

2026 Show Low Farmer's Market and Art Walk Rules

The **Market Manager** of the Show Low Main Street Farmers Market & Art Walk, with the support of the Board of Directors, shall administer and enforce these rules and regulations. The Market Manager and Board reserve the right to interpret and apply these rules in a manner that best serves the overall integrity and success of the market.

In the interest of serving the community, the market seeks to provide a **diverse and balanced selection of products** representative of the White Mountains region. As a result, the market operates under an **application-based system** designed to ensure product variety while prioritizing **local growers and agricultural producers**, as this is a farmers market first and foremost.

All applications are **reviewed and juried** based on product type, date of submission, and available space.

Vendor categories and definitions are as follows:

Agriculture

Products that are grown, raised, or produced within the **Four Corners region (Arizona, New Mexico, Utah, Colorado)**.

This includes:

- Fresh produce grown by the vendor
- Meat from animals **raised by the vendor** and processed at **USDA-inspected facilities**
- Agricultural byproducts such as eggs, honey, jerky, soaps, or yarn derived from the vendor's livestock
- Foraged or wild-crafted items that are **responsibly harvested by the vendor** from private or permitted public lands, with minimal additional processing (e.g., mushrooms, prickly pear, palo verde beans)

Prepared Foods

Food and beverage items that are **prepared and sold for immediate, on-site consumption**.

Vendors must:

- Operate from an approved **commercial kitchen** with a current health inspection in good standing
- Comply with all **Navajo County Health Department regulations**
- Provide a valid **Arizona Food Handler's Card** and any required permits or documentation

Processed Foods

Food products that have been **altered from their original state** through cooking, preserving, or other preparation methods.

Products must:

- Contain a **minimum of 50% locally sourced ingredients** from the Four Corners region where applicable
- Be produced in compliance with **Arizona Cottage Food laws or other applicable regulations**
- Include proper labeling as required by law

Vendors must provide:

- A valid **Arizona Food Handler's Card**
- **Arizona Cottage Food Registration** (if applicable)

Examples include: jams, jellies, salsa, baked goods, and similar items.

Artisan

Handcrafted or manufactured goods created by the vendor.

Products must:

- Be **designed and/or produced by the vendor**
- Reflect a level of **craftsmanship or value-added production**

Items may incorporate materials sourced outside the Four Corners region; however, the **final product must be created or significantly transformed by the vendor.**

Examples include: skincare products, jewelry, artwork, and custom handmade goods.

I) Vendors

a. All vendors must obtain and maintain a valid **Arizona Transaction Privilege Tax (TPT) license**, when applicable, and are responsible for the collection and reporting of all required taxes.

b. Vendors must comply with all **City of Show Low regulations and requirements** applicable to their business activities.

c. Vendors are responsible for obtaining and maintaining any **required local, county, or state permits and licenses** associated with their products or operations.

II) Merchandise

a. Vendors may only sell products that are **listed and approved** in their submitted application. Any vendor wishing to add or change products must submit a request to the Market Manager **at least one (1) week in advance** of the intended sale date. All new or modified products are subject to review and **approval at the discretion of Show Low Main Street.**

b. To maintain a **balanced and diverse market**, Show Low Main Street reserves the right to **limit, approve, or deny product categories and quantities** at its sole discretion.

c. All vendors and products are subject to **inspection at any time** by the Market Manager or authorized Market staff to ensure compliance with market rules and applicable regulations.

d. Show Low Main Street Farmers Market & Art Walk reserves the right to **approve and include additional vendors, product categories, or promotional participants** during special events, themed markets, or designated occasions.

III) Space & Fees

a. Each booth space measures **10 feet by 10 feet**. A double booth measures **10 feet by 20 feet**. Vendors may not extend displays, equipment, or merchandise beyond their assigned space into walkways or neighboring

booths. Vendors requiring additional space must purchase an additional booth. The maximum booth allocation is **two (2) spaces per vendor**, unless otherwise approved by the Market Manager.

b. All vendor fees are **non-refundable**, regardless of attendance, cancellation, or circumstances.

c. Upon approval of a Vendor Application, **Seasonal Vendors must prepay for the full season** to secure participation. Booth placement is assigned by the Market Manager and reflected on the official Market Map.

d. **Fee Schedule:**

- Single Booth (10×10): \$350 (Season)
- Double Booth (10×20): \$550 (Season)
- Weekly Booth (10×10): \$25 per date
- Weekly Booth (10×20): \$50 per date

e. **Weekly (Fill-In) Vendors** must request participation for each market date and submit payment accordingly. Booth space is assigned based on availability. **Booth rental is not confirmed until payment has been received.**

f. Booth spaces are **assigned by the Market Manager**, are **not transferable**, and may not be sold, shared, or reassigned without prior approval.

g. No refunds will be issued for any reason, including but not limited to **vendor absence, weather conditions, or market cancellation**, unless deemed necessary by the Market Manager for safety-related closures.

Vendors are strongly encouraged to have **pre-approved backup personnel** available to operate their booth if needed, in accordance with any applicable City of Show Low requirements.

IV) Licenses

a. All vendors are responsible for obtaining and maintaining all **required licenses and permits** applicable to their business and products.

b. All vendors are required to obtain a valid **City of Show Low Business License** prior to participating in the market.

c. All vendors are responsible for the **collection and remittance of applicable state, county, and city taxes**, including maintaining a valid **Arizona Transaction Privilege Tax (TPT) license**, when applicable.

d. All food vendors must comply with the **Navajo County Health Department** rules and regulations and obtain all required permits and approvals. For questions or assistance, vendors may contact:

- Jason Carroll: 928-532-6062 | jason.carroll@navajocountyaz.gov
- Kathryn Mathewson: 928-532-6050 | kathryn.mathewson@navajocountyaz.gov

e. All vendors must comply with **applicable health and safety regulations**, including proper food handling, preparation, and labeling requirements.

f. Food vendors are responsible for obtaining all **required inspections, certifications, and permits** from the appropriate regulatory agencies prior to operation.

V) Vendor Booth and Setup

- a. Vendors are strongly encouraged to provide a **canopy or umbrella** for their booth. All canopies are required to be properly secured with a minimum of **forty (40) pounds of weight per leg**. This requirement is mandatory due to safety risks associated with wind and weather conditions. Failure to properly secure a canopy may result in **removal from the market without refund**.
- b. Vendor setup may begin **no earlier than 7:00 AM** and must be completed by **8:45 AM**. This is an active city street, and barricades will not be in place prior to 7:00 AM. All vendor vehicles must be removed from pedestrian areas no later than **8:30 AM**. The market opens to the public at **9:00 AM**.
- c. All vendors are required to remain set up and operational for the full duration of market hours. **Early breakdown is not permitted**. Tear-down may not begin before **1:00 PM**, regardless of sales.
- d. Prior to bringing a vehicle into the market area for loading, vendors must ensure that their booth is **fully broken down and all items are cleared to the rear of their assigned space**.
- e. All vehicles operating within the market area must use **emergency flashers** at all times and proceed with caution.
- f. Vendor vehicles are permitted in the market area **for loading and unloading only**. Vehicles must not obstruct roadways or pedestrian access and must allow sufficient clearance for **emergency vehicles at all times**. Vehicles must be moved to designated vendor parking areas immediately after unloading.

VI) Location

- a. The Show Low Main Street Farmers Market & Art Walk is located on **180 N 11th Street between East Hall Street and East Huning Street**, behind the Show Low Library in downtown Show Low, Arizona. The Market Manager reserves the right to **modify the market layout or location within the designated area** as necessary for operations, safety, or special circumstances.
-

VII) Absences

- a. Vendors must notify the Market Manager at market@showlowmainstreet.org a minimum of **one (1) week in advance** of any planned absence.
- **Two (2) absences without notice** may result in termination from the market without refund
 - **Three (3) total absences**, with or without notice, may result in removal from the market without refund

Maintaining consistent vendor attendance is critical to ensuring a **full, balanced, and successful market experience**.

- b. Emergency absences must be reported to the Market Manager **as soon as possible** and will be recorded as **absences with notice**.
-

VIII) Quality Standards & Liability

- a. All products offered for sale must meet **acceptable quality standards**, as determined by the Market Manager or authorized Market staff.
 - b. All prepared and processed food items must comply with **Navajo County Health Department regulations**, including proper permitting, labeling, and safe food handling practices.
 - c. Vendors are solely responsible for the **safety, quality, and legality** of the products they produce and sell. Liability for all products rests entirely with the vendor.
 - d. Vendors are not required to carry general liability insurance; however, all vendors must sign a **Release and Indemnity Agreement** prior to participation.
-

IX) Upkeep

- a. Vendors are responsible for maintaining a **clean, safe, and orderly booth space** and surrounding area at all times.
 - b. Vendors must **remove and properly dispose of all trash** generated by their booth. Use of public trash receptacles within the market is prohibited.
Pack it in, pack it out.
 - c. Food vendors are required to provide **adequate trash receptacles** for customer use and are responsible for disposing of that waste. These receptacles are for their customers only and not for use by other vendors.
-

X) Vendor Conduct

- a. Any behavior deemed **offensive, abusive, threatening, discriminatory, sexually harassing, or otherwise inappropriate** toward customers, vendors, staff, or affiliates of Show Low Main Street constitutes a **material violation** and may result in **immediate removal without refund**.
 - b. Vendors must conduct themselves in a **professional, respectful, and courteous manner** at all times.
 - c. Vendors shall not engage in any activity that **disrupts market operations** or negatively impacts other vendors or the public.
 - d. Amplified sound or music is **not permitted** at vendor booths. The market provides designated entertainment.
 - e. "Hawking" or loudly soliciting customers in a disruptive manner is prohibited.
 - f. Dogs are permitted within vendor booths only if **leashed, controlled, and non-disruptive**.
-

XI) Parking

- a. Vendors are prohibited from parking in the **church parking lot**.
 - b. Vendors must park a minimum of **ten (10) spaces away** from the market area to allow for customer access.
 - c. Exceptions may be made for vendors with valid **disabled parking permits**, who may utilize designated accessible parking.
-

XII) Warnings and Fines

- a. A first violation of market rules may result in a **verbal or written warning**.
 - b. A second violation may result in a **\$50 fine**.
 - c. A third violation may result in **removal from the market without refund** and possible exclusion from future markets and events.
-

Acknowledgment

By participating in the Show Low Main Street Farmers Market & Art Walk, vendors agree to **abide by all rules, regulations, and policies** set forth by Show Low Main Street.