



Vendor Handbook

Friday Fling was established in 2002 in historic downtown Palmer to grow community and foster economic development by providing a locally-focused shopping destination for residents, visitors and tourists. In our mission to promote the downtown Palmer area, we bring quality produce, crafts and entertainment together in one of the most beautiful surroundings Alaska has to offer.

Policy and Procedure:

1. Alaskan Grown / Made in Alaska - while quality Alaskan grown foods and Alaskan-made handcrafted items are the main emphasis of Friday Fling, it is also an outlet for other Alaskan-made products. As available, market space may be used for other items (to be approved by the market advisory board).
2. Location & Hours - located in the downtown central area, running from May 18, 2018 - August 17, 2018, hours are 10 a.m. - 5 p.m. Vendors are required to be open for business during market hours despite weather conditions unless prior arrangements have been made with the Market Coordinator. Vendors should plan for inclement weather by having ready for use a waterproof shelter, weights, and other items necessary for operation during a variety of weather conditions.
3. Products sold should be directly grown, harvested, processed or crafted by Alaskans. Food booths need approval by the advisory board and every attempt will be made to insure non-duplication of food items. Other items for sale must be approved by the market advisory board. Friday Fling spaces may be shared by two vendors. Garage sale type items are prohibited at Friday Fling.
4. Vendor Agreement - three categories of vendors have been established. Full season vendors (those participating each and every week). Partial season vendors (those committing to a minimum of six weeks) and Stand-by vendors (those attending the morning of). Full and partial season vendors must submit a

completed agreement along with 50% of the booth rent prior to April 1, 2018. The payment remainder is due on or before May 1, 2018. Stand-by vendors must complete an agreement and submit payment in full prior to set-up. Vendors may not setup unless applications are approved and fees are paid. Fees are listed in the vendor agreement and are non-refundable and non-transferable. **All checks are to be made out to Palmer Economic Development Authority (P.E.D.A.).**

5. Rental Charges - Rental charges for all vendors shall be determined by the categories stated under the Vendor Agreement as follows:
 - a. Seasonal vendors \$35.00/week
 - b. Partial season vendors \$50.00/week
 - c. Stand-by vendors \$45.00/week
 - d. Farmers/Landscapers \$10.00/week
6. Returned Check Fees - should the bank for any reason return a vendor's check there will be a \$25.00 fee assessed. This fee and the face amount of the check must be paid in cash, money order or certified check to the Market Coordinator within five days and prior to vendor's entry to another market day.
7. Space Assignment - Vendors may lease a 9ft x 9ft space under a covered pavilion or a 10ft x 10ft open air space. Seasonal vendors will be given space preference in the Friday Fling parking lot. It is the vendor's responsibility to ensure that adequate space is contracted for the size of canopy or tent and inventory to be used by vendor. If your display is larger than this you will be required to purchase an additional space. Grass areas behind vendor spaces are not included in the rented space. The grass will not be a part of your space set-up preparation, sales or storage area. Vendors who prepay for the season will be assigned a space for the season. If a prepaid vendor does not arrive by 9:30 a.m. or does not call to inform the Market Coordinator that they will be arriving late, their space may be assigned to another vendor. Unassigned vendor spaces will be assigned on a first come, first serve basis, beginning at 8:30 a.m. Vendors may share a space; each vendor must have a business license on file with their respective application(s). There will be no subletting of spaces. Every attempt will be made to locate returning vendors to their prior or requested location. Questions regarding vendor's correct booth placement should be brought to the Market Coordinator's attention prior to the set-up of the vendor's booth.
8. Vendor Setup - setup may begin at 7 a.m. and is to be completed before 10 a.m. Each vendor is responsible for his or her own method of display. Shelters should be sturdy and must be weighted against winds. The Market Coordinator may request that questionable shelters be removed. No tables or chairs will be provided for vendors. There are no electrical outlets for use by vendors. All vendors requiring generators will be placed at the south end of the lot. Please indicate on the application if you will use a generator. Generators must be rated less than 70 decibels. There are no exceptions. No vehicles may be driven in the vendor area between 9:30 a.m. and 5:15 p.m. Trucks, cars or vans are not permitted in spaces.
9. Vendor Booths - professional looking displays are highly encouraged, including table coverings.
10. Vendor Parking - vendor parking is allowed on Fireweed Avenue, in front of the Pioneer Home. No vendor vehicle parking allowed on South Colony, North Alaska or South Valley road(s).
11. Vendor Take-down - vendors are prohibited from breaking down their booth before the close of the Friday Fling. Clean-up should be complete by 7 p.m. Vendors are responsible for cleaning their space, including the removal of all furniture, equipment, trash, plant debris and all other property. Food booths are required

to provide one (1) lined garbage can for each space rented. All cans and debris is to be removed by the vendor. The vendor may be fined \$25 for failure to clean-up their assigned space(s).

12. Baked Goods / Grain Products - baked goods which include pastries, cookies, muffins, breads, pies, pastas and granolas must be prepared in accordance with all D.E.C. regulations. Copy of required permits must be provided to the Market Coordinator with application.
13. Produce must be display at least 6” off the ground. Produce should be in reasonably clean condition. Vendors who wish to advertise their produce as organic must be certified under the U.S.D.A. National Organic Standards Program (N.O.P.).
14. Signs & Permits - all vendors must clearly display a sign stating their business name. Signs must be legibly presentable and displayed in a safe manner. Vendors selling regulated products (D.E.C., U.S.D.A., ADF&G, etc.) must have permits and certificates clearly displayed on site.
15. Business Requirement(s) & Sales Taxes - each vendor is responsible for all aspects of sales and cash flow. All vendors must obtain a business license with the City of Palmer and collect the city sales tax. Vendors are responsible for payment of the tax to the City of Palmer. Vendors must provide a copy of their Palmer Business License to the Market Coordinator with their application. Vendors are responsible for complying with all city, state, and borough licensing requirements.
16. Quality & Inspection - the Friday Fling Advisory Board reserves the right to prohibit products with objectionable images, messages, or product implications to be sold. The Advisory Board also reserves the right to prohibit the sale of products which are used or of garage sale quality.
17. Safety - vendors agree to keep any open flame, or other combustible material(s) away from any canopy or covering, and to conform to all fire safety requirements and to maintain an operable and appropriate for extinguisher on Vendor’s premises. Further, Vendors will be responsible for ensuring their tents, tables, inventory and other items located in their space are securely anchored. Vendors remain solely responsible for any damages caused by items within their leased space and are encouraged to obtain liability insurance in sufficient amount to cover such potential damages.
18. Release and Agreement Not to Sue - vendor releases and forever discharges Friday Fling, the City of Palmer, the Palmer Economic Development Authority, the Greater Palmer Chamber of Commerce, its agents, employees and contractors and their successors in interest (hereinafter collectively referred to as “Releases”) from all actions, suits, claims, demands, and damages of every kind and nature, whether special incidental, consequential or otherwise, mature or to mature in the future, arising out of or in any way connected with the relationship created by the Lease Agreement between the vendor and Friday Fling.
19. Restrooms are now located next to The Visitor’s Center.
20. Children & Pets - all children are to be supervised by a parent or guardian. Children, younger than 16, selling a product should be supervised by a parent or guardian. Children whom are disorderly or do not use their selling space properly will be asked not to return as vendors. All pets are prohibited as per Alaska Statute 18 AAC 310. The exceptions being service animals. No live animals may be sold or displayed.
21. Smoking - not permitted on the Friday Fling lot. Use of, or distribution of alcohol, drugs or any illegal substance is prohibited.

22. Advertising - the advisory board will devise and implement an advertising and promotional program to encourage visitors and residents to regularly participate in the festivities and to shop at vendor's booths as well as established downtown facilities. Quantity of advertising will be dependent upon available revenues from grants, sponsorships, and rental of booths.
23. Friday Fling Enforcement - while the Market Coordinator will devote energy to enforcement of the provisions of the handbook and agreement alike, vendors shall not hold her responsible for any real or perceived lack of enforcement of such provisions. These policies and agreement provisions give the Market Coordinator the option but not the obligation of enforcement. The Market Coordinator and advisory board have the authority and discretion to grant exceptions to policies on an individual basis. Suggested improvements or changes to existing policy may be made in writing and given to the Market Coordinator.
24. Conflicts - where verbal direction or policy may be interpreted to conflict with the vendor lease, the lease agreement and written policies shall be the prevailing authority.
25. Concerns of Vendors - if any vendor has concerns about other vendors or operations of Friday Fling, they may submit a written grievance to the advisory board. The board will acknowledge the grievance and recommend, in a timely manner, a possible solution to the situation.