



**2025 Downtown Farmers' Market
Handbook**



The Downtown Farmers' Market is owned, operated, and produced by Downtown Events Group, Inc. Numerous community partners, local agencies and businesses contribute to the success of The Market by supporting The Market and other Downtown Event Group, Inc. initiatives. Administrative policies and procedures, participant rules and regulations and overall Market expectations are an important component to the success and development of The Market.

This document states the policies and expectations of participating in The Market. Participants are expected to display professionalism and conduct themselves and their business in a manner that is respectful toward all participants, staff, and the community.

Participants have a responsibility to maintain the integrity, safety, and compliance of Federal, State, City, and Market regulations, while creating a Market Community that is a positive experience.

***By signing this handbook, the signee acknowledges that violations of the policies contained in the handbook could result in fines or removal from The Downtown Farmers' Market.**

Downtown Farmers' Market Staff reserve the right to change or adjust any policy in the handbook as necessary at any time throughout the year. Such changes are effective immediately upon notification to vendors.



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Downtown Farmers' Market Contact Information

Mailing Address:

Greater Des Moines Partnership
Attention: Downtown Farmers' Market
700 Locust Street, Suite 100
Des Moines, IA 50309

***Location Address:**

Historic Court District
Court Avenue
Downtown Des Moines, IA 50309
**(Do not mail to this address)*

Downtown Farmers' Market Manager:

Elizabeth Weyers
eweyers@downtownDSMUSA.com
515-286-4911

Email:

farmersmarket@downtownDSMUSA.com

Website:

desmoinesfarmersmarket.com

After Hours and Onsite Contact:

If vendors are experiencing issues on Friday after 4:00 p.m. or Saturday mornings, vendors can email through Marketspread or email eweyers@downtownDSMUSA.com.

You can also visit our onsite Information Booth on Saturday mornings located on the NE corner of Third Street and Court Ave.

Market Hours and Days of Operation

The Downtown Farmers' Market is open to the public every Saturday, May – Oct. 7:00 a.m. – 12:00 p.m. (October Hours: 8:00 a.m. – 12:00 p.m.) on Court Ave in the Historic Court District of Downtown Des Moines, Iowa.

2025 Market Dates: May 3 – October 25, 2025

Vendor Setup Hours

May – September: Set-up 5:00 – 6:45 a.m.; tear-down 12:15 – 1 p.m.

October: Set-up 6:00 – 7:45 a.m.; tear-down 12:15 – 1 p.m.

Market hours of operation are 7:00 a.m. – Noon (October hours are 8:00 a.m. – Noon). All vendors must wait for 7 a.m. (8 a.m. in October) to commence sales to the public.

The official Market bell will ring at 7:00 a.m. (8:00 a.m. in October) to signal the beginning of sales. No producer/vendor may pre-bag products OR allow customers to shop prior to 7:00 a.m. (8:00 a.m. in October).

Vendors are allowed to sell to other vendors at 6:45 a.m. (7:45 a.m. in October). No other sales are permitted before The Market opens. The Market closes at Noon, with no sales allowed past 12:10 p.m.

Vendors are required to stay for the entirety of The Market even if vendors sell out early.



Visiting The Downtown Farmers' Market

Market Policies and Rules

The Market reserves the right to decline admittance to anyone who violates the reasonable policies established for public safety or to restrict activities such as public address to designated areas.

- For safety reasons, glass bottles are prohibited within The Market.
- Smoking is not permitted inside The Market footprint.
- Unauthorized solicitation or distribution of fliers is not allowed on The Market site.
- Vendors who are not contracted with The Market are not allowed to sell or distribute merchandise or materials on The Market site.
- Buskers and/or entertainers who are not contracted with The Market are not permitted.
- Bikes, skateboards, roller blades and large signs or placards that may endanger or inconvenience guest attending The Market are prohibited on-site. Please walk your bike through The Market site to the Bike Valet.
- All packages are subject to search.
- Weapons of any kind are not allowed on The Market site.

Pet and Service Animal Policy:

The Market takes place in the Historic Court District, which is the neighborhood of many Downtown residents. Service animals are allowed, according to city regulations. The market management encourages pet owners to leave their pets at home. If patrons do choose to bring their animal, they are expected to act in a responsible pet-owner manner and adhere to these rules, which apply to all pets and service animals, to ensure a pleasant Market experience for all.

- Dogs must be under control on a short leash (max. three-foot leash), and by the owner's side always.
- Animals need to be kept away from produce, plants, and food products.
- Animals need to be courteous and able to socialize with people and other animals.
- Be understanding. Not everyone loves animals, some fear them.
- The Market operates under the City of Des Moines' laws regarding pets, which include a leash law, cleanup of droppings, current tags and a rabies certificate.
- Bring doggy bags or use bags provided around The Market located in dispensers on various light poles.



Market Photo Policy

When attending The Downtown Farmers' Market, all attendees enter an area where photography, audio and video recording may occur.

By entering the event premises, you consent to photography, audio recording, and video recording and any and all release, publication, exhibition or reproduction to be used for news, webcasts, promotional purposes, telecasts, advertising and inclusion on websites, social media or any other purpose by The Market, Greater Des Moines Partnership and its affiliates and representatives. Images, photos and/or videos may be used to promote similar the Greater Des Moines Partnership events in the future, highlight the event and exhibit the activities of the Greater Des Moines Partnership. You release the Greater Des Moines Partnership, its officers and employees and each and all persons involved from any liability connected with taking, recording, digitizing or publication and use of interviews, photographs, computer images, video and/or sound recordings.

By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any use, exhibition, streaming, webcasting, televising or other publication irrespective of whether a fee for participation or sponsorship is charged. You will also waive any right to inspect or approve any photo, video or audio recording taken by employees or agents or the Greater Des Moines Partnership.

Questions regarding The Downtown Farmers' Market policies and rules, pet and service animal policy, Market photo policy, or information regarding vendors can be directed to Market Management at The Market Information Booth located on the northeast corner of 3rd and Court on Saturday mornings.



Vendor Rules and Regulations:

The Policies, Procedures and Expectations of Vendors participating in the
2025 Downtown Farmers' Market



Becoming A Vendor

All participants of the Downtown Farmers' Market are required to apply through Marketspread. Applicants are reviewed annually and considered based on products, previous commitment, attendance and conduct. All participants, new or returning, must apply to The Market each year.

The Downtown Farmers' Market has an online application process; applicants must have access to the internet and an email address.

First-time applicants are required to "create a vendor account" in Marketspread. This is the only way to get on the email distribution list. There is no need to "create an account" if you have already completed this step or if you participated as a vendor in the previous season. In those cases, your information will remain on file. A current email address is essential to receive notifications from The Market. If your email address has changed, you can log into your account to update this email address.

How are Vendors/Products selected?

Downtown Events Group, Inc. reserves the right to approve, refuse and limit products to be sold at The Downtown Farmers' Market for all vendors. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Applicants are reviewed based on the entire range of products applied to sell at The Market. Vendors are not allowed to add or change products after the application process is complete or during the season unless they get approval from The Market Manager.

All participants/vendors are required to apply. First-time applications are required to submit a new Vendor Document (see criteria on pg. 8) that will go in front of an acceptance committee or vendor jury that convenes once a year to review applications. The jury takes into consideration product, as well as previous commitment, attendance and conduct. Vendors/products are not selected on a first-come, first-served basis, but based on what The Market needs and what will be profitable for vendors. Each product will be reviewed based on several criteria, including point of origin (where was the produce grown, where is the product from), hand-crafted original design, added value, how many similar products are currently at The Market and other pertinent criteria. The Market is committed to choosing a product mix that is attractive to customers while keeping the balance of The Farmers' Market intact.

What happens if I don't get accepted after submitting an application?

There is a non-refundable application fee of \$60, which will be charged via credit card or online check upon submitting the online application. Information and notification of acceptance will be sent via email. Unaccepted vendors are welcome to apply again in the next season.

Accepted applicants will be notified of acceptance via email by the date noted within the application.



New Vendor Document Criteria

Every year a jury is selected to choose new vendors for the season and to ensure that quality products are provided to the Greater Des Moines (DSM) region. The information below is what will be presented to the jury to make this selection so please ensure that all questions are answered fully and that you give a great snapshot into your business.

Please create a Word or pdf document with all the information requested and upload it to the Market application (preferred). If there are technical difficulties, please email this information to farmersmarket@downtownDSMUSA.com by Friday, February 7. If not received by the deadline, the application will be deemed incomplete, and the business will be denied and will not participate in the 2025 Downtown Farmers Market Vendor Jury.

Please be as detailed as possible in your answers. You are welcome to add more than the requested photo numbers. This document is what the vendor jury will use to decide to approve or deny your application.

1. Pictures:
 - a. 3+ pictures of your product(s).
 - b. 1+ picture of your workspace/studio/farm (i.e. the area where you create/grow/produce the product you applied to sell).
 - c. 1+ picture of your on-site booth setup. If you don't have a picture of your booth, a sketch will be acceptable.
2. Product:
 - a. What are some distinguishing factors that make your product different from what is already offered at the Downtown Farmers' Market (gluten-free, sugar-free, locally made, certified organic, etc)?
 - b. Where is the farm/studio/building where are the items created/grown, etc.?
 - c. Where do you get the supplies/materials that you need for your product? (Do you use local products/ingredients/materials for your products?)
 - d. What is the price-point of your product?
3. Vendor/Business Owner:
 - a. Who is the maker? Who creates/grows/farms/produces the product(s)?
 - b. Who will be physically at The Market selling your products?
 - c. Why do you want to be part of the Downtown Farmers' Market?
4. Experience:
 - a. Have you participated in other farmers' markets or events in Iowa or other states? If yes, please list them.



Vendor Categories

Vendor types are decided at the time of application. At least 60% of a vendor's products must align with their vendor type for it to be considered a primary category.

A secondary category is given to vendors who, in addition to their primary vendor type, also have at least 40% of products in either prepared foods, or material goods. (ie. If a produce farmer/grower vendor also sells prepared food, or if an artisan specialty vendor also sells material goods).

Vendor types will also be tagged in Marketspread, and vendors can be asked to change their vendor type at anytime if it does not align with the products that they are selling each week at The Market. For this reason vendors must add all of their products into Marketspread for approval prior to vending.

The Downtown Farmers' Market includes seven vendor categories as defined below:

Produce Farmer/Grower: Includes fresh grown produce such as fruits, vegetables, herbs, and plants that grow produce.

Agriculture and Value-Added Farmer/Grower: Includes flowers, CBD and hemp products, honey, meat, dairy, eggs, wine* etc. (Value Added includes any products that are made into something else out of products that the vendor grew).

Artisan/Specialty Foods: Includes baked goods, breads, spices, and other specialty food items such as mustards, salsas, jams, wine* etc.

Material Goods/Services: Includes homemade home décor items (candles, soaps, jewelry, and other art items.) Services such as face painting, permanent jewelry, etc.

Prepared Foods: Includes ready-to-eat items such as sandwiches, cooked items, and snack items. This category does not include food trucks.

Wholesale, resale, Co-op: Not available for new vendors

Food Truck: Includes vendors who sell out of a food truck, trailer or any booth set-up that involves wheels and requires to be driven into The Market.

*Wine made from fruits that the vendor grew are considered value-added, wine made from fruits sourced elsewhere are considered Artisan/Specialty Foods.



Full Season/Occasional Vendors

Upon applying to The Downtown Farmers' Market, vendors will be asked to choose which status that they are applying for. The two vendor statuses are defined below. Once vendors are approved and given a vendor status, no changes will be made.

Full Season Vendors

Full season vendor status is available only to returning vendors in the following vendor type categories; Produce Farmers/Growers, Agriculture Farmers/Growers, Artisan/Specialty Food Vendors, Material Good Vendors, and Prepared Food Vendors.

Full Season vendor status is defined as being scheduled for between 20 – 26 Market dates in a season **AND** having a consistent vendor booth space. Not all vendors who apply for full season status will be given full season status even if you had previously been full season.

Vendors approved for full season status must be in good standing with The Market, have no outstanding invoices, or fines, and had to have been present for at least 80% of their scheduled Market dates the previous year.

Full season vendors will be invoiced for the full season vendor cost that will be due on or before May 1. Vendors can request the invoice to be broken into three installments. Those installments will follow the payment plan below.

Installment One – May 1
Installment Two – June 1
Installment Three – July 1

**Late or unpaid invoices may result in late fees, loss of full season status in the following season and/or removal from The Market.*

Vendors who pay their full balance on or before May 1 will be refunded their \$60 application fee.

Occasional Vendors

Occasional Vendor status is available to all approved Market vendors and is defined as any vendor who will be attending between 1 – 19 Market dates in a season. Occasional vendors are **not** guaranteed to have the same vendor booth space each week, although it is possible that they might.

Occasional vendors may end up vending on more than 19 Market dates, however they will not be given full season status or be guaranteed consistent booth location for each of their dates.

All first-year vendors will be considered occasional vendors for their first year at The Market. All Food Trucks are considered occasional vendors regardless of how long they have been a vendor at The Market due to demand and limited food truck booth spaces.

The Market has the right to assign any vendor occasional status, regardless of their vendor status in prior years.





Occasional vendors will be invoiced for each week they are scheduled for The Market and invoices will be due in three installments.

Installment One (includes May and June Market dates) – Due May 1
Installment Two (includes July and August Market dates) – Due June 1
Installment Three (includes September and October Market dates) – July 1

**Late or unpaid invoices may result in late fees and/or removal from The Market.*

Vendors who pay their full balance on or before May 1 will be refunded their \$60 application fee

Vendor Scheduling

Vendor Scheduling

All vendors, returning or new to The Downtown Farmers' Market, must submit an application by the deadline each year and pay the \$60 application fee.

Vendors must indicate on their application if they are applying for full season status or occasional status each year.

Full season status is determined based on the following: having a variety vendor types to keep The Market fresh, the individual vendor attendance from previous years (must have attended at least 80% of scheduled Market dates), vendor payment history, and if the vendor is in general good standing with The Market.

Market Management cannot guarantee full season status to all vendors each year even if vendors have been considered full season in the past.

All new vendors must submit a new vendor document which will be submitted to The Vendor Jury. New vendors who apply without a new vendor document or an incomplete application will be removed and not considered for The Vendor Jury.

All new vendors are occasional vendors for the first year at The Downtown Farmers' Market.

New Vendors are defined as vendors who identify with one or more of the following:

- The business has never vended at The Downtown Farmers' Market.
- The business has vended in the past at The Downtown Farmers' Market and has changed ownership since their last season.
- The owner has changed their business or vendor type from what they were in the previous season. (IE. A material goods vendor now wants to sell prepared foods.)
- The business has not been a vendor at The Downtown Farmers' Market in at least three Market seasons. (Since 2022).



Vendor Scheduling Process and Hierarchy

All Market schedules are finalized May 1. If you remove a date after May 1 a refund will not be given. Switching a scheduled Market date with a date you are not already scheduled on is allowed based on availability. – Switching dates must be done at least 7 days prior to The Market date the vendor would like to be switched from.

Vendors are scheduled based on the vendor priority listed below.

First Priority – Returning Produce/Agriculture/Value-Added Farmers/Growers

Second Priority – New Produce/Agriculture/Value-Added Farmers/Growers

Third Priority – Returning vendors who were approved for full season status and are in good standing

Fourth Priority - Returning vendors who are occasional and are in good standing

Fifth Priority – Approved new vendors.

Market Management tries to accommodate all vendor booth location requests (including locations of previous vendors) each season of The Market. Unfortunately, not all requests can be granted.

Vendor Fees and Fines

All applicants pay a \$60 annual *non-refundable application fee.

**Vendors who pay their full balance on or before May 1 will be refunded their \$60 application fee.*

Fees are expected to be paid by the due date noted in the online account or invoice. Unpaid or late payments, by full season or occasional vendors, may result in temporary or permanent loss of stall privileges. Applications to future Markets, or additional Market dates will not be approved until all past fees are paid.

Vendor Booth Leases

Vendor booth leases are based on product category, stall location, and size. Fees are invoiced in online vendor account and paid online by card or E-check by the due date noted in the invoice. If a payment plan is needed, it needs to be requested before the due date on the invoice to avoid receiving a late fee.





2025 Vendor Booth Fees

Vendor Type	Stall Details	Per Market Price	Full Season Cost (20+ Markets)
A. Produce Farmer/Grower (Fresh produce, fruits, veggies, herbs, plants that grow fruits and veggies)	One 10x10 booth space.	\$65	\$900.00
B. Agriculture and Value Added Farmer/Grower (wine, flowers, CBD products, meats, cheeses, honey, etc.)	One 10x10 booth space.	\$70	\$900.00
C. Artisan/Specialty Foods	One 10x10 booth space	\$70	\$1200.00
D. Material Goods/Services	One 10x10 booth space.	\$75	\$1200.00
E. Prepared Food	One 10x10 booth space.	\$80	\$1700.00
F. Wholesale, resale, Co-op*	One 10x10 booth space.	\$80	\$1900.00
F (1). Food Truck	One space for food truck or food trailer. (Vehicle must be unhooked)	\$135	Not available for full season

*Not available to new applicants

Additional Vendor Fees	Details	Per Market Price	Full Season Price
Southside (Per stall)	10x20 booth space. (Southside of Court)	N/A	\$275.00
Corner Spot (Per stall)	Access to corner	N/A	\$500.00
Secondary Artisan Specialty Foods		\$15.00	\$400.00
Secondary Prepared Foods	Vendors who sell prepared foods along with their main vendor category	\$25.00	\$650.00
Secondary Material Goods	Vendors who sell material goods along with their main vendor category	\$15.00	\$400.00
Vendor Deposit	Prepared Food and Food Truck vendors will be required to submit a \$100 deposit to vend. See details on pg. 11	N/A	\$100.00





Vendor Clean-up Deposit

Vendors who are in the prepared food and food truck category, or vendors who have a secondary prepared food category, including coffee vendors, must pay a \$100 vendor deposit by May 1, 2025. This deposit may not be paid on Marketspread and must be a check written out to Downtown Events Group and mailed to 700 Locust Street, Suite 100, Des Moines, IA, 50309 by May 1, 2025.

This deposit will be mailed back to vendors at the end of The Market season if they have complied with the following guidelines.

- All equipment and trash must be removed from The Market footprint by 1:30pm on Saturday Market days. Any equipment or trash left in your space or within The Market footprint is at your own risk and will result in the forfeiture of your clean-up deposit.
- Improper disposal of wastewater or greaser will result in the immediate forfeit of your clean-up deposit and possible fine by the City of Des Moines.
- Food vendors cooking with grease or oil must put a covering on the street prior to set-up. Grease stains left on the street or sidewalk behind your booth or grease buckets left on the sidewalk will result in the forfeiture of your clean-up deposit.

Booth spaces will be evaluated at the sole discretion of Market Management, during The Market and during and after teardown. Vendors will be notified by email as to if their clean-up deposit is to be deposited. If your clean-up deposit gets deposited during The Market season, you may be asked to send in a secondary deposit for the remainder of the season.

At the end of The Market season all vendors will be notified by email as to whether the clean-up deposit will be returned or deposited.

Market Vendor Fines

The Downtown Farmers' Market reserves the right to impose additional fines as necessary. Vendors who are assessed fines at The Market will receive an email or phone call notification and an invoice via email or postal mail. Payment is due by noon the Friday, the week prior to vendors' next Market date. Unpaid fines may result in removal from The Market.

No Show /Late Cancellation Fine - \$50.00

Vendors shall notify The Downtown Farmers' Market via Marketspread or contact Elizabeth Weyers, Downtown Farmers' Market Manager, via email at eweyers@downtownDSMUSA.com or at farmersmarket@downtownDSMUSA.com or by phone at (515) 286-4911, at least 24 hours prior to The Market if they are going to be absent. A No Show or Late Cancellation fine of \$50.00 may be enforced if proper notice is not given.

The Market reserves the right to remove the vendor from the remainder of scheduled dates if the vendor has more than three No Show or Late Cancellations in a Market season. Both refunds for an unforeseen emergency will be taken into consideration on a case-by-case basis. There will be no refund or waived fees for vendors that cancel or no-show to a market date.





Attendance Policy/Cancelation/Refunds:

Attendance by all scheduled vendors is vital for the Farmers' Market. When a vendor, full season or occasional, does not show up for a scheduled Market appearance or leaves early, the entire Market community is impacted.

Vendors not able to attend a scheduled Market date are required to notify The Market Manager (eweyers@downtownDSMUSA.com) with as much notice as possible. Failure to notify Market management of an absence in writing or repeated absences, planned or unplanned, may result in loss of stall privileges.

Booth refunds for an unforeseen emergency will be taken into consideration on a case-by-case basis. There will be no refund or waived fees for vendors that cancel or no-show to a market date. Other Vendor Fees and Fines.

Excused Absence – Defined as when a vendor gives Market Management more than 24 hours' notice of their absence. An excused absence will not be given a late cancellation fine.

Unexcused Absence – Defined as when a vendor does not give more than 24 hours' notice of their absence. This is also classified as a late cancellation, and a fine will be given. Unforeseen emergencies will be taken into consideration on a case-by-case basis.

Vendor No-Show – Defined as when a vendor does not let Market Management know of their absence prior to Market opening, and not show up for their scheduled Market date. Retroactive emails prior to The Market starting will still be considered a no show. Unforeseen emergencies will be taken into consideration on a case-by-case basis.

Late Arrival / Leave Early Fine - \$20.00

If a Market vendor arrives late or leaves The Market before noon, Downtown Farmers' Market Staff reserves the right to assess vendors a fine of \$20.00. More than three occurrences may result in removal from The Market schedule.

Unforeseen emergencies will be taken into consideration on a case-by-case basis. If you are running late or need to leave early, please contact Market management.

Dumping Fine - \$100.00

Vendors are responsible for the removal of all trash associated with their stall.

Vendors caught leaving trash behind or dumping items onto streets or into storm drains will be assessed a fine of \$100.00. This includes dumping products into City and Market trash or recycling receptacles and dumping anything into the storm drains. More than three occurrences may result in removal from The Market. This fine is separate from prepared food and food truck vendor deposits that are collected prior to opening day.



Vehicle Fine - \$100.00

- Vendors who are not out of the footprint by 6:45 a.m. (7:45 a.m. in the month of October) are subject to a fine by Market Management.
- Vendors who enter The Market footprint prior to 12:15 p.m. are subject to a fine by Market Management.
- Vendors who do not abide by the traffic flow map and are caught driving the wrong way in the street during load in or out will be given a warning, after the first warning is given, vendors may be subject to a fine by Market Management.
- Parking in front of barricades, cones, or incorrectly in the parking lots can result in fines by Market Management or vendor vehicles being towed off-site.
- Reckless driving will not be tolerated at The Market.

Late payment Fine - \$25.00/\$50.00/\$100.00

Vendors who have an overdue balance in their Marketspread will be assessed a late fee as laid out below.

- 1 – 30 days overdue - \$25.00 late fee
- 31-60 days overdue - \$50.00 late fee
- 61-90 days overdue - \$100.00 late fee
- 91+ days overdue - \$250.00 late fee

Market Management has the temporarily or permanently remove vendors from The Market with an overdue balance or unpaid Market fines or fees.

Payment Information

Marketspread

Vendors are required to check Marketspread on a regular basis for updates to the schedule and general notifications. It is the vendors responsibility to ensure that all contact information is updated and maintained throughout the season. Market Management will send out email notifications weekly during The Market season to remind vendors about rules and regulations and important notes each week.

If you have changes that need to be made to your Marketspread account, or have questions please contact Marketspread directly for questions regarding the program. They can be reached at support@marketspread.com

All vendors must agree for The Downtown Farmers' Market Management to have access to their Makretspread vendor profiles if requested.

Invoices and invoice notifications will be sent through Marketspread as well.

Vendor invoice schedules and information on payment plans can be found on page10.



Payment can be made on Marketspread with a card, or by mailing a check to The Downtown Farmers' Market at 700 Locust Street, Suite 100, Des Moines, IA 50309. Vendors can also bring cash or checks to the Greater Des Moines Partnership officer at the Information Booth at The Downtown Farmers' Market (located on the northeast corner of Third and Court) during Market hours.

Vendors who have an overdue balance in their Marketspread will be assessed a late fee as laid out below.

- 1 – 30 days overdue - \$25.00 late fee
- 31-60 days overdue - \$50.00 late fee
- 61-90 days overdue - \$100.00 late fee
- 91+ days overdue - \$250.00 late fee

NO REFUNDS will be issued to vendors for any reason.
Marketspread FAQ can be located on Pg. 33

Required Documents

All documents are due to Market Management by May 1 in order to vend at The Market.

Insurance

Vendors will be required to upload all requested documents into their Marketspread account or email them to farmersmarket@downtownDSMUSA.com PRIOR to vending at The Market. Required documents are listed below.

- Certificate of General Liability Insurance
 - o Required for all vendors prior to their first date at The Market.
 - o \$1,000,000 limits and name Downtown Events Group as additional insured and certificate holder.
 - o See an example of the General Liability Insurance below.

Temporary Food License

All food vendors shall meet all State and City health and safety requirements. Food vendors will be subject to health inspections by event staff and the State Health Department during The Market Season. Failure to pass an inspection will result in immediate closure of food vendor's booth with no refunds given. A Temporary Food License is required by the Iowa Department of Inspections & Appeals.

Food Trucks

Each food truck is required to be inspected by the Des Moines Fire Department for compliance with local regulations. Inspections from other departments will NOT suffice and this must be scheduled in advance with the DMFD.

All vendors must ensure that they are compliant with and have all the proper licenses and certifications prior to vending at The Downtown Farmers' Market.

Food and safety inspectors are frequently onsite and have authority to shut down vendors who are not in compliance or up to code.








Food Assistance Programs

In 2023, The Downtown Farmers' Market launched a centralized system for SNAP/EBT. This allows SNAP users to use their SNAP funds at The Market. Patrons can swipe their EBT cards at The Market Information Booth to receive Downtown Farmers' Market EBT Tokens. The tokens work like cash on all EBT eligible products at The Market. All vendors who sell SNAP eligible products are required to accept the Market Tokens. The tokens are turned in at the end of each Market and paid back monthly. Refusal to accept EBT tokens on eligible products will result in removal from future Market attendance dates.

SNAP eligible items include anything that is packaged and sold for at-home consumption. Double Up Food Bucks is a program that works alongside SNAP through the Iowa Healthiest State Initiative. SNAP users who receive Market Tokens can also opt to receive up to a \$10 match in Double Up food Bucks to use on fresh produce only. These paper bucks work like cash on all eligible products. All vendors who sell eligible products are required to accept the paper bucks. The bucks are turned in at the end of each Market and paid back monthly. Refusal to accept Double Up Food Bucks on eligible items will result in removal from future Market attendance dates.

Types of Tenders

Double Up Food Bucks Produce RX (New in 2025)	EBT/SNAP Tokens	Market Gift Certificates
		
<p>Produce ONLY</p> <p>Can only be used at Farmers' Markets</p>	<p>SNAP Eligible Foods Only</p> <p>Can only be used at The Downtown Farmers' Market</p>	<p>Can be used on ANY Market Product</p> <p>Can only be used at The Downtown Farmers' Market</p>

New in 2025– Produce RX: These are vouchers that people receive from their healthcare providers that allow them to purchase produce at local Farmers' Markets. These vouchers are to be used like cash on produce only! Vendors who receive them can add them to their cash pouch and will receive reimbursement monthly.














Food Assistance FAQ:


What can the tenders be used to buy?



Use SNAP for these items:



 Fruits Vegetables	 Honey	 Baked Goods Cereal Bread	 Milk Eggs Cheese
 Coffee beans Coffeegrounds	 Dips, Salsas Frozen food	 Meats Poultry	 Nuts

Use Double Up Food Bucks for these items:



 Fresh fruits and vegetables	 Food plants and seeds
--	--

Items SNAP & DUFB cannot be used for:

- Beer, wine, liquor, cigarettes or tobacco
- Food/drink made to be eaten at The Market (Served/Hot foods)
- Any nonfood items, such as:
 - o Pet foods, soaps, paper products, household supplies, vitamins and medicines




What if I get a tender type that I don't accept?

If you accidentally collect a tender type that you are unable to accept, you can bring it to The Market Information Booth or put it in your EBT bag. If you are unsure as to what tender types, you can accept please reach out to The Market.

The Market will NOT reimburse for incorrect tenders.



What can I accept as a vendor and what gets reimbursed?

	Snap/EBT 	Double Up Food Bucks  Produce RX Vouchers	Market Gift Certificates 
Produce Farmers/Growers	Accepted and Reimbursed by Market Management	Accepted and Reimbursed by Market Management	Accepted and Reimbursed by Market Management
Agriculture and Value-Added Farmers/Growers	Accepted and Reimbursed by Market Management	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Specialty Artisan Foods	Accepted and Reimbursed by Market Management	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Prepared Foods/Served onsite	Used on SNAP eligible items only. Market Management will not reimburse for non-SNAP items.	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Material Goods	Used on SNAP eligible items only. Market Management will not reimburse for non-SNAP items.	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management
Food Trucks	Used on SNAP eligible items only. Market Management will not reimburse for non-SNAP items.	Used on Produce only. Market Management will not reimburse for non-produce items.	Accepted and Reimbursed by Market Management





Does The Market reimburse for the Senior Farmers Market (FMNP) and WIC Vouchers?


No, The Downtown Farmers' Market does not reimburse vendors for these vouchers (see example below). Farmers must be approved individually with the Iowa Department of Agriculture to accept these checks.

If you have questions about the program or want to be part of the program, reach out to The Iowa Department of Agriculture and Land Stewardship. Our contact is John Krzton-Presson (515) 725-1179.



What is the Market EBT Process?

SNAP users can go to The Downtown Farmers' Market Information Booth, located on the northeast corner of Third and Court, to take out tokens to use at The Market. The tokens can be used like cash on any SNAP eligible products. Patrons can also match up to \$10 in Double Up Food Bucks; the bucks can be used as cash for produce only. Each week eligible vendors will be provided with a Market money bag. The bag will be handed out by Market Staff in the first two hours of The Market. Inside the bag will be a receipt (see example below). Each vendor is responsible for filling out the receipt (including vendor name and amounts) and should be placed in the bag with all tokens, Double Up Food Bucks, and gift certificates. Bags must be given back to Market staff before leaving The Market each week. Monthly, vendors will receive checks via mail to the address listed in Marketspread.



2023 Vendor Payment Receipt

VENDOR NAME: _____

TENDER TYPE	AMOUNT COLLECTED (IN DOLLARS)
EBT/SNAP TOKENS	\$ _____
DOUBLE UP FOOD BUCKS	\$ _____
GIFT CERTIFICATES	\$ _____
Thank you!	Total: _____

By signing this receipt you are verifying all counted tenders are accurate and understand you will only be paid back for tender types your products qualify for.

VENDOR SIGNATURE

MARKET DATE





Inclement Weather and Emergency Procedures

The Downtown Farmers Market is a rain or shine event.

The Market staff takes the safety of vendors and patrons seriously.

The Market Staff is the only entity with the ability to close or delay The Market.

If The Market closes in the case of severe weather, or another emergency, vendors and patrons are expected to leave The Market footprint and close down booths.

Below are examples of weather that may close The Market.

- **Lightning strikes within a 10-mile radius of The Market.** The Market will close or delay the opening and vendors and patrons will be asked to seek shelter. The Market may reopen 30 minutes after the last lightning strike.
- **Sustained wind speeds of 40 mph or more.** Wind gusts will be evaluated dependent of other weather factors.
- **Sustained hail.** The Market will close or delay opening, and vendors and patrons will be asked to seek shelter. The Market may reopen once the hail has stopped. If the hail does not stop Market Management will make a decision about the day's events.
- In the event The Market must close, vendors will be notified by Market staff ASAP and will receive notifications via email and text from Marketspread. No refunds will be issued to any vendor and no additional Market dates will be rescheduled.

If The Market is delayed The Market will still end at 12:00 p.m. No extensions will be added. Vendors are still expected to follow the teardown policy.

Market Conduct

Peaceful Market

All vendors, staff, volunteers, and helpers must conduct themselves in a professional manner and behave courteously towards Market attendees, other participants, staff, volunteers, entertainers, and other Market affiliates. Conduct deemed inappropriate, unprofessional, offensive, or serious will not be tolerated and will not be enforced with reminders, warnings, or fines, but will result in administrative action devoid of warnings or fines, including removal from The Downtown Farmers' Market or barring vendor from selling at The Market and/or future Market events.

Drugs and Alcohol Policy

The Market does not have an open container policy and cannot be consumed onsite. This includes CBD/THC products and beverages. These products must be sold in a sealed container for patrons to take home to enjoy. Vendors may provide samples of these products following the sampling policy.



No Smoking

Smoking is prohibited by all Market vendors and participants, within their stall and on The Market premises. The Market is a non-smoking event. This includes the lighting or burning of any candles, scents, or melts.

No Pets/ No Animals for sale

Pets and live animals are not allowed in vendor booths. The sale of live animals is not allowed on Market premises. Posting of pets/animals for sale is not allowed by Market vendors or participants within The Market footprint. Vendors should not bring their pets to The Market with them.

Children working in Stalls

Participants shall not leave children under the age of 16 at a vendor stall without adult supervision for ANY amount of time. (Adult = responsible person age 18 or older).

Code of Conduct

Vendors, their staff, and all participants are expected to uphold professionalism, know the requirements and expectations, and respect the integrity of The Market by adhering to the policies and procedures in this handbook. Vendors are responsible for making sure that all people working at their booth know and adhere to all Market guidelines. Please print and share this information with your staff.

Additional Vendor Guidelines

Vendor Identification and signage

Each booth space must prominently display a sign clearly identifying the farm or business by name and the location of the farm or business. Signage and postings must be placed within the vending stall by opening bell. Signage cannot be placed on sidewalks or patron walking area. Signs must not be smaller than 8x10 and must be legible. No other business name or logo can be used or included in onsite signage or leaflet/handouts.

Posted Origin/Amount of Product

All items for sale must be marked clearly with their retail price. Prices must be posted on or near the product with an individual sign or posted as a list of prices on a large sign or board. All vendors must post the origin of the produce/product. Items must be labeled, measured, and priced by weight or unit. (I.E: piece, dozen, flat, ounce, etc.). All descriptions of products must be accurate and truthful. Only vendors who have been approved may sell brokered produce/products. Vendors without proper and clear pricing will be asked to post their pricing immediately or remove the products without pricing from The Market.



Equipment and Supplies

Vendors furnish their own tables, chairs, canopies, cashboxes and change. All tents must have weights. No drilling or staking is permitted.

Electricity

Electricity is not available at The Market. If participants require electricity, they are required to request approval. Generators are approved on an annual basis and under certain circumstances. All generators must meet Market guidelines and be approved by Market Management annually in advance of vendor's first Market date.

Market generator guidelines include

- Generators must be quiet to respect Market vendors, customers and residents. **This is defined as giving off less than 65 dB of sound.**
 - o **Suggested generator is a Honda EU 22001 or equivalent.**
- Generators causing disruption or complaints will not be permitted.
- Vendors must provide a generator, extension cord, and cover for the part of the cord that lies in walkways and all areas utilized by the public.
- Market Management has the right to remove any generator at any time for any reason.

Set-up Policies and Arrival to The Market

May – September – Market Hours 7 a.m. – Noon

- o 5 a.m. – Market Street Use Permit begins. **No Vendor can begin set up before 5 a.m. This includes unloading and setup.**
 - o If vendor stall is available at 5 a.m., Vendors can begin setup, **not earlier.** Vendors are not required to check in at The Market, but Market staff are available for assistance at the Information Booth located on 3rd and Court.
- o 6:45 a.m. - Vendor vehicles must exit The Market.
 - If a situation arises where a vendor needs to arrive after 6:45 a.m., vendors will need to park outside of The Market and carry in items.
 - No vehicles are allowed in The Market footprint after this time.
- **October ONLY – Market Hours 8 a.m. – Noon.**
 - o 6 a.m. – Market Street Use Permit begins. **No Vendor can begin setting up before 6 a.m. This includes unloading and setup.**
 - If vendor stall is available at 6 a.m., vendor may begin set at 6 a.m., not earlier. Vendors are not required to check in at The Market, but Market staff is available for assistance at the Information Booth located at 3rd and Court.
 - o 7:45 a.m. - Vendor vehicles must exit The Market.
 - If a situation arises where a vendor needs to arrive after 7:45 a.m., vendors will need to park outside of The Market and carry in items.



Parking

Vendor stalls do not allow space for a vehicle. Vendors must move vehicles out of Market premises promptly after unloading and before setting up booth and products. Vehicles used for loading and unloading cannot block the street. All vehicles must be pulled over to allow for a driving lane down the street.

Free parking options include a parking lot located at 3rd and Court. Additional parking lots are available between 5th and 6th Streets south of the Courthouse, the northeast corner of 2nd and Court, and the southeast corner of 2nd and Court. Paid parking options include any metered parking on the outside of The Market footprint.

Set up in the Street

All vending tables, tents, merchandise, inventory and signage must be set up in the street, butted up against the curb. Vendors cannot use nearby sidewalks or space outside of assigned vending stalls. To maintain a safe environment for all, no exceptions will be made.

Sampling

Sampling is encouraged if it is within assigned booth space, in small amounts (less than 1oz), and peaceful. No sampling outside of stall space. No attempting to attract customers by making noise and/or shouting.

If sampling takes place outside of booth space, blocks neighboring vendor booths or becomes obnoxious, Market Staff have the right to ask vendor to refrain from sampling. Vendors may be asked to leave or will be removed from future Market dates at the discretion of Market Staff.

Tear Down and Exiting The Market

The Market closes at noon. Vendors cannot sell past 12:10 p.m.

Vendors are not allowed to drive vehicles into The Market area until 12:15 p.m.

Please plan and park accordingly. To ensure a smooth transition for the entire Market community, vendors are required to prepare and pack products and equipment and completely take down their booth to be ready to load their vehicle BEFORE driving the vehicle into The Market area.

Vehicles used for loading cannot block street. For safety reasons, the street is barricaded until 1 p.m. To ensure the safety of you and your Market peers, any barricades moved by you while entering or exiting must be replaced by you. Vendors who have sold out of products before Noon may not begin tearing down before The Market closes at Noon will not be able to enter The Market area with vehicle before 12:15 p.m.

Vendors will not be able to enter the footprint without a green vendor tag in their vehicle. Only one vendor pass will be given to each vendor.

Vendors will be required to follow the traffic flow map which will be given to each vendor at the vendor meeting. Any vendor who violates the traffic flow policy will be issued a warning or a fine from Market Management.



Unwanted Vehicles and Street Obstacle

Market staff works closely with City Officials all year and each Market week to minimize the effects of street obstacles, however due to the nature of The Market location there are occasionally street construction materials or general obstacles, and sometimes unauthorized vehicles in Market stalls.

Market officers and staff work with a designated towing company to remove vehicles from vending spaces. On occasion, beyond Market control, circumstances prohibit the removal of vehicles or obstacles. When this occurs, Market staff will work with vendors assigned to the space that is impacted to relocate vending location. – No refunds or rescheduling will occur.

Stall Locations and Amount of Space

The Market is limited in regard to useable space available for vending stalls. Vendors leases are reviewed annually, and all approved vendors will get at least one stall. The stall is approximately 10x10, however vendors assigned to the south side of Court Avenue will have approximately 10 x 15. Vendors with requests out for more than one booth space, or special booth space accommodations, such as corner spaces, south-side booths and specific locations of The Market, will be considered, however not all requests can be accommodated each year.

The Market does not guarantee stall location or amount of space will be the same as the previous season for past Market vendors. The stall location and amount of space leased to vendors is based on many factors and criteria, including (but not limited to); the needs of the Farmers' Market (such as pedestrian walkways, vendor and product mix, City requirements), specific setup needs for vendor, previous use of space by vendor, local construction or similar street disruptions, etc.

Dumping

Participants furnish their own broom, dustpans and trash removal. Prepared food vendors and vendors offering food/drink samples **must** provide a trash receptacle within vending space. Vendors are responsible for cleaning their stall(s) and removing trash and/or boxes at the end of each Market. The Market cannot remove vendor trash or boxes. Trash, including boxes MAY NOT be placed in any City, Market, or private business trash bins or left on the street.

Vendors are not allowed to dump anything at The Market including produce, food, scraps, and liquids. No dumping liquids including grease, water, ice, coffee, etc. into storm sewers or onto any properties. Vendors caught dumping will be fined.



Compliance and Enforcement

All rules of The Downtown Farmers' Market are enforced by The Market staff, who have ultimate on-site authority. Complaints or problems should be directed to The Market staff in a timely manner. The Market management reserves the right to make exceptions to these rules and guidelines at its discretion.

If a vendor does not abide by the rules of The Market or comply with federal, state and local regulations, applicable to market participation, Market Staff may take any action deemed appropriate, including assessing fines or barring the vendor from selling at The Market for that day, future Market days, and/or future Downtown Farmers' Market events.

The Market staff will regularly evaluate vendors' compliance of rules. Enforcement includes verbal notice of compliance, written notice and fines.

Vendor noncompliance fines must be paid in order to continue participation at The Market and future Downtown Farmers' Market events.

Customer compliments and complaints will be forwarded to vendors and kept on file. Complaints may result in further inquiry or disciplinary action including losing privilege to participate in The Market. Violation of any of these rules will result in the following in addition to the specific fines listed on page 12 of The Market Handbook.

- 1) Warning – No fine;
- 2) First offense - \$25;
- 3) Second offense - \$50;
- 4) Third offense will cause the vendor to lose privilege to sell at the Downtown Farmers' Market.



Saturday Salute Information
2025 Downtown Farmers' Market





Saturday Salute Information

The Downtown Farmers' Market is pleased to offer a Saturday Salute opportunity which allows non-profit organizations to receive on-site presence at The Market and engage with the community in a creative and unique way that showcases your brand to market patrons. This is an excellent opportunity for organizations who are looking to gain expanded exposure within the community.

As one of Des Moines' (DSM) most prominent events, The Market is proud to promote local nonprofits. The Saturday Salute Program provides local nonprofit and charitable organizations with a venue to promote learning opportunities, events, and community resources each Saturday. This partnership allows your business to connect face-to-face with Market patrons through on-site appearances. Your business will be able to engage with a built-in audience of an estimated 28,000 shoppers per Saturday.

To support our farmers, producers and artisans, product sales are not included. Organizations are also not permitted to distribute food and beverage in any way. This opportunity is not available for franchise or chain companies, catalog companies or direct selling businesses. This opportunity is not available for organizations with political affiliation or political parties.

As a Saturday Salute, each small nonprofit organization will receive the following:

- A 10 x 10 booth space situated within The Market venue, to connect with thousands of Market patrons.
- Opportunity to promote your organization. As a Saturday Salute your organization may distribute tickets, campaign or membership information directly related to your organization.
- Opportunity to provide an interactive or educational activity to encourage engagement and visitors to your booth.

Saturday Salute Information

Your Schedule and booth location:

Location: Booth location will be noted within your online account, upon approval.

Booth Space: There are a limited number of spots at The Market for Saturday Salutes. Organizations must be approved and have paid the fee before the scheduled date. (If the organization is unable to attend the scheduled date, please notify Downtown Farmers' Market as soon as possible.)

Hours of Operation:

- The Downtown Farmers' Market is open from 7 a.m. to Noon, *October hours are 8 a.m. to Noon*. Please plan to have the booth open and ready to meet guests during these hours.
- Please arrive by 6:00 a.m. to be best prepared to meet Market guests. (*October: 7 a.m. arrival*).
- To ensure your safety and the safety of our patrons, all vehicles must be removed from the immediate Market premises by 6:45 a.m. Our shoppers start early! For their safety and yours, please do not drive within The Market parameters after 6:45 a.m.
- The Market is open until Noon and our patrons stay until the very last minute. For their safety and yours, vehicles are not permitted into the Market until after 12:15 p.m. Please begin to pack and organize equipment to be loaded before driving into The Market.



Parking:

Where should you park? There is street and ramp parking available surrounding The Market premises. There are also places on the map that say Vendor Staging, if you can find a spot in there you can use those locations as well.

At Your Booth:

This is your space and your time to shine and connect with thousands of Market patrons!

- Providing an interactive craft or educational activity is highly recommended and is a terrific way to get people into your booth.
- The booth space is approximately 10ft X 10ft. Please keep equipment, signage, supplies and activities inside the designated booth space.
- Saturday Salute organization provides supplies such as canopy tent, signage, activity, table, and chairs. The Market staff is unable to provide these supplies.
- "Flyering" and/or soliciting Market patrons outside of the designated booth space is not permitted.
- Sorry, electricity is not available. If you need to bring a generator, please check with The Market team on permitted equipment.
- Please remain respectful of the Downtown Farmers' Market customers, vendors and staff. Yelling or heckling is not allowed, this includes attempting to attract patrons by making noise and/or shouting.
- As we say, this is your time to shine. The space features branding and signage exclusive to the Saturday Salute organization. Signage for other businesses, including corporate or media logos, banners, giveaways, or promotions is not allowed. Sub-letting, sharing, or loaning the space is not permitted.

Sales and Giveaways

As a reminder, our primary purpose is to be a farmers' market, and we want to support your neighboring farmers and vendors who are selling their goods. For this reason, sales, samples, tastings and giveaways of food, drink and merchandise are not included as part of the Saturday Salute agreement.

The Downtown Farmers' Market is pleased to offer this opportunity for nonprofits to have an on-site presence at The Market to engage with the community in a unique way. As a promotional opportunity, Saturday Salutes supports The Market with a fee paid per attended date. Space is limited and scheduled dates are on a first-come, first-served basis. Once your request is received a Market representative will connect with you using the email address you provided.

Fee:

Saturday Salute Fee: \$250 per scheduled date.

Invoices must be paid within 30-days from the date the invoice was received.





Entertainment Information
2025 Downtown Farmers' Market





Market Entertainment Rules and Regulations

The Downtown Events Group will enforce all rules and regulations. Downtown Events Group retains the right to prohibit an entertainer from participating in the Market, if rules are disregarded. When a rule or regulation has been broken, Market Management will discuss the concern with entertainer/s and issue an initial verbal warning. After the first warning, if the problem persists entertainer/s will be taken off the entertainment roster for the remainder of The Farmers' Market season and not be invited back to participate in future Markets.

Market Acceptance

All Market Entertainers must apply to The Downtown Farmers' Market each year. The Downtown Events Group reserves the right to refuse acceptance of any entertainer/performer including those that have previously participated in past Market seasons. Approved entertainers will be scheduled according to availability of space. Entertainment locations are subject to change closer to each Market date and pending weather. Changes will be communicated to you via email.

Onsite Expectations

Please note that the Downtown Farmers' Market does not provide entertainers with tents, tables, chairs, electric cords, mats to cover cords, or any other necessity besides electricity for noted locations. The Market staff recommends that you bring a tent, space heater, or other item of choice to stay warm (or cool) while performing. Entertainers furnish their own tables, chairs, canopy tent, extension cords and any needed amplification.

- Please email the Entertainment contact for The Market if you plan to bring a generator. If entertainer wishes to provide their own generator, it must be muffled to respect Downtown Farmers' Market vendors, customers, and residents. (Suggested generator: Honda EU3000is or equivalent.)

Entertainers are allowed to sell their own music CD's, with approval from Downtown Events Group. Entertainers may also be asked to provide proper tax forms on file. Downtown Events Group has the right to deny the sale of items deemed offensive or of conflict with the Market's mission.

Vehicles are not allowed in any entertainment location during performance times. Vehicles will not be allowed in the market after 6:45 A.M., May – Sept. and 7:45 A.M. in Oct. Please arrive before this time if you need to drive into the Market to unload heavy equipment.

Respect Downtown Farmers' Market customers, vendors, and staff. Profanity, yelling and/or heckling will not be tolerated.

If an entertainer is unable to attend, the entertainer must call and notify Downtown Farmers' Market staff before the Thursday of the week of the scheduled performance.

Entertainers may not 'sublet' their assigned space.

All performers and their inventory must be set up in the street, butted up against the curb. No exceptions will be made. If performance set up does not allow for a 20 ft. path down the center of the street for emergency vehicles, you will be relocated to a space that allows you to set up off of the sidewalk and keep the 20 ft. path.



No amplified sound before 7:00 A.M. (8:00 A.M. in Oct.). If your performance includes amplified sound, please note that the City of Des Moines' sound ordinance does not permit amplified sound before these times. Amplified sound exceeding 100dBAs at a distance of 50 feet from sound equipment is not permitted. Issues concerning Entertainment's sound levels, location and general disruption will be directed to Market Management.

Please be courteous of vendors doing commerce in your area by keeping volume levels reasonable. If an audience gathers to see or hear you perform, please encourage them to not block public traffic paths or vendor booths by asking them to move closer to the performance area. If complaints arise concerning your sound level, Market management will address the entertainer and ask them to turn the sound down. **If entertainers are not compliant with Market management, they may be asked to shut down and may not be invited back to play at future scheduled Farmers' Markets.**

Solicitation of tips is welcomed. Hawking, cackling and other means are not allowed to promote or to solicit tips. Tip containers may not interfere with pedestrian walkway.

Entertainers are responsible for making sure that all members of the group are familiar with and adhere to all market rules, regulations and guidelines.

If Entertainers or members of their group breach the Rules and Regulations, Downtown Events Group has the right to dismiss an Entertainer or group at any time.

In addition to breach of Rules and Regulations, Downtown Events Group has the right to dismiss an Entertainer at any time if it learns of any current or past charges of criminal offenses by the Entertainer.



SPARKDSM

Business Incubator

Spark DSM Business Incubator
2025 Downtown Farmers' Market
Onsite, Rules, Regulations and Resources





Spark DSM Business Incubator Overview

The Spark DSM Business Incubator was started in 2022 to serve the Downtown Farmers' Market presented by UnityPoint Health – Des Moines. The program has expanded in 2023 to include education and support services and other Downtown events, including the World Food & Music Festival, the DSM Book Festival, Out to Lunch and more.

Spark DSM works closely with community partners to provide year-round education and work one-on-one with these vendors to support their experience and growth in the program.

More information, including how to apply for the program, historical information, and program details can be found on our website.

Event Rules and Regulations

Following approval into The Spark DSM Business Incubator, All participants of The Spark DSM Business Incubator will be offered the chance to apply to vend at The Downtown Farmers' Market in February.

Spark DSM businesses will not be allowed to vend at The Downtown Farmers' Market unless they have applied. Questions about The Downtown Farmers' Market Application can be directed to Elizabeth Weyers, Downtown Farmers' Market Manager at eweyers@downtownDSMUSA.com.

All Spark DSM vendors must abide by The Downtown Farmers' Market Vendor Rules and Regulations – see Pg. 6.

Downtown Farmers' Market Management will provide each Spark vendor with a 10x10 booth space along with a Spark DSM branded tent and signage to use during the event, up to two tables and chairs and vendor banner that can be kept once the program is complete.

Each Spark DSM vendor will get between 3-5 Market dates based on availability.

Market Management has the right to give up your booth space for any reason that we see appropriate at any time in The Market Season. Recurring absences or no shows could result in being pull from The Market schedule.

In July, vendors who are doing well at The Market may be selected to be a Termed vendor. (See definition below.)

Termed Vendor Guidelines

Becoming a Termed Vendor

Eligible vendors should be current participants in the Spark DSM Business Incubator and approved to vend at The Market for the rest of the 2025 season. These vendors will be categorized as a Termed Vendor through the mid-season evaluation process. Vendors are still eligible to participate in all Spark DSM programming and may utilize available wrap-around services as offered.



Existing Scheduled Dates

Upon mid-season evaluation, The Market will allow accepted Termed Vendors to keep their currently scheduled Spark DSM dates at no cost, but the vendor will be moved out of the Spark DSM vendor tent. This will require a Termed Vendor to vend out of their own tent at the Farmers' Market and allow more availability in the Spark DSM booth spaces for the remainder of the 2024 season. Additional dates may be requested by the vendor (for a fee) and will be scheduled based on availability.

Additional Market Dates

Additional Market dates will be approved based on availability of The Market Schedule. Additional Market dates will not be covered by the Spark DSM Business Incubator and will be at the expense of the vendor for \$65.00 per Market date. Dates will be based on Market availability in coordination with the Downtown Farmers' Market Manager.

Termed Vendors will need to provide their own tent, tables, stools and signage, the onsite Market staff will still be available to assist onsite.

Future Market Seasons

The Downtown Farmers' Market will require all Termed Vendors to apply to the Downtown Farmers' Market as a new vendor for the following Market season. New vendor applications will be available at the beginning of the year and go in front of the vendor jury for the 2025 Downtown Farmers' Market season. Participation in the Spark DSM Business Incubator and having a Termed Vendor status does not guarantee acceptance into future Market seasons.





Downtown Winter Farmers' Market

Information about The Downtown Winter Farmers' Market, applications, and rules and regulations will be released later in 2025. For questions regarding The Downtown Winter Farmers' Market, please reach out to The Downtown Farmers' Market Manager eweyers@downtownDSMUSA.com. Thank you!



Marketspread FAQ

The Downtown Events Group uses Marketspread for all their events, including The Downtown Farmers' Market. Vendors are required to create a profile and apply through Marketspread each year if interested in participating in The Downtown Farmers' Market. All applications will be located on our website and will be open for one month starting in January.

What are the steps to applying for The Downtown Farmers' Market?

Step One: Download the [Vendor Information Guide](#)

Step Two: Create a profile. You must create a profile prior to applying.

- Visit [Marketspread](#) to create a profile.
- [Additional instructions](#)

Step Three: [Fill out Application](#).

If there are questions regarding vendor eligibility or general event questions, please reach out to farmersmarket@downtowndsmusa.com.

Resources about applying as a new vendor can be found below.

[Applying as a new Vendor - Marketspread](#).

[New Vendor Guide- Setting up a Profile and Applying to a Market - Marketspread](#)

What if I need to edit my vendor profile?

If for any reason, you need to change the email address associated with your account or other information, you can do so easily from the "Profile" page. Directions on how to get there can be found here - [Change your Account info including email address - Marketspread](#).

How do I add more than one email address to my profile?

To add more than one email address to your profile you will have to add employees to your account. These can be done using the resources here - [Add employees to your account - Marketspread](#). Please know that employees added to your account will also receive weekly Market emails until you remove them as an employee.

What is my vendor type?

All vendors will be prompted to choose their vendor type upon applying to the event. The vendor types are listed and defined on Pg. 9 of The Market Handbook. If you need to update or change your vendor type after the application process, you can do so with the following resource - [Change Your Vendor Type - Marketspread](#).

How do I add products to my application?

The Downtown Farmers' Market requires all vendors to add all products that they will be selling to Marketspread during the application process, if you need assistance on how to add products you can use this resource here - [Add products to your application - Marketspread](#).

If you need to add products after your application has been submitted you must first get approval from Market Management by emailing farmersmarket@downtowndsmusa.com and then you can follow the steps here - [Adding products for review after application submission - Marketspread](#).



How do I pay my invoice?

All vendors will receive their invoices through Marketspread. Invoices are due based on the due date on the invoice. If you have any questions regarding how to pay your invoice as a vendor, please follow the instructions here - [Paying your invoice as a vendor - Marketspread](#).

Please also make sure that your credit card information is updated. Information on how to delete or update your credit card information can be found here - [Delete or Update a Credit Card - Marketspread](#).

How do I get Market emails and notifications?

If your email is updated, you should be receiving weekly Market emails from Marketspread during The Market season. If you are not receiving them, please check that your email is correct on your account. If you would like to add your cell phone to receive SMS texts in the case of weather alerts or other emergency situations please do so with the resources here - [Adding your cell phone to receive SMS texts - Marketspread](#).

How do I grant The Market access to edit my profile?

The Downtown Farmers' Market may request that a vendor allow access to edit a vendor profile, should you be requested to grant access for The Market to edit your profile, you will need to follow the steps here - [Granting a market edit access to your profile - Marketspread](#).

What if I have other questions about Marketspread?

There is a support and learning center available to all Market vendors where you can open support tickets, contact support, and read different articles and resources on any questions that you may have. To access the learning Center, click here - [Learning Center - Marketspread](#).

For other questions you can reach out to support@marketspread.com.





Thank you for your compliance with our Market Handbook.
If you have any questions, please contact our Market Team at
farmersmarket@downtownDSMUSA.com

