



ZEBULON ARTISAN MARKET GUIDELINES 2022 Market Season

ABOUT THE ZEBULON ARTISAN MARKET (ZAM)

The mission of the Zebulon Artisan Market (ZAM) is to support a vibrant community of Zebulon artists and small business owners by creating a space for their work to be displayed, promoted, and sold directly to community members. ZAM will support the growth of small businesses to improve the local economy by providing the town of Zebulon and surrounding areas with opportunities to learn about the benefits of purchasing directly from producers. ZAM will allow consumers to experience art in a way that inspires passion and appreciation while also offering a welcoming gathering spot for community members to enjoy.

GENERAL MARKET INFORMATION

2022 MARKET SEASON

Dates: Every Saturday, April 23 through June 25 (10 Days)

Location: Zebulon Municipal Complex - 1003 N Arendell Ave, Zebulon, NC 27597

Set Up Time: 7:30 AM to 8:45 AM

Market Hours: 9:00 AM to 1:00 PM

Break Down Time: Cannot begin until 1:00 PM

SPECIALTY MARKET DAYS

Additional events may be added throughout the 2022 season.

Those that register as Full Season Vendors may participate in these events at no additional cost.

CONTACT INFORMATION

Town of Zebulon, Parks and Recreation Department

Zebulon Community Center - 301 S Arendell Ave, Zebulon, NC 27597

(919) 823-0432

market@townofzebulon.org

VENDOR RULES, REGULATIONS, AND INFORMATION

VENDOR REQUIREMENTS

By entering into this agreement and submitting the application to the ZAM, each vendor agrees to all rules, regulations and requests. The Town of Zebulon reserves the right to refuse vendor participation in the ZAM and/or to remove any vendor from the market who does not comply with all rules, regulations and requests.

Vendors must have an application approved by Town of Zebulon staff at least one week before they plan to begin selling at the market. Upon acceptance all applicable fees must be paid prior to participating in the market. By being selected to participate at the ZAM, each vendor is agreeing to allow a representative from the Town of Zebulon to inspect the business at any time during the season.

Artisan Market Vendors:

Only vendors who live, produce, and or grow their products within a 100 geographic mile radius of the Town of Zebulon are able to participate in this market. The ZAM is a producer's market. Craft Artisans, value-added food vendors and growers will only sell products that are produced by the vendor only. Exceptions to this policy will be made on a case-by-case basis. No reselling of items is allowed unless written permission is obtained in advance from the Town of Zebulon staff. The sale of manufactured, used or imported goods is prohibited.

Craft Artisans:

A craft artisan is a vendor who creates or produces a finished product. Examples include but are not limited to ceramics, paintings, photography, jewelry, furniture, pottery, clothing, etc. All crafts sold at the market must be hand crafted by the vendor. All crafts must be of excellent workmanship both in quality and design. Preference will be given to applicants with uniquely made items constructed with locally sourced materials. Market craft artisans are strongly encouraged and requested to actively demonstrate their handmade craft while participating at the Market. Three photos of such products must be included with a vendor application for review and acceptance by the Town of Zebulon staff. Any product considered objectionable will be removed immediately.

Growers:

A grower is a vendor who offers a product for sale that has been grown, raised, cultivated, processed and prepared by the vendor themselves. Examples include but are not limited to plants, fruits, vegetables, honey, eggs, meats, fresh cut flowers, etc. All products sold at the market must be grown, raised, cultivated, processed and prepared by the vendor themselves.

Exceptions to the above will be made for vendor partnering. Vendors may partner with another North Carolina grower to bring products that otherwise would not be available in our region. Such partnerships must be specified on the application and approved by Town of Zebulon staff. A Market vendor will be limited to only two partnership items. Signage must be provided stating the name and location of the farm that grew/produced the item. Such partnerships are not for purchasing items wholesale to resell at the ZAM. Product partners may not be utilized for non-food items.

Value- Added Food Vendors:

A value-added food vendor is a vendor who sells processed foods for human consumption. Examples include but are not limited to jams, jellies, pickles, preserves, baked goods, etc. All foods sold at the market must be prepared by the vendor themselves. Exceptions to this rule include the use of a bottling company or other company to produce, package, and label your goods.

Seafood:

Exceptions to the above will be made for seafood vendors. Seafood may be sold at the Market by an approved seafood dealer. All Seafood resold at the Market must be purchased for resale by the dealer from North Carolina-based fishermen or aquaculture operators.

Commercial Vendors:

Exceptions to the above will be made for commercial vendors. A commercial vendor is a vendor who does not produce, create, or craft the product they sell. Examples include but are not limited to; Mary Kay, Paparazzi Jewelry, Scentsy, etc. A commercial vendor will only be allowed to advertise their business. They will not be allowed to sell any products at the Market.

Insurance and Liability:

Each vendor participating in the ZAM shall be responsible for any loss, personal injury and/or damage that may occur as a result of the vendor's actions. Vendors are highly encouraged to maintain their own liability insurance. By submitting a signed application, you have released the Town of Zebulon of any liability.

SPACE RENTAL

Communication:

Upon acceptance into the market, vendors will receive an email and phone call. Booth location, schedule of activities, and general market information will be sent to vendors via email two days before their scheduled market day. The Town of Zebulon staff reserve the right to cancel any market day throughout the season. In the event the Town cancels a market day, all vendors will be reimbursed their rental fee for the day.

Booth Space: The ZAM will operate outdoors. Vendor fees entitle each vendor to a 10' x 10' space. Vendors may rent an additional 10' x 10' space for an additional fee. The vendor must provide their own 10' x 10' tent, tables, chairs, table covering, signage, etc.

Loading / Unloading/ Parking / Cleaning Up Directions:

Loading, unloading, and parking instructions will be sent weekly and may vary dependent upon market activities. Vendors are required to follow these instructions for loading and unloading.

Vendors must arrive early enough to ensure that they are completely set up and ready for business 15 minutes prior to the start of the event. Once the Market is open, no vendor shall remove their equipment until the market officially closes. When setting up, please pull vehicle behind booth space (staying on asphalt), unload your supplies needed for the day, park your vehicle in the designated vendor parking area, and then return to your booth and set up your booth display. Each vendor is responsible for cleaning up his/her immediate area during the event and upon closing. Failure to do so will result in a \$10 fine.

Professionalism and Housekeeping:

Vendors (families and staff) must conduct themselves in a courteous and professional manner. Vendors must treat all customers, Town of Zebulon staff, and fellow vendors with respect at all times. No loud or aggressive promotion is permitted. Non-compliance with Market rules will result in loss of vendor privileges. The ZAM reserves the right to reject a vendor for any reason or to remove any item deemed inappropriate. Security of merchandise is the vendor's responsibility. Vendors must have permits and certifications posted at all times during Market hours. Vendors must keep their area neat, clean and free from debris. There will be no smoking or vaping by vendors in any booth space or within the ZAM.

Vendor Absence:

Customers rely on consistent vendor attendance. The strength of the Market depends on both vendor and customers supporting the efforts of the Market. We ask that vendors consider carefully when committing to the Market and cancel only in the event of an emergency. All vendors are expected to participate in the Market for the day's full schedule. No vendor will be permitted to leave early without prior approval. If a vendor must open his/her booth late or close the booth before closing time or needs to be absent from their space on a specific day, the vendor must notify the market manager one week in advance, except in the case of an emergency situation. An excess number of absences, late cancellations, and/or any other disruptions to the market will be cause for dismissal from the ZAM for the remainder of the season. Missed market days will not be refunded, credited, or rescheduled.

Weather Policy:

The ZAM operates in rain or shine. In the event of severe adverse weather situations, including extreme heat, the Market Manager will follow procedures set in place by the Zebulon Parks and Recreation Department Inclement Weather Policy. Market vendors will be notified of any changes to the schedule by the Market Manager.

Electricity:

Limited use of electricity is available to vendors during market days. Please make requests for electricity or generator approval in the application.

STATE LAWS, CERTIFICATIONS, AND PERMITS

Anyone wishing to sell crafted items, produce, prepared foods, baked goods, canned goods, meat, poultry, eggs, seafood, or dairy products must meet North Carolina Department of Agriculture and North Carolina Department of Revenue regulations. If you do not have the proper inspection, registration, certification, etc. you will not be allowed to sell these products at the ZAM. Certifications must be in a visible place during the Market. Copies of paperwork must be on file with the Market Manager.

Documentation:

It is the vendors responsibility to comply with all applicable laws with respect to the production of their goods. The ZAM requires documentation supporting all goods that are subject to regulation. Copies of all certifications must be emailed to market@townofzebulon.org (even if you've submitted in years past). Any additional items added to your product line during the year must have supporting documentation on file with the Market Manager. Please refer to the ZAM State Laws, Certifications, and Permits Reference Guide for further information.

Scales:

For products sold by weight, vendors will provide scales that have been inspected for accuracy by N.C. Dept. of Agriculture, Standards Division. Any scale used for determining price must display a current NCDA&CS standards division administered legal inspection sticker.

Informational Signs and Product Pricing:

Vendors must have an in-depth knowledge of each product. For example, a vendor must be able to inform a consumer on the type of product, when, where and under what conditions it was produced. All products must be of top quality.

All vendors must display a sign in their market space indicating their business name, business location, and tax ID number. Vendors with product partners shall have signage stating the product, business name, and location of the farm that grew/produced the item. Prices must be posted in a visible location for all items sold. The vendor may use any form of signage that is neat and appropriate for the Market. **Product information point of origin, and price must be identified.**

Vendors must use truthful and accurate descriptors ("organic", "natural", etc.) to advertise their products. The Town of Zebulon staff reserve the right to compel changes to questionable marketing claims.

NC Markets Sales Tax Information:

Legislation adopted by the NC General Assembly clarifies existing state statutes regarding the collection of sales taxes by vendors who sell products at markets and imposes new requirements on those who manage markets.

Vendors who sell unprocessed agricultural products that they themselves produce are not required to collect sales tax from their customers. Vendors who sell items other than unprocessed agricultural products they themselves produce must provide the market manager a copy of their NC Department of Revenue "Certificate of Registration".

Please refer to the ZAM State Laws, Certifications, and Permits Reference Guide for further information.

Cross Contamination:

Vendors are responsible for strictly segregating the foods handled at the Market to ensure there is no cross contamination. Vendors selling meat, poultry, seafood, eggs, compost, or ready to eat foods must take precautions to ensure that cross contamination does not occur. No ice or water that comes in contact with meat, poultry, fish, seafood, milk, cheese or eggs may be deposited or allowed to drain on the Market premises.

APPLICATION PROCESS

Online Submission

1. Please visit www.townofzebulon.org. You will find the 2022 Zebulon Artisan Market Season listed under programs.
2. Please create a profile and follow the application process. You must submit all applicable forms and payments for your application to be considered.
3. Applicants must commit to be at the Market on the days and times specified on the application. Applications are reviewed on a first-come, first-served basis. Application review includes quality of products, uniqueness of product, and consideration to avoid excessive duplication. Vendors will be notified via phone or email of their acceptance status.

Handwritten Submission

1. Submission of completed application: A completed application includes the signed and dated Liability Waiver. Any required permits or certificates must be submitted with the application in order to be considered.
2. Payment must be included with application.
 - i. Make checks payable to: Town of Zebulon
 - ii. Mail or drop off application and fee to: Zebulon Parks and Recreation at the Zebulon Community Center (301 S Arendell Avenue Zebulon, NC 27597)
3. Application review and notification of approval: Applicants must commit to be at the Market on the days and times specified on the application. Applications are reviewed on a first-come, first-served basis. Application review includes quality of products, uniqueness of product, and consideration to avoid excessive duplication. Vendors will be notified via phone or email of their acceptance status.

2022 Season Fees and Payments

Fee Type	Fee
Single Market Day Vendor: 1 Day 1 Saturday, April 23 through June 25	\$10.00
Half Season Vendor: 5 Days 5 Saturdays, April 23 through June 25	\$40.00
Full Season Vendor: 10 Days Every Saturday, April 23 through June 25 *Specialty Market Days: Additional events may be added throughout the 2022 season. Those that register as Full Season Vendors may participate in these events at no additional cost.	\$80.00
Additional Booth Space Daily	\$5.00
Commercial Vendor Daily 1 Saturday, April 23 through June 25	\$25.00