

**Celina's Friday Night Market
Vendor Handbook
2023**

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Mission Statement

The mission of Friday Night Market on the Square is to provide locally grown, fresh, and high-quality produced products while giving local farmers, producers, and artisans an economic outlet within Celina. The Market will also promote foot traffic to the Historic Downtown Square as a Friday night destination, giving local merchants opportunities to strengthen their businesses and preserve the connection between producer, consumer, and community.

Vision

It is our vision to bring a Farmers Market to Celina called Friday Night Market. Our aim in holding the Market on a Friday night is to create a destination spot in our historic Downtown Square where community, local farmers, producers, and artisans can come together. We envision a strong presence of quality local farmers, producers, and artisans with a diversity of offerings. We'd like to see the Market offer fresh seasonal fruits and vegetables raised by local farmers as well as specialties like bread, honey, jams, herbs and handmade items. We also envision support from local businesses and musicians.

Our Story

Celina's Friday Night Market was founded in 2014 by Celina Ladies & Friends. Michelle Baggett initiated the concept of Celina hosting a community farmers market. "My dream is that we can provide local residents with opportunities to purchase locally grown produce and handmade products from local artisans. Farmers can educate consumers on the health benefits of buying fresh and nutritious ingredients and offer delicious and hopefully different ways to prepare these foods." In Fall 2013, Celina Ladies & Friends President, Rachel Baty, began extensive research into the action steps necessary to bring a farmers market to the community. With a small group of dedicated volunteers and hundreds of volunteer hours developing and implementing plans the dream became a reality on June 6, 2014. We started with 12 vendors and have grown to over 40 dedicated vendors.

Organization

The City of Celina supervises the Market. The Market Director, a volunteer, is responsible for facilitating a relationship between the Market and the City, the day-to-day operations of the Market and maintains primary contact with the vendors, and the City. Vendor input is vital to the success of the Market and is coordinated through the Market Director.

Friday Night Market Staff

Market Director: Michelle Baggett
Email: celinafridaynightmarket@gmail.com
Cell: 904-514-0273

City of Celina Staff

Event Manager: Bree Shamsy
Email: bshamsy@celina-tx.gov
Cell: 254-677-7381

Event Coordinator: Haley Courson
Email: hcourson@celina-tx.gov
Cell: 972-666-3659

Volunteers

Volunteers assist with the Friday Night Market information table, set up, take down, and a variety of on-site and off-site tasks. To sign-up to volunteer visit our [website](#).

Market Operations

The Friday Night Market will be held rain or shine. If deemed unsafe for staff or patrons of the Friday Night Market the City of Celina and Market Director reserve the right to cancel the event at their sole discretion. The City of Celina and Market Director will make a decision by 12 PM, the day of the event, and then notify vendors of the cancellation by email.

Market Hours

The Friday Night Market is open from 6:00 PM - 9:00 PM

2023 Dates

March 3, 2023

April 14, 2023

May 5, 2023

June 2, 2023

July 7, 2023

August 4, 2023

September 1, 2023

October 6, 2023

November 3, 2023

Set-up and Breakdown Schedule

2:00 PM: Roads are blocked

3:30 PM: F&B Vendors Check-In (no later than 4 PM)

4:00 PM: Market Vendors Check In

5:30 PM: **Vendor check-in closed**

5:45 PM: All vehicles off event site

6:00 PM: Market is open

9:00 PM: Market Closes; Breakdown Begins

10:00 PM: Vendors must be out

Services Provided by the Market

110V Electrical (\$5 Fee for Electricity)

Cord Covers

The Friday Night Market will not provide the following items: Tables, tents, chairs, lights, batteries, extension cords, weights, ice, water, coolers, dolly's, storage, booth staffing, set-up assistants, or other materials used for a vendor's tent set-up.

Vendor Categories and Product Descriptions

Vendors are divided into the categories of Farmers & Ranchers, Hot Served Food/Food Trucks, Specialty Food/Artisans, and Material Goods/Craft/Flea/Art.

Vendors

A Vendor is defined as any Market participant that submits a vendor application and is approved by the City of Celina and the Market Director. Vendors pay a required monthly booth fee to attend the Market and sell their product(s).

Farmers & Ranchers

Any vendor who grows, raises, and/or wild-harvests a food product.

1. Farmers – Growers of vegetables, herbs, fruits, nuts, mushrooms, nursery products, grains, flowers, and other horticultural crops.
2. Ranchers – Producers of animal-based products, including meat, eggs, and dairy products.

Hot Served Food/Food & Beverage Truck

Any vendor who sells food that is freshly made and available for immediate consumption onsite. Hot Served Food and Food Truck vendors must have a current City of Celina [Temporary Event Food Vendor Health Permit](#). If cooking with oil or open flame vendors must also schedule an inspection to receive a [Mobile Fire Suppression Permit](#). Both applications are available [online](#) and must be completed two weeks before the event.

1. Health Department: Bruce Koliba, bkoliba@celina-tx.gov, 972-200-3621
2. Fire Department: Captain Keith Brumfield, kbrumfield@celina-tx.gov, 972-382-3004
3. Fire Department: Captain Marty Nevil – mnevil@celina-tx.gov, (972) 201-3179 Ext. 3016

Specialty Food/Artisan

Any vendor who uses one or more ingredients to create a product by processing, blending, packaging, or altering using other preparation methods. Example: Cottage Food Vendor

1. Specialty Food Vendors – Any vendor who prepares food in an approved production facility to be consumed off-site or to be used as an ingredient.
2. Artisan – Any vendor that makes a high-quality or distinctive product in small quantities, usually by hand or using traditional methods.
3. Cottage Food Vendors – Producer of foods prepared under the Texas Cottage Food Law (Texas Department of State Health Services, Health and Safety Code, Title 6, Chapter 437).
4. Specialty Food/Artisan vendors who have food sampling onsite are required to receive a City of Celina Health Permit.
 - a. Health Department: Bruce Koliba, bkoliba@celina-tx.gov, 972-200-3621

Material Goods/Craft/Flea/Art

Any vendor who identifies as an artist or craftsperson who produces originally designed hand-crafted products that are unique and of high-quality, to include crafts, artwork, inedible products such as herbal products, personal care and beauty products.

Sponsor

Interested in supporting Celina's Friday Night Market? Contact the City of Celina's Events Department to view the 2023 sponsorship opportunities at events@celina-tx.gov.

Vendor Rules and Regulations

Vendor Application

1. Vendors must have an account on MarketSpread.com. Vendors are responsible for keeping their information current, as this information is what displays on our [website](#), and is also how we will be in contact with vendors.
2. Vendor agrees to be set-up and ready for sales by 6:00 pm on the day of the Market. Vendor agrees to remain onsite until the close of the event at 9:00 pm.
3. Vendors must submit an application and other required forms if applicable, no later than 2 weeks prior to the Market in order to be able to participate in the Market. If a Health and/or Fire Permit is needed, the application must be submitted 30 days prior to the Market. Vendor acknowledges that submission of application does not guarantee acceptance into the event.
4. Photo(s) of product(s) displayed are required to be submitted with application.
5. Payment is due 10 days after approval to the Market, see payment plan for full season vendors on pg. 13 (Vendor Fees). Waitlisted vendors will receive a new payment deadline depending on acceptance date.
6. The Friday Night Market only accepts vendors selling products that are handmade, homemade, or homegrown. Direct sales representatives such as Advocare, Mary Kay, Pampered Chef, etc. will not be accepted as a vendor.
7. Direct sales representatives of Food Specialties will be considered on an individual basis and require approval from the City of Celina and the Market Director.
8. Vendors must supply their own 10x10 tent, weights (25lb per leg), tables, chairs, 100' electric extension cords, LED lights, space signage, refrigeration, storage, and all materials and containers for customer sales.
9. Designation and allocation of booth spaces are the responsibility and at the discretion of the Market Director and the City of Celina. Spaces will be assigned once the application is approved and payment is received, or until the Market is at capacity. An effort will be made to separate vendors selling similar products. However, all booth assignments are final, and no changes will be made during the set-up process for any reason unless directed by the Market Director or the City of Celina staff. Vendor shall not sublet or assign this License to any other person.
10. Vendors are prohibited from selling merchandise or distributing information from an area other than their designated booth space.
11. Vendors can display signage within their assigned vendor space. All signage and décor shall be properly displayed and mounted. Vendors shall not place signage or advertisement flyers in any other locations aside from their designated vendor space. Signs, banners or display of any kind of inappropriate messaging, shall not be displayed by vendor in the booth/tent space or at any other event location.
12. Vendors must conduct themselves and dress in a manner appropriate to the Market. No profanity or pornographic materials. No political promotion.
13. Vendors must be at the Market, engaged in their official capacity, for the hours and/or duration that have been mutually agreed upon between the Participant's organization and Market personnel.

14. Vendors are solely responsible for food waste, trash, and clean-up of booth space and surrounding area.
15. Vendors are responsible for maintaining required permits, licenses, and certifications for all products they produce. Vendors will be responsible for their own cash box and receipts. Vendor is responsible to apply for the Texas State Sales Tax ID# and to report their earnings as being sold in Celina, Texas. The state sales tax rate is 8.25%. For more information on applying and filing call 1-800-252-5555.
16. Vendors are permitted to sell only items that were approved upon application. New products intended for sale by current vendors but not included on the most recently approved application must be approved prior to their sale at Market.
17. Vendors agree that 75% of all agricultural products sold are grown in Texas.
18. Vendors agree that 60% of their products are homemade, handmade, and/or homegrown. The remaining 40% of product should come from within seven hours by truck of Celina and vendors should know their sources and the manufacturing conditions.
19. Farmers are allowed to have 40% of the produce from sister farms in Texas, but be advertised where it is from in their booth. For more information visit [Go Texan](#).
20. Celina's Friday Night Market follows the rules of the Texas Cottage Food Law, if there are any questions or concerns please visit their [website](#), or contact the [City of Celina Health Department](#).
21. Before vehicles are allowed on-site at the conclusion of the Market, the participant's booth must be packed up and ready to load. Vendors may not shut down or depart their booth during hours of operation. Any vendor who leaves before the conclusion of the event will terminate their right as a vendor for future events. Vendors must personally attend their booths and must be present during the entire Market. The vendor shall maintain his/her own booth at all times in a safe manner. Vendors are required to conduct all activities within their assigned booth space. Participants must dispose of all trash including cooking grease / oil according to the City of Celina regulations.
22. Vendors grant the City of Celina the right to use his or her name and likeness obtained in connection with participating at the Market for any publicity and advertising purposes or future promotional materials.
23. Vendors acknowledge they are not a spokesperson for the Market and will direct any on-site media inquiries to Market personnel.
24. The Celina Police Department will provide security during the event. This presence does not guarantee against theft or loss. The City of Celina is not responsible for any lost, damaged or stolen items or property.
25. The City of Celina and/or the Market Director holds the right to refuse participation to anyone because of non-compliance with the guidelines. This will result in forfeiture of all fees paid.
26. The City of Celina and/or the Market Director reserves the right to cancel any vendor at any time. Vendors cancelled by the City of Celina or Market Director shall receive a full refund unless the vendor has violated the terms and conditions of the Vendor

Guidelines in which case the vendor forfeits the refund and could result in permanent removal from all 2023 City of Celina events.

Farmers & Ranchers

1. All items sold as organic must meet the requirements of the [National Organic Program](#). Sellers of organic items must have a copy of their certification on file with the Friday Night Market. Only certified organic growers may display signs using the word organic.
2. Live animals are not allowed to be sold.

Hot Served Food/Food Truck

1. Vendors must obtain, maintain, and display necessary permits or licenses.
2. Vendors must provide a copy of their food handler's certificate.
3. Vendors must have a proper handwashing and/or dish washing station.
4. All items intended for human consumption must be kept off the ground at all times and be in a safe and sound condition. The producer/seller will be solely responsible for damages resulting from the sale of unsound goods.
5. Bare hand contact with food is prohibited.
6. All sampling must follow safe food handling procedures.

Specialty Food/Artisan

1. All products must be processed and packaged by the vendor in their own facility or created and developed by the vendor and produced in a processing facility under the direction of the vendor. The use of recyclable/compostable food containers is preferred and encouraged.
2. Vendors must, when required, obtain, maintain and display necessary permits or licenses.
3. All sampling must follow safe food handling procedures.

Onsite Market Rules

1. Vendors are prohibited from selling merchandise or distributing information from an area other than their designated booth space.
2. Vendors must supply their own 10x10 tent, weights (25lb per leg), tables, chairs, 100' electric extension cords, LED lights, space signage, refrigeration, storage, and all materials and containers for customer sales.
3. Before vehicles are allowed on site at the conclusion of the Market, the participant's booth must be packed up and ready to load. Vendors may not shut down or depart their booth during hours of operation. Any vendor who leaves before the conclusion of the event will terminate their right as a vendor for future events. Vendors must personally attend their booths and must be present during the entire Market. The vendor shall maintain his/her own booth at all times in a safe manner. Vendors are required to conduct all activities within their assigned booth space. Participants must dispose of all trash according to the City of Celina regulations.
4. Vendors are advised to bring a dolly or wagon to ease the transport of vendor supplies. Personnel or equipment are not provided to assist vendors in unloading or loading merchandise or displays or setting up booth.
5. Vendors must clean up their spaces at the end of each Market and have vacated their space no later than 10:00 PM. Vendors may not use public trash receptacles for disposal of produce boxes or unsold produce. There is a \$50 fee per space if the Market Director and/or the City of Celina has to clean up your space at the close of the Market. That fee must be paid before the vendor can sell at the Market again.
6. Vendors must be at the Market, engaged in their official capacity, for the hours and/or duration that have been mutually agreed upon between the Participant's organization and Market personnel.
7. Vendors shall be solely responsible for damages resulting from the sale of unsafe or unsound goods at the Market.
8. Vendors may not bring any pets to the Market.
9. No live animals may be sold or given away at the Market.
10. No gas heaters allowed at the Market unless approved prior to Market.
11. Smoking and vaping is not allowed at the Market or on Celina's Historic Square per City ordinance Section 6.08.008.
12. Any participant in violation of these policies will be permanently removed from the Market and no refund will be given.
13. The Market Director and the City of Celina hold the right to refuse participation to anyone because of non-compliance with the guidelines. This will result in forfeiture of all fees paid.
14. Booth Assignments
 - A. A standard vendor booth space is **10 feet X 10 feet**.
 - B. Vendors may request a maximum of two booths and will be charged for two spaces. Booths will be assigned based on attendance, product mix, and logistical constraints as determined by the Market Director.
 - C. Designation and allocation of booth spaces are the responsibility and at the discretion of the Market Director and the City of Celina. Spaces will be sold as

the applications are approved and payment is received, until the Market is at capacity. An effort will be made to separate vendors selling similar products. However, all booth assignments are final, and no changes will be made during the set-up process for any reason. Vendor shall not sublet or assign this License to any other person.

- D. Booth spaces will only be assigned once payment has been received.
- E. Vendors who do not check in by 5:30 PM will not be allowed to pull in vehicle. Vendor may dolly items in from outside of event site. Vendors who are not set up by 6:00 PM will not be allowed to participate.
- F. Vendors must supply their own 10x10 tent, weights (25lb per leg), tables, chairs, 100' electric extension cords, LED lights, space signage, refrigeration, storage, and all materials and containers for customer sales.
- G. Vendors are prohibited from selling merchandise or distributing information from an area other than their designated booth space.
- H. Vendors determine the pricing and display of their products.

15. Attendance

- A. In the case of an emergency which prohibits attendance, notify the Market Director as soon as possible.
- B. Please see pg. 13 for refund policy
- C. A NO SHOW will result in the vendor being removed from the season and not invited back to the City of Celina's events in 2023.

16. Professional Manner

- D. Vendors will conduct themselves in a professional and lawful manner. Vendors must treat customers, staff, volunteers, and fellow vendors with respect.
- E. Vendors must conduct themselves and dress in a manner appropriate to the Market. No profanity or pornographic materials. No political promotion.
- F. Vendors will be solely responsible for keeping their space and all areas in and about their vendor space(s) clean and free of any conditions that might potentially result in or cause injury to the vendors and any other persons or parties.
- G. No music other than that provided by the Market is allowed.

17. The Friday Night Market Director and the City of Celina reserves the right to revise the Onsite Market Rules and Vendor Handbook at any time and will post revisions.

Violations

Violations of the Market rules and complaints that arise will be resolved by the Market Director and the City of Celina. Vendors will be notified of violations of the rules and regulations by written notice from the City of Celina and/or the Market Director. Vendors agree to abide by the final decision. If a vendor fails to agree or remedy a violation within the time specified in a written notice from the Market Director and/or the City of Celina, the vendor may be suspended from the Market. The Market Director and/or the City of Celina may, in its discretion, terminate a vendor's participation in the Market for repeated violations of which the Market Director and/or the City of Celina has notified the vendor in writing.

Vendor Fees

Vendor fee is due 10 days after approval to a Market. Payment is due only after approval. Payment is required to reserve a vendor booth space.

Payment Options

1. Monthly (not available for full season vendors)
2. Full Season Payment Plan (March – November) 3-month increments
 - March – May, payment due February 17th
 - June – August, payment due May 19th
 - September – November, payment due August 18th
3. Full Season (March – November) Payment in full = 10% off discount

Market Booth Fees

1. A 10x10 booth is \$20 per space each night, or \$25 with electricity.
2. Booth fees are paid in advance and non-refundable.
3. Spaces will not be assigned until payment has been received.
4. Vendors are responsible for obtaining and paying for any necessary permits.
5. Payments can be made online through Square. **We do not accept cash/checks.**
Payment link will be sent once Vendor has been approved for Market.

Food & Beverage Booth Fees

1. A 10x10 booth with electricity is \$45 per space each night.
2. A food truck booth with electricity is \$65 per space each night.
3. Booth fees are paid in advance and non-refundable.
4. Spaces will not be assigned until payment has been received.
5. Vendors are responsible for obtaining and paying for any necessary permits.
6. Payments can be made online through Square. **We do not accept cash/checks.**
Payment link will be sent once Vendor has been approved for Market.

Refund Policy

>14 days prior to event: 100%

7-14 days prior to event: 50%

Less than 7 days: No refund

*Please contact us for case-by-case basis.

Additional Permits & Instructions

Once approved to participate in the Market, vendors may apply for a City of Celina [Temporary Event Food Vendor Permit](#) (TEFV). Food and Artisan vendors' food sampling must have a current City of Celina TEFV. If cooking with gas, oil, or open flame vendors must also schedule an inspection to receive a [Mobile Fire Suppression Permit](#) (MFS). Both permit applications are submitted through The City of Celina [website](#), and only take a few minutes to complete. The TEFV permit is valid ONLY for the specific event in which you are participating. The MFS permit is valid through the end of the calendar year, for all Celina events in the same year.

Once you are on the "Request an Annual Permit" page, follow the steps in the checklist below to submit your permit application(s):

1. Click "Request Now" for the Mobile Fire Suppression permit.
2. Fill out all required information, and submit. Currently, there is no fee for the MFS.
3. After submitting your MFS application, go back to the "Request an Annual Permit" page and click "Request Now" for the Temporary Event Food Vendor permit.
4. Fill out all required information, click submit, and pay the fee. The fee is \$75, and can be paid with any major credit/debit card, except American Express. This fee covers both the Fire and Health permits.

IMPORTANT: When you get to the pop-up window to enter your payment information, make sure the First Name, Last Name, and Zip Code at the top, match the information for the payment card being used. These fields will be auto-filled with the name and address already provided in the application. If the First Name, Last Name, and Zip Code at the top of the payment window does not match the Name and Zip for the payment card, make sure to change it at the top of the payment window before submitting the payment.

5. Once both applications have been submitted, contact the Fire Department to schedule the inspection.
6. After scheduling the Fire inspection, contact the Health Department with the day and time of the inspection. If someone is available, the Health inspection will be done at the same time. If no one from the Health Department is available, the Health inspection will be done the day of the event.

*If you have already passed a Fire inspection for the current calendar year, you do not need to submit a new Fire Permit Application. If you are unsure whether or not you have a current Fire Permit, please contact [Keith Brumfield](#).

**The Fire Department requests that Fire inspections be completed by 5 PM, on the Wednesday prior to the event, unless other arrangements are made with the Fire Department. Health Permits WILL NOT be issued until the Fire inspection has been completed, or at least scheduled.

Thank you for your cooperation, and please feel free to contact the Health or Fire Department if you have any questions. If you encounter any issues during the permitting process, please contact [Bruce Koliba](#).

Health Department

Bruce Koliba – (972) 200-3621 or bkoliba@celina-tx.gov

Fire Department

Captain Keith Brumfield – (214) 585-8451 or kbrumfield@Celina-tx.gov

Captain Marty Nevil – (972) 201-3179 Ext. 3016 or mnevil@celina-tx.gov

Disputes and Grievances

On-Site Resolution

The Market Director and the City of Celina on-site staff is the first step in addressing any matter and will make every effort to resolve an issue. Vendors are asked to provide the Market Director and the City of Celina with a clear explanation of an issue, and to work with staff to reach a resolution. After gathering all available information, the Market Director and the City of Celina staff will make a determination regarding the issue based on their interpretation of the best interest of the Market as a whole and the specific circumstances. Vendors must abide by the determination on that Market day so as to maintain order in the Market. If a vendor disagrees with the determination, the formal Grievance Process is in place.

Grievance Process

A vendor should send a written statement of the grievance to the City of Celina within thirty (30) days of the incident. The City of Celina shall use best efforts to resolve the grievance within fourteen (14) working days of receiving the written statement. At the end of this time period, the City of Celina shall issue a written response to the grievance with either the resolution or next steps if additional time is needed to address the issue. The City of Celina shall issue a final written response to the grievant within thirty (30) days of the initial complaint.

Marketing / Advertising

The City of Celina creates and manages an official website for the Friday Night Market. All accepted vendors throughout the 2023 season will be listed here. Each vendor with an applicable website and/or social media page will be linked onto the website.

The City of Celina creates and manages an official Facebook event page for the entire Market season. Vendors are encouraged to share the official Facebook event page with their friends and followers.

If you would like to create your own event page, please name it “[Your Business Name] Pop Up at Celina’s Friday Night Market” Be sure to tag us [@lifeincelina_tx](https://www.instagram.com/lifeincelina_tx) so we can share your post(s)!

Your Input

Input from vendors, attendees, and all Friday Night Market sponsors is valued. If you would like to share any thoughts, please contact us at events@celina-tx.gov

