



**2026 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.**

**The Downtown Farmers' Market Staff reserves 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](mailto:eweyers@downtownDSMUSA.com)  
515-286-4911

### **Email:**

[farmersmarket@downtownDSMUSA.com](mailto:farmersmarket@downtownDSMUSA.com)

### **Website:**

[desmoinesfarmersmarket.com](http://desmoinesfarmersmarket.com)

### **After Hours and Onsite Contact:**

If vendors are experiencing issues on Friday after 4p.m. or Saturday mornings, vendors can email The Market team through Marketspread or email [eweyers@downtownDSMUSA.com](mailto:eweyers@downtownDSMUSA.com). Vendors can also call 515-286-4911. If there is no answer please leave a voicemail.

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. 7a.m. – Noon (October Hours: 8a.m. – Noon) on Court Ave. in the Historic Court District of Downtown Des Moines, Iowa.

**2026 Market Dates:** May 2 – October 31, 2026

### **Vendor Setup Hours**

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

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

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 7a.m. (8a.m. in October) to signal the beginning of sales. No vendor may pre-bag products OR allow customers to shop prior to 7a.m. (8a.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, open glass bottles are prohibited within The Market.
- Smoking is not permitted inside The Market footprint.
- Alcoholic products and consumable hemp products, including CBD and THC beverages must remain sealed while within The Market's 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 guests attending The Market are prohibited on-site. Please walk your bike through The Market site to the Bike Valet.
- Please use caution when using wagons, strollers, carts or other items for products and children as they can block the way for others.
- All packages are subject to search.
- Weapons of any kind are strictly prohibited at this event. This includes firearms, knives, explosives, chemical sprays, and any object designed or intended to cause harm or threaten others. The only exception is for on-duty law enforcement officers or authorized security personnel. This policy applies regardless of local, state, or federal carry laws. Event organizers reserve the right to deny entry or remove any individual who is in violation of this policy.

### **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 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.

- Pets must be under control on a short leash (max. three-foot leash), and by the owner's side always.
- All animals need to be kept away from produce, plants, and food products.
- All 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 3<sup>rd</sup> and Court on Saturday mornings.



### **Vendor Rules and Regulations:**

#### **Policies, Procedures and Expectations of 2026 Downtown Farmers' Market Vendors**

\*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.

The Downtown Farmers' Market Staff reserves 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.



## Becoming A Vendor

All participants of the Downtown Farmers' Market are required to apply through Marketspread annually. 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 or request accommodations from The Market Manager, Elizabeth Weyers. Please see Pg. 39 for more information on the application details.

### **New Vendors**

First-time applicants are required to “create a vendor account” in Marketspread. This is the only way to apply.

To be considered, all new vendors must submit a new vendor intake form, in Marketspread, 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 at the Vendor Jury.

A vendor selection committee or vendor jury will meet to choose new vendors for the season and to ensure that quality products are provided to the Greater Des Moines (DSM) region. The vendor jury will use the following rubric as a guideline of their decision.

<b>Vendor Acceptance Rubric (New Vendors)</b>	<b>1 – Incomplete or Not Ready</b>	<b>2 – Fair, needs improvement</b>	<b>3 – Good, a promising vendor</b>	<b>4 – Excellent, an ideal Vendor</b>
<b>Vendor Products</b> Products <ul style="list-style-type: none"> <li>• <i>Unique Factors and originality</i></li> <li>• <i>Locally Grown/Created</i></li> <li>• <i>Price-Point</i></li> </ul>	<ul style="list-style-type: none"> <li>• No product innovation and would not add to our Market or unclear</li> <li>• Not locally grown or created</li> <li>• Overpriced or underpriced for our Market</li> </ul>	<ul style="list-style-type: none"> <li>• Products lack some variety and uniqueness</li> <li>• Products are mostly not sourced from local ingredients</li> <li>• Inconsistent or pricing is not clear</li> </ul>	<ul style="list-style-type: none"> <li>• Products have variety or uniqueness</li> <li>• Products mostly locally sourced or produced</li> <li>• Generally fair price-point for most products</li> </ul>	<ul style="list-style-type: none"> <li>• Products are highly unique, high-quality and new to The Market</li> <li>• Products are clearly locally grown or homemade</li> <li>• Clear competitive price-point that is reasonable and appropriate</li> </ul>
<b>Vendor Booth Presentation</b> Vending Space <ul style="list-style-type: none"> <li>• <i>Display and booth set-up</i></li> <li>• <i>Signage and Pricing</i></li> <li>• <i>Product Presentation</i></li> </ul>	<ul style="list-style-type: none"> <li>• Vending spaces are unattractive, disorganized or unprofessional.</li> <li>• No visible signage or pricing</li> <li>• Products are not present in photos</li> </ul>	<ul style="list-style-type: none"> <li>• Vending setups appear incomplete or need improvement</li> <li>• Vending space is cluttered or not functional</li> <li>• Missing signage or pricing is not labeled clearly</li> </ul>	<ul style="list-style-type: none"> <li>• Vending space is neat and functional</li> <li>• Most signage and prices are visible</li> <li>• Vendor has the correct onsite materials and products are presented in booth set-up</li> </ul>	<ul style="list-style-type: none"> <li>• Vending spaces are visually appealing and well organized</li> <li>• Signage about vendors, products and pricing is clear and posted for patrons to see.</li> </ul>
<b>Event Experience</b> <ul style="list-style-type: none"> <li>• Event completion</li> <li>• Availability for Market</li> <li>• Reason for joining The Market</li> </ul>	<ul style="list-style-type: none"> <li>• No other event experience, or experience is not relevant</li> <li>• Poor availability for The Market</li> <li>• No clear information on vendor presence or who will be onsite</li> </ul>	<ul style="list-style-type: none"> <li>• Minimal event or relevant experience</li> <li>• Limited availability for The Market</li> <li>• Maker/seller information is incomplete or unclear</li> <li>• Unclear or invalid reason for joining</li> </ul>	<ul style="list-style-type: none"> <li>• Some relevant or event experience</li> <li>• Good availability for The Market</li> <li>• The maker and seller are identified</li> <li>• The reason for joining is valid</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive experience with other Farmers' Markets and events</li> <li>• Clearly identify who will be onsite</li> <li>• Reason for joining The Market is valid</li> </ul>
<b>Overall Preparedness</b> <ul style="list-style-type: none"> <li>• Are they ready?</li> </ul>	<ul style="list-style-type: none"> <li>• No clarity on who makes or sells the products</li> <li>• Vendor appears unprepared or unaware of expectations</li> </ul>	<ul style="list-style-type: none"> <li>• Limited understanding of The Market's purpose and preparedness is uncertain or inconsistent</li> </ul>	<ul style="list-style-type: none"> <li>• Shows basic preparedness of vendor responsibilities seems open to learning</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate comfort with vendor operations including set-up, tear-down compliance, etc.</li> </ul>
<i>Comments:</i>				





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 been a vendor 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, or business has changed business models or rebranded with new products.
- The business has not been a vendor at The Downtown Farmers' Market in at least three Market seasons (since 2023).

### **Returning Vendors**

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.

Returning vendors may have to re-enter the jury for a few reasons, including but not limited to;

A change in business model, ownership, or product listing.

- A vendor has not participated in the last three years (since 2023).
- A vendor was only present for 70% or less of their scheduled Market dates.
- There is a balance due currently on the vendor's account, or there were difficulties receiving payment on time.
- Unresolved fees, fines, or warnings.
- A vendor has conduct issues with staff, patrons, or other Market participants.

Booth spaces are leased on an annual basis; acceptance to The Market is not guaranteed, even if you have been accepted before. Returning vendor applications are reviewed with the following rubric.



<b>Vendor Acceptance Rubric (Returning Vendors)</b>	1 – Poor	2 – Fair	3 – Good	4 – Exceeds Expectations
<b>Vendor Products</b> Products <ul style="list-style-type: none"> <li>• <i>Unique Factors</i></li> <li>• <i>Locally Grown/Created</i></li> <li>• <i>Price-Point</i></li> </ul>	<ul style="list-style-type: none"> <li>• No product innovation and would not add to our Market</li> <li>• Not locally grown or created</li> <li>• Overpriced or underpriced for our Market</li> </ul>	<ul style="list-style-type: none"> <li>• Products lack some variety and uniqueness</li> <li>• Products are mostly not sourced from local ingredients</li> <li>• Inconsistent or pricing is not clear</li> </ul>	<ul style="list-style-type: none"> <li>• Products have variety or uniqueness</li> <li>• Products mostly locally sourced or produced</li> <li>• Generally fair price-point for most products</li> </ul>	<ul style="list-style-type: none"> <li>• Products are unique and new to The Market, are not found at other vendors</li> <li>• Products are locally grown or produced</li> <li>• Pricing seems appropriate and competitive</li> </ul>
<b>Vendor Booth Presentation</b> Vending Space <ul style="list-style-type: none"> <li>• <i>Display and booth set-up</i></li> <li>• <i>Signage and Pricing</i></li> </ul>	<ul style="list-style-type: none"> <li>• Vending spaces are unattractive, disorganized or unprofessional.</li> <li>• No visible signage or pricing</li> <li>• Vendor does not have the onsite materials needed</li> </ul>	<ul style="list-style-type: none"> <li>• Vending space is cluttered or not functional</li> <li>• Missing signage or pricing is not labeled clearly.</li> <li>• Onsite materials could be improved</li> </ul>	<ul style="list-style-type: none"> <li>• Vending space is neat and functional</li> <li>• Most signage and prices are visible</li> <li>• Vendor has the correct onsite materials and staff who are generally knowledgeable</li> </ul>	<ul style="list-style-type: none"> <li>• Vending spaces are visually appealing and well organized</li> <li>• Signage about vendors, products and pricing is clear and posted for patrons to see.</li> </ul>
<b>Vendor Admin</b> Attendance <ul style="list-style-type: none"> <li>• <i>Attending Scheduled Markets</i></li> <li>• <i>At Market during vending hours</i></li> </ul> Payment History <ul style="list-style-type: none"> <li>• <i>Balance paid</i></li> <li>• <i>Payment timeliness</i></li> <li>• <i>Required Documents</i></li> </ul>	<ul style="list-style-type: none"> <li>• Vendor was marked absent or no-show to over 50% of their Market dates, left early or arrived late</li> <li>• Vendor has or has had many delinquent payments or unresolved fines</li> <li>• Required documents not updated or missing.</li> <li>• Vendor frequently left early, or showed up late</li> </ul>	<ul style="list-style-type: none"> <li>• Frequent absences or no shows with poor communication</li> <li>• Vendor attended 60-70% of scheduled dates</li> <li>• Vendor had payment issues or unresolved fines</li> <li>• Incomplete, late or non-current documents submitted</li> </ul>	<ul style="list-style-type: none"> <li>• Minor Attendance issues – Vendor attended at least 80% of scheduled Market dates – was generally communicative</li> <li>• Minor payment issues, or fines, reminders or warnings were assessed</li> <li>• Documents current and submitted on time</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor was present for 95%-100% of their schedule Market dates and stayed the entire time.</li> <li>• Vendor paid Market invoices in a timely manner and no warnings or fines were assessed.</li> <li>• Provided required documents on time.</li> </ul>
<b>Vendor Conduct</b> <ul style="list-style-type: none"> <li>• <i>Peaceful Market</i></li> <li>• <i>Market Handbook</i></li> <li>• <i>General Conduct</i></li> </ul>	<ul style="list-style-type: none"> <li>• Vendor violates rules repeatedly, disrupts The Market peace.</li> <li>• Poor attitude or cooperation with staff or other vendors.</li> </ul>	<ul style="list-style-type: none"> <li>• Repeated need for rule enforcement.</li> <li>• Fair compliance with conduct expectations</li> </ul>	<ul style="list-style-type: none"> <li>• Respectful and cooperative with occasional reminders of Market rules</li> <li>• Generally, follows Market Handbook</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor followed The Market Handbook and no fines, or warnings were given for any reason</li> </ul>
Comments:				

## How are Vendors/Products selected?

Downtown Events Group, Inc. reserves the right to approve, refuse and limit products sold at The Downtown Farmers' Market for all vendors. While exclusivity does not exist, a limited number of vendors may 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.

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. 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. No application fee refunds will be given to vendors who have not been accepted, withdrew their application, or have applied previously.

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

### **What happens after I am approved for the Downtown Farmers' Market?**

Upon approval to the Downtown Farmers' Market, vendors will be provided with a checklist of items that need to be completed before they are allowed to attend a Market. Approval to the Downtown Farmers' Market does not mean automatic vending privileges. Vendors must complete the following before they are allowed to vendor.

- Pay their invoice via Marketspread – see more information on pg. 14-15
- Attend a Vendor Meeting
- Submit their COI to the Downtown Farmers' Market – see pg. 21
- Submit their food license or food truck permit, if applicable. – See pg. 21
- Send in their clean-up deposit of \$150.00. (Prepared food and food trucks) – See pg. 17
- Submit generator for approval, if applicable. – See pg. 34
- Submit a W-9 to the Downtown Farmers' Market – should have been completed upon application.
- Sign Downtown Farmers' Market Handbook agreement - should have been completed upon application.

### **Vendor Meetings**

All vendors are required to attend a vendor meeting, so they can ask questions, hear Market updates, and receive their vendor packet and any materials that they may need. Failure to attend a vendor meeting will result in loss of vending privileges at the Downtown Farmers' Market.

**2026 Vendor meetings will be held IN-PERSON on Saturday, April 4, 2026, at the Greater Des Moines Partnership Office at 700 Locust Street Suite 100, Des Moines, IA 50309.**

There will be three vendor meeting times available.

- Saturday, April 4, 2026, 9:00 a.m. – 10:30 a.m. IN-PERSON
- Saturday, April 4, 2026, 11:30 a.m. – 1:00 p.m. IN-PERSON
- Saturday, April 4, 2026, 2:00 p.m. – 3:30 p.m. IN-PERSON

If a vendor is unable to make a vendor meeting, they must email Elizabeth Weyers at [eweyers@downtownDSMUSA.com](mailto:eweyers@downtownDSMUSA.com) as soon as possible for accommodation.



## 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 may be added to vendors' invoice, if, in addition to their primary vendor type have at least 40% of products in either prepared foods, or material goods. (i.e. 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 any time if it does not align with the products that they are selling each week at The Market. For this reason, vendors must add all their products to 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 that are not wholesale, 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, salsa, jam, wine\* etc.

**Material Goods/Services:** Includes homemade home décor items, body care 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. Includes any items that are wholesale or retail. (Hemp products – wholesale, boutiques, etc.)

**Food Truck:** Includes vendors who sell out of a food truck, trailer or any booth set-up that involves wheels and requires them to remain in The Market during operating hours.



## **Full Season/Occasional Vendors**

Upon applying to The Downtown Farmers' Market, vendors will be asked to choose which status 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 – 27 Market dates in a season **AND** also, 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 have 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 April 1. Vendors can request the invoice to be broken into three installments. Those installments will follow the payment plan below.

Installment One – Due April 1  
Installment Two – Due May 1  
Installment Three – Due June 1

Late or unpaid invoices will be automatically charged to the payment method on file in Marketspread and may result in late fees and/or removal from The Market.

Vendors who pay their full balance on or before April 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 for 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 April 1  
Installment Two (includes July and August Market dates) – Due May 1  
Installment Three (includes September and October Market dates) – June 1

Late or unpaid invoices will be automatically charged to the payment method on file in Marketspread and may result in late fees and/or removal from The Market.

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



## Vendor Scheduling

### **Vendor Scheduling**

Vendors must indicate 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, vendor products, 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.

### **Vendor Scheduling Process**

Market Management will begin scheduling vendors in early March. Vendors will receive an email once vendor schedules are completed.

**Please do NOT email with inquiries or changes about your schedule until you have received an email from Market Management with the completed schedule.** Once that email has been sent, all vendors have 10 days to contact Market Management to make any changes to their schedule.

All Market schedules are considered final on May 1. If you remove a date after May 1 a refund will not be given for any reason

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 removed from. Switching dates will not be allowed retroactively.

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

Vendors with requests 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.

## Payment Information

### **Marketspread**

Vendors are required to check Marketspread on a regular basis for updates to the schedule and general notifications. It is the vendor's 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](mailto:support@marketspread.com). See pg. – 39-40.

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

### **Vendor Invoices**

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

All vendors will be required to provide an active and updated method of payment to their Marketspread at all times.

Vendor invoice schedules and information on payment plans can be found on page 14-15.

Payment can be made on Marketspread with a card, or by mailing a check to Downtown Events Group 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 automatically charged to the payment method on file on day 30 and will be assessed for 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. 40-41**





## Vendor Fees and Fines

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

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

Fees are expected to be paid by the due date noted on the invoice or in your Marketspread account. 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 an 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. See pg. 15.

### 2026 Vendor Booth Fees

Vendor Type	Stall Details	Per Market Price (Occasional)	Full Season Cost (20+ Markets)
A. Produce Farmer/Grower (Fresh produce, fruits, veggies, herbs, plants that grow fruits and veggies)	One 10x10 booth space.	\$70.00	\$1,000.00
B. Agriculture and Value-Added Farmer/Grower (wine, flowers, Hemp products, meats, cheeses, honey, etc.)	One 10x10 booth space.	\$75.00	\$1,000.00
C. Artisan/Specialty Foods	One 10x10 booth space	\$75.00	\$1,200.00
D. Material Goods/Services	One 10x10 booth space.	\$80.00	\$1,300.00
E. Prepared Food	One 10x10 booth space.	\$85.00	\$1,800.00
F. Wholesale, resale, Co-op*	One 10x10 booth space.	\$85.00	\$2,000.00
F (1). Food Truck	One space for food trucks or food trailers. (Vehicle must be unhooked)	\$140.00	Not available for full season

\*Not available to new applicants



Additional Vendor Fees	Details	Per Market Price (Occasional)	Full Season Price
Southside (Per stall)	10x20 booth space. (Southside of Court)	N/A	\$275.00
Southside Corner (Per stall)	A 10x20 booth space. Southside Court access to a corner.	N/A	\$300.00
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 \$150.00 deposit to Vend.	N/A	\$150.00

### 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 \$150 vendor deposit by the vendor meeting. 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.

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 1:30 p.m. 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 grease 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. Any grease stains left on the street or sidewalk behind your booth, or grease buckets left or dumped within The Market footprint 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 electronic ticket onsite with information regarding their fine or warning. Market Management will follow up with an email or phone call notification the following week if needed and send an invoice via email. Payment is due by noon Friday, the week prior to vendors' next Market date. Vendors with unpaid fines will not be allowed to vend.

#### **Attendance Policy/Cancelation/Refunds:**

Attendance by all scheduled vendors is vital for the Farmers' Market to be successful. 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 shall notify The Downtown Farmers' Market, via email at [eweyers@downtownDSMUSA.com](mailto:eweyers@downtownDSMUSA.com) or [farmersmarket@downtownDSMUSA.com](mailto:farmersmarket@downtownDSMUSA.com) by phone at (515) 286-4911, by Wednesday at 4 p.m. the week of their Market date, if they will not be in attendance. Failure to notify Market management of an absence by then will result in an unexcused absence or no show. 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.

**Excused Absence** – Vendors who contact Market Management about an absence prior to 4 p.m. on the Wednesday the week of their scheduled Market, will receive an excused absence. This is still considered an absence; however, no fine will be issued.

**Unexcused Absence** – Considered a late cancellation. Notice was not given to Market Management prior to Wednesday at 4 p.m. during the week of their scheduled Market date. – A \$50 late cancellation fine will be assessed. Emergencies will be taken into consideration on a case-by-case basis.

**Vendor No-Show** – No communication was made with Market Management regarding the vendor's absence to The Market date. A \$75 no-show fine will be assessed. More than three no-show events in a season could result in the vendor's removal from The Market schedule.



**Late Cancellation Fine - \$50 – See pg. 18**

Vendors shall notify The Downtown Farmers' Market, via email at [eweyers@downtownDSMUSA.com](mailto:eweyers@downtownDSMUSA.com) or at [farmersmarket@downtownDSMUSA.com](mailto:farmersmarket@downtownDSMUSA.com) or by phone at (515) 286-4911, by Wednesday at 4 p.m. the week of their scheduled Market date if they will not be in attendance. Failure to contact Market Management in a timely manner will result in a Late Cancellation fine of \$50. This fee will be assessed regardless of the reason for cancellation. Emergencies will be taken into consideration on a case-by-case basis.

**No Show Fine - \$75 – See pg. 18**

Vendors must communicate their absence with Market Management. Failure to communicate an absence will result in a \$75 No Show fine.

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.

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.

**Leave Early Fine - \$20**

If a Market vendor attempts to leave The Market before noon, Downtown Farmers' Market Staff reserves the right to assess vendors for a fine of \$20. More than three occurrences may result in removal from The Market schedule.

This fine applies to weather as well. Please see our weather policy – pg. 30-31.

Unforeseen emergencies will be taken into consideration on a case-by-case basis.

**Dumping Fine - \$100**

**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 for a fine of \$100. 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.

Should there be a situation in which a vendor causes a mess in their booth space, they must let Market Management know immediately and give reasonable effort to clean the booth area before they leave for the day.

All vendors must provide their own trash bins for sampling, cooking and vending, and must bring all items including their trash home with them at the end of The Market day.



### **Vehicle Fine - \$100**

- Vendors must remove their vehicles by 6:45 a.m. (7:45 a.m. in October) and will only receive one, time-sensitive warning. 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. during tear-down, are subject to a fine by Market Management.
- Vendors who do not abide by the traffic flow map and drive the wrong way in the street during load-out 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, please go slow and leave lanes of traffic open when unloading and loading.

### **Booth Space Fine - \$50**

Vendors must not set up signage or tables outside their scheduled booth space, including in Fire Lanes – pg. 30. Please see pgs. 33-35 for booth space details and specifications. Vendors who have been repeatedly reminded of the vendor booth space specifications may be assessed a fine of \$50.

### **Vendor Conduct Fine - \$50/ \$100/ Removal from Market**

Vendors who do not comply with the Downtown Farmers' Market handbook and code of conduct may be fined. After a vendor's second offense, the vendor will be removed from The Market.

### **Late payment Fine - \$25/\$50/\$100**

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 right to temporarily or permanently remove vendors from The Market, due to vendor conduct or as a result of an overdue balance or unpaid Market fines or fees.



## **Required Documents**

**All documents are due to Market Management by the Vendor Meeting, 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](mailto:farmersmarket@downtownDSMUSA.com) PRIOR to vending at The Market. The required documents are required 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 Downtown Events Group, 700 Locust Street Suite 100, Des Moines, IA 50309.

### **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

### **SNAP / EBT Program**

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 is a violation of the Downtown Farmers' Market Handbook and may result in vendors being removed from The Market.**

On January 1, 2026, certain types of foods are no longer eligible for purchase with SNAP benefits. Only non-taxable items will not be eligible for purchase with SNAP in Iowa. Iowa defines a \*non-taxable food as the following.

- Staples and grocery basics (bread and flour products, meats, eggs, dairy, fruits, vegetables, etc.)
- Common cooking ingredients (cooking oils, spices, condiments, sugars, extracts, tea leaves or bags to brew at home, coffee beans or grounds, etc.)
- Specialty Foods – Intended for ordinary nutritional use (enriched foods, health foods, etc.)
- Snack-type foods – (prepackaged popcorn, chips, cookies, donuts, breads, nuts, etc.)
- SNAP is not eligible to be used on taxable items. (Soda, prepared food or drinks, candy, vitamins, herbal supplements, etc.)

*\*If you DO NOT sell a non-taxable food item, you CANNOT accept these tokens.*

### **SNAP/EBT Tokens**



- SNAP/EBT Tokens are specific to the Downtown Farmers' Market and are only eligible for the Downtown Farmers' Market.
- DO NOT exchange cash for SNAP Tokens
- DO NOT collect sales tax on items purchased with SNAP Tokens
- Vendors must keep all collected tokens in their Food Assistance bag, DO NOT use, exchange, or reimburse tokens with other vendors at The Market. Doing this is SNAP Fraud and is illegal.





### Double Up Food Bucks Program

Double Up Food Bucks is a program that works alongside SNAP through the Iowa Healthiest State Initiative. Individuals who receive SNAP benefits or federal food assistance will receive a one-to-one match that encourages them to purchase healthy, fresh fruits and vegetables.

Customers will receive their Double Up Food Bucks when they use their SNAP card to get tokens at the Downtown Farmers' Market Information Booth. Customers will receive a one-to-one match equal to the amount of SNAP tokens exchanged up to \$15.

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 products is a violation of the Downtown Farmers' Market Handbook and may result in vendors being removed from The Market.**

### Double Up Food Bucks Tokens



- These Double Up Food Bucks can be used on fresh produce only.
- These paper bucks work like cash on all eligible products.
- DO NOT exchange cash for Double Up Food Buck Tokens
- DO NOT collect sales tax on items purchased with Double Up Food Buck Tokens
- Vendors must keep all collected tokens in their Food Assistance bag, DO NOT use, exchange, or reimburse tokens with other vendors at The Market. Doing this is SNAP Fraud and is illegal.

*\*If you DO NOT sell fresh produce (defined as a fruit of a vegetable in its original form), or plants that grow produce (tomato plants, pepper plants, basil, etc.), you CANNOT accept these tokens.*





## Produce RX

The Produce Prescription Program is another Food Assistance Program through the Iowa Healthiest State Initiative. The program allows health care providers at Broadlawns Medical Center and selects Primary Health Care clinics to “prescribe” fresh fruit and vegetables to eligible patients.

Tokens are mailed to the individual and are not related to the SNAP/EBT program or the Double Up Food Bucks Program; however, there may be instances where an individual has both.

All vendors who sell eligible products are required to accept the vouchers. The vouchers are turned in at the end of each Market and paid back monthly. **Refusal to accept Produce RX Vouchers on eligible products is a violation of the Downtown Farmers’ Market Handbook and may result in vendors being removed from The Market.**

### Produce RX Vouchers



- These Vouchers can be used on fresh produce only.
- These Vouchers work like cash on all eligible products and come in \$5 increments.
- No change can be given for these vouchers.
- DO NOT exchange cash for vouchers.
- Vendors must keep all collected tokens in their Food Assistance bag, DO NOT use, exchange, or reimburse tokens with other vendors at The Market.

*\*If you DO NOT sell fresh produce (defined as a fruit of a vegetable in its original form) you CANNOT accept these tokens.*




## Food Assistance FAQ


### What items can Food Assistance tokens and vouchers NOT be used on?

- Beer, wine, liquor, CBD products, cigarettes, or tobacco
- Taxable food items (candy, soft drinks or juice drinks below a certain juice-content, etc.)
- Any nonfood items, such as.
  - o Pet foods
  - o Soaps, paper products
  - o Household supplies
  - o Vitamins and medicines
- Food sold from vending machines
- Food/drink made to be eaten at The Market (Prepared Foods)


**Use SNAP for these items:**




Fruits  
Vegetables




Honey




Baked Goods  
Cereal  
Bread




Milk  
Eggs  
Cheese







Coffee beans  
Coffee grounds



Dips, Salsas  
Frozen food





Meats  
Poultry



Nuts

**Use Double Up Food Bucks for these items:**





Fresh fruits and vegetables

Food plants and seeds

### 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 or expired tenders.



### What do I do when I receive a food assistance token or voucher?

Each week eligible vendors will be provided with a Market money bag. The bag will be handed out by The Market Staff in the first two hours of The Market.

Inside the bag will be a receipt (see example). 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, Produce RX Vouchers, and gift certificates.



**2023 Vendor Payment Receipt**

VENDOR NAME: \_\_\_\_\_

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

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

Bags will be collected at 11:40 a.m. each week. Bags must be given back to Market staff before leaving The Market each week. If you are packed up and ready to leave and Market Staff have not collected your bag, please bring it to The Market Information Booth at the corner of 3<sup>rd</sup> and Court.

### How will the reimbursement process work?

Once vendors have filled out their collection sheet and turned in their Market money bag, Market Management will review each bag, log the collected amounts and submit them to our finance team for approval and reimbursement.

Vendor reimbursement checks will be cut monthly and will be sent to any vendor whose account has hit at least \$50.00.

All vendors must provide Market management with an updated W9 with a current mailing address and the name that the checks need to be written out prior to reimbursement.

Vendors will not be able to be reimbursed for any vouchers, tokens, or gift certificates onsite.

The Downtown Farmers' Market will not reimburse improper tokens, tokens used for ineligible items, expired tokens, or tokens from vendors who do not have an updated W9. The Market is not



responsible for collection forms that are not filled out correctly or not filled out at all. Please fill them out to the best of your ability so that we can reimburse correctly.

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

The Farmers Market Nutrition Program or Senior Farmers Market Vouchers (FMNP) and WIC Vouchers are programs of the Iowa Department of Agriculture and Land Stewardship. **They are NOT programs of The Downtown Farmers' Market.**

These vouchers are allowed to be used at the Downtown Farmers' Market under a few criteria.

- Vendors must be certified to accept FMNP and WIC Vouchers through the Iowa Department of Agriculture and Land Stewardship.
- Vendors who are certified must have the proper signage with the current year certification sticker displayed at their vendor booth. (See Below)
- 



- **If you are not a certified vendor to accept these vouchers, PLEASE DO NOT ACCEPT THEM! The Downtown Farmers' Market DOES NOT reimburse for ANY FMNP or WIC Voucher, the only way a vendor can be reimbursed is through the Iowa Department of Agriculture and Land Stewardship, if they are a certified vendor.**
- 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.



### Senior FMNP Voucher and WIC Voucher



- Vouchers can only be used on eligible items, which are fresh fruits and vegetables.
- Honey may be purchased with Senior FMNP Vouchers.
- Vouchers work \$5.00 and are used as cash. No changes can be given or exchanged for vouchers.
- Vendors must submit all collected vouchers to the Iowa Department of Agriculture and Land Stewardship, per their training upon certification.
- DO NOT turn into the Downtown Farmers' Market. DO NOT try to use, exchange, or reimburse vouchers with other vendors at The Market. Doing this is illegal and a violation of the program.

### Does The Market have Market Gift Certificates:

Yes, the Downtown Farmers' Market does have gift certificates. These are mainly used by our Market Staff, Sponsors and other Market Partners. We do occasionally sell gift certificates to patrons who inquire or provide them in giveaways.

Market Gift Certificates are to be accepted for ANY purchase at ANY vendor booth. The Downtown Farmers Market will reimburse all vendors for any non-expired Market Gift Certificates that they collect during a season.

### How do I redeem my Market Gift Certificates if I receive any?

1. Sign your name or vendor name on the back of the certificates you would like to turn in.
2. Turn certificates into Market Management in two ways.
  - a. If you have a Market money bag for food assistance vouchers, you can add them into your weekly collection.
  - b. If you do not receive a Market money bag for food assistance, you can either bring gift certificates to The Market Information Booth.
3. Market Management reimburses vendors monthly after their account hits \$50.





Market Management will NOT reimburse other Market Gift Certificates.  
Market Management will NOT reimburse for expired Market Gift Certificates.

### Downtown Farmers' Market Gift Certificates



- Can be used on ANY Market Product at ANY Market Vendor.
- Certificates come in \$1.00 and \$5.00 amounts and work like cash.
- Do not give changes or exchange cash for these certificates.
- DO NOT try to use, exchange, or reimburse certificates with other vendors at The Market.
- Expire gift certificates are no longer valid, and Market Management will NOT reimburse them for ANY reason. Please check expiration dates on your gift certificates when accepting them.
- Can only be used at The Downtown Farmers' Market in Des Moines, IA.



## **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 booths as soon and as safely as possible.

Below are examples of weather that may close The Market.

- **Lightning strikes within a 10-mile radius of The Market.** In the case of a storm with lightning, The Market may close or delay the opening bell, 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.** In the case of strong sustained wind, Market Management will evaluate the situation depending on other weather factors and make a decision about the day's events.
  - If there are strong wind gusts periodically throughout the day, Market Management may require all vendors to remove canopies or tents for safety. All vendors must have weights on their tents and canopies at all times.
- **Tornados**
  - In the case of a Tornado Watch, Market Management will be in communication with other emergency services and communicate weather changes to vendors in a timely manner.
  - In the case of a Tornado Warning, The Market may close or delay the opening bell, and vendors and patrons will be asked to seek shelter. The Market may reopen after the threat has passed.
- **Sustained hail.** The Market will close or delay the opening bell, 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 decide about the day's events.

### **Vendor Notification**

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 a vendor chooses to leave due to weather-related reasons, no refunds will be issued or additional dates rescheduled.



If The Market is delayed The Market will still end at Noon. No extensions will be added. Vendors are still expected to follow the teardown policy.

### Seeking Shelter

Since The Market is an outdoor event, there is a weather risk. In the event that vendors and patrons need to seek shelter, please follow the outline below for available shelters.

- 2<sup>nd</sup> and Court Ave. - Terrus Parking Garage
- 3<sup>rd</sup> and Court Ave – City Parking Garage
- 5<sup>th</sup> and Mulberry - City Parking Garage
- 4<sup>th</sup> Street South – Hy-Vee Parking Garage
- 4<sup>th</sup> Street South – Science Center of Iowa Parking Garage
- 

*\*There are also many other businesses open during The Market and depending on their policies, you may be able to seek shelter in neighboring businesses.*

**Vehicles and vendor booths are not recommended for shelter options.**

### First Aid

In the case that a vendor, patron, or individual in The Market's footprint needs medical attention, we do have a first aid booth with Des Moines EMTs onsite from 7am – 12:15pm every week.

In an instance where someone needs serious medical attention, please always first call 911 before getting Market Management, Police, or EMTs to the scene.

### Des Moines Police Presence

We have multiple officers from the Des Moines Police Department onsite each week at The Market. Should you need a Police Officer, please either come to The Market Information Booth, or you can locate one throughout The Market.

### Barricades

In addition to our road closure barricades, DMPD helps us place large, heavy metal barricades throughout The Market footprint. Typically, they only have 2-3 officers working to place all of the barricades. Please be patient while they do so. Should you need a barricade, move, **DO NOT ATTEMPT TO MOVE THE BARRICADE BY YOURSELF.** Please wait for a police officer to assist. Please do not open traffic gates, move barricades, or street signage. These are all placed in their spots at a specific time for a reason.

### Fire Lanes and Emergency Exits – Also See Pg. 33-35

Please do not block fire lanes, that are marked on the streets, these are not additional empty booths, they are to be kept clear in the case of an emergency.

Please do not park in front of building doors or fire exits. People live and work in the surrounding buildings and need to be able to exit the buildings to leave or in case of an emergency.

*Vendors who are repeatedly reminded of this will be fined.*





## **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 vendors from selling at The Market and/or future Market events.

### **Drugs, Alcohol and THC Policy**

The Market does not have an open container policy, and drugs, alcohol and CBD/THC products cannot be consumed onsite. CBD/THC products, if allowed for sale at The Market, must be sold in a and remain in a sealed container for patrons to take home to enjoy and cannot be opened onsite. *Also see sampling pg.35.*

### **No Smoking**

Smoking is prohibited by all Market vendors and participants, within their stall and on Market premises. The Market is a non-smoking event. This includes but is not limited to cigarettes, cigars, 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 unless it is service animal. The sale of live animals is not allowed on Market premises. Posting 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.



## **Vendor Booth Guidelines**

### **Booth Space**

All vendors must remain inside their assigned booth space(s), which can be viewed on Marketspread. Most booth spaces are 10x10 booths, with the exception of the booths on the Southside of Court Ave, these booths allow vendors to have a 10x20 canopy or tent if they would like, however, tables are not allowed to go past 10x15 to assist with flow of traffic.

Tables, signage, weights, products or other aspects of booth set-up will not be allowed outside of assigned booth spaces. If tent canopies have awnings, they will not be allowed to be up.

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.

### **Sound**

The Downtown Farmers' Market holds the sound permit for the event and makes decisions regarding entertainment and musical performances at The Market. Vendors are not allowed to play music or have any form of amplified noise at their booths, unless approval from The Market Manager on that day.

### **Fire Lanes and Empty Spaces**

The Market has built-in fire lanes, which are noted by FL or Fire on the cement. Vendors next to fire lanes or fire hydrants will not be allowed to use that space for signage, storage, or product display. It must be always kept open and available.

If vendors notice an empty booth next to them and would like to use that space, vendors will need permission from Market Management on that day.

### **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 and must be within the vendor's allotted booth space.

Signage cannot extend more than 1 foot from the vendor's booth in any direction and must not impede neighboring vendors. This includes feather banners, a-frame signage, and product displays. 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.



Market staff reserve the right to request a vendor to move any of their signage at any time.

### **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, or a list of prices on a large sign or board.

All vendors must post the origin of the 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 products.

**Vendors without proper and clear pricing will be asked to post their pricing immediately or remove those products from The Market.**

### **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.

### **Equipment and Supplies**

Vendors furnish their own tables, chairs, canopies, cashboxes,, and change. **All tents must have weights every time they are at The Market.** Tents or canopies without weights will be asked to be taken down. No drilling or staking is permitted.

### **Electricity**

Electricity is not available at The Market. If participants require a generator, they are required to request approval. Generators are approved in Marketspread via a generator request form 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.

## 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. Vendors can ask customers if they would like to sample, or greet customers as long as it is not interfering with other vendor's booth spaces.

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.

Sampling of wine products or CBD products is allowed as long as vendors have proper certifications and licenses to do so and are following our open container policy. - Pg. 32.

## Set-up Policies and Arrival to The Market

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

- 5 a.m. – Market Street Use Permit begins. No Vendor can begin set up before 5 a.m. This includes unloading and setup.
  - 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 3<sup>rd</sup> and Court.
- 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.**

- 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 3<sup>rd</sup> and Court.
- 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. Market Management reserves the right to remove any vehicle that does not comply with our handbook.

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.

## **Tear Down and Exiting The Market**

- **Tear-Down**

- Noon. - The Market will end.
- 12:10 p.m. - The last sale can be made.
- 12:15 p.m. - Vendors are able to begin bringing vehicles into The Market footprint. No vehicles will be allowed into The Market footprint prior to 12:15 p.m.
- 1 p.m. – All vendors must be packed up and off the street. Vendors who are still on the street will be subject to ticketing via The City of Des Moines and Des Moines Police Department.

## **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 streets. 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 vehicles 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.

### **Dumping – Pg.17**

Participants furnish their own broom, dustpans, and trash removal. Prepared food vendors and vendors offering food/drink samples **must** provide a trash receptacle within the 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 with 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 - \$50

3) Second offense - \$75;

4) Third offense will cause the vendor to lose the privilege to sell at the Downtown Farmers' Market

## **Spark DSM Business Incubator Rules and Regulations**

### **Spark DSM Business Incubator Participants**

All participants of the Spark DSM Business Incubator who vend at the Downtown Farmers' Market are required to follow all regular vendor rules and regulations and abide by the 2026 Market Handbook and the Spark DSM Business Incubator Handbook.

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 pulled from The Market schedule.

### **Booth Spaces:**

Downtown Farmers' Market Management has three 10x10 booth spaces available for Spark DSM participants each week. These booths are included with the program, and participants will not need to pay the normal Market vendor fees while in the program.

Booth spaces are located on Court Ave. between 2<sup>nd</sup> and 3<sup>rd</sup> by The Market Information booth.

### **Materials Provided:**

The Market will provide each Spark DSM participant with the following items.

- One 10x10 booth space.
- One 10x10 Spark DSM branded tent to vend out of during the event.
- Spark DSM banners and signage.
- Business specific signage that businesses will be able to complete after completion of the program.
- Up to two 6-foot folding tables.
- Up to two folding stools.
- One whiteboard sign with expo markers

If other materials such as tablecloths, display racks, generators, power cords, cashboxes, POS systems, etc. are needed, businesses must provide it themselves.

### **Electricity:**

Electricity is not available at The Market. If participants require electricity they must request approval to bring a generator. - Pg. 34

### **Future Market Seasons**

Spark DSM Participants who would like to be a part of future Market Seasons will be required 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 2027 Downtown Farmers' Market season.

Participation in the Spark DSM Business Incubator does not guarantee acceptance into future Market seasons.

## **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](mailto: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. 11 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](mailto: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? – Pg. 14-15**

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](mailto: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](mailto:farmersmarket@downtownDSMUSA.com)