

Potential Vendor FAQs

2016 Season of the Riverside Arts Market

Q1: Who is eligible to be a RAM vendor?

A1: RAM's vendors are sole-proprietors, non-profits and/or small business owners who create and sell their own hand-made, artistically fashioned, unique merchandise. In order to be considered for review, an applicant's product must be **substantially** (approximately 80%) hand-made. **RAM does not accept applications from franchises, businesses selling 'in-production' products or those selling wholesale products for resale.** Businesses that do not meet the above criteria (Potential Sponsors or Theme Day Special Vendors), Performers and Non-Profit Organizations are encouraged to visit the respective sections of our website at www.riversideartsmarket.com for participation information.

RAM accepts applicants in the following categories:

Artist: Examples: Basketry | Body Care Products | Books/Authors | Candles | Clothing | Fiber Arts | Floral Arts | Furniture | Garden Art | Glass | Herbal Products | Jewelry/Accessories | Leather | Metal | Mixed Media | Paper Art | Painting | Pet Products | Photography | Pottery | Recycled Art | Toys/Games | Wood

Eco-Friendly:

Definition - Eco-friendly products are those that give us ways to conserve natural resources and energy. If your product is made from recycled or natural materials but is not specifically made to facilitate energy efficient daily living, the Artist or Food Artist categories are most likely the appropriate categories under which to apply.

Examples: Hand-made/Natural Cleaners/Pesticides and other household products | Unique hand-made items created specifically for energy recycling/efficiency and conservation. Items may include but are not limited to using solar and other forms of energy/rain barrels/hand-made composting resources and tools.

Farmer/Grower: Fruits and Produce | Animal Products

Food Artist:

Definition - Food Artists sell substantially handmade unique and artisanal pre-packaged foods that are intended for consumption away from RAM, not onsite (there are some exceptions to this definition; please speak with a member of RAM management for more information).

Examples: Breads/Baked Items | Cakes/Cookies | Candy | Cheese/Butter/Creams | Coffee/Tea | Condiments | Dips/Spreads | Jams/Jellies/Preserves | Meats/Fish (Cured/Smoked, etc.) | Nuts/Seeds | Oils & Vinegars | Pasta/Rice/Beans | Spices/Seasonings

Food Vendor (very limited availability):

Definition: Food Vendors sell ready-to-eat artisanal foods intended for consumption at RAM.

Q2: How do I apply to become a RAM vendor?

A2: All potential vendors must apply through our online system. Further information may be found in the 'Become a Vendor' section of our website at www.riversideartsmarket.com, including detailed guidelines for participation at RAM and a link to the online application software. All applicants are encouraged to study the 2016 General Vendor Rules and Regulations and Addenda available online in order to determine whether RAM is an appropriate venue for their business **PRIOR** to applying. By submitting an application for consideration, the applicant agrees that they have read, understand and agree to adhere to said rules and regulations if selected to participate at RAM.

Applicants are required to include in their application 5-10 photographs that demonstrate the quality and variety of their work. Applicants must include 1) a photo of their workspace, 2) close-ups of their product that demonstrate workmanship and 3) a sample of how their product will be merchandised/displayed. **An overall booth display photo is not required, but is encouraged.** Applications will be considered incomplete without the required photos.



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Q3: Do I need a business license?

A3: RAM no longer requires vendor applicants to have a Duval County Business Tax Receipt (DCBTR), formerly known as an Occupational License, as RAM's own DCBTR now covers those vendors operating solely at RAM. Please note, however, that if you are doing business outside of RAM that the DCBTR is a legal requirement for individual businesses. For more information please visit <http://www.coj.net/departments/tax-collector/local-business-tax.aspx>. Further license and insurance requirements are dependent upon each individual operation. For more information about license and insurance requirements, please visit <http://www.freshfromflorida.com/fs/> or <http://www.myfloridalicense.com/dbpr/index.html>. If license requirements are not met, your application may be declined.

Q4: Do I need a food license to sell food at RAM? May I sell food that I prepare at home?

A4: Food prepared at home **is prohibited at RAM**. All Food Artists and Food Vendors must prepare their products in a commercial kitchen and obtain the correct license(s) (TYPICALLY: Food Artists – Mobile Food Permit from the FL Department of Agriculture and Consumer Services; Food Vendors – Food Service License from the FL Department of Business and Professional Regulation) before submitting an application. All Food Artists and Food Vendors are subject to onsite inspection by the Department of Business and Professional Regulations or the Department of Agriculture and proper licensing with each entity will be verified by RAM management.

Q5: How much does it cost to apply?

A5: Applicants who have previously applied to RAM: \$16

Applicants who have not previously applied to RAM: \$26

- Application fees are nonrefundable, even if the applicant is declined for this season of RAM.

Q6: What is the process once I submit my application?

A6: Following submission, an application undergoes a juried review process by our Product Review Committee (PRC), an anonymous committee of volunteers who are not vendors and who have a broad range of experience in art and design. This process takes 3-4 weeks. The PRC uses a blind review process to ensure a fair, objective, and quantifiable review. Each application will be evaluated by a minimum of 3 PRC members in the areas of: Originality/Creativity; Whether the product is substantially hand-made; Workmanship; Overall design; Whether the product will add variety to current products sold at RAM, and Merchandising /Presentation. All items sold at RAM must be approved by the PRC. Food Vendors and Food Artists must also make arrangements to provide samples of their products.

Based on the review score (an average score of 75% is needed for approval), applicants are either tentatively accepted to participate at RAM or declined for the season. Notifications are sent via email.

- An applicant who is declined must wait until the next season to re-apply.
- An applicant who is tentatively accepted may reserve booths through our online system but are required to attend a New Vendor Orientation session, held the last Saturday of each month (February through October), prior to participation at RAM. Further, Farmer/Grower vendors are subject to a farm inspection prior to participation and Food Vendors are required to attend a counseling session with the Food Vendor Representative or RAM's Vendor Committee. Details regarding these requirements will be provided with the approval notification.



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Q7: If approved, do I have to be present every Saturday?

A7: NO. Once you are an approved vendor, you make your own schedule. You may select as many or as few Saturdays as you would like to participate. On days that you do participate however, vendors should represent themselves at RAM. Third party sellers are discouraged.

Q8: Is electrical service available to vendors at RAM? Does RAM have WiFi?

A8: Electrical service is provided for booths 301 through 818 and at the Food Court, but you are encouraged to confirm with RAM management that your booth selection has electrical service when making your reservation. Free WiFi is available throughout the market courtesy of our technology partner, MAC+PC TECH PRO.

Q9: How much does it cost to rent a booth at RAM?

A9: Booth Reservation Fees vary based on vendor category and location, as follows:

Artist /Eco-Friendly/Food Artist: Premium: \$54/week Non-Premium: \$45/week

Farmer/Grower: \$35/week

Food Vendor: Premium: \$134/week Non-Premium: \$118/week

- Discounts may be offered for **PAID** multi-week (35+) reservations.
- Booth Reservation Fees cited above include taxes.

