



**2024**



# **Applicant Handbook**

**January 2, 2024**

The Puyallup Main Street Association (PMSA) holds a seasonal Puyallup Farmers' Market (the Market) each year with the intent established in the following Vision and Mission statements. The Market is a member of the Washington State Farmers Market Association (WSFMA) and abides by the regulations set forth in the WSFMA "Roots Guidelines for Member Markets". All applicants that fit within the guidelines of this Handbook are welcome to apply to participate in the Market. Please be sure to thoroughly review this Handbook prior to submitting an application.

The following nomenclature is important to understand when reviewing this Handbook:

- **A participant is anyone that has a booth** at the Market (vendors, non-profit and community organizations, sponsors, and for-profit small businesses) **along with Market employees and volunteers.**
- **An applicant is anyone that has applied for a booth** at the Market and does not include employees and volunteers.
- **A vendor is anyone that is selling a product** at the Market.

## VISION and MISSION

**VISION:** The Puyallup Farmers' Market is a marketplace where Washington farmers and processors provide access to fresh, healthy food and attendees gain knowledge on the benefits of healthy nutrition. The Market is also a unique retail shopping experience due to the vast array of handcrafted items made by Washington artists and crafters. Attendees enjoy freshly baked goods, hot food concessions and local entertainment while visiting with friends and family. The community support of the Market creates a hub of activity that enables the vendors to thrive and increases the awareness and support of downtown Puyallup small businesses and local non-profit and community organizations. The Market is a highly desired destination by both vendors and attendees because of the support and sense of community felt by all.

**MISSION:** To create and provide an environment that connects local producers (farmers/processors), artisans, crafters, prepared food vendors, downtown Puyallup small businesses, and non-profit and community organizations with the local and surrounding communities and where all participants benefit from the experience.

## LOCATION, DATES, and TIMES

**LOCATION:** Pioneer Park, the Pioneer Park Pavilion, and surrounding areas. The park address is 300 S. Meridian, Puyallup, WA 98371.

**DATES:** 26 Saturdays from April 20, 2024 through October 12, 2024

**TIMES:** 9am to 2pm (**NOTE: The 6/15 Meeker Days Market will extend until 7pm**)

The Market is open rain or shine. The decision to close the Market, in the event of an extreme weather condition or emergency affecting the safety of participants and attendees, will be made by the Puyallup Main Street Executive Director and/or the Puyallup Farmers' Market Director.

## APPLICANT SCHEDULE:

**APPLICATION OPEN:** All applicant types open 1/1/24-2/16/24. Application will remain open after 2/16/24 only for specific product categories not yet filled.

**APPLICANT SELECTION:** Application status (approved, waitlisted, or declined) will be provided no later than 3/4/24 for applications received by 2/16/24. Status for applications received after that date will be provided as soon as possible.

## CODE of CONDUCT

To participate in the Puyallup Farmers' Market, all participants agree to follow and uphold the Market Code of Conduct as outlined below:

- Practice patience and understanding, and demonstrate sensitivity to people of all ages, ethnicities and diversities.
- Assist other participants whenever possible.
- Treat all in attendance with respect and understanding.
- Notify a Market employee immediately of any unsafe conditions.
- Practice safety at all times, including while driving on and off the Market site, set up, loading, and unloading.
- Wear appropriate attire at the Market including shirts and shoes.
- No smoking or vaping in the Market area.
- No participant may be under the influence of illegal drugs or alcohol while participating at the Market.
- No firearms.

If a participant occupies the premises in a manner contrary to the guidelines and ground rules established in the Market Handbook, the Market Director or designated Market employee will request they *immediately* cease the offending conduct. Failure to comply as requested shall be cause for revocation of this agreement and expulsion from the Market. Upon revocation, the participant shall promptly vacate the premises. If the participant fails to vacate the premises, the Market Director or designated Market employee may have all property of the participant removed from the premises at the participant's expense. The Market is relieved and discharged from all loss or damage caused by such removal. The Market shall not be responsible for storage or safekeeping of property that is removed. Failure to comply with this Code of Conduct will result in the participant's forfeiture of all prepaid booth fees.

## APPLICANT CATEGORIES and PRODUCTS

The Puyallup Farmers' Market follows the 'Roots Guidelines' of the Washington State Farmers Market Association which prioritizes the need to provide a vibrant and sustainable marketplace for farmers and growers. The PMSA is committed to this priority along with providing the opportunity to other small business entrepreneurs, non-profit, and community organizations to thrive and also enhance the community experience at the Market.

The Puyallup Farmers' Market application is created using Manage My Market software found at [Managemymarket.com](http://Managemymarket.com) (referred to as Managemymarket in this Handbook) and is available online with the VENDOR (one who sells on-site) and OTHER (one who doesn't sell on-site) categories identified below to choose from. **Please note that the Market does not allow franchise sales, sales of imported products, or commercial resell items.**

## VENDORS

### FARMER:

A farmer raises produce, plants or botanicals, or animals on land they own, lease or rent, in the State of Washington. The definition of farmer may also include someone who processes produce, fruit, berries, botanicals, meats, honey, etc., which is grown, raised, or harvested on their own, leased or rented property in the State of Washington and then turns it into a value added product(s) such as jam, cider, salsa, vinegar, alcoholic beverages, essential oil or any other botanical use.

It may also include farmers who raise the basic ingredient(s) of a product, but who must send it out for fundamental processing, within Washington State, before creating the value added product. Such vendors might include those farmers selling certain essential oil, smoked meat or fish, etc. This excludes resellers or those who might work on, or manage a corporately owned farm and have permission to dispose of surplus product.

Alcoholic beverages including mead, cider, beer, distilled spirits and wine must be made entirely from ingredients grown in Washington, or from grapes grown in a recognized Washington appellation, except for certain additives required for processing which cannot be produced in Washington State, not amounting to more than 5% of the total volume of the beverage.

Seafood farmers must own, lease, or operate the fishing vessel or own, lease or rent the parcel of land where the seafood is caught or harvested. The farmer must be a legal resident of the Washington State.

Farmers selling processed foods must meet all federal, state, county and local health department requirements.

#### **PROCESSOR:**

A processor sells foods they have personally prepared or processed on property they own, lease, or rent in Washington State. Processors are persons offering fresh food products (such as meat, seafood, alcoholic beverages, baked goods, jam, nuts, etc.) that have added value to their product through some sort of “hands-on” processing (e.g., hand-filleted fish, smoked or butchered meat, handmade candies/nuts, etc.), but have not raised the ingredients themselves.

Alcoholic beverages including mead, cider, beer, distilled spirits and wine must be made entirely from ingredients grown in Washington, or from grapes grown in a recognized Washington appellation, except for certain additives required for processing which cannot be produced in Washington State, not amounting to more than 5% of the total volume of the beverage.

Processors must produce their products in Washington State. Processed food producers should use ingredients from Washington State farms or waters as much as possible.

Processed seafood must originate from the greater Pacific Northwest, which includes Washington, Oregon, Alaska and British Columbia.

Processors must meet all federal, state, county and local health department requirements.

#### **PREPARED FOOD:**

A prepared food vendor (concessionaire) offers freshly made foods, available for sale and immediate consumption on-site. Prepared food vendors should use ingredients produced in Washington State as much as possible.

Prepared food vendors must meet all federal, state, county and local health department requirements.

#### **ARTIST /CRAFTER:**

An artist/crafter is one who creates their art/craft, in Washington State, with their own hands or provides a skilled craft service such as on-site knife sharpening or tool refurbishment. To qualify as an artist/crafter, a majority of the tools and equipment used to produce their products must require skill, personal handling and/or manipulation, including second-hand items that are recycled, repurposed and/or skillfully and creatively refurbished for new or improved use. Artisans/crafters should incorporate materials grown or produced in Washington State as much as possible.

#### **SPECIAL NOTE FOR NEW ENTREPRENEURS:**

The Puyallup Farmers’ Market encourages and supports new entrepreneurs, within the above defined categories, who have been in business less than 1 year and are new to the retail vending experience. The Market offers a commission free sales opportunity for these vendor’s first Market day (only the daily booth fee will be assessed) so they and the Market Director may determine whether the Market is a viable opportunity for their business with minimal financial risk. Please contact the Market Director to request this special consideration.

## OTHER

### LOCAL COMMUNITY OR NON-PROFIT ORGANIZATION:

There may be a very limited number of single booths available for this category of participants and they will be allocated as the Market Director and Puyallup Main Street Association Executive Director believe best supports the Market Vision and Mission. This is an advertising and community awareness opportunity and direct sales are prohibited.

### LOCAL FOR-PROFIT BUSINESS:

There may be a very limited number of single booths available for small retail and/or restaurant businesses within the **DOWNTOWN CENTRAL BUSINESS DISTRICT-CORE (CBD-CORE)** to exhibit at the Market and they will be allocated as the Market Director and Puyallup Main Street Association Executive Director believe best supports the Market Vision and Mission. This is an advertising and community awareness opportunity and direct sales are prohibited.

### SPONSOR:

Sponsors are a critical and highly valued aspect of the Market. Some sponsorship options include marketing opportunities to exhibit at the Market. Booth exhibits are an advertising and community awareness opportunity and direct sales are prohibited. There are a limited number of sponsor booths available with priority placement based on businesses that support the Market Vision and Mission. Please contact the Market Director for additional information relative to sponsorship opportunities.

## APPLICATION PROCESS

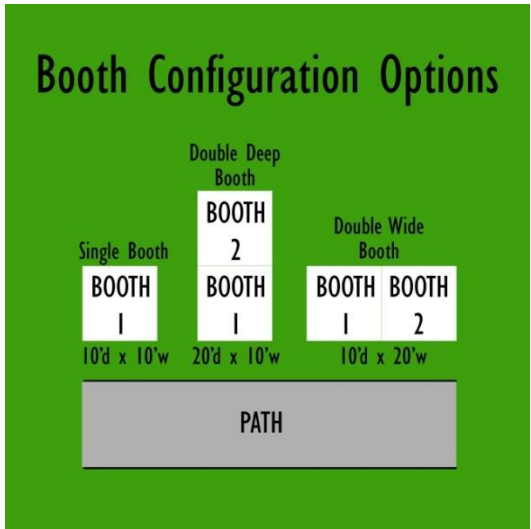
**All applicants must review this Handbook before applying to the Market. Applications are submitted online via [Managemymarket.com](https://managemymarket.com).** The software will require an applicant to first set up an account that includes a business profile, along with product and license information. It is here that a copy of the **Washington State business license** (all applicants) must be uploaded (**applications without an uploaded business license will not be reviewed**) and the expiration date noted, products to be sold at the Market identified, and pictures of products to be sold (that are representative of the product) uploaded (all vendors excluding farmers). Product identification and uploading pictures may be cumbersome to submit but this information is invaluable to the Market Director when approving vendors and making booth assignments. This information helps ensure that any given product does not oversaturate the Market and that similar products are not available in nearby booths. Please note that these product pictures may be used for Market advertising purposes.

Once the account information is complete, an applicant can access the Puyallup Farmers' Market application via clicking on "Apply to Market" and locating the Puyallup Farmers' Market. A completed application must include responses to all questions that are applicable to the applicant. **A completed application must also include debit/credit card information that will be kept "on file" and used to pay all Market fees.** This "on file" card information is safe and encrypted. Although it is identified as "on file", only the last four digits may be viewed by Market staff and Managemymarket. Square is the debit/credit card processor used for Market fees and only they have access to all card information.

Upon application submittal, a \$40 application fee will be charged to the card on file. All submitted applications will be reviewed by the Market Director and/or her designees and the applicant will either receive approval, be waitlisted for potential future placement, or declined.

# BOOTH CONFIGURATIONS

The following diagram shows the booth configurations available. The double deep booth is an economical option for vendors **in the park** needing additional product display space. Please note that double booths are only available for vendors and availability is limited.



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## MARKET FEES

### Application Fee:

Vendors:	\$40 one time/non-refundable
Local Community/Non-Profit/For-Profit:	\$40 one time/non-refundable
Local Service Club/Organization:	Waived

### Booth Fee:

Vendors:

- Daily Rate:
  - \$40/week single 10'dx10'w booth
  - \$60/week double deep 20'dx10'w booth
  - \$80/week double wide 10'dx20'w booth
- Partial Market Rate (\$300 savings per single booth) PREPAID  
(To receive this discount, a vendor **must schedule EXACTLY 20 dates**):
  - \$500 10'x10' single 10'dx10'w booth
  - \$750 double deep 20'dx10'w booth
  - \$1000 double wide 10'dx20'w booth
- Full Market Rate (up to \$468 savings per single booth) PREPAID  
(To receive this discount, a vendor **must schedule 24, 25, or 26 dates**):
  - \$572 10'dx10'w single booth
  - \$858 double deep 20'dx10'w booth
  - \$1144 double wide 10'dx20'w booth

Local Community/Non-Profit/For-Profit/Service Club/Orgn: Waived

### Sales Commission:

Vendors:

- Farmers 5% of gross sales
- Processors 7% of gross sales
- Artists/Crafters 8% of gross sales
- Prepared Food 10% of gross sales

## LICENSES, PERMITS and OTHER REQUIREMENTS

License and permit requirements are specific to the type of participant and are addressed in the following paragraphs:

**All participants must have a Washington State business license.** A copy of their business license must be uploaded to their account in Managemymarket along with the Unified Business Identifier (UBI) number and expiration date (if applicable) identified in the text field provided. **This information MUST be provided with the application or the application will be considered incomplete.**

**Farmers** utilizing a weighing or measuring device are required to have a **Weighing and Measuring Devices endorsement** on their Washington State business license. Verification of this endorsement will be made by the Market Director via the business license that is uploaded in Managemymarket.

**Farmers** selling plants are required to have a **Nursery Dealer endorsement** on their Washington State business license. Verification of this endorsement will be made by the Market Director via the business license that is uploaded in Managemymarket.



**Processors (including those selling alcoholic beverages), prepared food, and all vendors who are providing food samples at the Market are required to obtain the appropriate licenses and permits** as directed by the Tacoma-Pierce County Health Department (TPCHD) or the Washington State Liquor and Cannabis Board (WSLCB), whichever is applicable. The Market Director will provide INITIAL approval of these vendors for Market participation based on the assumption that all licenses and permits will be in place. The Market Director will provide this initial approval to the TPCHD or WSLCB who then ensures all state and local licenses and permits are in place for these vendors. Once verified, the TPCHD or WSLCB provides final approval to the Market Director for vendor placement at the Market. If the vendor is unable to obtain all permits and licenses required for Market participation, vendor approval will be revoked and the Market application fee will not be refunded.

**All vendors using canned gas or requiring an open flame must obtain an Operational Permit** from Central Pierce Fire & Rescue (CPF&R). All vendors using electricity or any other fuel source for cooking should contact CPF&R to determine if an Operational Permit is required. Vendors shall not use any bottled gas, electrical device, or hazardous material without prior approval of the Market Director and CPF&R. Cooking under a canopy is not allowed. Canopies for these vendors must be constructed of fire-resistant materials or treated with flame retardant. Proof of fire resistance may be via a tag inside the canopy with a stamp stating fire resistance, a CPAI-84 code, or documentation of treatment. CPF&R will inspect these booths and **proof of fire resistance must be available** to CPF&R or their designee upon request.

In order to participate in the Market, all licenses and permits required to be in place by the Tacoma-Pierce County Health Department and Central Pierce Fire and Rescue must be available for viewing, if requested, on Market day. A Washington State business license, with endorsements if applicable, must also be available for viewing, if requested, on Market day.

**All food trucks** must have a commissary kitchen for cleaning and discharge of their gray water.

**All food vendors** shall have a spill plan and kit on site for immediate use in the case of spillage. Additionally, food vendors shall protect the pavement/grass under their cooking area.

## INSURANCE

**Participants must have vehicle insurance** coverage for vehicles used at the Market and be properly licensed to operate them.

**Approved applicants must have commercial general liability insurance** coverage. Vendor policy coverage must include a minimum of \$1,000,000 each occurrence, \$1,000,000 aggregate product completed operations, and \$1,000,000 general aggregate limits. All policies shall be written on an occurrence basis.

**A Certificate of Insurance (COI) is required from each approved applicant** that reflects both the policy coverage information along with the following mandatory information:

- **Additional Insured:**  
The City of Puyallup, Puyallup Main Street Association, Puyallup Farmers' Market, its officers, directors, agents, employees and event sponsors
- **Certificate Holder:**  
Puyallup Main Street Association/Puyallup Farmers' Market  
118 W. Main  
Puyallup, WA 98371

This COI must be provided to the Puyallup Main Street Association/Puyallup Farmers' Market no later than 30 days prior to the applicant's first scheduled Market day.



## PARTICIPANT SELECTION

While it is recognized there are many talented entrepreneurs that have amazing products to offer, please understand that all applicants or products may not be approved due to various reasons. The WSFMA “Roots Guidelines” mandates certain vendor counts and sales ratios relative to farmers, processors, and other vendor types that may restrict other vendor placement. In addition, limits are in place to ensure a particular product or offering does not oversaturate the Market product mix and a limited number of booths are available.

Vendors are juried and selected each year based on product quality, consumer demand, desired product mix, and their requested Market day schedule. Vendor applications choosing to participate in the Market a minimum of 20 Market days receive priority in the review process and with booth placement. Historical vendor performance and account status are also considered in the jury process. Prior participation does not guarantee future participation and exclusive rights to sell a specific product will not be given. All non-vending applicants will be reviewed and approved by the Market Director and/or PMSA Executive Director if the applicant falls within the Vision and Mission of the Market, is within the guidelines and ground rules established for the applicant category, and if booth availability allows for placement.

The PMSA respects the operations of all WSFMA members and may choose not to approve a participant for the Market if they are not in good standing with other member markets.

## PAYMENT of MARKET FEES

**All applicants must have a debit/credit card “on file” in their Managemymarket account.** This card will be charged for application fees and booth fees. This card “on file” information is safe and encrypted. Although it is identified as “on file”, only the last four digits may be viewed by Market staff and Managemymarket. Square is the debit/credit card processor used for Market fees and only they have access to all card information.

**Once an application is submitted, the application fee** will be charged to the card “on file” and a receipt will be sent via email, from noreply@managemymarket.com, to the applicant. **Prepaid full and partial Market rate booth fees for APPROVED vendors will be charged on March 11, 2024.** Daily rate booth fees and sales commissions for approved vendors will be charged immediately following each Market day. All fees are non-refundable.

## INDEMNITY

The Puyallup Main Street Association (PMSA) shall not be held liable for any debt, tax or assessments incurred by Market participants in the operation of his/her booth nor for any salary or expense due to any of his/her employees. The PMSA shall not be liable for the result of any accident or damage to any person or article employed by, or in possession of the participant while at the Market in the City of Puyallup, whether such accident, loss or damage occurs during the time of preparation, the period of occupancy, or at the time of removal there from. In consideration of the privileges granted by this contract, the vendor agrees to protect, indemnify and hold harmless the PMSA from any and all claims for damages, demands, or suits arising from injuries or damages sustained, or alleged to be sustained, by employees of the participant or by any member of the public where such injury or damage shall have resulted either directly or indirectly from the activities and business of the participant in connection with this contract. The participant shall cooperate and assist the PMSA or its representatives in investigating such claims and in negotiating settlement thereof and the participant shall be bound by any decision of the PMSA or its representatives respecting the disposition to be made of such claims, even if any of the allegations, claim for damages, demands or suits are ground rules, false, or fraudulent.

## MARKET AGREEMENT

Participants agree to follow all guidelines and ground rules published in this Applicant Handbook and the Market Handbook. Violation of these guidelines and ground rules may lead to suspension of future Market participation and a forfeiture of any prepaid Market fees.

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Questions or comments about this Handbook should be addressed to Jodi Stroh, Puyallup Farmers' Market Director, via email at [farmersmarket@puyallupmainstreet.com](mailto:farmersmarket@puyallupmainstreet.com).

Need contact information for acquiring permits, licenses, or other vendor resource information? Click here: [Vendor resource information](#)