



2026

MARKET AT  
THE SQUARE  
HANDBOOK



## 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.



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## OVERVIEW

### Definition of Producer-Only

Urbana's Market at the Square encourages the sale of a variety of goods, emphasizing fresh, local foods, and original arts and crafts. All items must be directly and personally homegrown, handmade, and/or created from locally owned operations within the state of Illinois. Examples include produce, flowers/plants, meat, dairy, baked goods/prepared foods, art/crafts, wine, beer, and spirits. In recognition of the importance of seafood to a healthy diet, seafood vendors may be admitted at the Market Director's discretion.

## VENDOR CATEGORIES

A vendor is an owner/operator of a business entity approved to sell at Urbana's Market at the Square. The categories and definitions of products to be sold at Urbana's Market at the Square are below. **All vendors must have an Illinois Business Tax (IBT) number.**

**Grower:** 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, seafood, nuts, honey, eggs, fresh herbs, and flowers. Certain certificates/licenses/permits may be required.

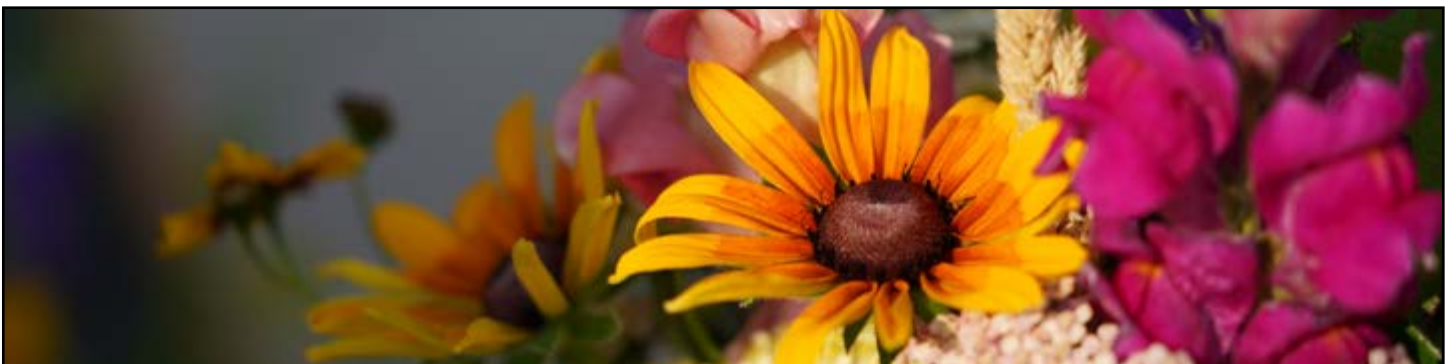
**Value Added Food Vendor:** Sells products in which the physical state of an agricultural product has been altered. Products may be cooked, canned, dried, baked, or preserved. Products may be made in a home based or commercial kitchen or facility. Certain certificates/licenses/permits may be required.

**Mobile Food Vendor:** Sells food that is freshly made and available for immediate consumption on-site. The Market encourages this category of vendor to source ingredients locally, especially from Market at the Square growers and producers. Certain certificates/licenses/permits may be required.

ALL food trucks must be registered with the City of Urbana to collect Food and Beverage taxes. All taxes must be up to date to be approved as a vendor.

**Arts, Crafts, and/or 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. Items must show evidence of manual skills obtainable through a significant period of dedication and experience.

**Community Group:** Non-profit, charitable, educational, or government organization. At the discretion of the Market Coordinator the Market also allows tables for local businesses to introduce themselves to the community. Community Groups are not allowed to make sale. Fundraising is allowed with prior approval.



## APPLICATION PROCEDURES

Urbana's Market at the Square is run by part time staff. The best way to contact us is through email at: [urbanamarket@urbanail.gov](mailto:urbanamarket@urbanail.gov). In person meetings are best by appointment.

**New season applications open February 14.** Vendors can create or update a profile at <https://www.managemymarket.com> prior to the opening of applications.

**New growers** must have a farm visit prior to participation at the Market. Contact the Market Coordinator for details. New Growers must apply at least 6 weeks in advance of their first expected market date. Failure to do so may result in rejection of application.

Returning vendors are encouraged to apply before March 20th in order to receive a location comparable to the prior season (pending space availability, past attendance records, account in good standing) with priority given to vendors committing to and paying for the entire season in advance.

Applications will close for the season on July 4th.

## FEE SCHEDULE

Once approved, vendors will be sent an invoice for their reserved dates. This invoice will serve as notice of approval. Please use the link on the invoice to make payment or login to your ManageMyMarket account and make payment there. **All payments must be made in advance and there are no refunds. Fees are non-transferable.**

### Vendor Fee Schedule:

2026 Full Season Pre-Pay (27 weeks): \$669 per single space (10% discount off \$743).

2026 Pre-Season Daily: \$27.50 per single space.

2026 Regular Season Daily (for dates reserved or paid for after April 15th): \$42

**Community Group Fee Schedule** (Fees below are for a table size CG space. *Table Size* is a 6ft. wide space. Use of a tent requires two spaces, charged as *Tent Size*):

2026 Full Season Pre-Pay (*Table Size*): \$304 per single space (10% discount off \$338).

2026 Full Season Pre-Pay (*Tent Size*): \$669 per single space (10% discount off \$743)

2026 Pre-Season Daily: \$12.50 per space (*Table Size*).

2026 Pre-Season Daily: \$27.50 per space (*Tent Size*).

2026 Regular Season Daily (for dates paid after April 15th): \$17.50 (*Table Size*); \$35 (*Tent Size*).

### Additional Fees:

Application fee: \$16

Paper application fee: \$85

Electricity: \$5 per plug per day

Late Payment Fee: \$10 per Market day

Vendors accepting LINK currency: \$1 fee per deposit to cover the administrative costs of electronic reimbursements through Bill.com. This fee, collected by The Land Connection, will be deducted from each deposit. Vendors in this category include growers and value added vendors.

## MAKING PAYMENTS

### How to make a payment:

**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. **Credit/debit payments can only be accepted online.**

**Paying by mail:** Remit payment to City of Urbana, ATTN: Market at the Square, 400 S. Vine St. Urbana, IL 61801.

**Paying in person (cash or check only):** Please do so at the Community Development Services Office at the City of Urbana Building, 400 S. Vine St. Urbana. Office hours are Monday-Friday, 8 AM-5PM.

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

## SCHEDULING SPACES

**No refunds or rescheduling for missed dates.**

**Once your application is submitted, date changes can only be made from our end.**

**RESERVED DATES:** Dates submitted with your application are dates you plan to reserve. You will receive an invoice for these dates at the pre-season rate. Pre-season rates expires on April 15th, at which time invoices with unpaid balances will be rewritten at regular season rates. **Spaces will only be assigned and guaranteed once payment is received.**

**ADDING/ CHANGING DATES:** Request additional spaces or dates by sending an email to: [urbanamarket@urbanail.gov](mailto:urbanamarket@urbanail.gov)

**RESCHEDULING:** Paid reserved dates may be rescheduled if a request is made at least 5 days prior. Request will be honored pending availability on alternate date. Request must be made through email to: [urbanamarket@urbanail.gov](mailto:urbanamarket@urbanail.gov)

**ABSENCES:** Please notify us as early as possible if you will be absent. Email is preferred, [urbanamarket@urbanail.gov](mailto:urbanamarket@urbanail.gov), or by phone 217/384-2319.

Vendors absent for two or more reserved Market dates without providing notice may forfeit the right to their current space assignments for the season.

**No Show, No Call:** Vendors who No Show, No Call will be charged the booth fee for the day. Subsequent offenses may lead to termination from the market with a forfeiture of any fees paid.

**RAIN DAYS:** Vendors are not required to attend on rain days. There will be no refunds or rescheduling for rain days. Urbana's Market at the Square is a rain or shine market and vendors are financially responsible for any dates reserved regardless of attendance.

**South End of Walnut St:** Located at the south end of Walnut St. along Illinois Ave. this area is approximately 25 ft by 35 ft. The area is open for reservation for non-vending related events/activities for \$45 per week including access to limited electric (two 15 amp plugs).

An approved application to the Market is required to reserve this area. Request to reserve can be made to Market Staff by email at [urbanamarket@urbanail.gov](mailto:urbanamarket@urbanail.gov).

## MARKET OPERATIONS : SPACES

**SPACE ASSIGNMENTS:** Space assignments are issued after application approval and receipt of payment. Spaces are located in Rows 1 through 5, along Illinois Street at the south end (South Row) of the Market, and Walnut St. All space assignments will be made by Market Staff. The Market Coordinator reserves the right to adjust space assignments at any time, for any reason.

Daily drop-in vendors should confirm their space assignment on Fridays by 3 p.m. using the Market Map on the front page of the Market website: <https://urbanamarket.org>

Vendors are not allowed to change locations without the permission of Market Staff. Shared spaces are not allowed. Vendors are not allowed to sublet their spaces to a third party.

**SPACE DETAILS:** All tents must be set-up perpendicular to the curb, spaced according to the painted lines running down the curb. Booth frontage should be consistently lined up with neighboring vendors along the row. Aisles must be kept clear for patrons and emergency access.



**VENDOR SPACE DIMENSIONS:** Spaces are approximately 10 feet wide by 16 feet deep. Vendors may use 10 x 10 tents, but should be aware of their neighbors and shift as needed. If a vendor wishes to keep their vehicle within the Market they must rent two consecutive spaces and have advance approval from the Market Coordinator prior to parking within the market area. Vehicles should be parked parallel to the curb in rows 1 through 5.

**COMMUNITY GROUP SPACE DIMENSIONS:** Community Group (CG) spaces located in Row 5 are approximately 6 feet wide by 14 feet deep and can accommodate a 6 foot table. Use of a tent larger than 6 feet wide requires the purchase of two CG spaces (CG Tent Space).

**ELECTRICITY:** Electricity is available in limited areas of the Market. Vendors requiring electricity must obtain approval from the Market Director in advance. Electricity will be charged \$5 per plug per market day. Cords must lay as flat to the ground as possible. Duct tape and/or rubber matting will be allowed ONLY with the Market Coordinator's approval. Cords must be kept clear from any aisle or walkable areas.

**GENERATORS:** Vendors using generators will be placed on the outside perimeters of the Market (South Row, Walnut Street, East side of Row 5). Generators must be kept to minimum noise level, with deflectors/enclosures used as needed. Generators are required to exhaust to the outside of the Market and not into the lanes where patrons walk.

## MARKET OPERATIONS: MARKET TIMELINE

The Market site can be very busy during set up, it is very important that vendors cooperate with each other to insure things go smoothly. This timeline is a rough guide of how the day proceeds at each market.

Please be sure to check your location using the Market Map on our website: [www.urbanamarket.org](http://www.urbanamarket.org)

# MARKET TIMELINE

4:00 - 6:30 a.m.

- VENDOR SETUP

5:30 - 5:45 a.m.

- MARKET STAFF ON SITE
- WALNUT CLOSED OFF
- POWER BOXES OPENED

6:00 a.m.

- CITY HALL UNLOCKS
- ACCESS TO RESTROOMS

6:30 a.m.

- BARRICADES GO UP AT N.E. ENTRANCE (WALNUT ST.)
- NO VEHICLES MAY ENTER AFTER THIS TIME

6:45 a.m.

- ALL VEHICLES WITHOUT A SPACE MUST EXIT MARKET

7:00 a.m.

- MARKET OFFICIALLY OPEN TO THE PUBLIC
- SALES CAN BE MADE PRIOR TO THIS TIME

6:45 - 7:15 a.m.

- SNAP ENVELOPES TO VENDORS

11:45 a.m.

- SNAP DISTRIBUTION ENDS
- VENDORS TURN IN SNAP ENVELOPES

12:00 p.m.

- MARKET OFFICAILLY ENDS

12:10 a.m.

- VEHICLES MAY ENTER MARKET SITE
- VEHICLES PARKED IN MARKET MAY EXIT
- WALNUT REMAINS CLOSED TO TRAFFIC

## MARKET OPERATIONS: ARRIVAL & SET-UP

**ARRIVAL:** Set-up can begin as early as 4 a.m. Please arrive **NO LATER THAN 6:30 a.m.** After 6:30 a.m. vendors will be required to park outside the market and walk their booth materials in.

Please unload your vehicle and remove it from the Market site **BEFORE** setting up your stall. Vendors caught setting up before they are fully unloaded will be fined \$75 on their third incident. A fourth incident will result in a fine and one week suspension. After a fourth incident, expulsion from the Market may be considered. This rule will apply to the hours between 5:00 a.m. and 6:30 a.m. and 12:10 p.m. and 1:00 p.m.

Vendors and Community Groups arriving after 7 a.m. may be reassigned to a different location or lose their space for that Market day.

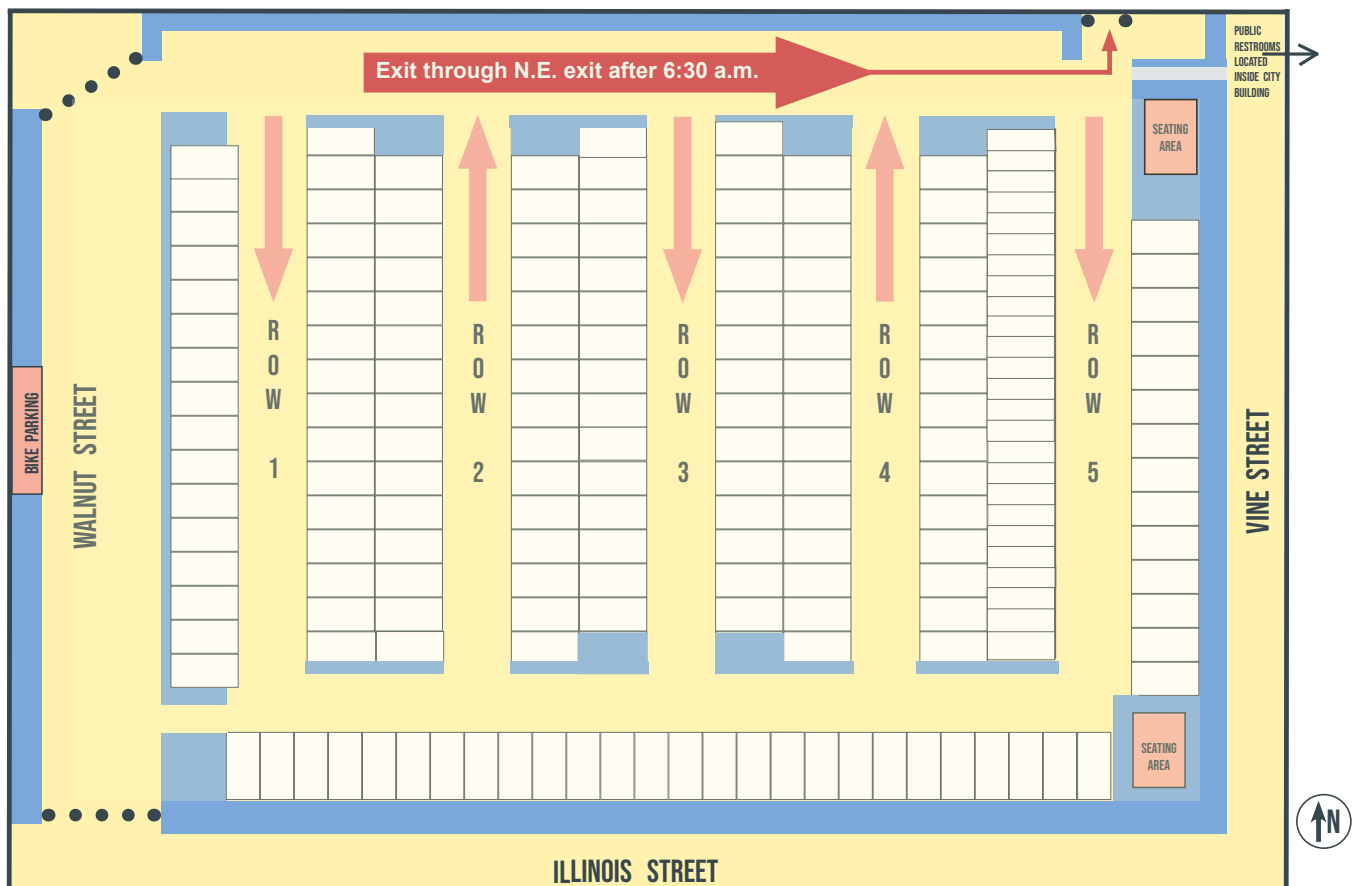
**Walnut St. will close to through traffic as early as possible. Do not rely on it for entry or exit.**

**All vehicles must clear the Market by 6:45 a.m. Please exit at the N.E. corner of the Market (north end of food truck row).**

**Vehicular traffic is prohibited inside the Market from 7:00 a.m. to 12:10 p.m. This includes vehicles already parked in the Market**

**TRAFFIC CONTROL:** There are big arrows painted on the parking lot rows, please follow them when navigating the Market. Please use the N.E. exit (north of the foodtrucks) to leave the Market whenever possible unless the size of your vehicle prevents doing so.

Rows need to be kept passable during setup and breakdown, please pull your vehicle over to the side to unload. Please be wary of leaving side doors of vehicles open as they may impede traffic.

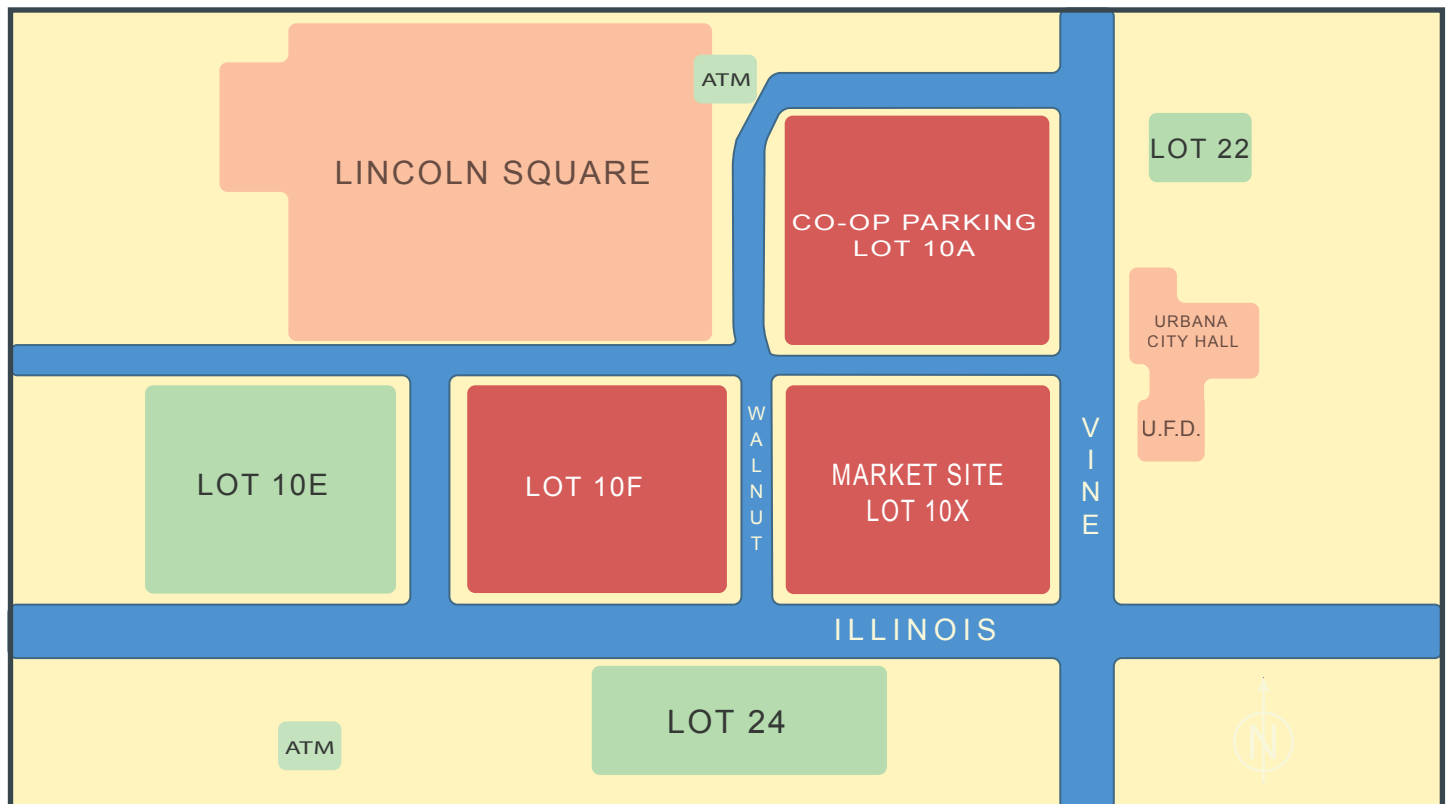


## MARKET OPERATIONS: PARKING

**MOVING VEHICLES:** Moving vehicles are prohibited within the Market between 7:00 a.m. - 12:10 p.m. Vendors, Community Groups, or their representatives violating this rule will be suspended for their next two Market days with a forfeit of fees or be charged a \$75 fine. A second violation will result in suspension from the Market for the remainder of the season with a loss of all fees paid. In the event of an emergency please notify Market Staff so we may ensure a safe path to the nearest exit.

**PARKING:** Parking for Vendors and their employees is in Lot 24 (across Illinois Street to the south of the Market site) and Lot 10E to the west of the Market. Parking is also available in Lot 22, across Vine St. north of the City Hall.

Please be sure you and your staff use these lots for parking. Vendor parking in patron spaces in Lots 10F and 10A is prohibited. Please notify your staff of this policy as you are responsible for their actions. Three violations will result in a one week suspension and a forfeit of fees.



**TEARDOWN:** The Markets officially ends at 12 p.m..

Vendors are expected to pack up their stalls prior to bringing their vehicles into the Market area.

Vendors, or their staff, removing barricades to enter the Market prior to 12:10 p.m. will be suspended for their next two Market days with a forfeit of fees or be charged a \$75 fine.

Vehicles will be allowed to drive into the Market at 12:10 p.m. after the safety barricades at the entrances/exits have been removed by Market Staff. The north and south ends of Walnut St. will remain barricaded until vendors in that area have completed teardown.

**EARLY DEPARTURE:** Anyone wishing to leave the Market prior to 12:10 p.m. must walk their items out of the Market. Vehicles will only be allowed to enter or exit the Market prior to 12:10 in the event of an emergency. Market staff must be notified prior to any vehicle movement so a safe path can be cleared through the Market.

## MARKET OPERATIONS: TRASH

**WASTE DISPOSAL:** The Market trash cans are primarily for the use of the public. Vendors are responsible for removing their own refuse and unsold products from the market site. This includes empty boxes and agricultural waste (damaged fruits, vegetables, flower stems). Vendors should not be disposing of significant amounts of trash in Market cans, doing so will incur a \$75 fine.

Before leaving the Market area, all participants must take all leftovers and waste with them.

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 or Co-op dumpster will receive a \$75 fine for the infraction. Three infractions will result in suspension from the Market.

Mobile food vendors must provide at least one trash barrel and are responsible for taking that barrel and its contents with them for disposal.

Vendors offering consumable product samples are required to provide a trash can at their stall.

Discarded boxes must be taken with the vendor. Boxes and oversized items may be deposited in the appropriate dumpsters behind the City building at 400 S. Vine Street (directly east of the Market site).

## GOOD TO KNOW: EQUIPMENT

**TENTS** (not required but highly recommended): All tents, canopies, or umbrellas must be weighted down with at least **30 pounds per leg**. Tents with walls will require additional weight. Market Staff may require a tent to be removed if not properly weighted.

Vendors using tents or umbrellas are required to have weights attached at all times regardless of weather. Vendors using tents or umbrellas without proper/any weights will be issued a warning for their first incident, a second incident will incur a \$75 fine and suspension from the market until vendor acquires and uses weights.

Any tent witnessed “flying” during Market hours will result in a \$75 fine and a one week suspension. A second incident will result in suspension for the season with forfeiture of all fees paid.



### EQUIPMENT

**SIGNAGE:** The Market requires that **all participants** must prominently display signage noting their business/ organization name and, for growers, their product origin. Minimum signage size is 11"x17". Signage is important not only for promotional purposes but for tracking vendor attendance and location. Signage material is up to the vendor and may be displayed at the front or the back of the stall.

Please keep sandwich board style signage as far out of pedestrian walkways as possible.

The Market does not allow posted declarations regarding pesticide or chemical use that cannot be certified (e.g. "unsprayed," "no spray", "sustainably grown" and "pesticide-free"). If a vendor claims products are organic, OG certification is required to be posted.

Only signage that is relevant to the business or it's products are allowed to be posted at market (at market managers discretion).

**BOOTH MATERIALS:** Tables, chairs, tents, shelves, and other booth infrastructure are to 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, or chairs for vendors or community groups.

Please take steps to secure your displays and booth materials (shelves, stands, signage etc.) so they are less likely to be knocked over by wind or patrons. If your wares are lightweight they might require additional consideration on windy days.

**RADIOS / NOISY EQUIPMENT:** Vendors are discouraged from playing music loudly or operating equipment or accessories that generate excessive noise. Failure to comply with Market Staff request to turn down music or accessories will result in a two week suspension from the market with no refund of fees. Subsequent incidents will result in dismissal from the market with forfeiture of fees.

**GENERATORS:** Vendors using generators will be placed on the outside perimeters of the Market (South Row, Walnut Street, East side of Row 5). Generators must be kept to minimum noise level, with deflectors/ enclosures used as needed. Generators are required to exhaust to the outside of the Market and not into the lanes where patrons walk.

**SOLAR PANELS:** Vendors requiring power but unable to be placed in a stall with access to electric are allowed to bring solar panels. Please be sure they are setup out of walkways and are secured against the wind.



### RANDOM INFO

**RESTROOMS:** Public restrooms are located in the Urbana City Hall building across Vine Street from the Market. Doors to the City building generally open around 6 a.m.

**ATM:** There is an ATM at the East entrance of Lincoln Square Mall (north of the Co-op entrance). There is also an ATM located at the PNC Bank across Illinois St. (to the south and approximately 1 block west of the Market). The Common Ground Co-op offers cash back on purchases.

**NO ANIMALS:** For the safety of our patrons, dogs and other animals are not permitted within Lot 10X at the Market. Service Dogs are allowed and must be leashed per City of Urbana ordinance. Subject to Market Director approval, animal rescue groups are permitted to bring animals to their assigned space in row 5 of the Market. **Vendors selling food of any type are not allowed to have animals in their booth.**

**INFORMATION BOOTH:** The City Of Urbana's booth is located in the north row of the Market. The booth is set-up and operated by Market Staff from 6:30 a.m. to 11:45 a.m.

SNAP transactions are conducted at the booth from 7 a.m. - 11:45 a.m.

SNAP tokens can be turned in at this location.

**LOST AND FOUND:** It is usually best to hold onto lost items at your booth for some period of time as owners will frequently retrace their steps to find them. But if it's getting close to the end of the day, items can be turned in to market staff at the Information Booth.

**ELECTRICITY:** Electric for vendors is located in rows 5, 4, west side of row 3, and the south row. Each plug costs \$5 per market. Market Staff can provide you with an approximate distance from the electrical hook up to your space. The market does supply extension cords.

**WATER:** There is a city water supplied hydrant in the north west corner (in space 1) of the Market area.

**NO SMOKING:** The emitting, exhaling the fumes of, the carrying of, 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 their designee.

**NO ALCOHOL:** The possession of an open container of, or consumption of any alcoholic liquor is prohibited on public property and business parking lots by City of Urbana statute. The open consumption of alcohol is prohibited at Urbana's Markets at the Square unless offered as a sample by a vendor in possession of the appropriate licensing and permits. Any violation of this policy may result in eviction from the Market at the discretion of the Market Director or their designee.

## EMERGENCY PROTOCOL

The Market does not have a speaker system. Open communication with Market Staff regarding any potential emergency situation is necessary. Please call 9-1-1 if an emergency situation is taking place then notify Market Staff. Here are some examples of an emergency situation:

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

Fire that is not under control

There is a chemical spill with fire or fumes

Severe weather is imminent (i.e. tornado)

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 (lightning, hail, tornado) please evacuate the Market and go inside Lincoln Square Mall or the Urbana City Hall Building. Market Staff will assist in directing individuals indoors. This is not to set-up booths to conduct sales during inclement weather. This is only to act as protection from severe weather.

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

**Some weather events (aside from rain) may not be severe enough to evacuate or cancel the Market but should you feel your personal safety is in jeopardy you have two options:**

Leave your stall and wait out the weather event in the Urbana City Hall Building, Lincoln Square, or your vehicle until such time you feel safe returning.

Pack up your materials and go home.

In either case you will need to notify Market Staff of your intentions. If you desire to leave the Market you will need to pack up your materials prior to pulling your vehicle into the Market area. Staff will direct you on which entrance to use and will escort your vehicle to your stall. Once loaded and ready to go staff will escort you to the nearest exit. There will be no refund of fees.

## MEDICAL EMERGENCY

In the event of a medical emergency (fall, passing out, heart attack) if the individual is unresponsive call 911, then alert Market staff.

If the individual is responsive and/or refuses 911 assistance, please alert Market Staff.

## 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 meet 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
- 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 a violation of any criminal statute has 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 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.



## CONDUCT

**NON INTERFERENCE:** Vendors and community groups shall not interfere with the business of other vendors. This includes physical actions such as obstructing or blocking a vendors' stall, interference in the form of verbal, written, or social media actions that disparage another vendor's product, services, or right to be at the Market. First offense will receive a written warning, a second offense will result in a one week suspension. Subsequent violations may result in suspension for the season with forfeiture of all fees paid. We reserve the right to terminate our agreement with any business whose owner or staff conducts themselves in a manner that undermines the reputation of the market or that of other market vendors.

**NO HAWKING AND OTHER DISRUPTIVE 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.

**BE EXCELLENT TO EACH OTHER:** Threats of violence against other vendors, patrons, or market staff will not be tolerated. First offense will receive a written warning, second offense will result in a one week suspension, a third offense will result in a ban from the market with the forfeiture of all fees. Should a physical altercation arise, all parties will be suspended from the market without a refund of fees until the matter has been investigated by law enforcement and/or market staff. Any or all parties involved may be suspended indefinitely without a refund of fees.

## 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.

## INSURANCE

Urbana's Market at the Square does not require vendors to carry product and/or general liability insurance to vend at the market. Vendors operate as independent businesses and as such are solely responsible for any claims made against them. Insurance that covers you and/or your business and products is highly recommended. There are a number of affordable insurance options available for vendors. The two below are provided primarily for reference. Insurance policies and needs can be complex, please consult an insurance professional if needed.

### [FLIP](#) (Food Liability Insurance Program)

This program covers a wide range of food producers including those working in food trucks, commercial kitchens, and home bakers.

### [ACT Insurance](#) (Artist, Crafters, and Tradesmen)

## REQUIRED CERTIFICATES, LICENSES, PERMITS

All products must comply with local, state, and/or federal health ordinances. Vendors must supply documentation of 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 the Market and must be kept current for the entire Market season. Compliance with local health district requirements is the responsibility of the vendor. Failure to comply with federal, state, or local regulations will be grounds for dismissal from the Market and a forfeiture of any fees paid.

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 Coordinator believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry or have dates restricted.

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](http://www.c-uphd.org) or call 217/352-7961 for more information.

## GENERAL INFO

All vendors must have an Illinois Business Tax (IBT) number. NO EXCEPTIONS. More information can be found at <https://tax.illinois.gov/businesses/registration.html>

All items must be directly and personally homegrown, handmade, and/or created from locally-owned operations within the state of Illinois.

**No Resale:** No vendor is allowed to purchase products from a supplier and resell the items at the Market.

**No Carrying:** The sale of products not grown, produced, assembled or significantly altered by the vendor is prohibited.

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.

## GROWERS

**New growers** must have a farm inspection prior to participation at the Market. Contact the Market Coordinator for details. New Growers must apply at least 6 weeks in advance of their first expected market date. Failure to do so may result in rejection of application.

Established growers may be audited, at no cost to the grower, on a rotating basis throughout the season.

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. Addition of products after the initial application must be approved by Market Staff before they can be brought to Market. Market Staff has the right to have a vendor remove products brought to the Market without prior approval.

## REQUIRED CERTIFICATES, LICENSES & PERMITS (CONT.)

### GROWERS CONT.

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](http://www.agr.state.il.us).

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

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.

Seafood vendors must provide a commercial fishing license.

Prepared/processed food items must comply with appropriate local, state, and federal health regulations.

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

### COTTAGE FOOD / VALUE ADDED

A 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. More information is available through the U of I Extensions Office. View the [2024 Cottage Food Guide](#).

Cottage Food Operators based in Champaign County must be registered with the Champaign-Urbana Public Health District (CUHPD), Environmental Health Division. It is highly recommended that all new cottage food and value added vendors contact [CUHPD](#) directly to discuss requirements.

Non Champaign County resident Cottage Food Operators must provide proof of registration in their county of residence.

Fresh 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. You must be registered as a Cottage Food Vendor with your local Health Dept.

Pasta Makers must provide certificate for approved processing facility.

Pet food makers are required to have a license from the [Illinois Department of Agriculture](#).

No vendor may offer items (labeled or unlabeled) as "pet food", "treats", or "snacks" without a license from the [Illinois Department of Agriculture](#). All items for consumption by cats or dogs require a license and registration of each product with the Illinois Department of Agriculture.

## REQUIRED CERTIFICATES, LICENSES & PERMITS (CONT.)

### COTTAGE FOOD / VALUE ADDED CONT.

Value Added Food Vendors must provide all local and state licensing, certificates, and 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.

Value Added, Cottage Food, and Bakers must comply with local, state, and federal labeling requirements for product ingredients and allergens. Failure to do so may result in suspension from the Market until labeling standards are met.

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

### MOBILE FOOD

Mobile Food Vendors must be registered to collect food and beverage taxes and are responsible for remittance of local food and beverage taxes due the City of Urbana. Please contact [Urbana Finance Customer Service](#) with questions and to complete registration. Failure to register or remit taxes will result in suspension from the market without a refund or credit of Market fees until registration is complete or taxes are up to date.

Mobile Food Vendors may be given an allowance by the Market Coordinator to sell beverages (such as soda). Approval must be granted prior to selling these types of beverages.

### COMMUNITY GROUPS

Community Groups MAY NOT sell products or offer services while at Market. Community Groups wishing to sell items for fundraising may do so ONLY with advanced approval by the Market Coordinator. Community Groups conducting sales to fundraise will be limited to a maximum of 8 times per season for not more than 2 consecutive weeks.

If allowing groups to sell items for fund-raising becomes competitive with vendor sales, the Market Coordinator retains the right, at any time, to prohibit all fundraising by Community Groups.

Community Groups are not allowed to roam the market to distribute information, gather signatures or solicit participants. Community Groups must remain in the immediate vicinity or their space unless approved by the Market Coordinator. Failure to comply may result in suspension or dismissal from the Market.

## 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 to space at the Market

Farmers who use environmentally responsible and sustainable methods 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 or accepted for fewer dates than applied for

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 federal, state, local regulations, and market rules

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**

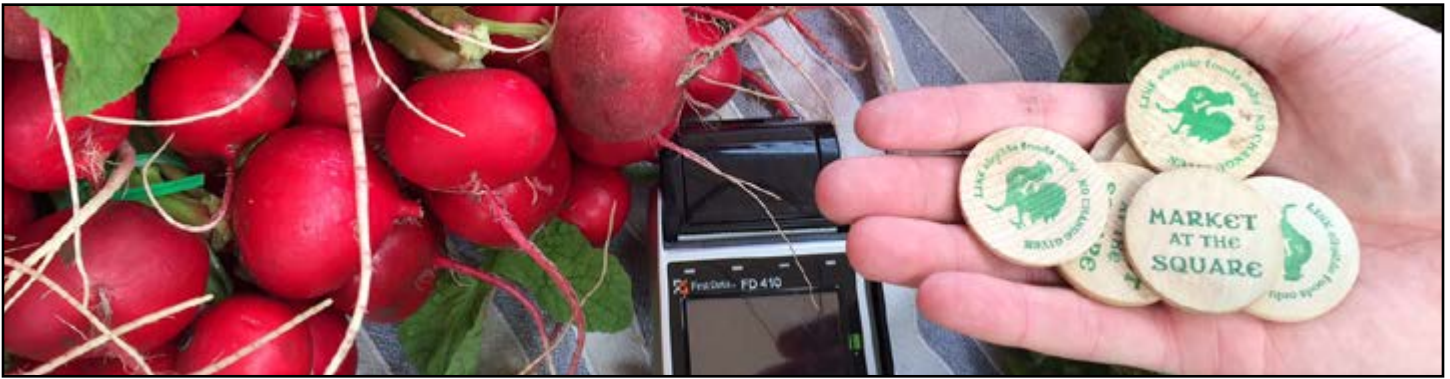
Vendors attending the Market for the entire season

History of compliance with market rules

Attendance record

Number of years vendor has sold at Urbana's Market at the Square

## SNAP/EBT AT URBANA'S MARKET AT THE SQUARE



The United States Department of Agriculture (USDA) has made it a priority to expand access to fresh fruits, vegetables, and other healthy foods 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 participate in a program that allows SNAP participants to use their benefits on healthy, locally-grown produce and SNAP-eligible products at the market. Market Staff provide wooden tokens to use same as cash at SNAP-eligible Market vendors. The tokens are legal tender for SNAP eligible purchases only and cannot be used for other purchases. The tokens come at no cost to customers.

The Market requires all vendors selling [SNAP-eligible items](#) participate in our SNAP program. All vendors, including those selling items not eligible for SNAP purchases, must be familiar with this program and comply with the basics of this program. 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 packet of information that includes a detailed overview of the SNAP program, details on how to account for and reconcile wooden tokens, the reimbursement process, and more.

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.

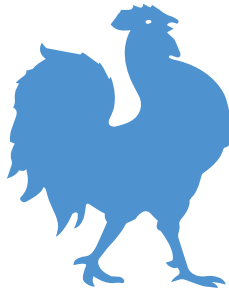
### SNAP TOKENS



Left: This is the current set of SNAP tokens that vendors should accept for eligible purchases at UMATS.



Credit/Debit tokens are no longer distributed. Credit/debit tokens in circulation are still valid and may be accepted.



**Market Coordinator:** Bryan Heaton  
City of Urbana, Community Development Services  
400 South Vine Street Urbana, IL 61801  
**Phone:** 217/384-2319  
**Email:** [urbanamarket@urbanail.gov](mailto:urbanamarket@urbanail.gov)

**Website:** [urbanamarket.org](http://urbanamarket.org)  
**Facebook:** [/urbanamarket](https://www.facebook.com/urbanamarket)  
**Instagram:** [@urbanamarket](https://www.instagram.com/urbanamarket)

UPDATED 2/2026

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**Every Saturday from May - October | 7 a.m. to 12 p.m. | RAIN or SHINE.**

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