

# **Old Town Farmers Market- Tianguis Cultural**

**Rules and Regulations 2011-2012**

**Under revision** October 20, 2011

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## **Appendices**

### **Appendix**

Vendor Application  
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Vendor Suggestion/Complaint Form

## **Welcome to the Market**

Every Saturday from the first Saturday in November until the last Saturday in May, rain or shine, local producers come to sell their locally handmade or homegrown products. They arrive early in the morning to set up their stalls and shortly after the crowds descend and from 10 am until 2 pm the Market literally hums with all sorts of activities. The Market is a melting pot of the unique and varied cultures that make up the Bay of Banderas community and has become the Saturday morning gathering place for locals, snowbirds and tourist alike.

The day-to-day conduct, operation and coordination of the Old Town Farmers Market – Tianguis Cultural shall be governed according to the following rules and regulations. Exceptions to these policies may occur on a case by case basis at the discretion of the Market administration, if they find the exceptions to be in the best interests of the Market. These rules and regulations are an attempt to address everything you the Vendor needs to know to have a positive experience at the Market, to assist you in your understanding of the requirements for being a Market Vendor and to set the framework to work together in a spirit of cooperation for the mutual benefit of all.

### **1. Location of the Market**

The Market is located in the Romantic Zone of Puerto Vallarta on calle Pino Suarez between Venustiano Carranza and Basilio Badillo and inside the kindergarden school of El Jardin de Ninos Emiliano Zapata.

### **2. Philosophy of the Market**

The Old Town Farmers Market-Tianguis Cultural operates as a local producer based Market whose philosophy is:

*“Make it, Bake it, Grow it”*

**All products must be Vendor produced and sold.**

### **3. History**

Charlotte Semple, co-owner of Xocodiva Artisan Chocolates founded the Old Town Farmers Market-Tianguis Cultural in March of 2010. Within 2 weeks of securing the location the Market opened on March 27<sup>th</sup> with upwards of 30 vendors in attendance and sell out crowds. Charlotte has a background in social entrepreneurship and it has long been her dream to create a venue where aspiring entrepreneurs can nurture and grow their businesses.

### **4. Definition of Terms Used**

This section deals with the definitions used within these guidelines.

**“Busker”**

A person who provides entertainment and is paid by collecting tips or selling cd's. Clowns, balloon artists, musicians, magic and juggling acts fall into this category.

**“Farmer/Grower”**

A vendor whose products:

- a. are unprocessed food items grown on land he/she owns or leases
- b. are cultivated plants and/or flowers grown on land he/she owns or leases,
- c. are value-added products whose contents are, by volume, at least 50% grown on land that he/she owns or leases,

**“Not For Profit Groups”**

A local group that is a registered civil association.

**“Producer Representative”**

Vendors that sell products that add diversity, are not currently being sold and that are produced more than 50 kilometers from Puerto Vallarta. Vendors can represent a maximum of 2 producers and those products can not exceed more than 20% of their total products for sale.

**“Vendor”**

A local producer who resides within 50 kilometers ( 31 miles) of Puerto Vallarta who produces, prepares, makes, assembles, creates a product and is considered by this definition to be the principle participant in the business operation and who **must attend the Market on a regular basis.**

**“Vendor Collective”** – A group of 10 or less local producers who share a space at the Market.

## **5. Special Notes for Vendors**

This section deals with additional information for Vendors.

### **Buskers**

Each week the Market will have two available spots for buskers who are approved on a first come, first served basis. Child buskers between the ages of 8-12 are permitted but must be accompanied by an adult at all times.

### **Child Vendors**

Child vendors between the ages of 8-12 are permitted but must be accompanied by an adult in their space all times.

### **Food Vendors**

Food Vendors are required to have all applicable permits and registrations required by local, state and federal authorities.

### **Non Profit Organizations**

In addition to creating a dynamic market place the Market is proud to provide opportunities for local non profits which in some way contribute to the environmental, social or cultural health of the community. Each week the Market allocates a total of 4 reduced rate spaces for organizations to sell event tickets, solicit memberships, accept donations and promote the good works of their organizations. They are required to meet non profit criteria and all applications must be accompanied with documents outlined on the non profit application. Spaces must be booked in advance and **all products sold or given away must be approved prior to selling.** In order to promote as many non profits as possible participation is limited to 4 times per year. Animal rescue organizations are exempt from this restriction. The Non Profit application appears in the appendix following the rules and regulations.

### **Shared Space Vendors**

Spaces may be shared by a maximum of 2 approved vendors and both Vendors must be present to sell their own products. Additional shared space costs apply only when both Vendors are present.

### **Vendor Collectives**

Products from the collective's membership may be sold at the market however, a minimum of fifty percent of the space must contain the products of the Vendor in attendance and all products must be clearly labeled with the each producer's name. All Collective members and their products must be approved prior to attending the Market and one member of the collective shall be appointed to act as the representative for the group

## **6. The Market Season**

The Market operates from the 1st Saturday in November until the last Saturday in May.

### **Hours of Operation**

The hours of operation for the Market are from 8:00 am until 3:00 pm. Vendors will not be allowed access prior to 8:00 am.

#### **Activity Time**

Set Up 8:00 – 10:00 am

Open for sales 10:00 – 2 pm

Take Down 2:00 - 3:00 pm

**All vendors MUST arrive by 9:30 am and be set up ready for sales at 10 am. Vendors that arrive after 9:30 will not be allowed into the Market and will be charged the daily Vendor fee. All such fees must be paid prior to set up at the following Market.**

**THERE WILL BE NO EXCEPTIONS TO THIS RULE.**

Public selling begins at 10:00 am after the Market bell. Prior to the 10:00 am opening of the Market, Vendors may sell to other Vendors but not to the general public. **Vendors that do not comply with this rule may have their Vendor privileges revoked.**

Vendors may not disassemble their stall until after the Market closure bell at 2:00 pm. This includes "sold out" vendors who are required to display a sold out sign on the table and take down their stall after the Market closes.

Vendors must vacate the Market area by no later than 3:00 pm.

## **7. Products**

All products must be homemade, handmade or home grown. **All products must be sold by their producer.** No reselling of products is allowed except for Vendors approved as Producer Representatives. All products must meet the Market philosophy of make it, bake it grow it and if there is any doubt the Vendor may be subjected to a site inspection by the Vendor Selection Committee.

Products offered for sale at the Market shall be made or prepared by the Vendor or made of components transformed or significantly altered by the Vendor including:

- a) Farm produce and products including fruits, vegetables, herbs and edible flowers;
- b) cultivated plants and flowers, including cut flowers;
- c) prepared foods and baked goods.
- d) craft items that are of original, unique work or original design. In all items:
  - 1.) the handcraft component must dominate the commercial component,
  - 2.) the commercial components must be transformed in a way that makes the work unique
  - 3.) the starting material must be significantly altered and enhanced by the artisan, and
  - 4.) the product must meet basic expectations of product life, function and safety.
- e) clothing which has been hand or machine sewn, stitched, knit, embroidered or woven;
- f) original works of art, or prints, photographs, replicas or audio or video tapes of original works of art where the prints, photos, replicas or tapes are made by or at the direction or under the supervision of the artist.

Priority is given to locally produced products however exceptions may be made for products produced outside of the approved area of 50 kilometers that enhance the diversity of the market. Vendors wishing to sell non local products may apply to become a Producer Representative. When similar local products become available they may be given priority and if so, may replace the non local products.

Vendors are accepted based on the items reviewed and approved as listed on the application form. **Any changes or additions to product lines must be approved by the Vendor Selection Committee prior to selling.**

## **8. Signage**

All products must be advertised in both English and Spanish and priced in pesos either individually or as a group of items. US dollar pricing is not permitted.

## **9. Residency Requirements**

With the exception of Collective Vendors all Vendors must reside within 50 kilometers of Puerto Vallarta. Proof of residency may be required.

## **10. How to Become a Vendor at the Market**

Individuals who are interested in becoming a Vendor and whose products meet the Market criteria of “Make it, Bake it, Grow it” can apply by completing a Vendor application form. Applications are available at Xocodiva Artisan Chocolates at Rodolfo Gomez #118, via email from [Coordinator@oldtownfm.com](mailto:Coordinator@oldtownfm.com), or can be downloaded from the Market website.

Applications may be returned via email, dropped off at Xocodiva or at the Market Information Booth during Market hours.

Each new season returning Vendors from the previous year have priority and as space becomes available new applicants are selected to be interviewed and approved by the Market Selection Committee. In order to create a vibrant and sustainable Market priority is given to applicants whose products add diversity. Due to the high volume of applications only selected applicants are contacted.

## **11. Application for Vendors**

The Vendor application appears in the appendix following the rules and regulations. The person whose name appears on the application as the Vendor is considered to be the principle participant in the business operation and the person who produces the products. Where there is a business partnership both names must appear on the application and both individuals must participate in the production of the products. Proof of partnership may be required. Applications are kept on file for 6 months after which time they are recycled.

**The Vendor(s) named on the application must attend the Market to sell their products.**

## **12. Vendor Schedule of Fees**

	Basic Fee
Daily fee	\$150 pesos
Daily fee for corner space	\$200 pesos
Non profit organizations – reduced fee	\$100 pesos

Late fee for payments received after 9:45 am \$50 pesos

**\$50 pesos supplemental fee for electrical may apply.**

Shared space (2 people) – basic space fee plus \$50 pesos

Collective Space – basic space fee plus \$50 pesos for each additional vendor participating per week.

Buskers - No Charge - dependant on space availability.

### **13. Payment of Fees**

Space fees are to be paid weekly before 9:45 am at the Market Information Booth and Vendors paying after 9:45 will be charged an additional 50 peso late fee. If there are any arrears from the previous year, they shall be paid in full on first day of attending the Market.

### **14. How Space is Assigned**

Spaces are booked on a weekly basis and priority for booking the following week is given to Vendors who are at the current Market. Vendors not at the Market but who wish to attend the following week must contact the Market Coordinator by phone or email between Monday 10 am and Wednesday 5 pm to reserve a space. Spaces are allocated on a first come basis and attempts will be made to place Vendors in a consistent location, however locations may vary week to week depending on space availability. All space allocations are made at the discretion of the Market Coordinator.

### **SPACES MAY NOT BE BOOKED IN ADVANCE**

### **15. Cancellation**

Notice to cancel a booked space must be received by the Market Coordinator by 5 pm the Thursday prior to the Market. Except in the case of an emergency a Vendor who has not given the required notice will be charged for the space and must pay the amount **PRIOR** to setting up at the next Market.

### **16. Equipment**

Vendors are required to supply their own tables, chairs and shade cover. All shade covers and bases must be consistent with the overall Market design and colors and may not exceed the size of the approved space. Tarps and buckets of concrete are not permitted.

Vendors selling by weight must provide their own certified scales. If vendors do not own a scale, products must be priced by the unit (ie. the ear, pint, head, bushel, bundle, peck, basket etc.)

Power cords may be permitted at the discretion of the Market Coordinator but

may not cross any pedestrian walkway.

## **17. Vendor Parking**

To allow ample street parking for Market visitors Vendors are **required** to park in the Lazaro Cardenas parkade. Vendors must provide their vehicle make and plate number to be eligible for the reduced rate of \$50 pesos per market day.

## **18. Loading and Unloading**

Upon arrival, quickly unload your vehicle and move the vehicle out of the loading/unloading zone. **Do not leave it unattended in the loading/unloading area.** At the end of the day, pack up everything and take it to the curbside prior to moving your vehicle into the loading zone.

## **19. Clean Up**

It is the responsibility of Vendors to leave their vending space clean and free of garbage. Vendors must remove all bags of their own personal trash or debris from the Market and place them a City of Vallarta designated area or take them home. **The Market garbage cans are for customers only.** Vendors located inside the school are required to sweep their space at the end of each Market day. In the event that the Vendor does not clean up, a \$100 pesos cleaning fee will be charged to the Vendor. All cleaning fees must be paid prior to set up at the next Market.

## **20. Market Etiquette**

- a. Out of respect for others, Vendors will not do anything that will cause a nuisance to other Vendors or the public.
- b. Vendors are encouraged to use their space to the best advantage without infringing on their neighbors.
- c. Vendors are required to maintain a clean and sanitary environment.
- d. Vendors must work from within their allotted space. **All samples are to be offered from within their own vending space.** When offering samples a garbage container for the refuse must be provided.
- e. For security reasons Vendors are not permitted to allow visitors into the Vendor common area behind their tables.
- f. No alcohol or illegal drugs are to be brought to, sold or used at the Market.
- g. Vendors may bring their children to the market however, children under the age of 7 must be supervised by an adult at all times.

## **21. Animals**

The sale of animals is prohibited and with the exception of animal rescue organizations Vendors are not permitted to bring their dogs to the Market. Dogs visiting the Market must be on a leash at all times.

## **22. License and Special Requirements**

Vendors are responsible for informing themselves about and complying with

City, State, and Federal health, taxation, immigration and licensing requirements governing the production, display, distribution, sampling and sale of their products.

### **23. Liability**

The Old Town Farmers Market does not insure the Vendor nor the Vendors products and equipment.

### **24. Concerns and Suggestions**

As you can appreciate the morning set up is an extremely busy time of day so whenever possible discuss any concerns and suggestions with the Market Coordinator after the Market opens at 10 am. If the Market Coordinator is unable to deal with your concern, you will be asked to submit your concern or suggestion in writing. Please write a letter or use the form provided in the appendix.

This may be handed in to the Market Coordinator, dropped off at Xocodiva Artisan Chocolates at Rodolfo Gomez #118. Your concerns and suggestions will be considered as soon as possible by the Market Coordinator, Market Director or the Vendor Selection Committee as applicable.

### **Neighbor Vendor Disputes**

If your neighbor or neighbors customers do something that you don't agree with or like, wait until the customer leaves before speaking to your neighbor. Try to come to a mutual agreement. If you cannot resolve the issue, ask the Market Coordinator to assist you both in the resolution. If this process cannot achieve mutual satisfaction, then direct your concerns in writing to the Vendor Selection Committee.

### **Questionnaire**

At the end of the season a Market Survey will be distributed to all vendors. This is another opportunity to voice your concerns and offer suggestions that can help to improve the Market operation in the coming years. Your comments are valued and appreciated.

### **25. Enforcement and Disputes**

All rules and regulations of the Market are enforced by the Market Coordinator who has the ultimate on-site authority. If a Vendor does not comply with the Market guidelines, the Market Coordinator may take any reasonable action, including immediately barring the Vendor from the Market for that day and any future days. The Vendor may appeal any decision of the Market Coordinator concerning violation of these rules in writing to the Vendor Selection Committee. The Committee shall review the appeal and make a final decision.

### **26. Market Administration**

The Old Town Farmers Market is administered by the Market Coordinator and the Market Director in conjunction with a volunteer Vendor Selection Committee.

Market Coordinator – Pamela Beltran

Market Director – Charlotte Semple

### **Vendor Selection Committee**

The Vendor Selection Committee duties are to interview applicants, review products, approve new Vendors, and to assist with on site Vendor concerns. The Vendor Committee consists of a maximum of 6 members, 4 Vendors, the Market Coordinator and the Market Director. The Vendor Selection Committee is appointed each year by the Market Director and meets as required. Committee members for the 2011-2012 season are:

1. Mark McCoy - SPCA Volunteer
2. Michel Pascal Ferrari - Owner Trattori Michel
3. TBA
4. TBA
6. Charlotte Semple - Market Director, co-owner of Xocodiva Artisan Chocolates
5. Pamela Beltran - Market Coordinator

### **Market Coordinator**

The Market Coordinator is contracted to assist in the operation of the Market. The Coordinator's job is to organize all of the activities of the day to day functioning of the Market and to uphold the philosophy through the enforcement of the Market rules and regulations. The Coordinator also acts as a conduit of information from the Vendors and customers to the Vendor Selection Committee.

## **27. Contact Information**

Market Coordinator

Pamela Beltran – email: [coordinator@oldtownfm.com](mailto:coordinator@oldtownfm.com)

Phone 322-205-3384

Market Director

Charlotte Semple – email: [director@oldtownfm.com](mailto:director@oldtownfm.com)

Phone 322-133-9673



**Please check:**

I have read and understand the rules and regulations and if granted a permit to vend, I agree to comply with and be governed by the rules and regulations set out by the Old Town Farmers Market-Tianguis Cultural. I understand that failure to comply may result in my Vendor participation being revoked.

I understand that it is solely my responsibility as a Vendor to comply with all City, State and Federal laws and regulations.

I, \_\_\_\_\_ declare that I am a producer-based vendor, as defined in the rules and regulations, and agree to provide the Old Town Farmers Market-Tianguis Cultural with information that may be required to verify this claim.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**OFFICE USE ONLY**

Date received \_\_\_\_\_

Interview Date \_\_\_\_\_

First Market Date \_\_\_\_\_

Approved: Yes \_\_\_\_\_ No \_\_\_\_\_

Date entered in Excel \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Old Town Farmers Market-Tianguis Cultural

## ***MAKE IT, BAKE IT, GROW IT!***

# Non-Profit Application

Market Hours: Saturdays 10 AM to 2 PM – November 5<sup>th</sup> 2011 – May 26<sup>th</sup> 2012

Location: The Market is located in the Romantic Zone of Puerto Vallarta on calle Pino Suárez between B. Badillo and V. Carranza and inside the kindergarten school of El Jardín de Niños Emiliano Zapata

Contact: Market Coordinator- Pamela Beltran – 322-205-3384 or [coordinator@oldtownfm.com](mailto:coordinator@oldtownfm.com)  
Website [www.oldtownfm.com](http://www.oldtownfm.com) Facebook: Old Town Farmer's Market Puerto Vallarta

**Return applications to Market Information Booth on Saturdays from 10-2pm or to Xocodiva Artisan Chocolates at Roldofo Gómez #118.**

Date: \_\_\_\_\_ New Organization \_\_\_\_\_ Returning Organization \_\_\_\_\_

**All returning non profits applications must be accompanied with a copy of current year annual declaration and list of Board of Directors.**

**All new applications must be accompanied with copies of incorporation documents for Civil Association, Hacienda registration, current annual declaration and list of Board of Directors.**

Organization/Group Name: \_\_\_\_\_  
Name of President/Executive \_\_\_\_\_  
Name of Person Attending Market \_\_\_\_\_  
Vehicle Make \_\_\_\_\_ Plate Number \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Secondary Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please provide a brief description of your organization, its mission and goals.

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All items including merchandise and tickets must be approved prior to selling. Please provide a complete list of items you would like to sell or promote at the Market.

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To provide opportunity for as many community groups as possible attendance is limited to 4 times per year. Please choose 4 weeks you would like to attend the Market and rank in order of preference. Animal rescue organizations are exempt from this restriction. Dates will be filled in a first come basis.

Nov 5		Nov 12		Nov 19		Nov 26			
Dec 3		Dec 10		Dec 17		Dec24		Dec 31	
Jan 7		Jan 14		Jan 21		Jan 28			
Feb 4		Feb 11		Feb 18		Feb 25			
Mar 3		Mar 10		Mar 17		Mar 24		Mar 31	
Apr 7		Apr14		Apr 21		Apr 28			
May 5		May 12		May 19		May 26			

**Please check:**

- I understand that it is solely the responsibility of the organization to comply with all City, State and Federal laws and regulations.
- I have read and understand the rules and regulations and if granted a permit to vend, I agree to comply with and be governed by the rules and regulations set out by the Old Town Farmers Market-Tianguis Cultural. I understand that failure to comply may result in my Vendor participation being revoked.
- Attached are the required documents
- I understand our representative must arrive no later than 9:30 am, be set up by 10 am and maintain the booth until the Market closes at 2 pm.

Organization/Group Name \_\_\_\_\_  
 Signature of Representative \_\_\_\_\_  
 Date \_\_\_\_\_

**OFFICE USE ONLY**

Date received \_\_\_\_\_ All documents included \_\_\_\_\_  
 Interview Date \_\_\_\_\_ Approved: Yes \_\_\_\_\_ No \_\_\_\_\_  
 First Market Date \_\_\_\_\_ Date entered in Vendor List \_\_\_\_\_  
 Notes \_\_\_\_\_  
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