



## **The Waterfront Markets Information, Rules and Guidelines**

### **OVERVIEW**

The Waterfront Markets were developed to provide a place for local growers and artisans to sell their goods directly to consumers, to provide education about local farming and seasonal eating, to encourage and promote the use of locally grown farm products and locally prepared foods and to enhance the quality of life in our communities by providing an activity that fosters social gathering and interaction. The Waterfront Markets goal is to provide the PURE Market concept to our markets.

PURE Markets have joined a growing trend to offer products of the highest quality from established and emerging artists, makers and growers. All items sold must be Handmade, Homemade or Homegrown by the artisan and the grower themselves. The PURE Market supports the local and regional handmade community and small farmers. We encourage residents and visitors to the area to attend our markets and connect with our various crafters and growers to help support you, our crafters and growers who enhance and build our local communities!

The Waterfront Markets are sponsored by The Waterfront Markets, LLC which is owned and managed by four women who offer a variety of professional skills and backgrounds. The Information, Rules and Guidelines document for the market have been designed and implemented by the management team. The purpose of these is to govern the operation, administration and management of the Waterfront Markets. The following rules and guidelines are not intended to burden participants but to ensure smooth operation, fairness and success of the Market to all of the vendors and our customers and visitors alike.

### **ELIGIBILITY**

The Waterfront Markets, LLC encourages all products to be 'locally produced' which means from the state of North Carolina or South Carolina.

- Vegetables
- Fruits, nuts or berries
- Plants and herbs

- Bulbs
- Eggs
- Dairy products\*
- Honey
- Cut or dried flowers
- Preserves, pickles, relishes, jams, jellies and candies\*
- Baked goods
- Meats and Seafood
- Arts and crafts (handmade or hand-crafted by the vendor themselves]
- Embellished items (non-handmade items that have been embroidered or otherwise embellished) may not be the primary item for sale by a vendor. Embellished items may be sold by a vendor, but may not exceed 50% of the items for sale.
- No Resale is permitted
- The Market Team shall have the sole discretion to determine if a particular product or set of products are not consistent with the purpose of the Market and to restrict vendor participation in such instances.
- The Waterfront Markets, LLC reserves the right to conduct an inspection of any market vendor at any time to verify product origin.
- If a vendor wishes to sell any product aside from what was described initially on the application, the vendor must receive prior approval from the Market team.
- Ocean Isle Beach has a list of the non-profit organizations in Brunswick County that the Town has or will make contributions for the 2016-2017 fiscal year. These will be eligible to participate in our Market for fundraising activities at no cost.

*\*The North Carolina Department of Agriculture and Consumer Services (NCDACS) food safety rules & regulations guiding farmer’s markets requires a home inspection for all vendors who do home processing (producing a food product in your home). ALL vendors who sell home produced food items MUST contact the NCDACS to get information on the regulations and to request a home inspection prior to sale of any home-produced food item.*

Contact Number: 919-733-7366 - indicate you are a home processor and need to speak to a food compliance officer about the requirements. Let them know you will also need a home inspection. Vendor must present a copy of the approval certificate provided by the NCDACS upon completion of approved inspection.

### **LIABILITY INSURANCE**

If you carry your own liability insurance please ask your insurance carrier to add the Town of Ocean Isle Beach and The Waterfront Markets, LLC to your policy as ‘additional

insured'. This request will not cost you any money. It just further protects us as we sponsor the markets.

### **ATMOSPHERE**

Our markets are a fun and friendly focused market. We are a community of managers and crafters that pride ourselves on positive communication. Poor or negative attitudes or communications are not a part of our market and cannot be accepted.

### **LOCATION, DATES, HOURS AND FEES**

The Market is located in the grassy field in OIB town center at 8 East 2<sup>nd</sup> Street Ocean Isle Beach, NC. The Waterfront Markets, LLC reserves the right to modify the Market schedule as necessary to allow for special events and activities

- **The Waterfront Market at Ocean Isle Beach** will operate **every Monday, beginning May 1, 2017 through September 11, 2017**
- **Market time: 9:00 am - 2:00 pm**
- Set-up time: 7:30 am - 8:30 am
- \$20.00/booth space or \$300.00/season. The seasonal rate is a discounted rate and assures the same booth space each week. \*\*

**\*\* ALL FEES ARE NON-REFUNDABLE**

**DO NOT SEND ANY FEES UNTIL WE NOTIFY YOU OF YOUR ACCEPTANCE.**

### **WEATHER**

The market will be a rain/shine market. It will be cancelled only if closed by the Town of Ocean Isle Beach or Brunswick County Emergency Management due to severe weather. Since this is an outdoor event, you must be prepared for weather changes.

### **PARKING**

- Vehicles may park in the booth area of the grassy field to unload and load only.
- There is one combined entrance/exit to this area off Gatha Lane so be cautious when entering/exiting through this gate.
- All vendor vehicles must be moved from the vendor booth space area in the grassy field and park in the parking area of the same grassy field prior to the beginning of the market. These two sections are on opposite ends of the field enclosed by fencing.
- Vendors should park along the perimeter of the fenced parking area facing your vehicle into the fence.

- There is also parking available in designated public parking spaces provided by the Town.
- If you have a trailer due to its length, please ask one of the Management Team where you may park as these spots are more specific to accommodate trailers.
- There is also parking available in designated public parking spaces provided by the Town.
- No Parking is permitted in the Museum of Coastal Carolina designated parking spots.

### **BOOTH SPACE ASSIGNMENTS**

- Spaces will be assigned by the Market Team.
- A booth space number will be given to each vendor the first day of their attendance to the 2017 market season. These may change from week to week. Only those who have paid for the season will remain in their designated space for the entire season.
- A crafter or grower that cannot attend a specific market MUST email or call a market team member no later than 12 noon on the Friday before the Monday Market. We then ask a Fill In crafter to replace you for that particular week.
- Each week, vendors must contact a market member if they are going to arrive later than 8:30 am or the space may be reassigned.
- Those who 'no show' for three consecutive weeks in a row will no longer be able to participate in the market.

### **BOOTH SPACE AND DISPLAYS**

- All spaces are 10' x 10.'
- Booths will be set up on grass and dirt ground so please plan accordingly and bring the necessary equipment to weigh your tent down securely.
- Make sure you have adequate weights for your tent as OIB can be quite windy at times because of being so close to the ocean.
- Stakes or hooks are permissible as long as they do not cause damage to the ground.
- All tents, tables, chairs, equipment and displays must be supplied by the vendor and must remain within the space boundaries.
- Each vendor must have a 2-3 lb. Fire Extinguisher in their booth. This is an OIB Town Fire Department regulation. You will not be able to set up your booth without this piece of equipment.
- All items being sold or displayed must also be contained in the booth space purchased. No items, solicitation, signage or setup shall take place outside of the purchased booth space or on the walkways or thruways.

- Vendors are required by NC Sales and Use Tax law 'to clearly display their Certificates of Registration at the locations where the goods are offered for sale.'
- Each vendor is responsible for cleaning up their assigned space at the close of the market and discarding their trash at the end of the day. The Town of OIB does not provide any trash receptacles nor pick-up service. Trash that will not fit into the limited trash receptacles provided by The Waterfront Markets, LLC must be taken off the grounds by the vendor and disposed. No trash may be left outside of or alongside any trash receptacles.
- Vendors are encouraged to have a sign posted indicating the name and location of their farm or business.
- Only one vendor license may occupy and sell from a booth space.
- Vendors are expected to remain on site for the ENTIRE duration of the market, unless product offering is sold out.
- Vendors may not sub-lease their space.

### **PRODUCT SALES AND LABELING**

- The Market does not offer exclusive rights to any one vendor to sell any one product. Market customers generally benefit from having a choice. Same type items will be limited to a maximum of five (5). Exceptions must be approved by the Market team.
- Pricing of goods sold at the market is sole responsibility of the individual vendor.
- Vendors will handle their own sales and be responsible for collecting and paying NC state and county sales tax where applicable.
- All products whether baked goods, canned or jarred must be home made by the maker themselves in an approved kitchen.
- Items for sale must have signs indicating price and description of product where applicable. A master price list may be substituted for individual product pricing.
- All canned/jarred products must have a label identifying the product and contents.
- All baked goods must be either individually labeled with ingredients or a master list identifying each product must be provided with the ingredients of each baked product being sold. (ex: a pound cake could have an ingredients label on wrapping; unwrapped cookies could have the cookie type listed on a sign with ingredients noted rather than on each individual cookie).
- All art or craft type products being sold MUST display product prices. This may be done on individual items or on a list identifying items and prices. No discounted sale signs may be used.
- Vendors must comply with all laws, ordinances, and regulations of the United States, State of North Carolina, Brunswick County, and Town of Ocean Isle Beach.

## **PETS**

Based upon the Town of Ocean Isle Beach Ordinance Section 6-4 ©, vendors may not bring their personal dogs/animals to the Market.

## **RESTROOM FACILITIES**

There are 'porta johns' available for your use located near the Museum of Coastal Carolina. Please ask one of the Management Team their location if you do not see them.

## **MARKET MANAGEMENT**

The members of The Waterfront Markets, LLC are responsible for the day-to-day management of the market and have the complete authority to interpret, implement and enforce the market policies. Any questions or concerns should be addressed with one of the members who is on site at the market. Conflicts between vendors and customers must be brought to the attention of the Market member for final resolution.

### **Market Team**

Susan Bradford  
Carol Corbett  
Emily Shea  
Chris Wilson

## **CONTACT US**

Our email: [thewaterfrontmarkets@gmail.com](mailto:thewaterfrontmarkets@gmail.com) Phone number: 910-370-1373.

We ask that you use this email and phone number for any and all communications with us. Please make certain we have your current email address and check it often, as this is our main form of communication we have between you and us!

Please return completed application, copy of your NC Department of Revenue Sales and Use Tax Certificate of Registration form and several pictures of your products if you are a new vendor to The Waterfront Markets and mail to:

The Waterfront Markets, LLC  
PO BOX 6241  
Ocean Isle Beach, NC 28469

Or email: [thewaterfrontmarkets@gmail.com](mailto:thewaterfrontmarkets@gmail.com)

**\*\* DO NOT SEND ANY FEES UNTIL WE NOTIFY YOU OF YOUR ACCEPTANCE.**

## **INFORMATION AND MARKETING**

Website: [thewaterfrontmarkets.com](http://thewaterfrontmarkets.com)

Facebook: The Waterfront Markets

## **HOLD HARMLESS CLAUSE AND INSURANCE**

All authorized vendors participating in The Waterfront Market at Ocean Isla Beach shall be individually and severally responsible to The Waterfront Markets, LLC. for any loss, bodily or personal injury, deaths, and/or property damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees. All vendors hereby agree to indemnify and save The Waterfront Markets, LLC., its officers and employees harmless from any loss, cost, damages and other expenses, including attorneys' fees, suffered or incurred by The Waterfront Markets, LLC by reason of the vendor's negligence or that of its servants, agents and employees; provided that the vendors shall not be responsible nor required to indemnify The Waterfront Markets, LLC for negligence of The Waterfront Markets, LLC., its officers or employees. No insurance is provided by The Waterfront Markets, LLC.

**Please note:** Participating vendors will be required to provide a signature on the application to acknowledge that you have read and understand:

- the Hold Harmless Clause and Insurance
- the Vendor Acknowledgement which includes Market Information, Rules and Guidelines
- **No application will be considered without your signature.**

Please keep all of this information included with a copy of your application for your records.

6-16-17