



## **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
- Seafood/Meats
- Arts and crafts (handmade or hand-crafted by the vendor]
- 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.
- Non-profit organizations are 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 Sunset 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 Sunset Beach Park, 206 Sunset Blvd, Sunset Beach, NC 28468. 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 Sunset Beach will operate every Thursday beginning May 4, 2017 through October 12, 2017.**
- **Market time: 9:00 a.m. - 2:00 p.m.**
- Set-up time: 7:30 am - 8:30 am
- \$20.00/booth space or \$360.00/season. The seasonal rate is a discounted rate and assures the same booth space each week. \*\*
  
- **The Sunset Beach Holiday Market will be held on Saturday, December 2, 2017.**
- **Market time: 10:00 am - 4:00 pm.**
- Set up time: 8:30 am - 9:30 am
- \$35.00/booth space \*\*

**\*\* 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 Sunset Beach or Brunswick County Emergency Management due to severe weather. Since this is an outdoor event, you must be prepared for weather changes.

## **PARKING**

- No cars or vehicles are permitted on the park lawn at any time. Please stay on the walkways and refrain from walking on the grassy park areas when possible. The Town is always trying to grow and maintain the grassy areas.
- Vehicles may NOT park beyond the gate to the park. This gate is

located on the side of the park near the gazebo and near the side of Twin Lakes Restaurant.

- You may unload and load by parking in the spots designated by the parking stops. These are on the outside of the fencing area near the gate.
- All vehicles must stay on the outside of the fenced area unless approval given by the Management Team.
- Once your vehicle is unloaded/loaded, please move your vehicle to a designated parking spot so the next vendor can use the space.
- Vendors may not park in the small street side parking lot in the front of the park. This lot is open for visitors and customers only during market hours.

### **BOOTH SPACE ASSIGNMENTS**

- Spaces will be assigned by the Market Team. As this is an open-air market that is outlined in a circular pattern with several entrances and exit points, we do not anticipate "priority spaces."
- A booth space number will be given to each vendor the first day of your attendance. This space may change from week to week. Only those who pay for the season will be guaranteed the same space each week of the 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 Wednesday before the Thursday market. We then ask a Fill In crafter to replace you for that particular week. Failure to notify us of your non-attendance for three weeks in a row will cause you to lose your booth space at the market for the season.
- Each week, vendors must arrive or contact a market member by 8:30 am if they expect a late arrival past this time. Non-notification could result in a space reassignment.

### **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.
- No staking is permitted.
- All tents, tables, chairs and displays must be supplied by the vendor and must remain within the space boundaries.
- 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. Trash that will not fit into the trash receptacles 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 solely the 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 Sunset Beach.

### **PETS**

Vendors may have personal pets within their booth space during Market hours but these pets must follow the Town of Sunset Beach ordinances:

99.20.-Animals restricted.

*(a) It shall be the duty of every animal owner or custodian whose animal is in the park to have physical control of the animal by leash or lead line at all times. It shall be unlawful for any person with an animal, other than service animals (such as guide dogs) as necessary, to access areas of the park which are restricted to animals. It shall be the duty of every animal owner or custodian of any animal whose animal is in the park to immediately and properly dispose of solid waste deposited by the animal.*

*(b) It shall be unlawful to take any animals into the public restrooms. This section shall not apply to service animals.*

*(c) It shall be the duty of every animal owner or custodian of such animal in the park to immediately remove from such park such animal upon such animal exhibiting aggressive behavior toward any person or toward any other domesticated animal. For the purposes of this subsection, aggressive behavior includes, but is not limited to, barking, growling, baring of teeth or fangs, biting or attempts to bite, or any other behavior that could reasonably be expected to scare or intimidate any person or domesticated animal.*

**SMOKING IS NOT PERMITTED ANYWHERE IN THE PARK.**

**RESTROOM FACILITIES**

Indoor restrooms are available in the park for your use.

**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 Sunset 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.

6-18-17