



# Vendor Handbook

This handbook is provided for the convenience of our Vendors and is a summary overview of Market information.  
Additional and specific information is available in the relevant City Ordinance, Regulation, or Directive.  
For Unofficial Use Only (Updated 2009)

### **History of the Farmers & Crafts Market**

The Las Cruces Farmers & Crafts Market began with local farmers gathering in the summer of 1971 to sell their locally grown produce. Homemade bread was soon added and local crafts persons and artists began joining the farmers at the Market. Early supporters of the Market included the Downtown Merchants Association, the NMSU Extension Office, the League of Women Voters, and the City of Las Cruces Parks and Recreation Section.

By 1981, City ordinance designated the Las Cruces Parks and Recreation Board to oversee the Market and elected a committee of Vendors to govern day-to-day operations.

In 1999, the City of Las Cruces accepted management responsibility for the Market and appointed a Market Manager.

The Las Cruces Farmers & Crafts Market provides shoppers access to locally grown agricultural products and locally crafted hand made items in a family oriented, fun, outdoor Market environment. Residents and visitors alike enjoy the local flavor and talents of our Market Vendors.

### **Purpose of the Market:**

The Las Cruces Farmers & Crafts Market provides residents the opportunity to buy or sell handmade and locally grown products in a festive family atmosphere.

### **Hours of Operation**

The Las Cruces Farmers & Crafts Market is held year-round on Wednesdays and Saturdays from 8am to 12:30pm. Winter hours may be in effect January through February; all times are pushed back at least one hour. The Market Manager may adjust market opening/closing times for inclement weather conditions or as needed.

Market is not held on Christmas Day or New Years Day.

Setting up late and leaving early are discouraged, as it is detrimental to the Customer's perception of our Market. Please plan to observe the stated hours of operation.

### **Market Participation Requirements**

The Las Cruces Farmers & Crafts Market is authorized and operates by City Ordinance. A copy of the current City Ordinance is available from the Market Manager or at the City Clerks Office at City Hall.

All Vendors must be registered with the Farmers & Crafts Market to attend any Market.

Basic participation requirements for different types of Vendors are set forth in the City Ordinance as follows:

#### **For Crafts and Service Vendors**

- Resident of Las Cruces or Doña Ana County
- Any locally made, homecrafting or hand-assembled arts and crafts, which have been homecrafting or hand-assembled or produced by the seller or members of the seller's household
- NM Tax Id Number is required

#### **For Agricultural**

- Resident of New Mexico or El Paso County
- Agricultural products are grown or produced by you in New Mexico or El Paso County

#### **Plant Vendors**

- Resident of New Mexico or El Paso County
- Plants grown or collect by you in New Mexico or El Paso County
- State Agriculture License

#### **For Food Vendors**

- Resident of New Mexico or El Paso County
- NM Tax ID is required
- Have all required licenses or permits for service or food business

**All Vendors**

- Must attend Farmers & Craft Market Orientation
- Must display their Orientation Certificate or Permanent Vendor Permit while at the Market
- Agree to abide by Farmers & Crafts Market Code of Conduct and Market rules and procedures.
- Comply with all applicable City, County, State licensing and regulatory requirements.
- Agree to only provide products, services, or entertainment that is in good taste and appropriate to a public sponsored open market.

**Entertainers and Community Groups**

- Resident of Las Cruces or Doña Ana County.
- Need not attend Orientation (will not have Orientation Certificate) but must agree to all other Vendor Requirements.
- Entertainers must agree to move about the Market every 30 minutes.
- Community Groups are limited to once per month attendance.

**Product Integrity**

The City Ordinance for the Farmers & Crafts Market requires that all products sold at the Market be produced, assembled, crafted, grown, or collected by the vendor. Assistance by immediate household members is allowed. The integrity of our products as being locally handmade or locally grown is essential to our character as a local Farmers & Crafts Market. Homemade or hand assembled specially means an item that has two or more distinctive parts, combined and permanently attached by intent, labor, creativity and skill to produce a more attractive or valuable product.

The Market Manager has the responsibility to verify that products sold at Market are indeed original and/or vendor produced. Verification methods can include inspection of materials purchases, observation of the craft process, or site visits to fields and gardens. City of Las Cruces Codes Enforcement Officials may also be involved in confirming product integrity as specified in the City Ordinance for the Farmers & Crafts Market. The Market Manager makes final determination on product integrity.

The Market Manager may authorize products or services, which justifiably complement the locally grown or prepared market items or enhances the Farmers & Crafts Market theme.

Reselling items produced by someone else or selling commercially produced products that have not been customized at least 50% by the crafter is strictly prohibited, as determined by the Market Manager.

More information about product integrity is available from the City Ordinance or from the Market Manager. If you have a question or concern about Product Integrity, contact the Market Manager.

**Market Fees**

Market fees are collected from Vendors at the Farmers & Crafts Market and are used only for the promotion and publicity of the Farmers & Crafts Market. Fees are collected on Saturdays only; Wednesday Markets are free of charge.

*Floating Vendor Fees – Collected Each Saturday*

Grower Space \$2            Food/Services Space \$2  
 Crafts Single Space (5” X 10”) \$3  
 Crafts Double Space (5” X 20”) \$4

*Annual Vendor Fees* - Due on the first of the month in which the payment is due. Checks are welcome.

(Must attend the Market 5 times before asking to become a permanent vendor)

Single Space \$117 annually or \$29.25 paid quarterly

Double Space \$156 annually or \$39.00 paid quarterly

### **Space Assignment**

All vendors must abide by the Space Assignment procedures. *The Market Manager is the final authority for all space assignment decisions.*

**Floating Vendors:** All vendors at the Market start as Floating Vendors. Floating Vendors pay a daily use fee to the Market Manager based on the size of the space is utilized. Floating Vendors do not have assigned or reserved spaces at the Market regardless of length of time or history with the Market. Unassigned spaces are available to all Vendors on a “First Come, First Served” basis. Floating Vendors must check in with the Block Captain prior to driving on to the Market. If a Floating Vendor sets up in a space prior to confirming availability with the Block Captain, they may be required to relocate, if for any reason, that space is not available for their use on that Market day.

**Annual Vendors:** Some spaces at Market are annually assigned to specific vendors. These vendors sign an agreement with the City for their space assignment and are issued an Annual Vendor Permit. They agree to pay an annual fee and attend Market on average two Saturdays per month. Permanent vendors are required to renew their permanent vendor contact annually. An annual space may be reassigned at the end of the contact term. Annual Vendors must claim (place products into) their permanent space by the designated opening time or it is released for use by other vendors for that day. An Annual Vendor may choose to set up in a different unassigned space at Market with coordination of the Block Captain. Annual Vendors are encouraged to contact their Block Captain if they will not be attending Market to facilitate assignment of their space to a Floating Vendor. Annual Vendors may not make space use agreements with other Vendors without going through the Market Manager.

**Block Captains** are at the Market to assist vendors in space assignment and are authorized by the Market Manager to assign floating vendors a space for the day. They will refer vendors to another Block Captain if they do not have unassigned spaces available. Cooperation with your Block Captain is required.

**Seasonal Vendor Areas:** Some areas of the Market are reserved for seasonal agricultural vendors. Growers have priority on the assignment of these spaces during the growing season. Check with your Block Captain about use of these spaces.

**Special Markets:** Permanent Space Assignments may not be able to be honored during some Market Special Events. See the Market Manager for Special Market space assignments.

## ***Requirements for Driving onto the Market***

***The privilege of driving onto the Market to load/unload products is granted by the Market Manager and may be revoked by Market Manager.***

The following rules must be followed for everyone's safety.

- Only legal drivers and vehicles are authorized to drive. Must have a valid drivers license, registration, and insurance in your possession.
- Never block the Yellow Brick Road! This is an emergency/fire lane.
- Always drive slowly and cautiously in the Downtown Market area.
- It is permissible to drive on the Downtown Market area sidewalks or spaces to gain access to a suitable parking spot for loading.
- Do not drive into the Market until you know where you will be setting up and how you will pull off of the Yellow Brick Road to park your vehicle.
- If you are unable to pull off where you expected, find an alternative quickly or continue to drive to the exit and come around again. *Never stop on or block the Yellow Brick Road!*
- Enter the Market only via the Las Cruces Street entrance or the Hadley Street entrance. Follow the one-way traffic patterns.
- Pull off of the Yellow Brick Road and turn off your vehicle to load/unload.
- Cooperation and coordination with other Vendors is essential. Coordinate with other vendors that may be affected by your driving or loading plans. Be prepared to quickly load/unload products.
- Do not remain parked in the Downtown Market area while you set up or take down your displays or equipment.
- All vehicles must be off the Market 15 minutes after the designated opening time and are not allowed to return until the designated closing time

A map of the Downtown Market area with driving entry and exit points and traffic flow arrows is included in the center of this handbook. For everyone's safety, one-way traffic flow on the Market area is important. Be sure to understand and follow the established driving patterns when entering and exiting the Market.

*Do not drive onto the Market until you have confirmed  
your space assignment for the day with the Block Captain!  
See the Space Assignment Process section for details.*

## **Farmers & Crafts Market Facility Use Guidelines**

Main Street Downtown is a public area and is maintained and serviced by the Parks Section. All city policies for use of Public Parks apply to the Farmers & Crafts Market at the Main Street Downtown.

Public Parks are open to all members of the public during their hours of operations. Violations of Public Park rules will be reported to the City Police for appropriate response and resolution.

The Farmers & Crafts Market has the following rules associated with use of the Main Street Downtown during Farmers & Crafts Market hours:

- No Bicycle or Skateboard riding during Market hours.
- All statues must be visible to the public. Do not cover them or use them to display your goods.
- Park benches and planters or other park property is not to be used to display your goods.
- First Aid and Fire Extinguishers are available at the Branigan Cultural Center
- Vendors should not use the park trash receptacles for disposal of debris, packing materials or other trash generated by their displays or sales.
- Vendors are responsible to police their area at the end of Market. It is recommended that you bring a broom, as spaces may need sweeping before as well as after market.
- Alcohol can not be consumed at the Market
- Fire lanes and exits must be kept clear at all times.

- Pets are allowed at the Market but must be on a leash shorter than 8' and under control of their owner at all times. Owners must clean up after their pets.
- Parents are responsible for supervising their children's activities at the Farmers & Crafts Market.
- Electricity is available at the Market in limited circumstances. Check with the Market Manager.
- Do not encourage panhandling. Report panhandlers to the Market Manager.

***Downtown Mall Merchants always have priority for use of their sidewalk space and can request not to have vendors in front of their buildings!***

### **Role of the Market Manager**

The Market Manager is responsible for the operation of the Market and empowered to enforce all Market rules and requirements. The Market Manager will interpret and enforce Market rules impartially and with the best interest of the Market in mind. The Market Manager will use escalating discrepancy documentation and discipline process. Severe or recurring violations may result in suspension or expulsion from the Market.

### **Complaint Process**

The City of Las Cruces Ordinance authorizing the Market establishes a complaint or grievance process for the Farmers & Crafts Market Vendors for the resolution of disputes or other problems. Complaints can be provided verbally or in writing to the Market Manager for review and action. The Market Manager will respond to written complaints in writing.

In the event a vendor has been affected by enforcement of a rule, process, or procedure and the vendor believes the action is unfair or discriminatory, the vendor may appeal to the Market Manager.

### **Courtesy & Cooperation**

The Market will not continue to operate without everyone's commitment to its success. The best way to ensure this is to treat everyone with courtesy and cooperate with other vendors for the good of the Market.

Everyone handles stress and frustration differently. There is so much going on at the Market that anyone could easily be distracted or inadvertently not be paying attention to something important.

If you notice a problem developing, take a step back and try to see what can be done. Don't assume someone is violating a rule on purpose. A kind word or a helping hand might be all that is needed to correct a situation and bring it back into line with Market rules. Rules and procedures can't cover every situation. Everyone's cooperation is needed when problems arise.

I encourage everyone to listen to each other carefully and respectfully and base your choices and actions on what is best for the Market.

### **Market Displays and Selling**

Vendors are required to bring their own tables and chairs for displaying their products

This is an outdoor market! Plan for your safety and comfort by including water, sunscreen, seating, and display equipment. Do not plan to drive onto the Mall unless you have registered with the Market Manager to do so.

Be ready to sell for the entire Market. If a vendor must leave the Market prior to the designated closing time, the vendor must leave on foot. No vehicles are allowed on the Downtown Mall prior to the designated closing time or with permission from the Market Manager.

### **Farmers & Crafts Market Vendor Code of Conduct**

The Las Cruces Farmers & Crafts Market is a gathering of individual businesses operating together for both the financial and non-financial benefit of those involved. The Las Cruces Farmers & Crafts Market is a public activity overseen by the City of Las Cruces. As a Vendor at the Las Cruces Farmers & Crafts Market I agree to:

- Abide by all the rules and procedures of the Market unless the Market Manager or his/her agent has granted dispensation.
- Not willingly deceive or exploit customers or the Market Manager concerning Market business.
- Respect the privacy of the Customers and other Vendors.
- Respect the right of other Vendors to set up and sell at the Market.
- Act in a courteous and respectful manner at all times.
- Treat others with respect and dignity at all times.
- Not use or condone profanity or vulgarity towards any other person, either by actions or in any language.
- Not disrupt other Vendor's sales or disturb other Vendor's displays.
- Cooperate with other Vendors, the Market Manager, and the City of Las Cruces to maintain the unique atmosphere and appeal of our Market.

Inappropriate conduct includes but is not limited to:

- Verbal criticism of other Vendors or their products.
- Rude, violent, aggressive, uncooperative or belligerent behavior toward others.
- Harassment, intimidation or unwanted physical contact.
- "Carnival Barker" approach to attracting Customers or selling.

Failure to abide by this Vendor Code of Conduct will result in verbal and written notices of improper behavior. Further inappropriate conduct will result in suspension or expulsion from the Farmers & Crafts Market.

### **Market Contact Information**

Farmers & Crafts Market Manager - Olivia Hennessey

Office: (575)541-2288

Fax: (575)525-4225

[ohennessey@las-cruces.org](mailto:ohennessey@las-cruces.org)

Office located at 250 Downtown Mall

Las Cruces NM 88001

### **Block Captain Information**

300 Block	Karen Bradshaw	Space 340 - 342
400 Block	Jack Shaver	Space 426-428
500 Block	Jesse Lujan	Space 512-514

### **Farmers & Crafts Market Website (City's Site)**

[www.las-cruces.org/cd](http://www.las-cruces.org/cd)