

Palaflox Market

Saturday Mornings • 8am - 2pm • downtownpensacola

PALAFLOX MARKET HANDBOOK

Amended Guidelines for the operation and use of market spaces.

Effective February 15, 2011

To the extent reasonably possible, the overall goal for the use of the spaces on the Market is to achieve 75% coverage for Farmers and Food Vendors and 90% coverage for Artisans. However, such percentages will vary day to day depending on circumstances.

I. DEFINITIONS

- A. **ARTISAN:** Anyone who offers arts, crafts, or jewelry for sale as fully defined in appendix "A" or who performs an artistic service on the Market.
- B. **ADVISORY COMMITTEE:** The committee appointed by the Downtown Improvement Board (DIB) or its agents and charged with the responsibility of assisting the Market Manager in review of applications and making appropriate recommendations to the Market Manager.
- C. **FARMER:** Anyone including the backyard gardener, who offers produce that was grown and or raised by them by them, including, but not limited to, fruits, vegetables, cut greenery, live plants, herbs, flowers, meat, poultry and dairy products.
- D. **FOOD VENDOR:** Any Vendor selling, packaged, prepared, baked or canned goods.
- E. **HOME GROWN:** Produce actually grown by the Farmer.
- F. **HOMEMADE:** Food that was made from scratch and not purchased for resale.
- G. **LOCALLY GROWN:** Produce that is grown within a 100-mile radius of the Palaflox Market may be labeled as "locally grown" and sold on the Market.
- H. **MARKET:** That body of land owned by, or under the control of the City of Pensacola and generally described as Martin Luther King Jr. Plaza in the median of Palaflox Street.
- I. **MARKET HANDBOOK:** That body of guidelines authorized by the Downtown Improvement Board and Community Redevelopment Agency of the City of Pensacola for the operation and use of market spaces.
- J. **MARKET MANAGER:** That person designated by the Downtown Improvement Board to supervise the daily operation and long-term management of the Palaflox Market.
- K. **SPACE:** A space (10ft X 10ft) is issued to a person or entity granting the right to use and occupy the market space identified in the application.
- L. **VENDOR:** Any person or entity who assigned a space to offer items for sale or to perform services on the Market, whether on a weekly basis or for some other period of time.
- M. **PRODUCE:** A vegetable, herb, fruit, cut greenery, live plants, herbs, and flowers or other such produce that is locally grown and available, a Farmer may offer for sale on the Market only such grown produce.
- N. **PREPARED FOOD:** Homemade baked goods, candy, honey, jams, jellies, drinks from natural products grown and owned by the seller, and highly acidic canned goods (with an inspection report from the Florida Department of Agriculture).
- O. **ANTIQUES & COLLECTIBLES:** Merchandise that is at least 50 years old and not a reproduction.

II. ITEMS THAT MAY BE SOLD ON THE MARKET

- A. PRODUCE: Locally Grown and Home Grown. **NO RESALE PERMITTED.**
- B. PREPARED FOOD: Home Made. **NO RESALE PERMITTED.**
- C. ARTS and CRAFTS: Before an Artisan Vendor has been given a space to sell any item on the Market, as set forth in Standards of Quality for Artisans Appendix "A" of the Handbook, such Vendor must submit to the following process of review.
 - 1. All applications shall be submitted to the Market Manager for review. All new artisans must submit a representative example or photo of the item(s) to be sold at the Market must accompany the application. Returning artists The Artisan section of the 2010 Palafox Market will be conducted as a Juried Art Show. All submissions will be reviewed by a Jury of Northwest Florida artists, and only those artisans approved by the jury will be allowed to sell items at the Palafox Market. See Appendix "B" of the handbook for further definition of the Jury process.
 - 2. An approved Vendor must file an agreement with the Market Manager that the items for sale have been created by the Vendor and are not mass manufactured.
- D. ANTIQUES & COLLECTIBLES
- E. No live animals are allowed to be offered for sale or sold on the Market under the provisions of these guidelines.
- F. The Market Manager shall have the authority to approve or to disapprove any item offered for sale on the Market under this section, unless the aforementioned artist jury has already made a determination.

III. HOURS OF OPERATION

- A. The Palafox Market will open Saturday from 8:00 A.M. until 2:00 P.M. rain or shine, from May 7 through December 17, 2011. The Market Manager, with the consent of the Downtown Improvement Board, may curtail and/or modify such days and/or hours of operation for special events or for other reasons such as lack of activity during inclement weather.
- B. Should a later opening time be required for a Vendor, the Vendor shall notify the Market Manager by phone at the Downtown Improvement Board (850-434-5371) as far in advance of opening as is possible.
- C. Vendors are prohibited from selling at the Market outside of market hours, unless under a separate special event permit.

IV. REQUIREMENTS FOR VENDORS

- A. Every Vendor on the Palafox Market must comply with applicable federal, state, and local laws, ordinances, and regulations.
- B. Collection and filing of any applicable taxes and payment to the appropriate taxing authority is the sole responsibility of the Vendor.
- C. Vendors shall be open and ready to sell when the Market opens, and to remain open until the Market closes or until the Vendor has sold out of items being offered for sale. Failure by Vendor to be open to sell by 8:00 A.M. or to notify the Market Manager of the need for a later opening time may result in the release of Vendor's space to another entity for that day and future markets dates.
- D. Farmers must secure a Grower's Permit from the proper county extension office and have the same properly notarized, whether selling on a daily, monthly, or annual basis. A copy of the Grower's Permit will be attached to, and made a part of the Farmer's space to sell on the Market. Farmers must also obtain a temporary sales tax ID number before being issued a space, if required by law.
- E. Vendors selling prepared foods (breads, cakes, homemade beverages, etc.) must secure a food permit from the Florida Department of Agriculture (850-245-5520)
- F. Vendors selling eggs, cheese, milk and meats are responsible for all licenses and permits necessary to process and sell their products. Please call, the Division of Food Safety at the Florida Department of

Agriculture (850-245-5520) and the Escambia County Health department (850-595-6500) for regulations and guidelines.

- G. All prospective Artisan Vendors wishing to sell items referred to in Appendix “A” must comply with the guidelines as outlined above.
- H. All Antique and Collectable vendors must comply with the guidelines outlined in Appendix “C”
- I. Vendors must be of legal age, 21 and older.

V. MARKET SPACE AGREEMENTS

- A. Spaces are assigned upon the approval of the application, whether weekly or for another period of time. Assigned market spaces may only be used by the approved applicants. Transferring by any instrument or allowing the assigned space to be used by any other person, including a family member, in the absence of the person to whom the space is issued, without the Market Manager’s written permission, may be grounds for immediate termination of the space.
- B. No Vendor shall be allowed to sell from any space in the Market without an approved application and space assignment being on file.
- C. **When assigning vendor spaces the variety of product is significant. The optimal market will have artists of different mediums located next to each other. Applications are processed, in the order that they are received, and spots are assigned, taking into account the item(s) that will be sold and space availability.**
- D. VENDOR PLACEMENT:
 - 1. The Market Manager, or his/her designee, will be at the Market no later than 7:00 A.M. Saturday for vendor check in. Each vendor will be assigned to a space prior to the day of the Market. **Vendors must leave verbal notice with the Market Manager by calling (850-434-5371) by 10:00am the Thursday before that Market day if such Vendor will not occupy its space(s) for that Saturday.**
 - 2. If a Vendor has a specific space(s), then that Vendor must occupy such space(s) by 8:00 A.M. If a Vendor has not occupied his/her space by the above time, such space is forfeited and may be assigned to another Vendor.
 - 3. Space allowing, the Market Manager may allow Vendors to relocate to unoccupied spaces within their respective area (i.e. farmers, artisans, or antiques) after all Vendors have been placed.
 - 4. After all Vendors have been placed and at the discretion of the Market Manager, Vendors may spread to an approved adjacent space(s). Farmers will have the option to spread first. Space permitting, Vendors may spread to a maximum of two additional spaces provided they have the product for sell to fill the expanded area.
 - 5. Vendor relocation shall be at the discretion of the Market Manager and shall be based on reasons regarding feasible and practical distribution of Vendors and/or products.
 - 6. Growers, Food Vendors and Artisans will be located in the MLK plaza between Gregory and Chase Streets. The Growers and Food Vendors will be in the south end; and Artisans will be in the north end. Antique and Collectable Vendors will be located in the MLK plaza between Wright and Gregory Streets.
- E. The Downtown Improvement Board and its agent reserve the right to refuse to offer or renew a space to any Vendor, or to relocate or revoke any space without cause for a Market space previously issued, when it is considered to be in the best interests of the Market. The DIB and its agent further reserve the right to revoke at any time or not renew any license or space without cause. If the Vendor’s space is revoked, or not renewed, the Vendor is entitled to receive a written notice of such action at least 5 business days prior to the effective date of such action unless such termination or non-renewal is for cause or for an emergency.

The following shall be grounds for immediate cancellation of any license or space, for cause, without prior notification: (a) failure to meet the terms of the agreement; (b) failure to comply with the guidelines of the Market Handbook.

- F. Vendors shall be responsible for the actions of employees, agents, or other persons working for, or with, the Vendor.
- G. Spaces are entity-or-person-specific. If a family is applying for a space, all members of the family who expect to sell on the Market must sign the application and release. If the space is being obtained by a business, an officer or a general partner must sign the application.

VI. VENDOR SPACE

- A. Vendors may use a 10x10 tent if they choose. Tent stakes **are not** permitted.
- B. Vendors must provide their own equipment and any additional materials for display of items.
- C. Vendors may not use set up materials which permanently damage the space. Power to vendors is available on a limited basis with standard single phase, 3 prong duplex, 20 amp receptacles. Water service is provided, to food vendors, by a limited number of hose bibs. Vendors must indicate the quantity of 20 amp receptacles required as well as water (if any) needs on the application.
- D. Any needed repairs, hazardous conditions, or problems rendering the Market space unusable for the purpose for which it was designed shall be immediately reported in writing to the Market Manager or the Downtown Improvement Board at (850-434-5371).
- E. Any sign that a Vendor wishes to use in his or her Market space must be approved by the Market Manager. The Market Manager has the sole discretion to disapprove any sign or signage considered by the Market Manager to be inappropriate.
- F. Free WiFi service will be available for use at the Market, and may be used by any Vendor.

VII. PARKING

- A. **AFTER UNLOADING ALL VENDORS MUST MOVE THEIR VEHICLES TO THE FREE VENDOR PARKING IN THE NORTH PALAFOX LOT. THIS LOT IS LOCATED ON THE SOUTHWEST CORNER OF THE PALAFOX AND GREGORY INTERSECTION.**
- B. A Vendor may request permission from the Market Manager to exceed the restrictions on parking contained herein only for special occasions or to accommodate large amounts of heavy produce. The request must be made in writing and it must state the reason for the request and the date for which a curbside parking space is needed.

VIII. HEALTH, SANITATION, AND SAFETY

- A. The Downtown Improvement Board will provide and empty all public litter containers in the Market.
- B. Vendors are responsible for the collection and proper disposal of all refuse, grease, and trash generated from their spaces.
- C. Vendors are responsible to see that their areas are left clean and orderly when they leave the Market for the day. Failure to comply with this section may result in the imposition of the actual cost of any cleanup, to be collected by the Market Manager.
- D. The Downtown Improvement Board is not responsible for damage to or loss of any personal or other items in any of the assigned spaces.
- E. Children less than 14 years of age brought to the Market by Vendors must be kept within the Vendor's Market space and be under the supervision of a designated adult.
- F. Vendors and their representatives agree to protect and hold the Downtown Improvement Board and the Community Redevelopment Agency of the City of Pensacola, their employees, agents, and representatives harmless and to indemnify such entities from any and all claims, demands, suits, actions, judgments, and recoveries, for or on account of any damage, theft, or injury (including death) to property or person occurring as a result of Vendor's use of Market space for which Vendor has been approved, including loss

or injury resulting to Vendor from any cause whatsoever, including but not limited to electrical or equipment failure.

IX. GENERAL INFORMATION

- A. The Palafox Market promotes a family atmosphere. Vendors shall conduct themselves at all times in a courteous and professional manner. Proper dress is required of all Vendors. Rude, abusive, or other disruptive or offensive conduct is not permitted. Profanity or otherwise offensive language, including gestures, is prohibited.
- B. No person shall make a public outcry, engage in “hawking,” or play any musical instrument (except for Vendors who are demonstrating a musical item that they have crafted or who have been approved in advance by the DIB for such musical performance), or give other entertainment while selling on the Market, whether for personal pleasure or for public enjoyment.
- C. Vendors who violate any of the regulations contained in this Market Handbook will be given a verbal warning. A second violation for the same, or for a different violation, will result in a written warning. A third violation will result in the termination of the space.
- D. If you need further information or have any questions, you may contact the Market Manager at 850-434-5371. The Palafox Market is maintained by the Pensacola Downtown Improvement Board. For additional information, suggestions, comments, or questions, please call or write: Market Manager, Downtown Improvement Board, 41 N. Jefferson Street, Suite 401 Pensacola, FL 32502 phone: (850) 434-5371, fax: (850) 434-7275 www.palafoxmarket.com

Standards of Quality for Artisans

Appendix "A"

The following are general guidelines to be followed when considering submission and/or approval of any craft for review.

An Artisan's craftsmanship should be reflective of the Artisan's considerable skill, time and effort to produce a high quality, finished product. Each item should be original and unique, but may be assembled from patterns created by the Artisan. Assembly of a copyrighted item is not allowed unless the Artisan is the holder of the copyright. Assembly from kits is not acceptable nor is it acceptable to add to or improve pre-manufactured items.

The design of the item should reflect shape, form, color, and texture. The materials should be of high quality, at least 80% of which should be from natural or collected materials. Of the total value of the item, at least 75% must be attributable to the Artisan's handiwork.

Items to be sold on the market by an Artisan may not include kits, cut bottles, unfinished work, bread dough sculptures, tie dyed garments, ball caps, plastic items, acrylic items, mass manufactured items, or silk or artificial flowers.

Jewelry: All jewelry offered for sale must be hand made by the Artisan. Assembly from kits or pre-strung plastic beads or other factory work is not acceptable. Gold or silver chains will be allowed only as a minor part of the total work (i.e., a support of a piece that the Artisan has created and made).

Pottery: All pottery shall be hand-built or wheel-thrown by the Artisan, kiln-fired or other heat process by the Artisan, and finished by the Artisan.

Wooden items: All wooden items shall be designed and/or interpreted by the Artisan. The Artisan shall craft all items, finish all items (including sanding, oiling, varnishing or other finishing process), and assemble all such items.

Clothing and Accessories: An Artisan may offer clothing or accessories for sale on the market, but such clothing or accessories must be designed, or interpreted by, and sewn, knitted, or woven by the Artisan personally. Clothing and accessories, including items woven and knitted, made from commercially available patterns is acceptable only if the item is reflective of

the Artisan's considerable time, skill, and effort. Pre-made fabric may be hand-dyed or decorated by the Artisan, as in Batik or painting, but tie-dyed items are not acceptable.

Photography: An Artisan may offer original and reproduced photographs for sale on the Market. All such photographs and reproductions shall have been created by the Artisan. While it is desirable that the Artisan signs all photographs and reproductions, that is not a requirement. However, on the back of each reproduction the Artisan shall affix a label that either specifies that the item is an original or, if a reproduction, shall specify the method of reproduction.

Stained Glass and Mosaic: All stained glass and mosaics shall be the original design of the Artisan and shall be assembled by the Artisan from component parts and pieces that the Artisan has personally cut or gathered.

Paintings and Sculptures: All paintings and sculptures shall be the original work of the Artisan and reflective of significant energy and time on the piece and may be created with any medium. Paintings shall be upon canvas, wood, or any other solid. The Artisan shall control reproduction and shall indicate the number of reproductions created from an original. Sculptures must each be an original and may be from any material except bread dough.

Wreaths: Wreath shall be the original design and work of the Artisan and shall not incorporate artificial elements except ribbons or bows.

Metalwork: All metalwork, including sculpture, boxes and candleholders must be totally designed by, assembled by, and finished by the Artisan.

Candles: An artisan may offer original candles that he/she produced, molded, died and shaped themselves from unformed raw/natural materials.

Miscellaneous Arts and Crafts: Creativity cannot be limited or controlled by rules and regulations. Therefore, an Artisan may present a new idea, a new concept or a new design not covered by this outline. Each new artistic creation will be judged by the Jury as outlined in the handbook.

Jury Process for Artisans

“Appendix B”

Approved artisans for the 2011 Palafox Market will be decided by a jury of Northwest Florida artists appointed by the DIB. All applicants will be reviewed and juried BEFORE being allowed to sell or display on the market. The criteria used by the jury will include: appropriate original (non-mass manufactured) craftsmanship by the seller or displayer, compliance with the handbook and Appendix “a”, contribution to the variety and uniqueness of artistic offerings on the market, and willingness to fully participate for multiple weekends during the annual operation of the market. Only those applicants approved for participation by the Jury may sell approved items on the market.

- Any artisan wishing to sell at the 2011 Palafox Market must submit an application. New artisans must also submit samples or photo(s) of any item(s) to be sold at the market by Emailed submissions are acceptable. Returning artisans may use previously submitted samples as long as the style/type of work has remained consistent.
- All submissions must fall within the standards of quality set forth in Appendix “A”. No applicant that does not fully meet these standards will be considered by the Jury.
- All applicants not approved by the Jury will be notified as soon as possible.
- Upon receiving notification of approval by the Jury and assigned dates for market sale, artisans must contact the Market Manager to accept the assigned dates and sign an agreement certifying that all items to be sold are created by the vendor and not mass manufactured as well as other required document for Palafox Market Vendors.
- All dates will be assigned arbitrarily by the Market Manager and will not be at the discretion or choice of the Vendor.

Antiques and Collectables Guidelines

“Appendix C”

- All merchandise sold as antiques and/or collectables must be at least 50 years old. **NO NEW MERCHANDISE OR REPRODUCTIONS PERMITTED.**
- Excluded items include, but are not limited to, guns, ammunition, electronics, VHS and Beta tapes, lewd or pornographic material, fireworks, clothing less than 50 years old, alcohol, tobacco, flammable liquids, and new merchandise.
- The Market Manager reserves the right to ask a vendor to remove any item that is inconsistent with the quality, theme or image of the market.
- Antique and Collectable vendors will set up in MLK plaza located on Palafox Street between Chase and Wright Streets.