



The Market at Serendipity

Policies and Procedures, 2026 Season

Mission: To support local farmers, artisans and wellness providers by fostering meaningful relationships between them and the community at large, and to provide fresh, high quality food to the community, as well as food for their souls, via the arts and best wellness practices and products.

Contact Information:

Director: Elizabeth Jordheim - ej.serendipity@gmail.com

573-999-7057

Assistant Director: Julieta Mendez - julieta.serendipity@gmail.com

507-202-9796

serendipitysalonandgallery.com

1020 E. Walnut St., Columbia, MO

General Operations and Governance:

The Market at Serendipity is open to the public Sundays 9:00 am - 12:00 pm between April 12 and December 13, 2026. The Sundays of April 26, May 24, September 6 and November 29 will be excluded. These dates coincide with Earth Day, Memorial Day, Labor Day and Thanksgiving weekends. The weeks of July 1 - August 9 will also be excluded. This allows for 26 market dates during the season.

This is an outdoor only market, and tents/canopies are strongly recommended. Vendors must provide all necessary items for their booth.

The gallery will be open, but no Market vendors will be set up inside.

Sellers may be:

Farmers who raise produce (fruits, vegetables, flowers and plants) and who produce animal products such as meat, fish, poultry, eggs, cheese and honey,

Artisans who sell hand-made art and craft items which have been personally created and which have been created with best practices regarding sustainability, use of local resources and as much organic and/or natural materials as possible,

Prepared food vendors who personally prepare the food and who utilize as many local ingredients as possible, and

Health and wellness professionals, who either provide services or products related to health, wellness or beauty.

***All sellers must adhere strictly to the requirements of their particular type of business and show proof of proper licensure and permitting. All sellers must have a current City of Columbia Business License and a Boone County Merchant's License. Links on website.**

Guidelines for Selling:

- No vendor shall do any act or use any language to offend the City, the market, management staff, another vendor or shopper, or to intimidate a shopper into purchasing the product being sold.
- Failure to abide by ordinance, laws and regulations may be basis for suspension or expulsion.
- All vendors must arrive at the market by 8:15 am and be set up and ready for opening by 9:00 am. They must remain open until 12:00 pm and be cleaned up and moved out of their stall by 12:30 pm, leaving the space completely clean.
- If vendors have paid for a stall, or have committed to doing so, they will not receive a refund if they do not attend.
- Vendors may unload quickly in the lot next to Serendipity and then move their vehicle to another location. That lot should remain free for shoppers. There is absolutely no parking for any length of time in the alley next to the Atrium. Eclipse Catering operates from there, and there are times they need quick in and out access via that driveway.
- Vendors must provide all of their own tables, chairs, tablecloths, electrical cords, fans, cash and signage. (The Serendipity patio chairs will be set out for guests.)
- Serendipity provides internet, two fans for hot days, water, restrooms.
- Vendors absolutely must have a 25 pound weight attached to each leg of their tent. Tents may be a maximum of 10' x 10'; 8 x 8 is preferred.
- If a scale is being used at the Market, it must meet the Missouri Department of Agriculture Weights and Measures Division Standards.
- Vendors must have signage for pricing and all displays and signs must be securely weighted/fastened to avoid wind taking them down. Vendors are expected to treat their customers fairly and courteously.
- All vendors must abide by all local, state and federal laws and regulations.
- Absolutely no smoking, vaping or consumption of alcohol that is not sold by Serendipity is allowed, both inside and on the patio. Illegal drug use is also prohibited.
- No open flames are allowed inside or out. Grills are allowed for licensed food vendors.
- No decoration or signage is allowed on any wall, inside or out, and no confetti, glitter, balloons or liquids may be used as decor.
- All vendors will hold harmless Elizabeth Jordheim, Elizabeth Jordheim, LLC, Serendipity Salon and Gallery, 1020 Walnut, LLC and the building owners, in case of any accident or injury/illness.
- Vendors will treat Serendipity staff and tenants with respect and will observe our quiet hallway requirement, as wellness sessions may be in progress during the market hours. (This applies to activity inside the building.)
- Only certified service animals are allowed on the premises of Serendipity; this is for

- physical safety of patrons as well as food safety concerns.
- Children are welcome, and there will often be activities provided specifically for them. We do require adults to monitor their own children and insure safe and kind behavior within the gallery and on the patio. The Director reserves the right to invite children back, or not.
- Vendors may have 1-2 adults inside their booth. People who are 13 years of age or older are considered “adults” for this situation.

Fees:

Packages will be sold as a subscription, and will require a credit/debit card for weekly automatic withdrawals of the daily rate.

- 13 weeks at \$32.00/day (vendor's choice of dates, as available)
- 7 weeks at \$38.00/day (vendor's choice of dates, as available)
- Individual days at \$45.00/day only **AFTER** purchasing a 13 or 7 week package.

All subscriptions and individual day fees are **non-refundable**, except in cases of genuine extenuating circumstances, which are subject to Director's decision. (Ie. Major health issue/hospitalization, true emergency, etc.

Other Information:

The Market happens rain or shine, unless weather is extreme, in which case the Director will make the decision to cancel by 8:00 a.m. the day of. There are no refunds for cancelled markets, as all marketing and staffing investments will have already been made. Cancellation will only happen in extreme circumstances or forecasts.

The Director reserves the right to include or exclude any vendor, and to organize the market as she sees fit.

The Assistant Director will provide 2 weekly email communications; 1) Reminder that you are signed up for the next week and asking for an RSVP confirmation, and 2) a final listing on Saturday of who is participating the next day and the map.

All vendors must complete and sign a Vendor Application and Agreement and pay/commit to associated fees prior to selling. Make sure to include a detailed description and pictures of the items you wish to sell when completing the online application. All products that vendors wish to sell must be listed on their application. The Director will review your application and advise if you have been accepted to participate in the market as soon as possible.

Application and other pertinent information may be found on the Serendipity website, under the Market page, and application may be made online. The director will require an in-person meeting before acceptance is complete, unless the vendor has participated in the 2025 Market.

<https://serendipitysalonandgallery.com/farmersandartisansmarket>

