



The Market at Serendipity Policies and Procedures, 2025 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:

Serendipity, 1020 E. Walnut St., Columbia, MO 65201
573-999-7057

ej.serendipity@gmail.com [https://
serendipitysalonandgallery.com](https://serendipitysalonandgallery.com)

@Serendipity Salon and Gallery by Elizabeth Jordheim Owner/
Director: Elizabeth Jordheim

General Operations and Governance:

The Market at Serendipity is open to the public Sundays 10:00 am - 2:00 pm between April 6 and December 14, 2025. The Sundays of April 27, June 8 and October 5 will be excluded. These dates coincide with Art in the Park, Earth Day and Mid-MO Pride Fest.

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, permitting and liability insurance.

Musicians and other performers will be invited to perform for tips only, and market vendors are strongly encouraged to give as generous a tip as they are able, and it can

include items from their inventory.

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 8:00 am and be set up and ready for opening by 9:00 am. They must remain open until 1:00 pm and be cleaned up and moved out of their stall by 2:00 pm, leaving the space completely clean and tidy.
- If vendors have paid for a stall, or have committed to doing so, they will not receive a refund if they do not attend. If the space is given to another vendor for that date by the Director, a refund may be given.
- 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, nor in the law office lot next to the Serendipity/city lot.
- Outside stall vendors absolutely must have a 25 pound weight attached to each leg of their tent. Tents may be a maximum of 10' x 10'.
- 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.
- No space heaters of any kind are allowed.
- No one is allowed on the stage except the invited musician(s.)
- No one is allowed to play the piano except the invited musician
- No decoration or signage is allowed on any wall, inside or out, and no confetti, glitter, balloons or liquids may be used as decor
- Care will be taken in consideration of tables, chairs, walls and floor to avoid damage of any kind.
- Each 6' x 6' indoor stall will be equipped with a covered 42" round or 48" rectangle table and one chair. More chairs are available, if needed, and vendors are welcome to bring more tables, as long as they fit within the footprint of the stall. Patio stalls are 10' x 10' and 48" round tables are available for loan if desired. Chairs are also

available for loan. Vendor is responsible for the set-up and take-down/carrying of the tables they use outside.

- 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.
- 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.

Fees:

Packages may be purchased to insure availability of space, specific location and specific dates of vendors' choice.

- 10 weeks at \$38.00/day (vendor's choice of dates)
- 20 weeks at \$35.00/day “
- 34 weeks at \$30.00/day “
- Pop-up vendors may pay for individual days at the rate of \$38.00/day

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

Pop-up fees must be paid by the Thursday before the market Sunday.

All subscriptions and pop-up fees are non-refundable, except in extenuating circumstances, which are subject to Director's decision.

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

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 and email them to ej.serendipity@gmail.com. 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.