

# The Market at Wheeler Farm

Managed by the Salt Lake County Parks Department

6351 South 900 East, Salt Lake City, UT 84121

Phone: (385) 468-1755

## 2021 Market Handbook for Vendors

Dear Vendor,

Welcome to the 2021 Farmer's Market season! Your participation in this year's Market is greatly appreciated and we hope this year is a success for us all. It is our goal to enhance our customers' experience by providing Vendors who offer a broad range of products. Although our Market's focus is on local growers, the Market will also offer opportunities for bakers, prepared food vendors, specialty food makers, handmade arts and crafts producers, on-site service providers, and performance artists. As you begin to prepare for the 2021 Market season, please take time to review the information in this handbook. Also, consider visiting [utahsown.org](http://utahsown.org) to register with the State's "Utah's Own" Program. If you have any special needs or requests, please let us know and we will try to accommodate to the best of our ability. We believe that you are the heart of our market. Every effort you take to create a unique welcoming boutique for customers will add value to your booth and play a role in the success of the Market as a whole. If you have any question about the Market, please feel free to get in touch. I look forward to a wonderful 2021 season and many more to come!

Sincerely,

Wheeler Farm Team

## **Notice of Non-Discrimination:**

As a public entity and recipient of Federal financial assistance, Salt Lake County does not exclude, deny benefits to, or otherwise discriminate against any person on the ground of race, color, national origin, disability, age, marital status, sex, sexual orientation, gender identity or religion in admission to, participation in, or receipt of the services and benefits under any of its programs and activities, whether carried out by Salt Lake County directly or through a contractor or any other entity which Salt Lake County arranges to carry out its programs and activities.

This statement is in accordance with the provisions of Title VI of the Civil Rights Act, Sections 503 & 504 of the Rehabilitation Act of 1973, Title II of the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975 and the Regulations of various federal departments including the U.S. Department Health and Human Services, the U.S. Department of Agriculture, the U.S. Department of Interior, the U.S. Department of Housing and Urban Development and the U.S. Department of Justice.

**EQUAL ACCESS:** Salt Lake County complies with the Americans with Disabilities Act of 1990 (ADA), as amended and Sections 503 & 504 of the Rehabilitation Act of 1973, as amended in providing individuals with disabilities equal access to employment opportunities and the services, programs and activities the County offers. Members of the general public may seek assistance from any County employee in contacting the ADA/504 Program Coordinator, the agency's ADA/504 liaison or the Human Resources Division.

**COMMUNICATION ACCESS:** Salt Lake County will provide free auxiliary aids and services to qualified individuals, including qualified sign language interpreters, alternate formats, etc. If auxiliary aids or services are required to achieve effective communication, please contact the agency or ADA/504 Program Coordinator.

**FURTHER INFORMATION:** The County has adopted an [internal grievance procedure](#) providing for the prompt and equitable resolution of grievances. Any person, whether a member of the general public, an applicant for employment or an employee who feels that he or she has been discriminated against or denied equal access to employment, programs, services or activities offered or sponsored by Salt Lake County may contact either the:

Human Resources Director / OR  
ADA/504 Program Coordinator  
Human Resources Division  
2001 South State Street, N4-700  
Salt Lake City, Utah 84190  
385 468-0570, TTY users should call 7-1-1

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# **GENERAL MARKET INFORMATION:**

## **2021 Market Schedule:**

- ✓ Last Day for Applications to be submitted: February 1, 2021
- ✓ Notice of Award of Contract: February 12, 2021
- ✓ First day of the Market: May 23, 2021
  - The Market will be open Sundays thereafter from 9:00 AM – 1:00 PM
  - Vendors may begin setting up their booths at 6:30 AM.
- ✓ Last day of the Market: October 17, 2021

## **2021 Market Location:**

The Market will be held in Wheeler Historic Farm parking lot and southwest lawn, just beyond the Wheeler Historic Farm's South parking lot.

## **2021 Market Booth Fees:**

Grower/ Producer	10 x 10 space	Per Day	\$20
Grower/ Producer	10 x 10 space	Full Season	\$220
Concessionaire/ Food Truck		Per Day	\$50
Concessionaire/ Food Truck		Full Season	\$600
Processed food Vendor	10 x 10 space	Per Day	\$30
Processed food Vendor	10 x 10 space	Full Season	\$350
Arts & Craft Vendor	10 x 10 space	Per Day	\$35
Arts & Craft Vendor	10 x 10 space	Full Season	\$400
Entertainment		Per Day	\$20
On-site Service		Per Day	\$20
Booth Power Connection:		Per Day	\$3.00
No call – No Show Penalty		Per Day	\$25.00 per occurrence

## **Market Rules & Regulations:**

1. To participate in the Market, Vendor must comply with the Market Rules & Regulations. Vendors who fail to comply with the Market Rules & Regulations will lose their right to participate in the Market. No refund shall be provided.
2. Vendors shall comply with the Salt Lake County Division of Parks and Recreation Patron Code of Conduct.
3. Vendors shall comply with all applicable laws, as well as all legally required permits.
4. Vendors shall comply with Salt Lake County's non-discrimination policies.

5. Vendors shall not offer for sale any commercially produced items or items assembled from commercially available plans, kits, or cast from commercial molds.
6. Vendors shall not offer for sale any products distributed by multi-level marketing firms.
7. Vendors shall only offer for sale items or services the Vendor has directly made or grown.
8. Vendors shall only offer for sale items which have been disclosed in their Market Application.
9. Vendors shall set prices for their product but are encouraged to charge fair retail pricing.
10. The Market will be operated rain or shine. Vendors shall attend Market dates for which they are awarded a contract. Should vendor be unable to make a contracted Market date, the Vendor shall provide the Market Manager at least 48 hours advanced notice.
11. If the Vendor fails to provide 48 hours notice in the event of a cancellation, they will be charged a 25 dollar "No call-No show" fee.
12. A Vendor-supplied booth canopy must be secured by 50 lbs. weight on each leg. Canopies with side covers shall be secured with 100 lbs. weights on each leg.
13. Vendors shall have their booths completely set up no later than 8:45 AM on Market days.
14. Vendors shall keep their booths clean and free of trash and debris. At the end of a Market day, Vendors shall remove their own trash from the event and leave their space spotless.
15. Vendors may not park their vehicles on the Market grounds. Vendors may drive their vehicles to their booths to unload their products and displays but all vehicles must be off the Market grounds by 8:45 AM.
16. Vendors will park all compact vehicles in the field located directly west of the parking lot. Vendors with larger vehicles will be able to park on the outer edge of the field in the event of their vehicle being unable to fit in the field. Exceptions to this rule will be made on a case by case basis.
17. Vendors shall keep their booth set up until 2:00 PM on Market days. Vendors who have sold out of product shall set up a sign indicating they have sold out.
18. Vendors shall assume all responsibility for collecting and remitting applicable sales tax from the sale of goods. Vendors shall also assume all responsibility for obtaining the proper permits needed to offer goods for sale.
19. Vendors may not prepare foods with the use of electricity or propane unless approved to do so in their Contract. All propane cooking equipment must be kept a minimum of 5' from the public and 10' from a canopy or structure.
20. Vendors, with the exception of those selling ONLY fresh, raw, whole, unprocessed and unprepared food items must register with the Salt Lake County Health Department as required in the Department's Food Sanitation Regulation.
21. Vendors shall conspicuously display all lawfully required permits at their booth.
22. Dogs: Wheeler Farm does allow leashed dogs at the Market, provided they have access to water and owners immediately clean up after their dogs, and the vendor is in compliance with SLVHD code.
23. Eggs: Eggs shall be sold only by the owner of the flock laying the eggs. Eggs shall be stored before and during the Market at 45 degrees Fahrenheit or less and must be clean and free of cracks. Egg cartons may not be re-used and all eggs must be sold with safe handling instructions.
24. Cheese: Cheeses must be maintained at 41 degrees Fahrenheit or less.
25. Samples: Vendors are allowed to offer customers samples but they must be kept in an ice bath and follow the SLVHD code.

### **Licensing and Permit Information:**

Vendors are encouraged to consult with tax and legal professionals regarding legal and tax obligations. Any information provided in this handbook should not be relied on as tax or legal advice.

- Vendors who are required to have a permit or license must also attach copies of all necessary information to their Application.

- Vendors will be required to post in clear view at their booth any license or permit they are required to obtain at each Sunday Market. No exceptions.
- All Vendors, with the exception of farmers that sell ONLY fresh grown raw, unprocessed produce, honey, or plants the Vendor has grown themselves, are required to collect sales tax from customers and remit the collected sales tax to the Utah State Tax Commission. To remit sales tax to the Tax Commission, Vendors should use a “Special Event Sales Tax Form.” You can call (801) 297-6303 with any questions about this Form.
- Vendors may need a current business license to sell at the Market. Contact Murray City to determine applicability.
- Vendors who prepare foods in their home kitchen must be registered and certified by the Utah Department of Agriculture and Food and must display a food label.
- Vendors considering selling the items listed below will need a special permit and should contact Clair Allen with the Division of Plant Industry at (801) 538-7180
  - Plant based dog food
  - Seeds (for growing, not consuming)
  - Perennial vegetable plants
  - Certified Hay
  - Bird Seed
- State Rules & Regulations require all packaged items have a label listing:
  - An appropriately descriptive name of the food
  - A net quantity statement informing customers how much product is offered for the price charged
  - A complete list of all ingredients in the product.
  - The name and address of the manufacturer, producer, or distributor.
  - A Nutrition Facts statement, unless otherwise exempted
  - Further information is available by calling Rebecca Nielsen at (801) 860-7075 or (801) 538-7147

**Application Process, Selection Committee, & Selection Criteria:**

Once an Applicant has applied and submitted the appropriate documentation consistent with their Vendor designation, the Application will be reviewed by the Selection Committee. The Selection Committee will use the Selection Criteria to distinguish which Applications will be awarded Contracts, and which will not. Salt Lake County Parks Director reserves the right to decide if a Contract is awarded in the event of a tied score on the Selection Committee.

The following is a breakdown of the Selection Criteria:

**Grower/Producer:**

	Y/N	
Is your product locally grown?		30%
Do you grow it yourself?		35%
Do you own a storefront?		5%
Are you a returning Market Vendor? (previous vendor)		10%
Do you use the SLC Urban Farming Land-Lease Program?		5%
Will you be attending the whole Market? (Annual Subscriber)		15%

**Processed/Packaged Food:**

	Y/N	
Is your product made/created from locally grown produce?		20%
Do you make/prepare it yourself?		30%

Do you own a storefront?		5%
Are you a returning Market Vendor? (previous vendor)		10%
Is your product similar to another product that is offered by a returning vendor?		20%
Will you be attending the whole Market? (Annual Subscriber)		15%

**Arts & Crafts:**

Y/N

Is your product created from locally sourced materials?		20%
Do you make/prepare it yourself?		30%
Do you own a storefront?		5%
Are you a returning Market Vendor? (previous vendor)		10%
Is your product similar to another product that is offered by a returning vendor?		20%
Will you be attending the whole Market? (Annual Subscriber)		15%

**Concessions & Food Trucks:**

Y/N

Is your product made/created from locally grown produce?		20%
Do you make/prepare it yourself?		30%
Do you own a storefront?		5%
Are you a returning Market Vendor? (previous vendor)		10%
Is your product similar to another product that is offered by a returning vendor?		20%
Will you be attending the whole Market? (Annual Subscriber)		15%

If there are limited spots available for Vendors who still pass all of the Selection Criteria, booth space will be awarded based on which Application was received first.

Vendors may be disqualified from the Application Process for the following reasons:

- Vendor has violated the Salt Lake County Patron Code of Conduct or Market Handbook Rules and Regulations in a prior market season.
- Vendor is selling Multi-Level Marketing (MLM) Company products.
- Vendor is considered a ‘Broker’ – a company or individual who purchases products at wholesale prices to re-sell at the Market.
- Vendor does not grow/bake/create/produce the majority of their sales.
- Vendor does not pay the \$35 application fee.
- Vendor does not turn in a complete Application.

**Additional Information:**

**Other Helpful Contacts:**

- Salt Lake County Health Department (385) 468-3660
- Utah Department of Agriculture & Food; Jay Schvaneveldt (801) 538-7149
- Division of Plant Industry, Rob Hougaard, (801) 538-7180
- UDAF Labelling; Rebecca Nielsen, Labelling Specialist (801) 860-7075 or (801) 538-7147

**Utah Department of Agriculture and Food, Outdoor Market Requirements:**

ag.utah.gov/documents/OutdoorMarketRequirements.pdf

**Utah Department of Agriculture and Food, FAQ:**

<https://ag.utah.gov/documents/FarmersMarketQA.pdf>

**Utah's Own Program:**

<https://utahsown.utah.gov>