Fling, the City of Palmer, the Greater Palmer Chamber of Commerce, their agents, employees, contractors, and their successors in interest [hereinafter collectively referred to as "Releases"] from all actions, suits, claims, demands, and damages of every kind and

nature, whether special, incidental, consequential or otherwise, mature or to mature in the future, arising out of or in any way connected with the relationship created by the Vendor Agreement between the Vendor and Friday Fling.

18. Public Restrooms are available next to the Visitor's Center on East Elmwood Ave.

19. Minors: All children must be supervised by a parent or guardian. Children younger than 16 selling a product should be supervised by a parent or guardian. Children who are disorderly or do not use their selling space properly will be asked not to return as Vendors.

20. Banned Substances: Smoking is not allowed on the Friday Fling lot. The use or distribution of alcohol, drugs, or any illegal substance is prohibited. The GPCC wants to provide a healthy and safe environment to its patrons, vendors, exhibitors, volunteers, and employees at Friday Fling. This policy will protect the public health by: decreasing the negative health impact of secondhand smoke, discouraging smoking and tobacco use around non-tobacco users [especially children], and by decreasing smoking-related litter and accidents caused by cigarettes. "Smoking" is here defined as burning, inhaling, or exhaling the smoke of any lighted or heated cigar, cigarette, pipe or plant material; or of any lighted or heated tobacco or plant product intended for inhalation, including hookah and marijuana, whether natural or synthetic, in any manner or in any form. "Smoking" also includes the use of an electronic smoking device, which creates an aerosol or vapor, in any manner or in any form, or the use of any oral smoking device for the purpose of circumventing the prohibition of smoking in this document. Violators of this clause will be subject to ejection from premises by the Market Coordinators or GPCC Staff.

21. Advertising: The advisory board will devise and implement an advertising and promotional program to encourage visitors and residents to regularly participate in the festivities and to shop at Vendor's booths as well as established downtown facilities. Quantity of advertising will be dependent upon available revenues from grants, sponsorships, and booth rentals.

22. Friday Fling Enforcement: While the Market Coordinators will devote energy to enforcement of the provisions of the handbook and agreement alike, Vendors shall not hold them responsible for any real or perceived lack of enforcement of such provisions. The Market Coordinators and GPCC Staff have the authority and discretion to grant exceptions to policies on an individual basis. Suggested improvements or changes to existing policy may be made in writing and given to the Market Coordinators.

23. Conflicts & Vendor Concerns: Where verbal direction or policy may be interpreted to conflict with the Vendor lease, the lease agreement and written policies shall be the prevailing authority. If any Vendor has concerns about other Vendors or operations of Friday Fling, they may submit a written grievance to the GPCC Board of Directors. The board will acknowledge the grievance and recommend, in a timely manner, a possible solution to the situation.

24. Cancellation & Citation Policy: Vendors are required to give no less than 24 hours notice for any cancellations. Failure to notify the Market Coordinators or GPCC Staff will result in dismissal from Friday Fling without refund, and loss of Early Access Registration privileges the following year. Violations of Sections 10 & 11 will receive documented warnings; the accrual of three warnings in one season will result in dismissal from Friday Fling without refund, and loss of Early Access Registration privileges the following year. The Market Coordinators reserve the right to determine when a situation warrants a warning or a season dismissal based on violations of any section of this document.

25. Application Availability: Applications will be provided initially to returning Vendors who have participated at least three dates of the 2020 Friday Fling season, beginning January 22nd, 2021. On March 1st, Applications will be made publicly available on the [Friday Fling Website](http://www.fridayfling.net), www.fridayfling.net. Notification of public release will be made on the GPCC and Friday Fling Facebook pages. Applications are processed online, with credit card information processed securely. If a Vendor prefers to pay with another form of payment, please contact the GPCC office to schedule a meeting to turn in application and process payment. If a Vendor has questions during the online application process, please contact the GPCC office at 907-745-2880, or fridayfling@palmerchamber.org.

Market Coordinators & Contact Information

Randi Bernier - Email: fridayfling@palmerchamber.org, Phone: 907-745-4577 or 907-745-2880

By signing this Handbook, Vendor acknowledges that they have read and will comply with all terms and conditions stated above.

Printed Name _____ Date: _____

Signature: _____