



To: Potential 2010 Fulltime Edwards Farmers' Market Vendors,

The Edwards Farmers' Market is the favorite market of second homeowners and locals. Virtually all of our visitors are buyers, most leaving with several shopping bags. And, with our convenient free parking, some customers make short trips to their vehicles to deposit initial purchases and then return to buy more.

The 2010 Edwards Farmers' Market will run every Saturday from June 12 through September 11 and the hours are 9:30am – 1:30pm.

Our major competitors are local supermarkets, not other farmers' markets that are heavily oriented towards tourists and crafts.

Therefore, we will continue to focus on farm and food vendors and to attract customers who are currently not visiting any farmers' markets. We'll promote freshness, flavor, variety and quality. We are not accepting non-food vendors.

Our 2009 newspaper and radio ads were very popular and generated a noticeable number of new customers. We will continue them in 2010.

Edwards will grow a couple of tents in 2010 to forty-two, but we won't ever have a large number of vendors because our tent space is limited. However, our current vendors generate significant revenues. One third told us that Edwards was their top sales market. Another third told us Edwards was better than the average of their other markets.

Our overall policy is to increase product variety while trying to keep competition between vendors to a minimum. That doesn't mean there won't be any overlap, but we'll try to keep it to a minimum.

Attached is a 2010 fulltime vendor application form. The market fee for Edwards for the 2010 season is \$600 for each 10X10 tent space. If you want to participate in the 2010 Edwards Market, please complete the attached application and return it ASAP with a \$100 per tent space non-refundable deposit. Once all the tents spaces have been assigned, the Market will be sold out. Most of our 2009 vendors are returning so there are only a few spaces available for new vendors. This deposit counts towards your market fee and reduces what you will owe when you pay your remaining fee by March 15. Please read, sign and return the attached market rules with your application.

Feel free to call or email me if you have any questions.

Rick

970-479-1711

Info@EdwardsFarmersMarket.com

**2010 EDWARDS FARMERS' MARKET APPLICATION 1/2**

**FT Vendor**

NAME OF BUSINESS: \_\_\_\_\_

NAME OF OWNER: \_\_\_\_\_

NAME OF CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

LIST ALL PRODUCTS YOU WANT TO SELL: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

WHICH OF THE ABOVE WERE NOT GROWN, PROCESSED OR PRODUCED IN COLORADO? If none, write "none". \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

DO YOU NEED ELECTRICITY? \_\_\_ YES \_\_\_ NO If yes, how would you use it? \_\_\_\_\_

CHECK THE NUMBER OF TENT SPACES DESIRED:

\_\_\_ one space \_\_\_ two spaces \_\_\_ three spaces (max of three)

NON-REFUNDABLE DEPOSIT ENCLOSED (\$100 per space):

\$ \_\_\_\_\_

MAIL TO: EDWARDS FARMERS' MARKET  
PO BOX 2445  
VAIL, CO 81658

## **2010 EDWARDS FARMERS' MARKET RULES – 2/2**

1. All vendors are required to have tents or approved umbrellas with adequate weights: either 10 X 10 or 8 X 8 or multiples thereof. No products, signs or equipment are to be placed outside the vendor's tent(s). All farm and food products must be displayed on tables. The name of the business and prices must be displayed somewhere on or in the tent.
2. Only products listed on your application and approved in advance by Market organizer may be sold.
3. Vendors who use any kind of open flame or electricity are required to have an operating ABC fire extinguisher available and visible in their tent(s).
4. Electric hookups are very limited and are only available in certain tent locations. If you need electricity to operate critical equipment, make a note on your application. Efforts will be made to provide a hookup, but it may not be possible and you may have to provide your own generator. If available, there may be an additional charge of \$10 per day.
5. The starting time is 9:30AM. This means all vehicles must be removed from the Market area no later than 9:15AM. Setup for large trucks/trailers cannot begin before 8:00am and not before 8:30am for everyone else. Late arrivals may be reassigned to an outlying space or denied access. Vendors are to be fully operational until sales end at 1:30PM. Because of the logistics of the Market, vendors who sell out early cannot begin closing up until the market closes at 1:30PM.
6. Vendors are required to clean up their assigned areas before departing. All trash is to be placed in the nearby trash dumpsters. Vendors serving food/samples must provide mats to protect the pavement.
7. Vendors who fail to participate two Saturdays or who fail to provide adequate notice of their absence may be reassigned to a less desirable space or have their participation suspended or terminated by the organizer, without a refund.
8. The organizer reserves the right to deny space to any vendor that, in the organizer's sole opinion, does not fit the Edwards Market or that competes with Edwards Corner merchants. The organizer also reserves the right to limit the number of vendors selling similar products.
9. The organizer prefers products that are grown, processed or produced in Colorado by the selling vendor. Any products not grown, processed or produced in Colorado must clearly show their origin.
10. All food vendors must be approved by the Eagle County Health Office and must have the appropriate permits.
11. All vendors must have a valid Colorado Sales Tax License.
12. All vendors are required to carry adequate liability insurance. Proof of insurance or additional insured certificates may be required.
13. These rules may be changed from time to time by the organizer. Failure to follow any rule(s) may result in vendor(s) being fined or dropped from the market, with all paid fees and deposits forfeited.

Signature: \_\_\_\_\_ Company: \_\_\_\_\_

Date: \_\_\_\_\_

Vers: 09/29/09