



Prospective New Vendor Guidelines

The Hillcrest Farmer's Market (HFM) welcomes and appreciates inquiries from qualified prospective new vendors. We offer the following guidelines to help you decide if your product or service could be a fit with the HFM brand, tone and purpose.

Our first choice response to all qualified new vendors would be: *"Sure, just show up next Sunday, we have plenty of space,"* but the reality is the Hillcrest Farmers Market (HFM) receives 5 to 10 requests for new Vendor space every single day of the week.

Because the Hillcrest Farmers Market is among the most successful in San Diego County and most vendors sell well, spaces open up only on the rare occasions when a vendor cannot continue at the HFM due to health or personal reasons.

In summary, the HFM rarely has any permanent booth space available, and the market has had a two-year waiting list for most product categories for many years.

Still, the HFM does have one-day substitute vendor opportunities from time to time when a regular vendor is occasionally absent. Most successful new HFM permanent vendors do begin as substitutes with fill-in spaces as available.

We at the HFM believe it is our duty to the vendor community to make no unrealistic space promises and fully inform prospective new vendors that booth space is rarely available, and the waiting list time is typically 18 to 24 months before a substitute or fill-in space becomes available.

To keep your business moving forward, we encourage emerging new vendors to explore sales space opportunities with the approximately 50 other Farmer's Markets in San Diego County. A complete list of San Diego County Farmer's Markets is available by clicking this link to: sdfarmbureau.org



To provide additional guidance, listed below are several summary points designed to help you decide if your product or service would be a good fit to join the HFM substitute vendor waiting list:

- 1) Most new successful new HFM Vendors have an established, proven sales track record, and high product demand averaging \$400 to \$800 weekly, per market day at other local farmers markets.
- 2) The product or service offered needs to be something different and unique, and not a product or service already well-represented at the HFM.
- 3) If you believe your offering fits within the criteria described above, we welcome you to submit a 50 to 100 word “elevator pitch” summarizing why you believe your offering fits the HFM criteria. Please note the HFM website currently does not have the capacity to upload Vendor submitted photos, files or attachments.
- 4) **Note on Charity or Non-Profit donated booth space:** The HFM does often reserve ONE weekly free 10 x 10 space for non-profit groups that fit well with the HFM purpose, tone and brand identity.



HFM Booth Space Fee Schedule

- a) **Certified Agricultural Producers** with valid producer's certificate: pay 8% of gross sales, or \$40 minimum, whichever is highest. Include \$2.00 state fee for each certificate.

- b) **All Other Food and Non-Arts and Crafts Vendors:** pay 10% of total sales plus \$2.00 state fee or \$42.00 minimum, whichever is highest. Vendors that prepare food onsite add \$7.00 Sink Fee.

- c) **Arts and Crafts Vendors:** pay \$82.00 street, \$42.00 sidewalk or 10% of total sales, plus \$2.00 state fee, whichever is highest. Some smaller stalls have reduced fee.

- d) All Vendors pay minimum fee or a percentage of sales fee, whichever is the higher of the two. Fees are paid in cash at end of the market day.

- e) Substitute or fill-in vendors are typically offered a spot 6 to 2 days before the Sunday market, depending upon when we receive last-minute cancellations. Vendors capable of being prepared to show up and sell within 24 to 48 hours before Sunday market day are placed on a high-priority "last-minute" wait list, and can receive invitations to join the Sunday market as late as 12 to 24 hours before market time.

- f) If you believe your offering fits within the HFM criteria described above, we welcome you to **make a confirmed appointment** via voice or email to bring product samples to the HFM on Sundays between 10 am and 1 pm.



In conclusion, we at the HFM sincerely appreciate your interest in being a vendor at the HFM, and wish we had space to accommodate all qualified prospective new vendors. We wish you success in your Farmers Market efforts, and look forward to hearing about the continued success and growth of your business.