



2007 DOWNTOWN WILMINGTON FARMERS' MARKET

AT RODNEY SQUARE

Produced and managed by Downtown Visions and the City of Wilmington

May 16 - October 31, 2007

VENDOR APPLICATION/PARTICIPATION AGREEMENT

Deadline: Completed applications must be received by 5:00 p.m. on May11, 2007

Name of Applicant: _____

Business Name: _____

Address: _____

City/State/Zip: _____

Daytime #: _____ Evening #: _____

Cell#: _____ Fax#: _____

Contact person: _____

Email: _____ Website: _____

Please **check** item(s) you will have available during the season and will bring to the market. Please give details about your products.

Produce/Plants:

Berries Beans Broccoli Cabbage Corn Cucumbers Greens
 Herbs Melons Organic Peppers Potatoes Squash Tomatoes
 Tree Fruits
 CSA* Cut Flowers Eggs Herbs (dried, cut or potted)
 Meat Dairy Bedding Plants
 Nursery Stock Container Plants
 Other (please specify) _____

Craft and/or resale Items:

Are the products you are bringing to the market handmade by you? YES NO

Jewelry Photography Textiles (woven) Glass
 Bath/Body Candles Metal/Stone Wood
 Paper Pottery/Clay Painting
 Basketry _____ Other (please be specific)

Food and food products:

Specialty Foods/Products(specify) _____
 Baked Goods (specify) _____

(continued)

Resale items: _____
(specify) _____

Do we have your permission to use your information in print or web-based guides that are distributed to the public?
Yes _____ No _____

I have read, understand, and agree to comply with the **2007 Downtown Wilmington Farmers' Market General Rules and Regulations**. I understand that I will sell only what is listed on this application. Changes or additions to products must have approval of the Market Manager. I understand the violations and sanctions, including suspension and disqualification. I understand selling privileges can be revoked by Downtown Visions and/or the City of Wilmington at any time.

I understand that admittance to the Downtown Wilmington Farmers' Market is pending approval of this application by the Market Manager and Staff.

Signature: _____

Date: _____

Please print name _____

For staff use only:

Vendor attended pre-season meeting: yes: _____ no: _____

Field Verification Date and Time: _____

Date application and product plan received: _____

Field Verification Results: _____

Accepted Vendor: _____ Rejected Vendor: _____

Date Notified: _____

About the Downtown Wilmington Farmers Market

Founded in 1988 by Mayor James M. Baker the Downtown Wilmington Farmers Market is an important part of the City's goal of downtown revitalization. The market provides farmers, crafters, bakers, and other vendors an opportunity to sell their products directly to citizens and tourists alike and to foster a sense of community in Wilmington. In addition to fresh produce, the Downtown Wilmington Farmers Market offers live entertainment, café tables with umbrellas for tasty lunch items, and a comprehensive crafts and artisan market, featuring handmade items for sale. The demographic of the Downtown Wilmington Farmers Market spans all ages, races, and socio-economic and educational backgrounds, attracting locals and visitors alike to enjoy all of the good things offered at the Market each week.

Produced by Downtown Visions and the City of Wilmington, the Downtown Wilmington Farmers Market showcases an average of more than 30 vendors. The Market is centrally located in Rodney Square (between Market and King Streets and 10th & 11th Streets) and offers free parking for vendors, use of public restrooms, and other amenities. It is estimated that approximately 2,000 customers visit the Downtown Wilmington Farmers Market each Wednesday.

General Rules and Regulations

Downtown Visions shall enforce all Market Rules and Regulations. Permission to participate in the Downtown Wilmington Farmers Market (DWFM) can be revoked by Downtown Visions and/or the City of Wilmington at any time. These rules are mandatory for all farmers, food vendors and artisans (collectively called vendors) participating in the DWFM and are part of the agreement for participants.

1. Hours of Operation

Wednesdays:	10:00 a.m. - 2:00 p.m.
DWFM vendor arrival and set-up:	8:30 a.m. – 9:30a.m.
DWFM vendor breakdown and leaving:	2:00 p.m. - 3:00 p.m.

- All vehicles must be removed from the market area by 9:30 a.m. Vendors agree to open for business at 10:00 a.m. and to stay open for business until 2:00 p.m., unless otherwise pre-arranged with Market Manager.

2. Market Schedule

The Downtown Wilmington Farmers Market will be held weekly from May 16 through October 31. Dates for the 2007 DWFM are:

- Wednesdays: May 16, 23, 30 June 6, 13, 20, 27 July 4, 11, 18, 25
August 1, 8, 15, 22, 29 September 5, 12, 19, 26 October
3, 10, 17, 24, 31

3. Absences

- Vendors are asked to give 24-hours notice if they cannot attend a weekly Market. If an emergency arises preventing your attendance, please contact the DWFM staff at (302)275-7114 or pvietri@downtownvisions.org.
- **If a vendor does not arrive onsite by 8:30 a.m., unless otherwise pre-arranged with Market Manager, his/her assigned space will be considered vacant for that day and DWFM staff reserves the right to fill vacant spaces with other vendors.**

4. Parking

- Vendors will be issued a Vendor Parking Pass for either the WPA lot at 8th & Orange Streets or the King Street meters. Vendors must have their vehicles in the designated area no later than 9:30 a.m.
- **Please display your parking pass on your dashboard. Downtown Visions and the City of Wilmington are not responsible for any parking tickets incurred by vendors or customers at the DWFM.**

5. Market Fees

- Downtown Visions establishes rental fees for tents and spaces at the Farmers Market. The DWFM staff will collect fees in advance of the Market or during the Market itself. **Vendors also have the option of paying fees in advance.** Please see below for options. Downtown Visions and the City of Wilmington will continue to offer vendors the option to pay space and tent rental fees on-site (by check or cash only) on a weekly basis.
- **Payment Information**

The fee for a 10 x 10 space at the Market is **\$20 (flat rate) per space per day** on a pay-as-you-go basis. **If you require more than a 10 x10 space, you will need to reserve 2 spaces, each at \$20.** This includes both spaces on the grass and on the pavement.

Fees are collected on Market day on a pay-as-you-go basis. *Fees will be collected at the beginning of each Market day.*

If you would like to be a **RESERVED/PREPAID** vendor, you can prepay for the season at a 15% discount. Total prepayment for the season, including discount is \$425 (a \$75 savings). Also included in prepayment is first choice at picking space location on the square and parking at the King Street location. Prepayments may be made at the preseason vendor meeting (date to be announced) or by mailing a check, payable to Downtown Visions, to the address below. All prepayments must be received by April 30th, 2007. ***This applies to season prepayments only.*** Please do not mail in pay-as-you-go, weekly payments.

6. Spaces

- The DWFM staff will assign all tents and locations. Space preference will be given to those vendors who pay in advance. Please see above for advanced payment options. While we try to locate vendors in the same spot each week, ***there are no guarantees that they will have the same space each week and will be assigned a location according to space availability. Reserved/Prepaid vendors are guaranteed their location only when they are present at the market.*** The DWFM Staff reserves the right to use their space if they are absent from the Market or if they fail to arrive onsite by 8:30 a.m. without prior notice to Market Manager.

7. Tents

- Vendors are strongly encouraged to obtain 10x10 pop-up (EZ-Up) tents as there is no shade/rain protection in Rodney Square. All vendors must have weights available in case of strong gusts of wind. **Tents with guide/support lines are strictly prohibited.** Please contact Market Manager for more information.
- The Downtown Wilmington Farmers' Market *may* be able to accommodate requests from Vendors for additional/multiple 10'x10' tent rentals. Please contact the Market Manager for availability and pricing as the tent inventory is limited.

Tables and Chairs

- All vendors are required to supply their own tables and chairs each week. The DWFM will not store tables for Vendors. **The café tables and chairs are for customer use and are not to be used by vendors.**

Sales People at the Tents

- People knowledgeable of the items for sale must be present in vendor tents at all times during the DWFM.
- Children under the age of 16 will not be allowed to sell unless accompanied by an adult knowledgeable of the items for sale.
- Vendors must be dressed appropriately for working with the public.

8. General Rules/Code of conduct

- The market is a Farmers Market. We would like to encourage the sale of farm products, however, lunchfood, craft, bakery, and other items will be allowed, as market demand dictates.
- Farmers may partner with other local farmers to bring their product to market.
- **All vendors are responsible for liability insurance and compliance with any/all requirements of the State of Delaware.**
- All items for sale will be marked as such with clear pricing.
- **Any scale used for determining price will display a current legal inspection sticker.**
- All vendors will display their products in a clean and safe manner.
- At the close of market vendors will clean their immediate area and remove all boxes, packing materials and trash.
- Vendors should operate their business in a professional manner at all times.
- This is not a discount market. Anyone engaging in price wars may be removed from the market. Fraudulent, dishonest or deceptive merchandising will result in removal from the market.
- We may permit the sale of some 'green grocer' items with the understanding that these vendors may not sell anything locally available. (Ex. bananas, citrus, grapes, etc. are ok. – not sweet corn or tomatoes, etc. when available locally)
- Fees collected will be used for advertising and maintenance of the market area and other operational expenses.
- The DWFM staff (market manager, assistants, Department of Parks employees, volunteers, and community service workers), and DWFM vendors and customers will not be subject to language or actions considered to be abusive, profane, threatening, or harassing.
- Solicitation for products, services, or charitable contributions, not specifically addressed as a market commodity, or by vendors other than market vendors, will not be permitted, except with special permission granted by the DWFM Staff and the City of Wilmington.
- All Vendors will be responsible for the actions of their employees and/or agents.
- Possession of firearms, fireworks, gambling, use of alcohol or drugs, or disorderly conduct by a Vendor or his/her employees or agent also constitutes a violation of Market Rules.

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INSURANCE WAIVER

“I understand that the City of Wilmington recommends that I carry my own liability insurance while participating in the Downtown Wilmington Farmers Market. At the present time, I have decided not to carry any insurance. However, I do accept responsibility for any negligence that I may cause.”

Vendor Signature: _____ Date: _____

Submitting Your Application:

Please fill out application completely including all contact information. Please provide email address if applicable. Mail, fax or email to:

Downtown Wilmington Farmers' Market
Attn: Patty Vietri, Market Manager
409 North Orange Street
Wilmington, DE 19801
Phone: 302-425-5373
Fax: 302-425-4178
Email: pvietri@downtownvisions.org

