



BENTON FARMERS MARKET GUIDELINES



CITY OF BENTON | PARKS AND RECREATION
1800 CITIZENS DRIVE, BENTON AR 72015
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Benton Farmers Market Guidelines

Mission

The mission of the Benton Farmers Market is to provide access to local, sustainable, & healthy foods in order to serve the people of Central Arkansas. While also working to enhance the quality of life in the Benton area by providing a place for community activity which fosters social gathering and interaction.

MARKET

Market Governance

1. The market is part of the City of Benton Parks and Recreation Department, part of the City of Benton municipal structure.
2. The City of Benton Parks and Recreation Director (or his/her designee) will serve as Market Coordinator and is responsible for the orderly and efficient conduct of the market, and for implementing and enforcing rules and regulations. The Parks Director (or his/her designee) will represent the City of Benton during market functions.

General Operations

1. The market will commence each Tuesday and Saturday of the season beginning May 1st and will run until November 3rd, or as otherwise set by the City of Benton.
2. The market will commence rain or shine.
3. The market will be held at the Benton Farmers Market Pavilion, located at 125 W. Ashley Street, Benton, AR 72015, which is adjacent to the Bell Building and Regions Bank in Downtown Benton.
4. Hours of operation are 8:00am-1:00pm. Vendors may arrive as early as 6:45am to begin setup and are encouraged to remain until the end of the market day to provide a full market to shoppers arriving throughout market hours.
5. Vendors should be in their spaces no later than 7:30am. After that time, access to space is not guaranteed and no moving vehicles will be permitted in the market boundaries after that time. All vendors must be prepared to sell no later than 8:00am.
6. Vendors should notify the Market Coordinator no later than twenty-four hours before market opening time if they will be absent for that market day, which give the Market Coordinator the opportunity to offer the space to another vendor.

Guidelines for Selling

1. We encourage all vendors to produce their products within Saline, Garland, Hot Spring, Grant, Pulaski, or Perry counties in Arkansas, though products grown and made elsewhere can be sold in the market. We ask that place of origin be clearly labeled on goods sold.
2. Prepared food vendors must have a current mobile food service license. These vendors must also purchase a Privilege License through the City Clerk's office.

3. All vendors must post a visible sign clearly showing their business name.
 4. Vendors must post prices. It is expected that prices will be fair to consumers. Collusion among vendors in attempt to influence prices is prohibited. Post-It notes or loose paper are not allowed for use in pricing products.
 5. All products sold at the market should be of the highest quality and freshness.
 6. All crafts sold at the market should be original in nature, meaning component materials are sufficiently altered from their original state to demonstrate fine craftsmanship.
 7. All artwork and display items are subject to management approval. Displays should reflect the nature of the market and the products sold at the booth. Unapproved items must be removed immediately upon request by management.
 8. Each vendor in the market must be directly involved with or knowledgeable about the production of the produce or products being sold at their booth.
 9. All produce displayed for sale must be at least 12 inches off the ground with the exception of heavy or large items, such as pumpkins.
 10. Vendors are not permitted to bring live animals for sale or show to the market.
 11. Vendors are responsible for the action of their representatives, employees, or agents.
 12. Vendors who provide samples and/or products that result in waste material such as cups, rinds, corn cobs, etc. must provide containers for waste disposal.
 13. Vendors are responsible for leaving their assigned area clean at the end of each market day.
 14. Smoking is prohibited at the market.
 15. Participation in the food stamp program, WIC farmers market nutrition program, and senior farmers market nutrition program is highly encouraged. Participating vendors must adhere to all guidelines of these programs.
 16. Compliance with all Arkansas Department of Health and Arkansas Agriculture Department guidelines and restrictions is the sole responsibility of each vendor. Please see:
http://www.aad.arkansas.gov/Websites/aad/files/Content/5951790/Farmers_Market_Vendor_Guide.pdf
- Vendors must demonstrate their compliance with all guidelines, by request.
17. Applicable licenses and permits for products sold must be obtained and kept current. Copies of applicable permits and licenses will be kept on file with the Market Coordinator.
 18. The Market Coordinator may revoke the privilege of vendor based on information or evidence of violations of the Farmers Market Guidelines.

Space Assignment

1. Vendor locations will be assigned by the Market Coordinator. Moving locations is not permitted without approval from the Market Coordinator. In assigning vendor locations, the following will be taken into consideration:
 - a. How the featured product might contribute to the market.
 - b. Specific needs such as electricity for meat, egg, and dairy vendors.
 - c. Reasonable requests from vendors.

Special consideration will be given to those vendors who purchase 'Full Season' participation in the market

2. Vendors may be asked to relocate due to special events or market cohesion.
3. Fees and payment schedule will be determined annually by the Parks and Recreation Department. Fees will be due and payable at the beginning of each market season unless the vendor has paid in advance.
4. Subletting of booth space is prohibited.
5. Registration and season fees are not subject to refund.

Sales Reporting

1. Sales reports are due at the end of each market day. All vendor sales are reviewed by the Market Coordinator and used for data collection and planning purposes.

Sales Tax Obligations

1. Vendors are responsible for registering with the Arkansas Department of Finance and Administration and for collecting and remitting sales tax on tangible personal property sold at the market, unless otherwise exempt pursuant to Arkansas Law.
2. The City of Benton incurs no responsibility on behalf of Benton Farmers Market vendors regarding the collection and payment of sales tax, and provides no advice regarding the tax status of individual vendors.
3. The City of Benton recommends that each vendor consult a tax professional to determine whether they are required to collect and remit sales tax.
4. Information about tax requirements can be found at <http://www.atap.arkansas.gov/> or by calling the Arkansas Department of Finance and Administration at (501) 683-2827.

Compliance

1. All complaints must be submitted in writing to the Market Coordinator.
2. All complaints will be reviewed by the Market Coordinator in an attempt to resolve the issue, or the Parks and Recreation Committee can be petitioned to hear an issue of disagreement.
3. Application approval serves as the vendor's agreement to abide by the rules of the market, as established by the City of Benton.

Market Fees

Booth fees must be paid in full before the starts of each season for which you wish to enroll. Fees are not to be paid until accepted into the market.

Season 1	May 1 – June 30	\$25
Season 2	July 3 – September 1	\$25
Season 3	September 4 – November 3	\$25
Full Season	May 1 – November 3	\$65
À la Carte	<i>Any single market</i>	\$10/each
À la Carte Package	<i>Nine or more single markets</i>	\$8/each

EVENTS

The Benton Farmers Market Pavilion is owned and operated by the City of Benton. Rental fees are subject to change without notice.

General Usage

1. Organizations, businesses, or individuals at least 21 years of age (renting parties) may rent the Benton Farmers Market Pavilion for public and private events.
2. All arrangements, including but not limited to DJs, bands, sound systems, machinery, tents, electrical catering equipment, and deliveries by agents must be approved by the Special Events Coordinator at least one month in advance of the date of the rental. Failure to do so may result in loss of the reservation.
3. Alcohol use must be approved by the Special Events Coordinator in advance of any event. Failure to do so will result in loss of current and/or future reservations.
4. The Renting Party must obtain a temporary ABC permit if alcohol at the event is to be sold. If alcohol is to be given away, then no permit is required.
5. Alcohol shall not be taken off the premises
6. Participatory athletic events are prohibited.
7. The name of the City of Benton, or any portion thereof, may not be used in any manner by an organization or individual on invitations, notices, etc. The facility shall be referred to as the Benton Farmers Market Pavilion, 125 W. Ashley, Benton, AR 72015

Hours of Availability

1. The Benton Farmers Market Pavilion may be rented between the hours of 7:00am-11:00pm (Sunday-Saturday). The renting party and all guests must clear the grounds by 11:00pm, no exceptions. The renting party must exit the grounds at the end of their rental period. Any time over the allotted rental period will result in an additional charge.
2. For any event held on a “market day” (Tuesday & Saturday), setup can commence no earlier than 2:00pm in order for market vendors to clear the pavilion area.

Reservation Regulations

1. A Special Events Application can be picked up at the River Center front desk at 1800 Citizens Drive, Benton AR 72015 and must be submitted a minimum 30 days prior to your event date.
2. Reservations requests may be made in the Parks and Recreation between the hours of 8:00am-5:00pm, Monday through Friday. The department will be closed on the weekend and for city recognized holidays.
3. No reservation will be confirmed until payment is rendered and a Rental Agreement is executed. The Rental Agreement will be issued no more than one year in advance of the function.
4. In the event of unforeseen circumstances, and in the public interest, the city reserves the right to cancel or deny any reservation or rental. In such case, fees and payment will be returned in full.

Fees and Payment

1. For rental of the Benton Farmers Market Pavilion, the fee structure will be as such:
 - Rental per hour – \$25 (**Each event requires a two-hour minimum rental period**)
2. A credit card is required on all rentals at the time the reservation is confirmed by the issuance of an executed Rental Agreement.
3. The credit card is required to cover damages, overtime, littering of the grounds, and missing inventory. The Renting Party is responsible for the removal of litter from the grounds. Any damage to the pavilion or grounds in excess of the rental fee will be charged directly to the Renting Party. No charges will be made unless contacted by the Parks and Recreation department.
4. Rental includes the following: lighting, restrooms, parking, table and chairs with setup/breakdown, trash bags, and brooms. *If your event requires a stage setup, there will be a \$250 stage setup and usage fee applied to your reservation.*
5. Cancellations occurring less than fourteen days from the date of the event will result in forfeiture of all fees paid.
6. If the Renting Party's responsibilities, as are outlined in the Rental Agreement, are not met, then the Renting Party's fees is forfeited.

Usage Regulations

1. Smoking is prohibited in or around any part of the Benton Farmers Market Pavilion.
2. Tents may be allowed on the gravel area adjacent to the pavilion only after permission has been obtained from the Parks and Recreation department. The tent(s) must be secured with weights, sand, etc. **NO TENTS WILL BE PERMITTED ANYWHERE ELSE ON THE GROUNDS WITHOUT PRIOR APPROVAL.**
3. Use of any equipment or furniture must be arranged at least a week in advance of the event with the department as part of the rental agreement. Use of outside equipment or furniture rented from a third party must be approved in advance by the Parks and Recreation Department.
4. Fire codes, as imposed by the Benton Fire Department, must be met at all times.
5. Vehicle entrances and exits must remain clear and accessible at all times.
6. No open flame candles are allowed. Votive, floating, or hurricane candles are permissible. We encourage those using permissible candles to consult with the Fire Marshall before the event.
7. Decorations or promotional materials (circulars, flags, posters, etc.) must be approved in advance by the Parks and Recreation Department. The department must be notified of how the decorations will be placed or affixed at least a week before the rental date.
8. Trivets should be used for all hot, cold, or moist dishes.
9. Under no circumstances shall anything be dumped in or around the Benton Farmers Market Pavilion. This includes beverages, ice, and water from ice chests.
10. No animals will be allowed in or around the Benton Farmers Market Pavilion, except for those used to assist individuals with disabilities.
11. The individual who makes all the preliminary arrangements and signs the Rental Agreement (or their designated representative) must be present during all phases of the event. This includes set up, the event, and breakdown.
12. The City of Benton is not responsible for intoxicated guests. The Renting Party will be held liable and responsible for providing transportation for an intoxicated guest.
13. If all usage regulations and policies are not followed the Renting Party will be denied any future reservation requests.

What do I need to provide?

1. Food service, glassware, silverware, flatware, and any other kitchen supplies.
2. Table cloths or other types of linens.
3. Any other equipment or furniture that is not provided by the City of Benton.
4. Accessories and decorations.
5. Removal of all trash from the Benton Farmers Market Pavilion, the parking lot, and any other portion of the grounds that are used for the event.