2017 MARKET HANDBOOK

FOR VENDORS & COMMUNITY GROUPS

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Every Saturday from May 6 -November 4, 2017 | 7 a.m. to 12 p.m. | RAIN OR SHINE.

The farmers market takes place in the City of Urbana parking Lot 10X located at the corner of Illinois and Vine Streets in downtown Urbana.

OVERVIEW

Statement of Purpose

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois, and its vitality is very important to the City of Urbana.

Mission of Urbana's Market at the Square

Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.

Definition of Producer-Only

Urbana's Market at the Square encourages the sale of a variety of goods and emphasizes fresh, local foods. All items must be directly and personally homegrown, handmade, and/or created from locally-owned operations within the state of Illinois. Examples of approvable items include produce, flowers/plants, meat, dairy, baked goods/prepared foods, art/crafts, wine, beer, and spirits.

Participant Categories and Definitions

A vendor is an owner/operator of a business entity approved to sell at Urbana's Market at the Square from May 6 to November 4, 2017. The categories and definitions of products to be sold at Urbana's Market at the Square are below.

A Grower is a person actively involved and invested in the planting, growing and harvesting of agricultural products. We define agricultural products as fresh fruits and vegetables, meat, nuts, honey, eggs, fresh herbs and flowers. Certain certificates/licenses/permits may be required.

A value added food vendor sells products in which the physical state or the manner in which the agricultural products has been altered. Products may be cooked, canned, dried, baked, preserved such as flour, cheese, ice cream, breads, pastries, chocolates, jams and jellies. Certain certificates/licenses/permits may be required.

A mobile food vendor sells food that is freshly made and available for immediate consumption on-site at Urbana's Market at the Square. The Market encourages this category of vendors to source ingredients locally, especially from Market at the Square growers and producers. Certain certificates/licenses/permits may be required.

An arts, crafts and handmade goods vendor sells products designed, fabricated and hand-crafted by the artisan vendor. Acceptance is based on originality of design, materials and production techniques. All crafts must be of excellent workmanship both in quality and design. The items must show evidence of manual skills obtainable through a significant period of dedication and experience.

A community group must be a non-profit, charitable, educational, or government organization. While the mission of Urbana's Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows tables for non-profit community groups during Market hours as a service to the community.

OVERVIEW (CONT.)

Additional Participant Details

- All items must be directly and personally homegrown, handmade, and/or created from locally-owned operations within the state of Illinois.
- A current product list must be submitted by each vendor at the time of applying. Only items listed in the application and approved by the Market Director may be sold at Urbana's Market at the Square. Adding additional products after the initial application must first be approved by Market Staff before they can be brought to Market. Market Staff has the right to require a vendor to remove any products that have not been approved if he or she brings them to Market without prior approval.
- No vendor is allowed to purchase products from a supplier and resell the items at the Market. Carrying is not permitted unless approved by the Market Director.
- Urbana's Market at the Square does not offer exclusive rights to any one vendor to sell any one product. Customers generally benefit from having a choice, however, if the Market Director believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry.
- New **growers** to Urbana's Market at the Square must have an inspection prior to participation at the Market. There is a one-time fee of $50 for the inspection. Contact the Market Director for details.
- Established growers may be inspected, at no cost to the grower, on a rotating basis throughout the seasons.
- Prepared/processed food items must comply with appropriate local, state, and federal health regulations.
- Products sold by weight must comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified prior to participation at the Market.
- Urbana's Market at the Square allows for the packaged sale of wine, beer and spirits. All products must be made, processed, and bottled in Illinois. A City of Urbana temporary liquor license is required (obtained through the Mayor's Office) in addition to the completion of a Market application and any vendor fees.
- All vendors must have an Illinois Business Tax (IBT) number. NO EXCEPTIONS.
- Mobile Food Vendors may be given an allowance by the Market Director to sell beverages (such as soda). Approval must be granted prior to selling these types of beverages.
- Community Groups MAY NOT sell products or offer services while at Market, however, groups wishing to sell items for a fundraiser may do so ONLY with advanced approval by the Market Director. If allowing groups to sell items for a fundraiser becomes competitive with the vendors sales, the Market Director retains the right, at any time, to prohibit all fundraising in the Community Group row.

GENERAL APPLICATION ACCEPTANCE - LISTED IN ORDER OF PRIORITY

Agriculture

- Farmers and growers who bring product to market must be 100% grown and harvested on farmland in Illinois that they own and/or operate
- Farmers and growers have priority over all other vendors
- Farmers who use environmentally responsible and sustainable methods will also have priority

Product Quality

- Consistently high product quality
- Clean and attractive displays
- Visible signage and transparent product labeling

Product Balancing

- Products that are unique or unusual
- Products not already represented in the market
- Product not readily available through national distribution channels
- Duplicate products MAY be denied entry
- Products that include ingredients that are sourced locally, especially from growers and producers from the Market at the Square.
- Priority will be given to value added and mobile food vendors that source local ingredients, especially from growers and producers at the Market at the Square.

Conduct, Compliance & Customer Service

- History of compliance with market rules and federal, state, and local regulations
- Positive vendor conduct toward customers, fellow vendors, market staff and volunteers
- Courteous, strong customer service and knowledgeable staff
- Timely submission of application, licenses and other market correspondence
- Billing and payment history

Record as a Previous Market Vendor

- Number of years vendor has sold at Urbana's Market at the Square
- Attendance record
- History of compliance with market rules

REQUIRED CERTIFICATES, LICENSES & PERMITS

All products must comply with local, state, and/or federal health ordinances and the vendor must supply documentation of such compliance to Urbana's Market at the Square. An application is not considered complete without the inclusion of all applicable permits for all listed products. All permits and licenses must have been submitted prior to attending Market and must be kept current for the entire Market season.

The following is a summary of permits and licenses that may be required to sell certain products. It is provided as an example and is not all-inclusive. A helpful contact for our Market is the Environmental Health Division at the Champaign-Urbana Public Health District. Visit www.c-uphd.org or call 217/352-7961 for more information.

- Bakers must provide certificate for approved baking facility or Cottage Food Operator notation from the Champaign-Urbana Public Health District, Environmental Health Division.

- Cottage Food Operator is a business person who produces or packages non-potentially hazardous food in a kitchen at their residence for direct sale at a farmers market. To make things easier for potential cottage food operator, visit the website for the Illinois Stewardship Alliance to access their Cottage Food Guide that describes what the law does and doesn't allow and what you have to do to qualify as a cottage food operation.

- An egg license issued by the IDOA is required for anyone who transports and sells eggs anywhere except on the farm where the eggs were produced.

- Herbs that are chopped, blended, packaged, or otherwise processed must be prepared in an inspected facility. Dry herbs, dry herb blends, or dry tea blends are allowed under the Cottage Food Act if they are intended for direct to consumer sale.

- Honey from a producer selling more than 500 gallons must be extracted and bottled in an inspected facility.

- Maple Syrup must originate from an inspected facility.

- Meat and Poultry Producers are regulated by the IDOA, Bureau of Meat and Poultry Inspection and USDA, Food Safety and Inspection Service. For information please visit www.agr.state.il.us.

- Milk and Cheese Products must be processed in an IDPH-licenses facility. For specific information visit http://www.idph.state.il.us/local/map.htm.

- Mobile Food Vendors must provide any licenses that may be required by the city/state/county where they will be preparing food on-site.

- Mushrooms that are commercially-raised must have documentation detailing their source. "Wild mushrooms" picked in the wild shall not be offered for sale.

- Pasta Maker must provide certificate for approved processing facility.

- Value Added Food Vendors must provide all local and state licensing, certificates & permits required to sell value added products. Value added food products include: Canned goods, dried products, fermented products, fruit butters, jellies and jams, herb vinegars, garlic-in-oil and other flavored oils.

- Winemaker, Distiller, Brewer must provide an Illinois license to produce wine, beer, and/or spirits, and engage in packaged retail sales. In addition to the Illinois licenses, a City of Urbana liquor license is required. To obtain an Urbana liquor license, please call the Mayor's office at 217/384-2456.

SNAP/EBT AT URBANA'S MARKET AT THE SQUARE

Farmers markets and direct marketing farmers are a great source of fresh fruits, vegetables, and other healthy foods. The United States Department of Agricultrue (USDA) has made it a priority to expand access to such food for Supplemental Assistance Nutrition Program (SNAP) participants.

In Illinois, SNAP benefits are loaded onto a card called LINK. Urbana's Market at the Square is proud to provide a program that allows SNAP participants to use their benefits on healthy, locally-grown produce and SNAP-eligible products at the farmers market. Market Staff provide wooden tokens to use same as cash at SNAP-eligible Market vendors. The tokens come at no cost to customers.

To ensure consistency and clarity for customers, the Market requires that all vendors selling SNAP-eligible items participate in our SNAP program. **There is no fee for vendors to participate in this program.** However, all vendors, including those selling items non-eligible for SNAP purchases, must be familiar with this program and comply with the requirements in this Agreement. To ensure consistency and compliance with regulations, vendors participating in Urbana's Market at the Square must certify in the vendor application that they are aware of and agree to the rules of this program.

All SNAP-eligible vendors will receive a special packet of information on their first day of Market that includes a more detailed overview of our SNAP program, details on how to account for and reconcile wooden tokens, the reimbursement process, and more. Vendors also will be provided with a "We Accept LINK Tokens" sign, which must be displayed at their booth at all times. If any of these documents or signs are misplaced please let Market Staff know right away and they'll provide duplicates.

The Market promotes this program through on-site signage, brochures, press releases, and advertising. The Market also seeks out opportunities to incentive our SNAP program through double value grants. These grants help to extend SNAP participants purchases, meaning, stretch their dollar at the farmers market. In 2016 over $21,000 in SNAP and SNAP Double Value funding was distributed at Urbana's Market at the Square.

Our SNAP program is a very important part of our farmers market and we are dedicated to providing this opportunity to the community. Please let Market Staff know if you have any questions.

WHAT TOKENS LOOK LIKE:

LINK = GREEN

CREDIT/DEBIT = ORANGE

Credit/Debit tokens were no longer distributed after 2012. If any still exist by customers they are still valid and may be used.

ACCEPT NO SUBSTITUTES!

APPLICATION PROCEDURES

- Applications are available on the Market's website at www.urbanaillinois.us/application.
- There is a one-time $15 per application fee charged for all approved applications.
- Applications will not be considered approved until an approval notification, typically sent via email, is given by the Market Director.
- 2017 season applications will be available beginning February 1, 2017.
- Returning vendors are encouraged to apply before February 28, 2017 in order to receive a location comparable to the 2016 season (although this is pending space availability, past attendance records, and if the vendor's account is in good standing, and with priority given to vendors committing to and paying for the entire season in advance).
- Any application received after February 28, 2017 may be placed on a waiting list pending space availability.

FEE SCHEDULE & PAYMENT INFORMATION

After approval to participate in the Market please view your invoice(s) and check your account balance by logging in to your vendor profile and clicking on the ACCOUNT tab. All payments must be made in advance and there are no refunds. Fees are non-transferable without the approval of the Market Director.

Vendor Fee Schedule:

Application fee: $15
Electricity: $5 per plug per day
Full season pre-payment (27 weeks): $607 per single space
Daily drop-in rate: $25 per single space
If a vendor requires more than one space, multiply by rate noted above.

Community Group Fee Schedule:

Application fee: $15
Electricity: $5 per plug per day
Full season pre-payment (27 weeks): $243 per single space
Daily drop-in rate: $10 per single space
If a community group requires more than one space, multiply by rate noted above.

How to make a payment:

- **If paying by mail:** please remit payment the City of Urbana, ATTN: Market at the Square, 400 S. Vine St. Urbana, IL 61801.
- **If paying in person:** Please do so at the Community Development Services Office at the City of Urbana Building, 400 S. Vine St. Urbana, IL 61801). Office hours are Monday-Friday, 8 AM-5PM.
- **If paying by credit/debit card:** Payments may be made by credit/debit card using the PayPal function accessible through the ACCOUNT tab of your vendor profile.

If you have questions about making a payment or using the online PayPal function please contact Market Staff directly at 217/384-2319.

MARKET OPERATIONS

INFORMATION BOOTH: Booth is located at the northwest corner of the Market. The booth is set-up and operated by Market Staff and has someone available from 5:45 a.m. to 12:30 p.m.

ATM: An ATM is located against the brick wall at the main east entrance to Lincoln Square Mall, roughly 75 yards away from the northwest corner of the Market.

ARRIVAL & SET-UP: Please arrive NO LATER THAN 6:30 a.m. Arrivals *after 6:30 a.m. will not be permitted to enter the Market with their vehicle, but may park and walk their booth materials into the Market.* Vehicular traffic is prohibited from 6:30 a.m. to 12 p.m.

PARKING: Vendor parking is in Lot 24, across Illinois Street just to the south of the Market site. Please use this lot for parking. Vendor parking in "patron" spaces is discouraged and bad for business.

TRAFFIC CONTROL: Please see the traffic control map on the last page of this handbook which indicates how vehicles may enter and exit the Market site, both at arrival and departure of the Market. This route will be strictly enforced by Market Staff.

TEAR DOWN & DEPARTURE: Vehicles will be allowed to drive into the Market after 12 p.m. but only after the safety barricades at the Market entrances/exits have been removed by Market Staff. Anyone wishing to leave the Market prior to 12 p.m. must walk their items out of the Market. Please do not bring your vehicle into the Market until your booth is broken down and you are ready to load out.

SPACE ASSIGNMENTS: All space assignments are issued by the Market Director upon application approval. Spaces are located in Rows 1 through 5, along Illinois Street at the south end, and along the north end of the Market. The Market Director reserves the right to adjust space assignments at any time for any reason. Please confirm your space assignment each week, prior to arriving at the farmers market.

VENDOR SPACE DIMENSIONS: Most vendor spaces are approximately 9.5 feet wide by 17 feet deep. There are some vendor spaces that measure 18 feet wide by 10 feet deep. Vendors may use 10 x 10 tents, but should be aware of their neighbors and shift as needed. Space will be assigned at the discretion of the Market Director. If a vendor wishes to sell out of their vehicle they must rent two consecutive spaces or have the advance approval of the Market Director prior to parking the vehicle within the market area.

COMMUNITY GROUP SPACE DIMENSIONS: Community Group spaces are approximately 6 feet wide by 17 feet deep and can accommodate a 6 foot table. Use of a tent requires the purchase of 2 spaces.

TENT AND SPACE DETAILS: All tents must be set-up perpendicular to the curb, spaced according to the spray painted markings at the curb line. Booth space frontage should be consistently lined up with neighboring vendors along the row. Aisles must be kept clear for crowds and access. All tents and canopies must be weighted down with at least 30 pounds per leg. Market Staff may require a tent to be removed if not properly weighted.

RESTROOMS: Public restrooms are located in the City of Urbana building across Vine Street from the Market. Doors to the City building open at 6 a.m

BOOTH MATERIALS: Tables, chairs, tents, and other booth infrastructure must be supplied by the vendor. Urbana's Market at the Square does not provide and is not responsible for the set-up of any tables, tents, chairs for vendors or community groups.

SIGNAGE: Urbana's Market at the Square requires that all participants must prominently display signage noting their business/organization name and, for growers, their product origin. We suggest signage be at least 11"x17" in size. Signage is important not only for promotional purposes but for tracking vendor attendance and location. Please keep signage within assigned booth space(s).

MARKET OPERATIONS (CONT.)

ABSENCES: Any vendor absent for two or more assigned Market days without providing 48 hours advance notice forfeits the right to his/her current space assignments for the season and loses those days' pre-paid fees. Vendors who cancel providing 48 hours advance notice to the Market Director will not be invoiced for the fees associated with that Market day. Vendors who cancel without appropriate notice (at least 48 hours) or by not showing up at the Market on their assigned day will still be charged in full for any fees associated with that Market day.

SAMPLES: Samples are allowed and encouraged. However, before producing samples please be sure that you are familiar with and abide by any and all Champaign-Urbana Public Health District regulations regarding food sampling. For questions about sampling procedures for your product(s), please call the Champaign-Urbana Public Health District, Environmental Health Division at 217/373-7900.

GENERATORS: Vendors using generators will be placed on the south and east perimeters of the Market. Generators must be kept to minimum noise level, with deflectors/enclosures used as needed.

ELECTRICITY: City-provided electricity is available on a limited basis and only in specific areas within the Market. Vendors who would like to use electricity must obtain approval from the Market Director in advance. Electricity will be charged $5 per plug per week of use. Cords must be tightly and safely secured to the ground using 4" wide tunnel tape or plastic cord covers provided by the vendor. Duct tape and/or rubber matting will be allowed ONLY with the Market Director's approval. Cords must be kept clear from any aisle or walkable areas.

EMPLOYEES/STAFF: Vendors and community groups are responsible for the actions of their employees at the Market. Vendors should remind staff about preferred parking locations and to not park in spaces reserved for Market patrons.

NO INTERFERENCE: Vendors shall not interfere with pedestrian traffic to or from or within the Market, nor shall a vendor interfere with the business of other vendors.

NO HAWKING AND OTHER DISTRUPTIVE BEHAVIOR: Vendors shall refrain from disorderly, impolite, or disruptive activities. Hawking of wares is prohibited. Use of sound-amplifying or sound–producing equipment within vendor space is prohibited without prior approval by the Market Director.

NO SMOKING: The emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, e-cigarette, vaping, or any other smoking product or equipment used to burn any tobacco products, marijuana, plant, or any other combustible substance is prohibited inside the perimeter of the Market. Any violation of this policy may result in eviction from the Market at the discretion of the Market Director or his/her designee.

NO ANIMALS: For the safety of our patrons, dogs and other animals are not permitted within Lot 10X at the Market. There are two exceptions to this rule. Service Dogs are allowed. Subject to market Director approval, animal rescue community groups are permitted to bring animals to their assigned community group space located in row #5 of the Market space.

WASTE DISPOSAL: Before leaving the Market area, all participants must take all leftovers and waste with them. Discarded boxes must be taken with the vendor or deposited into the City of Urbana garbage or recycle barrels. For oversized items, please take them to the appropriate dumpsters behind the City building at 400 S. Vine Street. Please DO NOT USE THE DUMPSTERS located in the loading dock of Common Ground Food Co-op. Any vendor caught leaving trash in the Market area will receive a written warning for a first offense. A $50 fine will be levied if the infraction is repeated a second time. Third time results in suspension from the farmers market. Mobile food vendors must provide at least one trash barrel and are responsible for taking that barrel with them for disposal.

LIABILITY: The vendor is liable for any incidents, accidents, or injuries resulting during setup, tear-down, and during the hours of operation at the Market.

EMERGENCY PROTOCOL

As with any large public event, it is necessary to establish an emergency/crisis management plan and ensure that all vendors and community groups are aware of this plan. Here are some examples of an emergency situation:

- There is an explosion or an accident involving multiple victims and there is potential danger to the public
- A firearm(s) being discharged
- A suspicious package is found
- There is fire that is not under control
- There is a chemical spill with fire or fumes
- Severe weather is imminent (i.e. tornado)

The Market does not have a speaker system. Therefore, it is necessary that there is open communication with Market staff regarding any potential emergency situation. As always, please call 9-1-1 if an emergency situation is taking place. Our evacuation plan at Urbana's Market at the Square in case of an emergency is the following:

- Remain calm.

- EVERYONE must immediately evacuate the Market site through the nearest exit/gateway.

- In the event of severe weather, please immediately evacuate the Market and go inside the nearest entrance of Lincoln Square Mall. Market staff will assist in directing individuals indoors. This is not to set-up booths for sale during inclement weather. This is only to act as an indoor location for physical protection from severe weather.

- Do not return to the Market site until directed by public safety officials.

HOLD HARMLESS AND IDEMNIFICATION

Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the vendors at the Market.

CONDUCT

Market at the Square is a public market, and as such is a special event. A vendor may be prohibited from participating in the Market if the Market Director determines that a vendor does not fit any of the criteria of the Market as set forth in this handbook. In no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected status. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the vendor and possible legal action. Common courtesy and mutual respect are essential for a successful Market. No vendor shall use any action or language to insult another vendor, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold. Any complaints regarding a vendor should be directed to the Market Director, who will investigate the complaint.

- 1st Offense/Complaint: Verbal Warning issued by the Market Director
- 2nd Offense/Complaint: Written Warning issued by the Market Director
- 3rd Offense/Complaint: Suspension of Market vendor privileges/cancellation of lease with vendor

It is the policy of the City of Urbana's Market at the Square to afford a marketplace that is free from harassment of a sexual or provocative nature. All vendors and staff shall project the necessary attitudes and behaviors to ensure that sexual harassment does not occur. The following acts are deemed to constitute sexual harassment:

- Unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions

- Verbal harassment of a sexual nature such as lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements

- Demeaning, insulting, intimidating or sexually suggestive comments to or about an individual

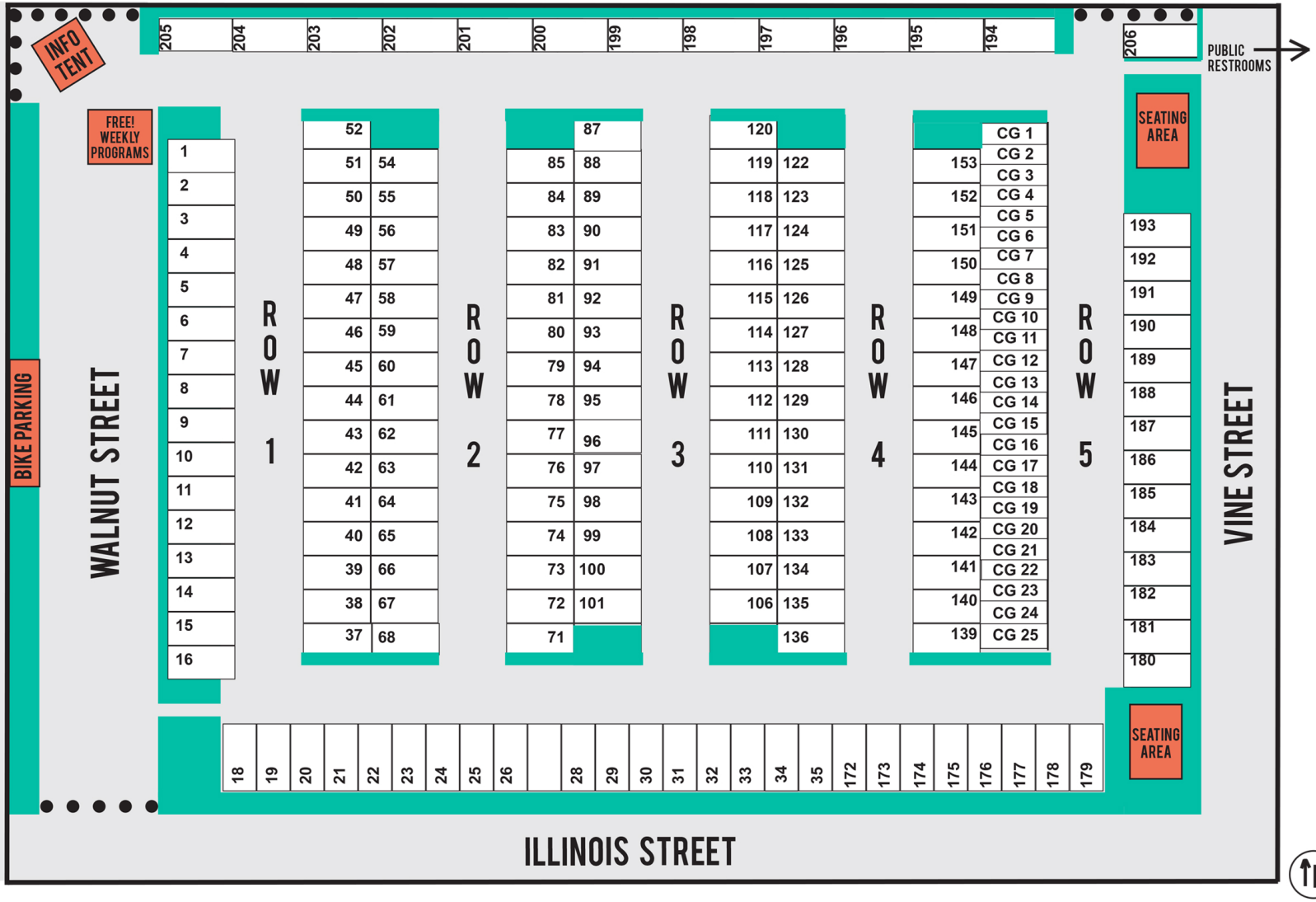
- The display in the Market or vendor stall of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs

- Demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages

- Any other conduct or words that are deemed to effectively create a hostile work or shopping environment for any employees or patrons.

If the Market Director believes that any violations of any criminal statute have occurred, the police shall be notified immediately. Upon a determination by the Market Director that a vendor has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said vendor from the Market for the remainder of the day, without refund for the day's vendor fees. If multiple incidents have occurred or in the event that the nature of the violation was either deemed egregious or one that could present a threat of safety to either other vendors or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, with no refunding of vendor fees, from the Market may be imposed by the Market Director after consultation with the Legal Division of the City of Urbana. After such a determination, letters of appeal may be submitted to the Market Director for review in consultation with the Legal Division.

MAP OF MARKET AT THE SQUARE



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