

Wheeler Sunday Market

MARKET RULES AND REGULATION

Managed by the Salt Lake County Parks Department

6351 South 900 East, Salt Lake City, UT 84121

Phone: (385) 468-1755

2025 Market Handbook for Vendors

Dear Vendor,

Welcome to the 2025 Farmer's Market season! We're thrilled to have you join us and look forward to a successful year for everyone involved. Our goal is to create an exceptional experience for our customers by featuring vendors who offer a diverse range of high-quality, locally made products.

While our primary focus is on local growers, the market also welcomes bakers, prepared food vendors, specialty food producers, artisans, and crafters. As you gear up for the 2025 market season, please take a moment to review the information in this handbook. Additionally, consider registering with the State's "Utah's Own" Program at utahsown.org for added exposure and support.

If you have any specific needs or special requests, don't hesitate to reach out—we'll do our best to accommodate you. Vendors like you are the heart of our market, and your efforts to create a welcoming and unique booth are vital to the overall success of the market.

Should you have any questions, please feel free to contact us. We're excited for a fantastic 2025 season and the opportunity to grow together in the years ahead!

Sincerely,

Wheeler Market Team

Notice of Non-Discrimination:

As a public entity and recipient of Federal financial assistance, Salt Lake County does not exclude, deny benefits to, or otherwise discriminate against any person on the ground of race, color, national origin, disability, age, marital status, sex, sexual orientation, gender identity or religion in admission to, participation in, or receipt of the services and benefits under any of its programs and activities, whether carried out by Salt Lake County directly or through a contractor or any other entity which Salt Lake County arranges to carry out its programs and activities.

This statement is in accordance with the provisions of Title VI of the Civil Rights Act, Sections 503 & 504 of the Rehabilitation Act of 1973, Title II of the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975 and the Regulations of various federal departments including the U.S. Department Health and Human Services, the U.S. Department of Agriculture, the U.S. Department of Interior, the U.S. Department of Housing and Urban Development and the U.S. Department of Justice.

EQUAL ACCESS: Salt Lake County complies with the Americans with Disabilities Act of 1990 (ADA), as amended and Sections 503 & 504 of the Rehabilitation Act of 1973, as amended in providing individuals with disabilities equal access to employment opportunities and the services, programs and activities the County offers. Members of the general public may seek assistance from any County employee in contacting the ADA/504 Program Coordinator, the agency's ADA/504 liaison or the Human Resources Division.

COMMUNICATION ACCESS: Salt Lake County will provide free auxiliary aids and services to qualified individuals, including qualified sign language interpreters, alternate formats, etc. If auxiliary aids or services are required to achieve effective communication, please contact the agency or ADA/504 Program Coordinator.

FURTHER INFORMATION: The County has adopted an [internal grievance procedure](#) providing for the prompt and equitable resolution of grievances. Any person, whether a member of the general public, an applicant for employment or an employee who feels that he or she has been discriminated against or denied equal access to employment, programs, services or activities offered or sponsored by Salt Lake County may contact either the:

Human Resources Director / OR
ADA/504 Program Coordinator
Human Resources Division
2001 South State Street, N4-700
Salt Lake City, Utah 84190
385 468-0570, TTY users should call 7-1-1

GENERAL MARKET INFORMATION:

2025 Market Schedule:

- ✓ Last Day for Applications to be submitted: February 14, 2025
- ✓ Notice of Award of Contract: On or before February 28, 2025
- ✓ First day of the Market: May 18, 2025
 - The Market will be open Sundays thereafter from 9:00 AM – 1:00 PM
 - Vendors may begin setting up their booths at 6:30 AM.
- ✓ Last day of the Market: October 12, 2025

2025 Market Location:

The Market will be held in Wheeler Historic Farm South parking lot and the lawn directly adjacent.

2025 Market Booth Fees:

Grower/ Producer	10 x 10 space	Per Day	\$20
Grower/ Producer	10 x 10 space	Full Season	\$220
Concessionaire/ Food Truck		Per Day	\$50
Concessionaire/ Food Truck		Full Season	\$600
Processed food Vendor	10 x 10 space	Per Day	\$30
Processed food Vendor	10 x 10 space	Full Season	\$350
Arts & Craft Vendor	10 x 10 space	Per Day	\$35
Arts & Craft Vendor	10 x 10 space	Full Season	\$400
Booth Power Connection:		Per Day	\$3.00
No call – No Show Penalty		Per Day	\$25.00 per occurrence

Vendor Category Definitions:

Grower Producer: Vendors that grow and sell their own raw produce, eggs, or milk.

Processed/Packaged: Vendors that bottle, bag, or freeze fresh ingredients; Also includes baked goods.

Concessions: Vendors that cook food to be served hot at the market. (i.e. food trucks)

Arts & Crafts: Vendors that make products not intended for consumption, including soap and lotions.

Nutritional Incentive Programs:

SNAP: Supplemental Nutrition Incentive Program. We began accepting SNAP in 2021 and will continue to do so in future seasons.

- Vendors that choose to accept SNAP will turn in tokens to the information booth no later than 1:30pm on Market days.
- Vendors are required to fill out the supplier reimbursement form. This is done ONLINE only. You must create an account.
- Deposits/Checks will take place every two weeks or monthly based on vendor preference.
- **Snap Tokens are made of wood and have the Wheeler Farm logo on one side. We will only accept tokens for our market. These tokens can only be used for food items.**
- **Double Up tokens are green and metal. These tokens are for produce ONLY.**
- **SNAP and Double Up tokens cannot be accepted by Concessions or Art and Crafts vendors.**

Market Rules & Regulations:

1. To participate in the Market, Vendor must comply with the Market Rules & Regulations. Vendors who fail to comply with the Market Rules & Regulations will lose their right to participate in the Market. No refund shall be provided.
2. Vendors shall comply with the Salt Lake County Parks and Recreation Division Patron Standards of Conduct.
3. Vendors shall comply with all applicable laws, as well as all legally required permits.
4. Vendors shall comply with Salt Lake County's non-discrimination policies.
5. Vendors shall not offer for sale any commercially produced items or items assembled from commercially available plans, kits, or cast from commercial molds.
6. Vendors shall not offer for sale any products distributed by multi-level marketing firms.
7. Vendors shall only offer for sale items or services the Vendor has directly made or grown.
8. **Vendors shall only offer for sale items or services that are disclosed on their market application. Please let us know before you sell new products.**
9. Vendors shall set prices for their product but are encouraged to charge fair retail pricing.
10. The Market will be operated rain or shine. Vendors shall attend Market dates for which they are awarded a contract. Should vendor be unable to make a contracted Market date, the Vendor shall provide the Market Manager at least 48 hours advanced notice.
11. If the Vendor fails to provide 48 hours' notice in the event of a cancellation, they may be charged a \$25 "No call-No show" fee.
12. A Vendor-supplied booth canopy must be secured by 40 lbs. weight on each leg. Canopies with side covers shall be secured with 100 lbs. weights on each leg.
13. Vendors shall have their booths completely set up no later than 8:45 AM on Market days.
14. Vendors shall keep their booths clean and free of trash and debris. At the end of a market day, Vendors shall remove their own trash from the event and leave their space spotless.
15. **Vendors may not park their vehicles on the Market grounds. Vendors may drive their vehicles to their booths to unload their products and displays but all vehicles must be off the Market grounds by 8:45 AM.**
16. Vendors will park all compact vehicles in the field located directly west of the parking lot. Unless otherwise assigned.
17. Vendors shall not drive into the Market until 1:05 PM on Market days.
18. Vendors shall keep their booth set up until 1:00 PM on Market days. Vendors who have sold out of product shall set up a sign indicating they have sold out. Vendors may pack up displays, however canopies MUST stay standing until 1pm.

19. Vendors shall observe the Stop, Drop, and Roll procedure, as explained by County staff, and park their vehicle after it is unloaded. As well as packing displays and collapsing canopies before driving their vehicle into the market.
20. **Vendors shall assume all responsibility for collecting and remitting applicable sales tax from the sale of goods. Vendors shall also assume all responsibility for obtaining the proper permits needed to offer goods for sale.**
21. Vendors may not prepare foods with the use of electricity or propane unless approved to do so in their Contract. All propane cooking equipment must be kept a minimum of 5' from the public and 10' from a canopy or structure.
22. All Vendors (where applicable) must register with the Salt Lake County Health Department as required in the Department's Food Sanitation Regulation.
23. Vendors shall conspicuously display all lawfully required permits at their booth.
24. Dogs: Wheeler Farm does allow **leashed** dogs at the Market, provided they have access to water and owners immediately clean up after their dogs, and the vendor is in compliance with Salt Lake County Health Department code.
25. Eggs and Cheese: Vendors must read, understand, and fully comply with all current Utah Department of Agriculture and Food safety guidelines and other applicable requirements for these products.
26. Samples: Vendors are allowed to offer customers samples but they must be kept in an ice bath and follow the applicable codes, rules, and regulations, including but not limited to Salt Lake County Health Department regulations.

Licensing and Permit Information:

Vendors are encouraged to consult with tax and legal professionals regarding legal and tax obligations. Any information provided in this handbook should not be relied on as tax or legal advice.

- Vendors who are required to have a permit or license must also attach copies of all necessary information to their application.
- Vendors will be required to post in clear view at their booth any license or permit they are required to obtain at each Sunday Market. No exceptions.
- As required under applicable law, all Vendors must collect sales tax from customers and remit the collected sales tax to the Utah State Tax Commission. To remit sales tax to the Tax Commission, Vendors should use a "Special Event Sales Tax Form." You can call (801) 297-6303 or email specialevent@utah.gov with any questions about this Form.
- Vendors who operate under the Cottage Food Act (HB339) must register for a permit annually with the Utah Department of Agriculture and Food. Vendors operating under this act must have clear labelling and display the UDAF permit openly.
- Vendors who operate under the Homemade Food Act (HB 181) do not require any inspection, but they will be placed in a separate section.
- Vendors considering selling the items listed below will need a special permit and should contact the Division of Plant Industry at 801-982-2305
 - Plant based dog food
 - Seeds (for growing, not consuming)
 - Perennial vegetable plants
 - Certified Hay
 - Bird Seed
- All Vendors must comply with applicable state, federal, and local rules regarding packaging and labeling food:
 - Further information is available by calling Rebecca Nielsen at (801) 860-7075 or (801) 538-7147

Application Process, Selection Committee, & Selection Criteria:

Once an Applicant has applied and submitted the appropriate documentation consistent with their Vendor designation, the Application will be reviewed by the Selection Committee. The Selection Committee will use the Selection Criteria to distinguish which Applications will be awarded booth space.

The following is a breakdown of the Selection Criteria:

Grower/Producer:

Y/N

Is the product grown within 250 miles of Wheeler Farm?		30%
Does vendor grow the product themselves?		35%
Does vendor own a storefront?		5%
Previous market vendor?		10%
Does vendor use the SLC Urban Farming Land-Lease Program?		5%
Will vendor be attending all/most market days?		15%

Processed/Packaged Food:

Y/N

Is the product made from locally sourced ingredients?		20%
Does vendor make product themselves?		30%
Does vendor own a storefront?		5%
Previous market vendor?		10%
Is the product like another product that is offered by a returning vendor?		20%
Will vendor be attending all/most market days?		15%

Arts & Crafts:

Y/N

Is the product created from locally sourced materials?		20%
Does vendor make the product themselves?		30%
Does vendor own a storefront?		5%
Previous market vendor?		10%
Is the product like another product that is offered by a returning vendor?		20%
Will vendor be attending all/most market days?		15%

Concessions & Food Trucks:

Y/N

Is the product made from locally sourced ingredients?		20%
Does vendor make/prepare product themselves?		30%
Does vendor own a storefront?		5%
Previous market vendor?		10%
Is the product like another product that is offered by a returning vendor?		20%
Will vendor be attending all/most market days?		15%

If there are limited spots available for Vendors who still pass all of the Selection Criteria, booth space will be awarded based on which Application was received first.

Vendors may be disqualified from the Application Process for the following reasons:

- Vendor has violated the Salt Lake County Patron Code of Conduct or Market Handbook Rules and Regulations in a prior market season.
- Vendor is selling Multi-Level Marketing (MLM) Company or direct sales products.
- Vendor is considered a ‘Broker’ – a company or individual who purchases products at wholesale prices to re-sell at the Market.
- Vendors do not grow/bake/create/produce the majority of their sales.
- Vendor does not pay the \$35 application fee.
- Vendor does not turn in a complete Application.

Termination of Agreement:

Vendors who do not comply with the rules and requirements of this Handbook, and of applicable state, local, and federal law, may have their agreement terminated.

Additional Information:

Other Helpful Contacts:

- Salt Lake County Health Department (385) 468-3660
- Utah Department of Agriculture & Food; 801-982-2252
- Division of Plant Industry, 801-982-2305
- UDAF Labelling; Rebecca Nielsen, Labelling Specialist 801-633-3965

Utah Department of Agriculture and Food, Outdoor Market Requirements:

<https://ag.utah.gov/documents/FarmersMarketQA.pdf>

Utah Department of Agriculture and Food, FAQ:

<https://ag.utah.gov/documents/FarmersMarketQA.pdf>

Utah’s Own Program:

<https://utahsown.org/>