



**JOHNSTON FARMERS MARKET
HANDBOOK, VENDOR AGREEMENT, & GUIDE
TUESDAYS | JUNE-SEPT | 4-7 PM**

Market Staff

FarmersMarket@cityofjohnston.com

515-727-8091 EXT 247

Market Manager

Molly Moore

City of Johnston Recreation Coordinator

Market Communications

Madeline Schweers

City of Johnston Communications Specialist

Pricing

Single Space - Approximately 10'x10'

Double Space - Approximately 20'x10'

Food Trucks require a 20'x10'

SEASONAL

(JUN-SEPT)

\$90/Single Space

\$180/Double Space

HALF SEASON

(JUN-JULY or AUG-SEPT)

\$63/Single Space

\$126/Double Space

MONTHLY

(JUN, JULY, AUG, or SEPT)

\$40/\$50 Single Space

\$80/\$100 Double Space

Refunds

Vendors who pay and cancel before the opening day of the Market Season are eligible to receive a 90% refund of payment. No refunds will be issued after the start of the market season, June 3, 2025.

If a seasonal, half-seasonal, or monthly vendor/food truck has been terminated for the Market Season by the Market Manager, no refund will be issued.

Absences

If a Seasonal Vendor misses more than 2 weeks, they forfeit their spot for the remaining season and do not receive a refund.

If a Half-Season Vendor misses more than 1 week, they forfeit their spot for the remaining season and do not receive a refund.

Any planned absences **MUST** be communicated to Farmers Market Staff by **May 19, 2025**.

If for any reason a vendor cannot make it due to unforeseen circumstances, it must be communicated to market staff at least **24 hours in advance via email at mmoore@cityofjohnston.com**. No-shows may result in forfeiting your space for the remainder of the season.

Updated January 2025

Market Timeline

Vendor Applications Open
Monday, February 3, 2025, at 8:00 AM

Vendor Applications Close
Wednesday, April 30, 2025 at 11:59 PM

Registration Closes
Monday, May 12, 2025, at 11:59 PM

PRE-SEASON MEETING (MANDATORY)
Johnston City Hall; Saylorville Training Room
Tuesday, May 27, 2025, from 4:00 to 5:00 PM.

The Farmers Market
South Side of Town Center ([See Market Layout map below](#))
Tuesdays, June through September, from 4:00 to 7:00 PM

POST-SEASON MEETING (OPTIONAL FEEDBACK SESSION)
Johnston City Hall; Saylorville Training Room
Tuesday, October 7, 2025, 4:00 – 5:00 PM

Applications

Market applications can be found online at cityofjohnston.com under [Farmers Market](#). Applications will open on February 3, 2025, at 8:00 AM and close on April 30, 2025 at 11:59 PM. Applications are valid for one calendar year.

When applying, you will identify how long you would like to be a vendor. We accept Seasonal, Half-Season, and Monthly Vendors. There are two options for half-season vendors; the first half of the season (June & July), and the second half of the season (August & September). Monthly vendors may select for June (4 weeks), July (5 weeks), August (4 weeks), or September (5 weeks).

When you apply, you will need to provide 3 images of what you will be selling, proof of General Liability Insurance, and your Temporary Food License if you are serving prepared food. If you do not have these at the time of applying, you can email them to Market Staff by April 30, 2025.

General Liability Insurance is required for all vendors for up to \$1,000,000 and name Johnston Farmers Market as additional insured and certificate holder.

All applications will be reviewed by Market Staff. If approved, you will be sent an email with information on how to register and pay online.

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If your vendor application is not approved, you will receive an email from Market Staff no later than May 12, 2025.

Registration

Once your application is accepted, Market staff will email you information on how to register and pay online. **Registration and payment must be completed by May 12, 2025**, or your application will no longer be accepted and you forfeit your space.

1. You will need to [create your own RecDesk account](#) if you have not done so already.
2. Add the [Farmers Market Membership](#) that corresponds with your accepted vendor application to your cart.
3. When you are ready to check out, go to your cart, accept waivers, and complete payment with a credit or debit card. **There are NO additional registration fees for using a card to pay when you register yourself online.**

If you want to pay in person, we accept checks or cash if you call Market Staff and schedule a time to pay. There is no additional registration fee with check or cash. There is a 2.65%+\$0.25 convenience fee for IN-PERSON credit and debit cards.

Market Operations

Market management has full authority to assign exhibit space. Requests for particular sites will be given consideration, but management reserves the right to assign and locate all vendors.

Monthly space assignments will be assigned and communicated no later than the Friday before the first Market of each new month.

- May 30, 2025
- June 27, 2025
- August 1, 2025
- August 29, 2025

Each vendor spot is numbered in white along the street. You will be assigned a specific number for the entire month. A fire lane will be kept in the middle of the street for emergencies and foot traffic.

Set Up and Unloading ([See Vendor Unloading Pathway & Parking map below](#))

- Enter from the WEST (Merle Hay Road) heading east to unload/set up. After unloading proceed east and park in the assigned vendor parking spaces on the NORTH side of Johnston City Hall. No vehicles will be permitted in vendor spots (not including food trucks that produce food from their trucks).
- Space numbers 23-46 (north side of the street) set up between 2:00-2:45 p.m.

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- Space numbers 3-22 (south side of the street) set up between 2:45 to 3:30 p.m.
- Set Up must be complete by 3:45 p.m. You will not be granted access if you show up after 3:45 p.m.
- Market close may take place after 7:00 p.m. You may NOT leave early for the safety of customers/pedestrians, even if you sell out of your product before the market closes.

Each vendor is responsible for providing and removing any and all equipment and supplies he or she requires doing business on the Market site. This includes signs, tables, chairs, products and equipment utilized for clean-up purposes.

Tents are required to have manufacturers' suggested weights on tent corners (EX: 25 pounds per corner) if tents are used.

Pricing must be clearly displayed for all sold goods.

All vendor trash must be picked up and packed out. *(See additional information below)*

Soliciting market attendees outside of your assigned space is strictly prohibited. No loud hawking of items is allowed.

We will not be providing power/electrical to vendors.

Generators may be approved under certain circumstances. If approved, the vendor provides the generator, extension cords, and mats to cover any cord that lies in walkways and areas utilized by the public. Generators must be muffled to respect other vendors, customers, and residents. Generators producing over 60 decibels of sound will not be permitted to be used.

Smoking is prohibited by all market vendors within their stalls and on market premises. No Vendor shall drink alcohol and/or possess or use any controlled substance or guns or weapons while at the Market.

Trash/Garbage

Vendors are obligated to manage their own garbage disposal. Any vendor engaged in food service activities must utilize a tarp or mat underneath their designated area to safeguard the street against grease spills. It is strictly prohibited to leave any grease spills unattended on the street due to the inherent danger and the potential transfer of grease into nearby establishments. After each market, all vendors bear the responsibility of cleaning their stalls thoroughly and ensuring the removal of all garbage. City trash bins, private dumpsters, event trash boxes, and curbside locations are strictly reserved for customer use, and vendors are prohibited from depositing any garbage in these receptacles. Failure to adhere to these established standards shall constitute a violation of the policies and procedures outlined herein, and repeat offenders may face expulsion from the market without any reimbursement of fees paid. Seasonal prepared food vendors shall be subject to an additional charge of \$50 per space (\$5 per space for occasional prepared food vendors) for trash maintenance, which accounts for the increased waste generated by customers who purchase prepared food at the Farmers Market. Additional fees for trash maintenance may be imposed if deemed necessary.

Weather Information

The JTC Farmers Market shall be conducted regardless of inclement weather conditions, all vendors are required to be present irrespective of the prevailing weather. In the event of severe weather conditions, notifications regarding market cancellation shall be communicated to vendors through telephone, text message, or email by 1:00 p.m. on the day of the market. In matters concerning the safety of vendors, patrons, and the general public, the staff of The Johnston Farmers Market shall determine the necessity and timing of a potential closure or cancellation of the market. In collaboration with local law enforcement, relevant information and instructions will be conveyed to vendors on-site via oral announcement.

Inventory Items

The Johnston Farmers Market features Iowa homegrown or Iowa homemade products. Vendors selling Iowa homegrown or Iowa homemade products will receive first preference. The Market team reserves the right for the final decision of acceptance of any vendor products.

All persons submitting an application must provide an Inventory List (“List”) of items to be sold at the Market. The submitted List will be examined at the time of application review and an approved list will be issued by the Market. Persons approved to sell at the Market (“Vendors”) may only sell items from their approved list. Due to our commitment to balancing the product mix, the number of Vendors will be selected based on product categories.

In the event that a Vendor would like to modify their pre-approved list, an amended List must be submitted to the Market Manager for approval. New items identified on the amended List may not be sold before approval.

Only the following items that meet all applicable federal, state, and local rules and regulations and approved by the Market may be offered for sale:

- a) Fresh fruits
- b) Fresh Vegetables and Herbs
- c) Plants and flowers
- d) Honey and Maple Syrup
- e) Dairy Products
- f) Poultry and Meat Products
- g) Dried spices and Mixes
- h) Iowa Homemade Bakery Goods
- i) Iowa-produced Specialty Food Products
- j) Certified Organic Products
- k) Eggs
- l) Non-Profit Services ([See Non-Profit Vendor policy below](#))
- m) Craft & Woodworking Items ([See Handmade Items Policy below](#))

- n) Prepared Foods (must provide menu and health inspection permit when submitting application)
- n) Pet Products
- o) Clothing & Textiles
- p) Jewelry
- q) Local Business ([See Spotlight Vendor Policy below](#))

Handmade Items Policy

Johnston Farmers Market is committed to fostering a vibrant marketplace that celebrates creativity, craftsmanship, and quality. To maintain the integrity and uniqueness of our market offerings, we exclusively accept vendors who sell handmade items. Handmade items encompass a wide range of products, including produce, prepared food, crafts, woodworking, clothing, and other artisanal goods.

Criteria for Handmade Items:

- **Originality:** All items must be original creations of the vendor or produced in collaboration with other artisans, ensuring authenticity and creativity.
- **Transparency:** Vendors must be transparent about the production process and materials used in their handmade items, providing customers with accurate information and fostering trust within the community.
- **Compliance:** All vendors must adhere to local, state, and federal regulations regarding the production, labeling, and sale of handmade items, including but not limited to food safety standards and labeling requirements.

By submitting an application to participate in the Johnston Farmers Market, vendors acknowledge and agree to abide by the Handmade Items Policy Clause. The Market reserves the right to review and approve all products before acceptance, and to take appropriate action in the event of non-compliance with this policy. We believe that by exclusively featuring handmade items, we can create a dynamic marketplace that celebrates the talents and creativity of our local artisans while offering customers unique and authentic products. Thank you for your interest in joining the Johnston Farmers Market community.

Non-Profit Vendor Policy

The Johnston Farmers Market values the opportunity to support local non-profit organizations and community groups through our Non-Profit Vendor program. This program allows non-profit entities to share information about their missions, initiatives, and services with our market attendees.

Criteria for Non-Profit Vendors:

- **Limited Visits:** Each non-profit organization or community group is allowed a maximum of three visits per season to the Johnston Farmers Market. Of these visits, only two may be consecutive markets.

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- Advance Reservation: Non-profit organizations must request space at least two weeks before the desired market day. Space allocation will be granted on a first-come, first-served basis.
- Compliance with Regulations: Non-profit vendors must adhere to all market rules and regulations, including but not limited to food safety standards if applicable.
- Social Media Engagement: Non-profit vendors are required to make two social media posts before attending the market, promoting their participation and encouraging community support. These posts should tag the Johnston Farmers Market social media pages, including Facebook (www.facebook.com/johnstonfarmersmarket), and Instagram (www.instagram.com/johnstonfarmersmarket), and use designated market hashtags.
- Respectful Conduct: Non-profit vendors must conduct themselves in a manner that does not disrupt market operations or interfere with the experiences of other vendors or attendees. Solicitation must be conducted respectfully and without obstruction of pathways or vendor stalls.
- Display Requirements: Non-profit vendors must prominently display their organization's name and provide evidence of their non-profit status upon request by market management.

The Johnston Farmers Market is committed to fostering a supportive environment for our community partners. We appreciate your interest in participating as a Non-Profit Vendor and look forward to collaborating with you to enrich the market experience for all.

Spotlight Vendor Policy

At the Johnston Farmers Market, we recognize the value of community engagement and collaboration. The Spotlight Vendor program is designed to provide a platform for local businesses and organizations to showcase their services, interact with the community, and contribute to the vibrant atmosphere of our market.

Criteria for Spotlight Vendor:

- Service Promotion: Spotlight Vendors are permitted to promote their services or initiatives but are not allowed to sell products at the market. They may distribute informational materials and engage in conversations with attendees about their offerings.
- Social Media Engagement: Spotlight Vendors are required to make 4 social media posts before attending the market, promoting their participation and encouraging community attendance. These posts should tag the Johnston Farmers Market social media pages, including Facebook (www.facebook.com/johnstonfarmersmarket), and Instagram (www.instagram.com/johnstonfarmersmarket), and use designated market hashtags.
- Community Friendliness: Spotlight Vendors must maintain a friendly and approachable demeanor, actively engaging with market visitors and contributing positively to the market atmosphere.
- Single Spot Limitation: Only one Spotlight Vendor will be featured per market day to ensure each participant receives adequate attention and exposure.

The Johnston Farmers Market reserves the right to select Spotlight Vendors based on compatibility

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with market values and availability. Participation in the Spotlight Vendor program is subject to approval by the market management. Thank you for your interest in being a part of our market community as a Spotlight Vendor.

Insurance

Vendors shall maintain sufficient insurance coverage to safeguard their operations and liabilities. Upon acceptance into the Johnston Farmers Market, every vendor, irrespective of their product category, must furnish evidence of insurance before the Market commences. While applicants are not required to provide proof of insurance during the application submission, they must supply a certificate of insurance prior to obtaining final acceptance. Vendors commit to obtaining and submitting a Certificate of General Commercial Liability insurance, with a minimum coverage limit of \$1,000,000.

Liability Information

Johnston Farmers Market and the City of Johnston shall not be responsible for any loss, damage, or injury to any property of Vendor or any loss, damage, or injury to Vendor or its employees, volunteers, or agents, from any cause whatsoever. Vendor hereby agrees to indemnify, save and hold harmless the City of Johnston, JTC Farmers Market, their officials, employees, volunteers, or agents from and against all liabilities, claims, debts, taxes, obligations, costs, and expenses (including reasonable attorney's fees, court costs and costs of appeal) that the City of Johnston, JTC Farmers Market, their officials, employees, volunteers or agents may incur or sustain as a result of any breach of this Agreement or negligent or other wrongful conduct in the performance of this Agreement by Vendor.

Legal

Vendors shall adhere to the provisions outlined in the Iowa Sales Tax law. Each vendor bears the responsibility of being knowledgeable about whether they are obligated to collect and remit Iowa Sales Tax based on the nature of their products. For any inquiries or concerns regarding their Iowa Sales Tax obligations, vendors may direct their questions to the Iowa Department of Revenue & Taxpayer Services. Vendors are accountable for obtaining all necessary permits and licenses mandated by the state of Iowa and the local County to lawfully sell their products. Compliance with State Public Health regulations governing the preparation, handling, and presentation of food is mandatory for all vendors. Food handling vendors specifically must ascertain if they are required to obtain specific licenses pertaining to food handling, encompassing prepared food, beverages, homemade butter, home-canned pickles, cut fruits or vegetables, meat products, or other potentially hazardous foods. Questions or concerns related to food product regulations, safety, or licensing should be directed to the Iowa Department of Inspections and Appeals. Moreover, vendors are obliged to adhere to all applicable federal, state, and local laws and regulations.

2025 Vendor Agreement

By signing below, the vendor, or vendor representatives, state that they have read through and accepted the Johnston Farmers Market Handbook.

This signee agrees to follow the entirety of the Johnston Farmers Market Handbook, Agreements, and Guidelines throughout the entire season.

Vendor Business Name _____

Printed Name _____

Vendor Signature _____

Date _____

Contact Phone Number _____

Email _____

Please sign and return this agreement to Molly Moore at mmoore@cityofjohnston.com.

If registering online, the vendor agreement is within the process and you do not need to print, sign, and return this page.

Vendor Unloading Pathway & Parking Map



This image shows the Johnston Town Center at an aerial view. Vendors will arrive from Merle Hay Drive, enter on the WEST side of the Farmers Market, unload at their pre-assigned space, and exit through the EAST side of the Farmers Market. The Farmers Market is highlighted in ORANGE.

Parking is available for vendors on the NORTH end of the Johnston Town Center. These spaces are highlighted in GREEN. All other parking is reserved for City of Johnston Vehicles, Market Patrons, City Hall, & the Public.

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Market Layout Map



This image is an aerial image of the Farmers Market and The Yard at Town Center. Ten by Ten Spaces are labeled and identified on the SOUTH end of Johnston City Hall. The location for the Live Music is highlighted in PINK outside of the concession stand. The stage in front of City Hall is highlighted in GREEN. Seating for patrons is highlighted in BLUE.

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