



January 12, 2012

RE: 2012 Farmers' Market

Greetings Farmers' Market Vendor!

The 2012 Farmers' Market opening day is quickly approaching and once again the Imlay City Downtown Development Authority is looking forward to a wonderful season. The market will open on Thursday, May 3rd and run through Thursday, October 25th. The **NEW TIME FOR THE MARKET IS 1P.M. TO 6P.M.**

Enclosed with this letter is the following:

- Rules & Regulations for the Farmers' Market
- 2012 Application and Biography Sheet for Farmers' Market
- Letter of Compliance/Waiver of Responsibility
- Vendor Location Map (Only applies to vendors who pay the total season rate of \$80.00 before April 26, 2012. Read Application for details).
- Information and agreement for accepting DEBIT tokens
- Information and agreement for accepting EBT/Food Stamp tokens
- Information and agreement for accepting Double Up Food Bucks
- Michigan Department of Agriculture Cottage Law Facts
- Information Regarding Liability Insurance for Market Vendors

Please submit all paperwork to: Imlay City Hall at 150 N. Main Street, Imlay City, MI, 48444 to the **attention of the DDA.**

To be included in initial advertising efforts the forms and vendor fees need to be received by Monday, April 9, 2012.

The Imlay City DDA is looking forward to having a successful Farmers' Market season. We are making a concentrated effort to limit the number of vendors selling similar products while maintaining the quality and variety of products for which we are known. We take pride in our quaint, locally driven market!

In order to broaden the services we offer and therefore increase weekly attendance and sales, the Imlay City DDA will again accept EBT (Bridge) and Debit Cards at our market during the 2012 season. Vendors will **not** incur any costs for accepting EBT or Debit Cards.

The number of farmers' markets accepting SNAP benefits is increasing nationwide as people discover the benefit of buying fresh, nutritious and local products. For example, the Lapeer Farmers' Market began accepting SNAP benefits and in 2010, the EBT sales totaled \$4600. That is \$4600 that was spent *locally* in Lapeer and **not** at a national chain grocery store.

We are pleased to report that once again, the Imlay City Farmers' Market will participate in "Double Up Bucks". Funds are raised from foundations to "match" purchases when a recipient uses their SNAP benefits debit card to shop at our market. The amount they spend is matched up to \$20 per visit thus allowing a customer more purchasing power and vendors to have more sales opportunities.

I have included information regarding the programs in this packet along with the vendor agreement forms. In order to answer your questions and review our Farmers' Market policies we are having a mandatory vendor meeting on Thursday, March 15 at noon at the City office located at 150 North Main Street. At the meeting you are welcome to complete and return your application and agreement forms for any of the token programs in which you will participate. If you are unable to attend this meeting, please contact Dana Dunlop, Market Manager, at 810-724-1361 to make alternate arrangements.

In the meantime, once you have read the information, please contact myself at 810-724-2135 or Dana should you have any questions or concerns.

Your success at our Farmers' Market is important so we welcome you to voice your suggestions, comments and/or concerns to our Market Master, Dana, at 810-724-1361 or executivedirector@imlaycitymich.com.

Thank you for your interest. Please reserve your vendor spot as soon as possible so that you can take advantage of the initial advertising efforts and promotions.

Sincerely,

Kim Marrone
Executive Director
Imlay City Downtown Development Authority



Imlay City Downtown Development Authority

2012 Farmers' Market Vendor Information and Application

The Imlay City Farmers' Market will be held on Thursdays between the hours of 1:00 pm and 6:00 pm. The location will be the green space located at the corner of Third Street and Main Street. Rental rates will include a space that approximately measures 10 feet by 10 feet on the grass. The Truck Stall will be on the paved area adjacent to the 10' by 10' area. There will be no electricity and/or water provided.

Market Season: Thursday, May 3, 2012 through Thursday, October 25, 2012

Market Day: Thursdays

Market Time: 1:00pm-6:00pm

Rental Rates: Daily Rate: \$10.00 each day

Seasonal Rate: Lump Sum of \$85.00 (25 days of market)

- The Imlay City Downtown Development Authority will discount \$5 off the price if you pay in full upfront; therefore if you pay a onetime fee on or before April 26, 2012, your payment is only \$80. The check must be at City Hall on or before April 26, 2012 for this to be valid. Postmarks will not count.
- Returning Vendors who have applications submitted and have at least partially paid by April 26, 2012, have a right to last year's space. Exception may be truck stalls, See Rule and Regulations #3 Stall Assignments. The DDA Director finalizes the determination of spaces.

Product Description:

The following items are encouraged:

- Fruits & Vegetables
- Handmade crafts and pieces of art work
- Syrup/honey
- Plants and Flowers

The following items will not be allowed: Foods manufactured in your kitchen that do **not** meet the 2010 Michigan Department of Agriculture Cottage Food Laws (please see enclosed information) and resale/used items, except for antiques (please see enclosed guidelines)*.

*An exemption may be granted to a vendor who wishes to bring antiques. Additional rules and regulations may apply. Also the vendor fee may be increased for antique dealers.

If you are unable to make a full payment at this time, a partial payment of \$42.50 would need to be included with the application. A second payment of \$42.50 would be due before Thursday, July 12, 2012.

Please Make Your Check Payable To: **The City Of Imlay City**

Mail To: Imlay City Downtown Development Authority
150 N. Main Street, Imlay City, MI 48444

Please include the following:

- A completed application and vendor biography with picture
- A signed agreement of compliance/waiver of responsibility
- Seasonal Payment of \$85.00*
- Location map with desired stall number(s) noted (see enclosed Market Map and return with your completed application) **

*\$80.00 if pay in full on or before April 26, 2012. You may also choose the payment plan of \$42.50 on April 26, 2012 and \$42.50 on July 12, 2012.

**The DDA Director will make final stall determination.



Imlay City DDA 2012 Farmers' Market Rules and Regulations

1. Days of Operation

- a. The Market will open on Thursday, May 3, 2012
- b. The Market will operated on Thursdays of each week
- c. The Market will close on Thursday, October 25, 2012
- d. The Market may be open for Special Events throughout the season.

2. Hours of Operation

- a. Set up time will be between 11:30am and 1:00pm
- b. Vendors should occupy their assigned stalls before 12:30pm. Any stall not occupied by 12:30pm may be given to a daily vendor unless the Market Master/DDA Director is notified before and arrangements are made in advance to hold the spot.
- c. All vendors are required to remain at the market as long as they have products to sell. Arrangements can be made in advance with Market Master/DDA Director if the vendor needs to leave early.
- d. The Market will close at 6:00pm. All vendors must be out of the area by 8:00pm.
- e. Vehicles that belong to vendors must be parked at the Lamb Steele Building and/or City Hall before the Market begins at 1:00pm.
- f. Vendors who would like to sell from a truck will need to include that information on their vendor application and arrangements will be made. There are limited amount of vendor stalls that allow the ability to sell from the back of a truck.

3. Stall Assignments

- a. The Market Master/ DDA Director will assign vendor stalls. Stalls will be given out at a first come first serve basis unless a vendor has paid in full by the first day of Market.
- b. A vendor cannot sublet a stall.
- c. Standard locations are 10 feet by 10 feet on the grass. Locations that include a truck stall will be on the East side of the lot. Each location will include 10 feet by 10 feet area on the grass with a matching area on the pavement.

4. Rental Fees

A rental area includes 10 feet by 10 feet area on the grass. Vendors who would like to display areas of 10 feet by 20 feet will need to pay for two locations. Other dimensions are not permitted.

- a. Daily Rate: \$10.00 each day
- b. Seasonal Rate: Lump Sum of \$80.00*
- c. Vendors have the option of paying two payments of \$42.50 by April 26, 2012 and before July 12, 2012 to guarantee seasonal vendor rate.

*Seasonal Rate is defined as a vendor paying their vendor fee up front before or on April 26, 2012. A lump sum after April 26, 2012 will be \$85.00.

5. Products

- a. Items encouraged by the Market are flowers, plants, herbs, fruit, vegetables, berries, syrup, honey, and handmade crafts and handmade pieces of artwork.
- b. Items not allowed at Market are resale/used items.
- c. All products are subject to review by the DDA Director/Market Master
- d. All produce (fruits/vegetables/berries) shall be of good quality. No over ripe or spoiled produce shall be offered for sale.
- e. No vendor shall be able to "dump" large quantities of any given product at a noncompetitive price. The vendor will be asked to leave the Market.

- f. The DDA/Market Master will not set prices for any product whether Produce and or crafts.
- g. Crafts must be handmade.
- h. An exemption for antiques may be granted to a vendor. Additional rules will be applied. The vendor fee may increase for an antique vendor.

6. Product Display

- a. Vendors are encouraged to display their products in an attractive manner and in keeping with the character of the Market.
- b. Vendors must provide a canopy **that is anchored**. Stakes will not be allowed to be used on pavement and or asphalt for anchoring purposes, it is recommended to use sand bags and or cement block.
- c. Vendors must supply their own tables.
- d. Food items are to be displayed on a table. Those items that are displayed on the ground must be enclosed in a container.
- e. Vendor displays must not exceed the boundaries of their assigned space.
- f. No obstacles may be placed in front of a vendor that may trip a pedestrian.
- g. All signage must be attached to their tables or vehicle. All signs should be attractive, readable, be in good condition, and be in keeping with the character of the Market.
- h. There will be no electricity source or water source for vendors to use.

7. Vendor Performance

- a. Vendors should keep their stalls maintained in a clean and sanitary condition. All boxes, bags, containers and debris must be removed by the vendor and shall not be left on site at the end of the day. Trash receptacles, maintained by the City are meant for disposal of small articles of waste and are provided for customers.
- b. Vendors are expected to act in a professional and courteous manner with customers, other vendors, and City staff.

- c. All vendors are subject to federal, state, and county laws including those governing health, sanitation, sales tax, packaging, labeling and weights and measures.
- d. Failure to follow policies, regulations, and decisions of the Farmer's Market and the City of Imlay City, will result in immediate and permanent removal from the Market with no refund.

8. Grievance Procedure

- a. If a problem arises with the policies of the Market or with another vendor, a meeting will be arranged with the Market Master and affected vendors to resolve the issue.
- b. If step "a" fails to resolve the issue, the matter will be brought before the DDA Director whose decision is final.
- c. The DDA Director has the right to amend these Rules & Regulations if necessary.



Antique Dealer Rules and Regulations

In addition to following the Imlay City DDA 2012 Farmers' Market Rules and Regulations, vendors who choose to bring antiques must abide to the following:

1. No reproductions allowed except for hardware.
2. Items made after 1976 are not allowed.
3. Only antiques are allowed. These rules do not allow items that would be seen in a Flea Market.
4. Antiques are the following:
 - i. Select items made before 1976
 - ii. Old items made before 1976
 - iii. Out of production items made before 1976
 - iv. Hard to find collectibles made before 1976
5. Examples of items not allowed as an antique are the following:
 - i. Music tapes, a tracks, VHS cassettes
 - ii. Worn Clothing
 - iii. Junk/Trash
6. Items must be clean and attractive.
7. The DDA Director and or Market Master will have the authority to ask a vendor to remove items that they believe are not antiques and or ask the vendor to leave the Market.
8. Please inform the DDA Director and/or Market Master of any reproductions in the Market.
9. Have a MI Sales Tax License at the Market for reference purposes.



Imlay City Farmers' Market Vendor Application & Biography

Name: _____

Farm/Business Name: _____

Address: _____

Phone #: _____

Email Address: _____

The number of years you have been in business: _____

Please Check One: **Truck Stall** _____ **Non Truck Stall** _____

_____ I will pay on a weekly basis of \$10 per week

_____ I will pay, in full, a Seasonal rate on or before April 26, 2012 and have included the \$80 fee (a \$5 discount)

_____ I will pay on the payment plan of \$42.50 before April 26, 2012 and \$42.50 before July 12, 2012.

_____ I will pay, in full, a rate of \$85 after April 26, 2012.

Please provide a brief description of the products you will sell at the market.

Reasons why you do Farmers' Market:

Please provide a picture with a completed application, biography and signed waiver. The biography information will be used for the Imlay City Farmers' Market newspaper tablet and the Imlay City DDA website, www.icdda.com.



Imlay City Downtown Development Authority
2012 Farmers' Market
Agreement of Compliance/Waiver of Responsibility

I, _____, have read and fully understand the Imlay City Downtown Development Authority Farmers' Market Rules and Regulations. I hereby agree to comply with these rules and regulations and all other federal, state, and local regulations that apply, knowing full well that I will forfeit my right to sell at the Imlay City Downtown Development Authority Farmers' Market, if I am found to be in noncompliance. I accept the responsibility of the use of the Farmers' Market Facility. I will compensate the City of Imlay City for damages that may occur to the facility while in my use. The City of Imlay City will not be held responsible for accidents or injuries sustained by myself (vendor) and or my associates while using the Farmer's' Market Facility. I (vendor) will not hold the City of Imlay City responsible for any damage to my products or supplies that may incur while using the Farmers' Market Facility.

Name _____

Date _____

Liability Insurance

_____ No, I do not have liability insurance*

_____ Yes, I do have liability insurance**

*See enclosed information regarding liability insurance

**Please include a copy of proof of insurance with application