

# VENDOR HANDBOOK

## Park Silly Market at The Shops at South Town

The Park Silly Market at the Shops at South Town (PSM) is a festive, outdoor, market where friends, families and vendors can have fun while shopping local vendors and entrepreneur booths as well as the Shops at South Town.

### 2021 Dates:

3<sup>rd</sup> Saturday of the month during May, June, July, August & September

### Location:

The Shops at South Town,  
10450 S State Street  
Sandy, UT 84070

**The Market at the Shops at South Town Rules and Regulations:** Payment and participation in the market indicates you have read and agree to the following. Please print a copy for your files.

**This event is brought to you by the organizers of Park Silly Sunday Market, a 501(c)3 Non Profit Organization.**

**Participation in The Market at the Shops at South Town means you accept and agree to partner with all marketers in creating a fun, festive, No Trace Left Behind event. Vendors are responsible for removing their own trash from the event and leaving their space spotless. Vendors caught using venue receptacles and/or not cleaning up their space will be subject to a \$100 fine and participation in future events may be revoked without refund.**

### *Market Rules and Regulations*

#### **APPLICATIONS:**

1. All vendors are required to complete the online application. A \$30 non-refundable application fee must be paid before your application is reviewed.
2. All application fields are required including (but not limited to) product descriptions, sample photos of products from each category, description of your business and 'your story', tax ID, valid email address (all market communication is done via the primary email you provide on your application).
3. Each application is reviewed by market directors and we look carefully for a broad range of products that will enhance the PSM experience. If a vendor is invited to join us for selected market dates, they will be sent an invoice for all market fees; application status will only be marked '*approved*' once all fees are paid in full.
4. Space in the market is sold on a first paid basis; please keep in mind that space may sell out between the time a vendor is invoiced and when they make their payment. NO REFUNDS for cancellations, changes and/or no-shows.
5. Booth fees are never refundable and vendors are required to provide AT LEAST 72 hours advance notice if they will not attend a scheduled market date. Notice must be sent in writing **via email** to [michelle@parksillysundaymarket.com](mailto:michelle@parksillysundaymarket.com) prior to 5pm the Wednesday before the scheduled market date. Failure to provide required notice will result in an additional \$50 penalty fee - to be charged automatically to a credit card on file OR required to be paid prior to load-in on the next market date. Late arrivals (10am) and early departures (packing up prior to 5pm) will be billed as CANCELLATIONS and are subject to this same fee.

#### **MERCHANDISE:**

1. Vendors may not sell any types of items not approved and shown in their market application.
2. Reselling products is especially sensitive and must be approved in the application process – only vendors of type IMPORTER will be permitted to sell such merchandise.
3. PSM has the right to ask vendor to remove products from their booth at any time without refund or adjustment to booth fees.
4. We do not provide exclusivity for any vendor and/or merchandise or product type.

#### **SALES TAX:**

1. All vendors, except for farmers that sell *only* freshly grown produce/plants grown by them, are required to collect sales tax from their customers and remit the sales tax to the Utah State Tax Commission. This is accomplished through a Special Event Sales Tax Form (you cannot remit these taxes on your usual form).
2. Sales tax collections and remittances are the sole responsibility of the sellers. If you are accepted into the market and are subject to sales tax collection, the form will be mailed to you by the Utah Special Events State Sales Tax Office after the PSM season has ended.
3. If you do not receive the proper forms or have tax questions, contact the Special Event department directly at [specialevent@utah.gov](mailto:specialevent@utah.gov) or 801-297-6303.

#### **OPERATIONS:**

1. The Park Silly Market at the Shops at South Town operates on scheduled dates RAIN or SHINE, SNOW or WIND; NO REFUNDS for cancellations or no-shows and fines as outlined above will be charged.
2. LOAD-IN: Vendor set-up begins promptly at 8 a.m. The Market is located on the WEST side of The Shops in front of the mall entrance between JC Penney and Home Goods.
3. LOAD-IN access ends at 10:00 a.m. - no vehicles will be allowed into the venue after this time.
4. LOAD-IN procedure:
  - a. Check-in with Market Staff by the sidewalk just past JCPenney entrance to confirm booth assignment.
  - b. Drive to your assigned space and pull vehicle lengthwise into the 2 parking spaces behind your booth space. If assigned a center aisle space: drive to your space, unload all equipment and merchandise then move vehicle to designated parking area BEFORE you begin set-up.
  - c. **Vendors with OVERSIZED VEHICLES or TRAILERS that will not fit inside the 2 spaces (longer than 14') please contact Market staff for consideration: [michelle@parksillysundaymarket.com](mailto:michelle@parksillysundaymarket.com) or 435-659-7666.**
  - d. Idling is prohibited in the Market footprint.
5. VENDOR PARKING for ONE VEHICLE is in the 2 spaces immediately behind your assigned space (if located on the outside loop); vendors assigned in the center aisle will be directed to the adjacent area of the parking lot.
6. Booth spaces will be forfeited for the day, WITHOUT REFUND, and the \$50 CANCELLATION FEE will apply for any vendor that has not checked in with the Vendor Coordinator by 10am.
7. Setup and display must be completed by 10:45 a.m.
8. Vendors are required to stay until the event closes at 5 p.m. – again, rain or shine or snow. Any vendor found packing out or gone prior to 5pm will be billed a CANCELLATION FEE.
9. CLOSE OF MARKET & LOAD-OUT PROCEDURE:

- a. Vendors must stop selling promptly at 5pm
  - b. For vendors in the center aisle, breakdown canopy & displays and move all equipment/merchandise to the center of your space to create adequate space to pull up your vehicle for loading.
  - c. Market staff will confirm when it is safe to pull vehicles into the center aisle spaces (based on crowds clearing the venue).
  - d. Idling is prohibited in the Market footprint.
  - e. Always drive slowly and cautiously, follow all traffic laws – BE PATIENT.
10. Vendors are required to carry-out their own trash as part of our zero-waste efforts. Vendors found using PSM and/or The Shops at South Town trash receptacles are subject to a \$100 fine (per occurrence) and may be denied participation to future market dates.
  11. Vendors are required to call PSM Staff (435-659-7666) if they are unable to make the market or, due to emergency, are unable to stay through the end of the market day. Failure to do so will result in denial of your participation on your remaining market dates – WITHOUT REFUND of any deposits/booth fees already paid. NO EXCEPTIONS.
  12. Price, terms of sale, bartering etc. are between buyer and seller only. All sellers agree to abide by fair business practices. PSM makes no guarantees of sales/revenues to any vendor.

#### **VENDOR TYPES –**

1. **ARTIST** – Defined as a vendor that sells their own unique artwork and/or handmade craft. Starting materials must be significantly altered/enhanced by the artist (jewelry and food not permitted in this category).
2. **DESIGNER** – Defined as a vendor that plans the precise form, look or working of an item in writing before such item(s) are manufactured pursuant to that vendor’s specific request. To qualify as a designer, vendor shall be required to submit specific design plans for item to be sold at the market (jewelry not permitted in this category).
3. **FARMER** – Defined as a vendor that sells fresh produce, plants grown on their own farm/property and/or products made from those items grown on their own property.
4. **FOOD TRUCK** – Defined as a vendor selling food for on-site consumption from a single vehicle equipped with entirely self-contained facilities for cooking and selling food. Electricity and water are NOT provided.
5. **GOURMET FOOD** – Defined as a vendor that sells packaged food items or baked goods, made in Utah, intended for off-site consumption. Preferential consideration given to members of Utah’s Own.
6. **IMPORTER/RE-SELLER** – Defined as a vendor that sells goods manufactured or procured by another business. This vendor type is considered a ‘low priority’ category for PSM.
7. **JEWELER** – Defined as a vendor that sell unique, handmade jewelry of their OWN making and design. No import jewelry or reselling of others’ jewelry is permitted.
8. **SERVICE VENDOR** – Defined as a vendor that sells/provides on-site services to Market attendees (ie.: henna, massage, face painting, rock-climbing).

#### **FOOD TRUCKS –**

1. Food trucks offering items intended for on-site consumption and/or samples are required to complete a Mobile Food Court Application with Sandy City (additional fees apply). Vendor will need to provide proof of both Fire and Health Department permits when application is submitted. Vendors can submit the Mobile Food Court Application once they have been invited, PAID IN FULL and APPROVED: [CLICK HERE for the FORM](#)
2. All permits must always be displayed and visible to the public.
3. Food trucks must all be entirely self-contained and powered. Neither electricity nor space outside the truck is available (as per local Fire Department). Water is also NOT available.

4. Food vendors must provide their own liability insurance and add a rider naming Park Silly Market at the Shops at South Town and The Shops at South Town as additionally insured.
5. All service items must be biodegradable.
  - a. **No Styrofoam.**
  - b. **No plastic swords, toothpicks or umbrellas.**
  - c. **No individual ketchup or other condiment packets.**
  - d. **No plastic straws.**
6. Canned drinks are permitted for sale (NO single use plastic, NO GLASS bottles). Beverages such as lemonade or tea may be served in **CLEAR PLASTIC CUPS ONLY.**

#### **GOURMET FOODS –**

1. Food that is prepared and packaged off site (and NOT offered for sampling) is regulated by the Dept. of Agriculture: [CLICK HERE for UDA Website](#)
2. All permits must be displayed in your booth.
3. All service items must be biodegradable.
  - a. **No Styrofoam.**
  - b. **No individual ketchup or other condiment packets.**
  - c. **No plastic straws.**
4. Canned drinks are permitted for sale (NO single use plastic or glass bottles). Beverages such as lemonade or tea may be served in **CLEAR PLASTIC CUPS ONLY.**

#### **FARMERS -**

1. Farmers must be registered with the Utah Department of Agriculture or Health Department if they process, prepare, package, or offer samples of produce and display registration in booth. Dept. of Agriculture 801-538-7159.
2. Potentially Hazardous Foods, noted as PHFs (ex: meat, cheese, eggs, hummus, juice, yogurts, etc) must be kept at 41 degrees or less.
3. Farmers must keep a thermometer at booth if selling PHF's.
4. Farmers offering samples must have a wash station; food handler's permit and be registered with the local Health Department.
5. Farmers must display signage designating whether their produce is organically or traditionally grown, as well as the name and location of the farm where it was grown.

#### **BOOTH SET UP:**

1. All equipment needed, including canopies/umbrellas, umbrella stands & base weights, tables/ chairs, power cords and items are the sole responsibility of the vendor. No equipment is provided by PSM.
2. Spaces are 10 ft. x 10 ft. in size on asphalt street surface. Space dimensions are monitored, and vendors are not permitted to set up merchandise outside the dimension of the booth space they are assigned.
  - a. Canopies 10x10 ft. or smaller are acceptable for use in the 10x10 spaces. A 50 lb. base weight is MANDATORY for EACH LEG of your canopy. Weight requirements are double if you have side-walls on your canopy. This is a safety protocol that is non-negotiable. Vendors that do not have proper weights will not be permitted to use their canopy. Weights must be secured/tied to the top of each leg.
  - b. An umbrella is acceptable for use in place of a canopy. A minimum 50 lb. base stand is required for each umbrella and must be secured/tied to a high point on the umbrella. This is a safety protocol that is non-negotiable. Vendors that do not have proper weights will not be permitted

to use their umbrella.

3. Inspection, by the Fire Captain, of all canopies/umbrellas/structure and adherence to booth dimensions will take place prior to 11:00 a.m. and all vendors must be present/available for questions during this inspection. **IF YOU DO NOT HAVE PROPER WEIGHTS IN PLACE AT THE START OF THE EVENT, YOU WILL NOT BE ALLOWED TO USE YOUR CANOPY/UMBRELLA.**
4. Each vendor is required to display 'Their Story' every market date. Must be a minimum 8x11 document or story board explaining, but not limited to, the following: your history, your inspiration, where your products or sources come from.
5. Vendors are NOT permitted to play music in their booths or create any type of disturbance that is audible in an adjacent booth. Music & entertainment is booked exclusively by PSM for multiple locations throughout the event as approved by The Shops at South Town and operating in accordance with city code and only those artists confirmed/scheduled by PSM staff are permitted within the venue.
6. Outside alcohol is not permitted anywhere in the market venue.
7. PSM Staff reserves the right to move or reassign vendor locations to enhance or facilitate the event structure and/or safety as deemed necessary. **Booth requests and assignments are never guaranteed and subject to change without notice/refunds.**

#### **INSURANCE:**

1. The Park Silly Market at the Shops at South Town and The Shops at South Town are not liable for any injury, theft or damage to either the buyer or the seller or their property, arising out of or pertaining to preparation for or participation in The Park Silly Market at the Shops at South Town; whether such injury, theft or damage occurred prior to, during, or after the hours of operation of The Park Silly Market at the Shops at South Town. Seller further agrees to indemnify and hold harmless both The Park Silly Market at the Shops at South Town and The Shops at South Town for and against all claims for such injury, theft and/or damages. Seller assumes full liability for their vehicles, structures, fixtures and the product(s) they market or sell and, by participation in The Park Silly Market at the Shops at South Town, hereby agree to hold The Park Silly Market at the Shops at South Town/ their representatives and/or The Shops at South Town and/or their representatives harmless against any and all claims such as but not limited to: injury, theft or damage by any buyer, seller, or other persons resulting from or pertaining to the use, consumption, marketing tactics, display, negligence or disposition of seller's products, vehicles, fixtures or structures.
2. Food vendors are required to carry liability Insurance (not required for other vendor types, but strongly recommended). **If you do not have liability insurance and would like a quote, call Richard Bolter at 435-654-0353** and let him know you were referred by Park Silly Market at the Shops at South Town.

#### **OTHER:**

1. PSM Staff has the authority to ask any vendor to remove himself/herself and/or any product from the market and reserves the right to refuse acceptance, participation, and continued participation (without refund) to any vendors who do not comply with market rules and regulations and/or do not meet market standards which include, but are not limited to all local, city, state, and federal laws and market rules & regulations. **Booth fees will NOT BE REFUNDED.**

By applying to and participating in the market, vendors agree to all rules & regulations outlined above and the following policies:

#### ***Non-Discrimination Policy:***

*The Park Silly Market at the Shops at South Town prohibits discrimination in all its programs and activities based on race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an*

*individual's income is derived from any public assistance program. Park Silly Market at the Shops at South Town is an apolitical organization and does not allow promotion of any political party or individual within PSM boundaries. In no way will my staff or I antagonize or mistreat another vendor or festival patron or PSM Staff Member during the event. Should this occur, I understand that I have waived my rights as a vendor, shall be removed from property and no refund shall be given.*