



# Vendor Load-In and Out Instructions

*In this document you will find load-in/out instructions, contact information, parking procedures, maps, & reference materials for The Ballard, Wallingford, & Madrona Farmers Markets. Prior to your first day, please remember to read and familiarize yourself with the Vendor Handbook, available online [here](#).*

# SFMA Market Contact Info and Best Practices

*The information below pertains to all SFMA Markets: Ballard, Madrona and Wallingford*

## Contact Information for all SFMA Markets

**Email:** vendors@sfmamarkets.com \*

**Mobile** (206) 250-0609

*\*the best way to contact us is via email*

## How to Communicate an Absence

- Step 1: Email **vendors@sfmamarkets.com** the week of and at minimum 24-hours before the Market opens that your business is unable to attend.
- Step 2: Update your attendance in [www.managemymarket.com](http://www.managemymarket.com). **Note:** Updating in *just* Manage My Market is **not** sufficient notice.

## Fee Policy for no call/no show or less than 24-hours of notice

- Our fee policy for no call/no show or less than 24-hours of notice is \$43 (which includes a bank processing fee). Before reserving future space for your business, this fee must be paid in full. We will waive this fee if you are sick or experiencing an emergency.

## Running Late

- We ask that vendors arrive prior to 8:30 AM at the latest. If you are running late or need directions, please call the market cell phone: **206-250-0609** or email: **vendors@sfmamarkets.com**.

## Weather Cancellation Policy

- If it's unsafe due to weather for you or your staff to drive to the Market, there are no penalties or fees to cancel due to safety. Just send us an email at [vendors@sfmamarkets.com](mailto:vendors@sfmamarkets.com) and let us know. Safety is number one and we ask that you use your best judgment when deciding to attend or not attend a market. In the *very rare* event, we decide to cancel a market due to weather we will first email all vendors (with the email you have listed on [www.managemymarket.com](http://www.managemymarket.com)) and then post the announcement to our social media and website. Please be sure that your market staff are listed in Manage My Market so they receive this communication too. Due to the unpredictability of weather, we may not know if we are going to cancel the market until the morning of. As soon as we make the call, we will alert you all.

# Ballard Farmers Market

## Load-In / Out Instructions

Open since 2000, Ballard Farmers Market is Seattle's first year-round neighborhood farmers market, selling produce exclusively from Washington state farmers. Every Sunday, the Market has operated along the historic cobblestone stretch of Ballard Avenue NW and 22nd Avenue. In the spring of 2016, the Market expanded onto 22nd Avenue, extending to NW Market Street. In the summer of 2023, the market extended from NW Vernon to 20<sup>th</sup> AVE NW. Ballard is a year-round, rain-or shine market and is open from 9am-2pm to the public. Market Staff will be at the market from 6am-4pm to open and close the market. Vendors that attend each market include farms, crafts, processed foods and community booths. During our peak season, we average about 15,000 to 20,000 visitors to the market from all over the world.



### **Market Address:**

The intersection of Ballard Ave NW  
and 22nd AVE NW Seattle, WA  
98107

### **Market Hours:**

9:00 AM - 2:00 PM

# Check-In Process & Load-in

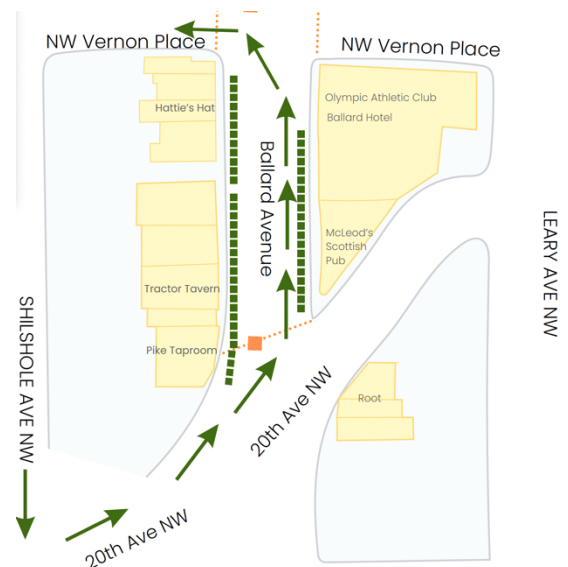
**Important** there are two entrances for load-in: **The Belltower Entrance** and **The South Entrance** (see below). Before your first day, Market Management will let you know where to enter. This will be the same entrance for load-out. At each entrance, Staff will check you in, provide your booth # and direct you (if requested) to the approximate location of your booth. Booth numbers are located on the street. There will be chalk marks to indicate where your two front legs of your tent should be stationed. We do not give space assignments before the market day. Always check-in with market staff for your booth location. On your first day, please arrive no later than 7:30am. Once you have unloaded, please move your car to the vendor parking lot (see Parking section below) to make space for another vendor to park. All vehicles must be out of the market by no later than 8:45am. **Vendors must follow our load in/out procedures.** Unfortunately, when one vendor doesn't, it creates a traffic jam and more work for all of us.

- **The Belltower Entrance (Enter on 22<sup>nd</sup> AVE NW):**
  - **Directions:** Enter the market via Shilshole to 22nd Ave NW and check-in with the market information desk. The main route for vendors arriving to the market is: head west along NW Market Street, turn left onto Shilshole Ave NW, and proceed approximately 1.5 blocks to 22nd Ave NW. Turn left onto 22nd and proceed to the stop sign where you will see the information desk and a staff member in a yellow vest. **IMPORTANT:** If your booth is located on Ballard AVE NW, please park on the right and pass on the left. If your booth is located on 22nd AVE NW, please park on the left and pass on the right. **\*NOTE:** Exceptions on where to park may be made as directed by SFMA Staff. The goal is that there is always a lane for vehicles to exit.
- **The South Entrance (Enter on 20th AVE NW):**
  - **Directions:** Enter the market via 20th Ave NW and check in with the market information desk. The main route for vendors arriving to the market: head West along NW Market Street, turn left onto Shilshole Ave NW, and proceed approximately 4.5 blocks to 20<sup>th</sup> Ave NW. Turn left onto 20<sup>th</sup> AVE NW, take a left at the stop sign towards Ballard AVE NW where you will see the information desk. **IMPORTANT:** Please park on the left and pass on the right. **\*NOTE:** Exceptions on where to park may be made as directed by SFMA Staff. The goal is that there is always a lane for vehicles to exit.

**Belltower Entrance and flow of traffic**

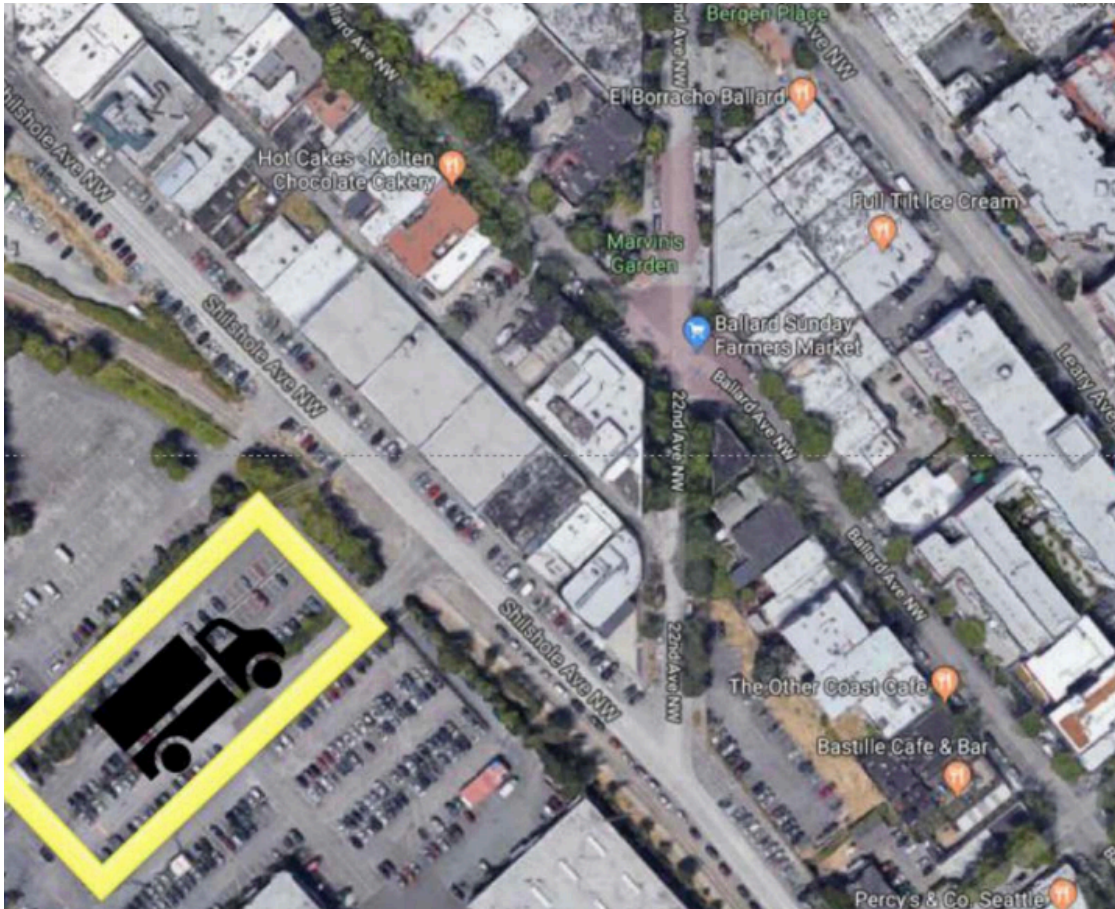


**South Entrance and flow of traffic**



# Parking

All vendors are required to park in the vendor lot located off Shilshole (see picture below). The entrance to the parking lot says, "Salmon Bay Center". Do not park on Vernon Place unless you have a state ADA parking permit. You can get a parking pass at check-in. Please hang the parking pass on your rear-view mirror or your dash so we can identify you as a vendor. Please do not park where it says, "No Sunday Parking" or where it says "AP". Please see yellow rectangle in the picture for the designated parking lot



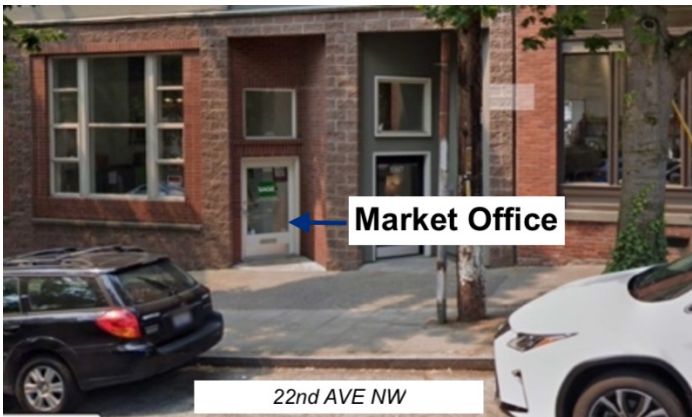
# Market Checkout Process

The market closes at 2:00 PM to the public. If you have sold out, you can pay early but you may not break down your booth. At market close, kindly alert your last customer in line that they are the last. At 2:00 PM, you may come to the office ready to checkout. Our office address is: 5315 22nd AVE NW Seattle 98107, which is a short walk from the Belltower Info Booth (see picture below). Please total your sales on the Market Checkout Slip (pictured below) and have your payment ready before coming to the office. Market Checkout Slips are handed out during the market by a SFMA staff member. Remember to bring your Fresh Bucks, Market Match, Bike Benefits & EBT (green) or cash (red) tokens if you've received them. We except cash, check and credit/debit card as a form of payment. **Important:** if you would like to pay via credit/debit card, you must enter your card information in [www.managemymarket.com](http://www.managemymarket.com) by clicking → "Update Credit/Debit Card". Please note, if you attend multiple markets, you must add a credit/debit card for each market you attend. We add a 3% processing fee for all credit/debit card transactions. If you are paying via check or credit/debit card, you have the option of handing your fully completed Market Checkout slip to a SFMA staff member located at the Belltower Information Booth (22<sup>nd</sup> AVE NW/Ballard AVE) or The South Information Booth (20<sup>th</sup> AVE/Ballard AVE).

There are 2 ways to checkout: **Express and Non-Express**

- **Express Checkout:** you have completed your checkout slip, your check is written, cash is pre-counted, you don't need change, and/or you have a credit/debit card on file. A SFMA staff member will quickly double check your form for accuracy and then hand you a receipt.
- **Non-Express Checkout:** you haven't completed the steps noted above, need change, are due a refund, have questions, or need additional assistance.

Market Office: 5315 22<sup>nd</sup> AVE NW Seattle, WA 98107



## Market Checkout Slip



Market BFM WFM MFM  
Date \_\_\_\_\_

Vendor Name \_\_\_\_\_

Total Gross Sales (exclude cents)	_____		
Market Fee %	x 0.09		
Total Space Fee	=	_____	A
<small>Total gross sales multiplied by 9%. Note: If amount is less than \$40, input \$40 which is our min fee.</small>			
Green \$ EBT (wood)	+ _____		
RED \$ Tokens (wood)	+ _____		
Freshbucks \$ Amount	+ _____		
Market Match \$ Amount	+ _____		
Bike Benefit \$ Amount	+ _____		
Total Market Currency	=	_____	B
<small>sum of green + red + FBX + Match + Bike Benefit</small>			
Remaining Payment Due	A-B=	_____	
<small>Total Space fee [A] - Total Market Currency [B], if number is negative you are due a refund</small>			
Cash or Check (circle one)	Ck #		
Office use only	SFMA Initial		

# Load-Out







Vendors must breakdown their displays and tents prior to bringing your vehicle in for load-out. As you begin to breakdown, please move your back two tent legs and materials to the sidewalk to create more room for vehicles to exit. Cars are allowed to enter the market at 2:15 PM. If at 2:15 PM you still have a line, direct your customers to the sidewalk or the side of your booth so vehicles can safely enter. Please see detailed load-out instructions for each entrance below:

- **The Belltower entrance** (Enter on 22<sup>nd</sup> AVE NW): Please line up in our designated parking lot until 2:15 PM. Any cars found waiting along 22nd AVE before 2:15 PM will be asked to leave the street and join the back of the line in the parking lot. When you line up on 22nd before load-out starts, you are cutting in front of the vehicles that are waiting in the parking lot. **IMPORTANT:** If your booth is located on Ballard AVE NW, please park on the right and pass on the left. If your booth is located on 22nd AVE NW, please park on the left and pass on the right. **\*NOTE:** Exceptions on where to park may be made as directed by SFMA Staff. The goal is that there is always a lane for vehicles to exit.
- **South Entrance** (Enter on 20<sup>th</sup> AVE NW): Please line up your vehicles in our designated parking lot (see "Parking" section above) until 2:15 PM. Any cars found waiting along 20th AVE NW before 2:15 PM will be asked to leave the street and join the back of the line in the parking lot. When you line up on 20<sup>th</sup> AVE NW before load-out starts, you are cutting in front of the vehicles that are waiting in the parking lot. **IMPORTANT:** Please park on the left and pass on the right. **\*NOTE:** Exceptions on where to park may be made as directed by SFMA Staff. The goal is that there is always a lane for vehicles to exit.



# Ballard Farmers Market Layout Map



**BALLARD  
FARMERS  
MARKET**  
**EVERY SUNDAY**  
**9AM - 2PM**

-  **Bell Tower**
-  **Vendor Booth**
-  **Information Booth**
-  **Market Boundary**
-  **Market Dining Areas**
-  **Public Parking**

**Find us on social media**

-  **sfmmarkets**
-  **BallardFarmersMarket**



# Wallingford Farmers Market

## Load-In / Out Instructions

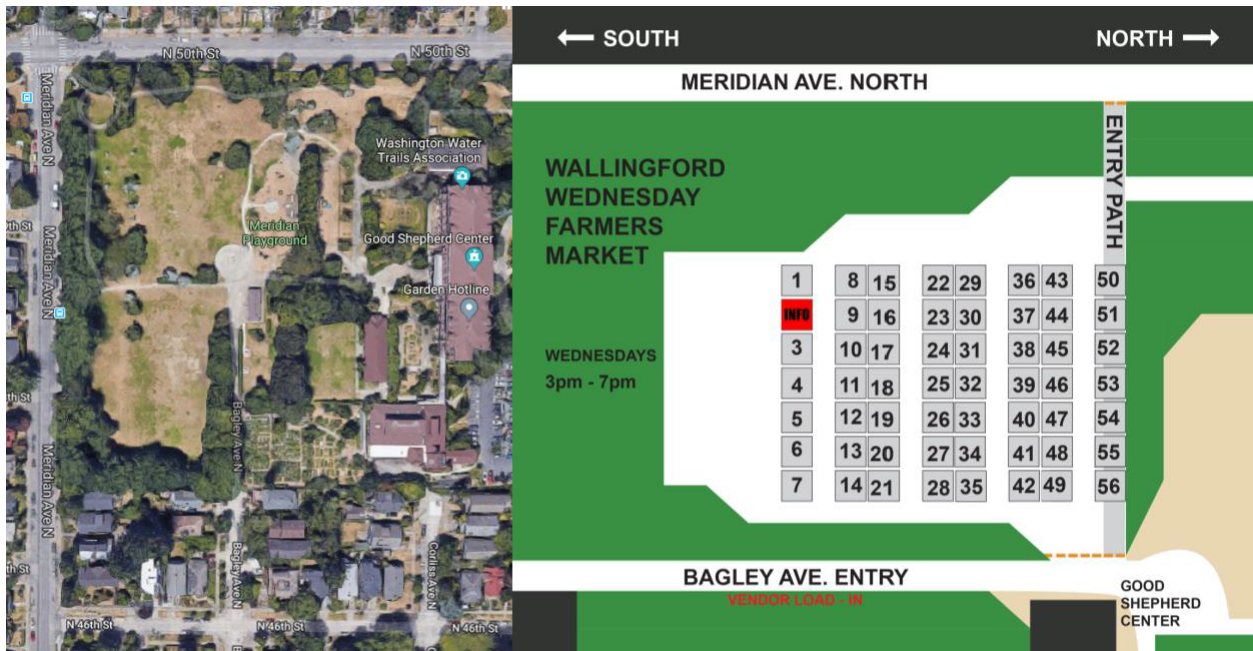
### Market Address

4854 Meridian Ave N, Seattle, WA. 98103

### Check-In and Load In/Out Procedures

The City Parks Department Permit requires our staff to escort every vehicle selling at the Wallingford Farmers Market onto the park site. No driving is allowed on the grass. Please arrive any time after 12:30pm to begin loading, if you are early please wait outside the park and do not block local traffic. If you are running late, need directions or have any problem arriving on time, be sure you or your on-site person has our email address: vendors@sfmamarkets is the best way for our staff to receive day-of communication. To get to the market, take the NE 50th Street exit from I-5. From N. 50th Street, turn left on Meridian Ave N. After one block, turn left onto N 46th Street, then left onto Bagley. After 12:30, enter the Access Road no faster than 5 mph. Market Staff will instruct you on the procedure for parking and off-loading your equipment. After dropping your gear, do not leave without notifying Market Staff. This is a narrow drive and we are coordinating traffic to minimize congestion. Market Staff will direct you to appropriate off-site parking. In order to maximize customer access, please do not park on Meridian Ave during the market. At the end of the day, the procedure is the same. When you bring your vehicle from parking area, stop on Meridian Ave N for instructions from the Street Monitors.

### Wallingford Farmers Market Map and Layout



# Madrona Farmers Market

## Load-In / Out Instructions

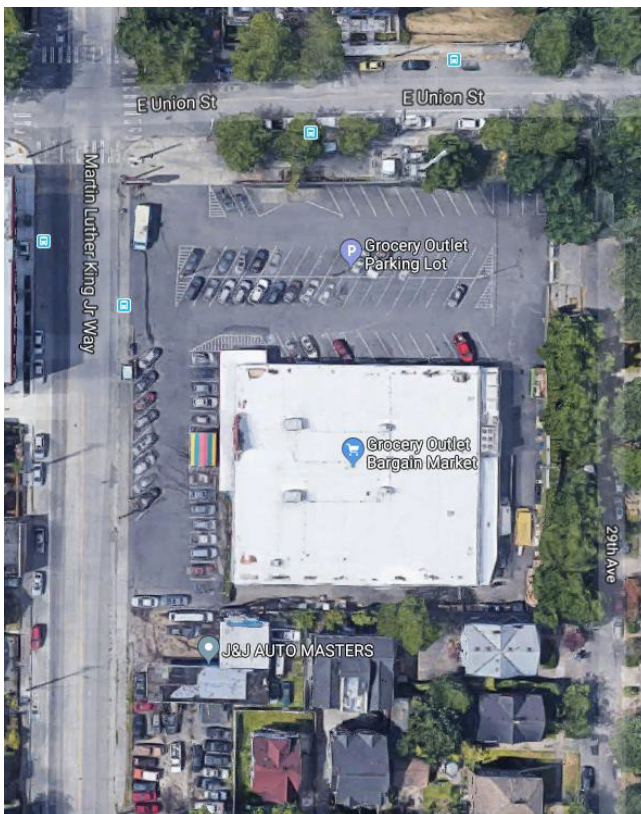
**Address:**

1126 Martin Luther King Jr. Way Seattle, WA 98122, on the corner in the Madrona Grocery Outlet parking lot.

**Check-In and Load In/Out Procedures:**

Please arrive after 12:30pm. It is important to keep in mind that Fridays are a day when traffic gets really heavy, very early in the day. If you're running late, need directions, or if you have any problems arriving on time, be sure you or your on-site agent has our market cell phone number to call: 206-250-0609. Always check-in with the Market Manager when you arrive, you will then be directed to your space and can begin to unload. Once unloaded you may leave to park your vehicle off-site. Be sure you are not blocking any driveways, bus stops, etc. before returning to the market.

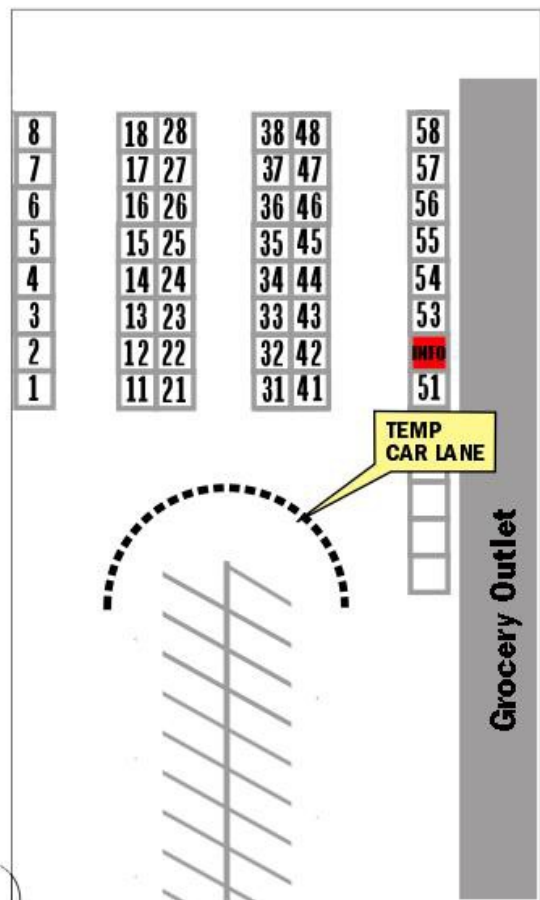
**Madrona Farmers Market Map and Layout**



**Madrona Farmers Market**

**Fridays 3-7PM**

**Union Street**



**Martin Luther King Way**