



## **RE: 2019 Imlay City Farmers' Market**

Opening Day of the 2019 Imlay City Farmers' Market is quickly approaching (May 16, 2019) and once again the Imlay City Downtown Development Authority (ICDDA) is looking forward to another amazing season. While we work hard to organize and promote the Market, we know our success is truly dependent on enthusiastic vendors who offer a variety of quality products at a fair price throughout the season.

### **Below are reasons why you should consider becoming a Vendor at the Imlay City Farmers' Market in 2019:**

- Our season rate is very reasonable. At the early-bird rate of \$80, your cost is just \$3.63 per day (22 market days).
- You do not have to sign up and pay for the entire season. If you have a seasonal product or know that you cannot make it every day, you have the option of paying a daily rate of just \$10.
- The ICFM gives new businesses the opportunity to "test the market".
- Combined, the "Downtown Imlay City" and the "Imlay City Farmers' Market" Facebook Pages have almost 4,000 followers that will be learning about your business, product, and special events at the market through a planned social media campaign that lasts year-round.
- The ICFM offers a Debit Acceptance Program that gives Vendors the ability to accept debit cards for purchases at our Market at NO CHARGE. Being able to accept debit cards increases our vendors' opportunity for sales and also increases the amount spent by customers at the market.
- The ICFM participates in several government programs that encourage healthy eating within the community and in turn, increase sales for our food vendors at the Market: EBT/SNAP, Double Up Food Bucks, Senior Project FRESH, and WIC Project FRESH. Again, there is no cost to vendors to participate in these programs.
- ICFM vendors are the first to know about other opportunities to sell products in the area such as the Busker Festival and Winter Playground. They are often offered significant discounts on their vendor fees at these events.
- Being a vendor at the ICFM is a lot of fun! The corner of Third and Main has become a community hub where people come most every week to gather and spend time with other members of the community.

### **Attached you will find information and forms regarding:**

- Rules & Regulations for the Imlay City Farmers' Market
- 2019 Vendor Application and Biography Sheet
- Letter of Compliance/Liability & Media Waiver
- W-9 Form
- Sole Proprietor's Form

I hope that you will consider joining us for the 2019 Season. If you have any questions, please don't hesitate to contact me directly at the phone number or email below. I look forward to working with you to provide a successful, profitable season for your business at the 2019 Imlay City Farmers' Market.

Sincerely,

*Farmers' Market Manager*

**Imlay City, Michigan**

Email: [ddapromotions@imlaycity.org](mailto:ddapromotions@imlaycity.org)

Phone: 810.724.2135

150 North Main Street

Imlay City, MI 48444



## Imlay City Downtown Development Authority 2019 Farmers' Market Vendor Information and Application

**Please read this packet carefully and thoroughly as some information has changed for the 2019 season.**

<b>Market Season:</b>	May 16, 2019 through October 17, 2019 (No Market July 4 <sup>th</sup> )
<b>Market Day &amp; Time:</b>	Thursdays 10:00 a.m.- 4:00 p.m.
<b>Market Location:</b>	The lawn space located at the corner of Third Street and Main Street.
<b>Rental Rates per Stall:</b>	<u>Daily Rate</u> - \$10 per day up to \$120, then \$5 per day Paid at the start of each Market day in attendance
	<u>Season Vendor Rate</u> – Paid in Full Before April 19, 2019 - <b>\$80</b> Paid in Full After April 19, 2019 - <b>\$90</b>

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

Your application must include the following:

- A completed application and detailed vendor biography of yourself and products that will be used to promote your business. You may submit picture(s) digitally to [ddapromotions@imlaycity.org](mailto:ddapromotions@imlaycity.org)
- A signed agreement of compliance/waiver of responsibility
- Applicable Payment
- Completed W-9 Form from vendors who agree to accept EBT, WIC, Senior Fresh or Debit payments.
- Proof of Liability Insurance or Sole Proprietor Form (There is a notary available at City Hall)



## Imlay City DDA 2019 Farmers' Market Rules and Regulations

### 1. Days of Operation

- a. The Market will open its summer season on Thursday, May 16, 2019.
- b. The last day of the market season will be on Thursday, October 17, 2019.
- c. There will be no market held on July 4<sup>th</sup>.
- d. Vendors who take advantage of the discounted season rate are expected to be at the Market every day of the season. The Market depends on Season Vendors attending consistently. If you need to miss a day, please make arrangements with the Market Manager in advance. If the need to miss cannot be planned, you must call the Market Manager directly as soon as possible to report your absence.
- e. Daily Rate Vendors are expected to communicate with the Market Manager the days they will be at Market as far in advance as possible. Stall space is not guaranteed for anyone who does not make prior arrangements.

### 2. Attending the Market

- a. **Thursday Market hours are 10:00 a.m. – 4:00 p.m.**
  - i. Set-up time will begin at 9:00 a.m. Vendors may set up and begin selling at this time however; the Market Bank will not be open until 10:00 a.m. If an earlier set up time is needed, it must be pre-approved with the market manager.
  - ii. Vendors should occupy their assigned stalls before 9:30 a.m. Any stall not occupied by 9:30 a.m. may be given to another vendor unless the Market Manager is notified before and arrangements are made in advance to hold the spot.
  - iii. All vendors are required to remain set-up and open for business until 4:00 p.m. Arrangements should be made in advance with the Market Manager if the vendor needs to leave early.
  - iv. Vendors must clear the Market area by 5:00 p.m. All garbage and debris must be gathered and disposed of by the vendor.
- b. Vehicles that belong to vendors must be moved to the Lamb Steele Building and/or City Hall parking lot as soon as unloading is finished and before the Market officially opens.
  - i. Vendors who would like to sell from a truck will need to include that information on their vendor application and arrangements made in advance. There are limited amount of vendor stalls that allow the ability to sell from the back of a truck.
- c. If a Season Vendor misses more than 5 preapproved days or 3 unapproved days in a season, their requested stall location may be lost.
- d. In case of inclement weather, the Market Manager will make a determination regarding closing the Market early or canceling the Market entirely. Please make sure that the Market Manager always has your current contact information so you can be notified of any cancellations. There will be no refunds given for any cancellations. If Market Management cancels the market,

participants will be notified of the closure in a timely manner by email or phone. Please watch for updates on the 'Imlay City Farmers' Market' Facebook page.

### 3. Stall Assignments

- a. The Market Manager will assign vendor stalls.
- b. There may be occasions where the Market Manager must move vendors from their assigned stall location, i.e. absent vendors, special events, etc. Vendors are still expected to set-up even if their requested stall is not available.
- c. A vendor cannot sublet a stall.
- d. 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.
- e. A tent/shelter is not provided. Vendors must bring their own 10' x 10' pop-up tent or shelter equivalent to the space they are assigned. Shelter must be in good condition and safely secured to the ground. Drop Cloths, plastic, cardboard and similar items are not acceptable shelter material. If it is determined by the market manager that the shelter is detracting to the overall appearance of the market area, a change or improvement will be required. Tent ties/rope/weights must not cause a trip hazard and should be tied with colorful ribbon or otherwise marked to prevent falls/run-ins.

### 4. Rental Fees

- Daily Rate –\$10 per day up to \$120, then \$5 per day  
Paid at the start of each Market day in attendance
- Season Vendor Rate – Paid in Full Before April 19, 2019 - **\$80**  
Paid in Full After April 19, 2019 - **\$90**
- The Market Lot is a grass lot with limited truck stalls. Stalls are rented in increments of 10 feet by 10 feet. Vendors may pay for more than one stall as long as all stalls are filled with display.

### 5. Products

- a. The Market accepts many different types of offerings in order to provide season-long variety for customers. Contact the Market Manager to see if your product or service qualifies.
- b. All products are subject to review by the Market Manager.
- c. All produce (fruits/vegetables/berries) shall be of good quality. No over ripe or spoiled produce shall be offered for sale.
- d. No corporate distributors, i.e. AVON, Young Living, Tupperware, etc.
- 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 Market Manager will not set prices for any product whether produce or crafts.
- g. Crafts must be handmade.
- h. Additional rules and fees may apply for antique/vintage vendors.

## 6. Product Display

- a. Vendors are encouraged to display their products in an attractive manner and in keeping with the character of the Market. Vendors are encouraged to clearly display the prices of their goods.
- b. Vendors must provide a canopy/shelter **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. Please refer to rule 3e.
- c. Vendors must supply their own tables.
- d. Food items are to be displayed on a table, not on the ground.
- e. All vendors must comply with state and local guidelines for handling and storing food. Pre-packaged and prepared items must comply with current labeling laws.
- f. Food sampling must be done with adherence to MDA and Health Department Requirements. All vendors offering food samples must realize that they are responsible for the safety of the food samples being offered. The vendors offering samples must take precautions to make certain that food samples are handled and displayed properly to prevent contamination.
- g. Vendor displays must not exceed the boundaries of their assigned space.
- h. No obstacles may be placed in front of a vendor that may trip a pedestrian.
- i. Vendor signage should be attractive, readable, in good condition, and keep with the character of the Market.
- j. Non-potable water and electricity are available on site, but use must be approved by the Market Manager.

## 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 only.
- b. Vendors are expected to act in a professional and courteous manner with customers, other vendors, and City staff. Discourtesy to patrons or other vendors, obscene language, shouting or hawking of wares will not be tolerated.
- c. Vendors and/or their agents and employees shall not disparage, demean or make negative comments about, in any form or fashion, other vendors or their products or spaces, market staff or the Market itself. Conduct meant to harm someone's reputation and/or business will not be tolerated. This includes all social media outlets.
- d. All complaints and/or concerns, whether from vendors or customers, should be reported to Market Management and submitted in writing.
- e. Vendors shall not engage in disruptive conduct. Any disagreement between vendors shall be handled in a respectful and professional manner away from stalls and customers.
- f. Vendors are not permitted to play music that can be heard beyond their stall boundaries.
- g. Vendors with children under the age of 16 accompanying them to market must have a second adult present to care for the children. Children must be supervised at all times and remain within the assigned stall.
- h. All vendors are subject to federal, state, and county laws including those governing health, sanitation, sales tax, packaging, labeling and weights and measures. Vendors must comply with all rules applicable to the products they sell, such as having necessary food processing licenses.

- i. Participating vendors are strongly encouraged to carry liability insurance for their market business.
- j. Imlay City Downtown Development Authority, City of Imlay City and the Farmers' Market are not responsible for the loss, theft or damage to any Vendors' merchandise, products, equipment, or materials.
- k. Vendors who leave their stall unattended for any amount of time, do so at their own risk.
- l. Smoking is prohibited in the Market area.
- m. Vendors are not permitted to bring animals to market.
- n. Vendors must agree to hold harmless from legal or financial liability Imlay City Downtown Development Authority, City of Imlay City and the Farmers' Market.
- o. Failure to follow policies, regulations, and decisions of the Farmers' Market and the City of Imlay City, will result in immediate and permanent removal from the Market with no refund.

#### 8. Enforcement of Rules

- a. Market vendors must conform to the Market rules at all times. Failure to follow policies, regulations, rules and decisions of the Imlay City Farmers' Market and Market Manager may result in immediate and permanent removal from the Market with no refund.
- b. The Market Manager has authority to enforce all rules.
- c. All fees are non-refundable even if the vendor does not attend a scheduled Market day, the Market is cancelled due to inclement weather or other reason, or if the Market closes early due to inclement weather or any other unforeseen emergency situation.
- d. The DDA Director has the right to amend these Rules & Regulations if necessary.
- e. Failure to follow policies, regulations, and decisions of the Farmers' Market and the City of Imlay City, will result in immediate and permanent removal from the Market with no refund.



## **Antique/Vintage Dealer Rules and Regulations**

In addition to following the Imlay City DDA 2019 Farmers' Market Rules and Regulations, vendors who choose to bring antiques and/or quality vintage items must abide to the following:

1. All items must be in line with the character of the Market.
2. Only antiques and/or quality vintage items are allowed. These rules do not allow common items that would be seen in a garage/yard sale.
3. All items must be clean, attractive, and have value.
4. All items must be part of a visually appealing display.
5. Antiques are:
  - i. Select items made before 1976
  - ii. Out of production items made before 1976
  - iii. Hard to find collectibles made before 1976
  - iv. Not reproductions with the exception of hardware
6. Quality Vintage Items are
  - i. Old items (pre-1990) with character, nostalgic value and charm
  - ii. Hard-to-find, out of production items made before 1990
  - iii. Hard-to-find collectables made before 1990
  - iv. Clothing/Jewelry made before 1990 in excellent condition and that has value today
  - v. Hand-made reproductions, distressed or upcycled items
7. Your booth must sell and be marked as either "Antiques" or "Vintage". You may not sell both at the same booth.
8. Examples of items not allowed are the following:
  - i. Music Cassettes, CD's, 8-tracks, VHS cassettes, DVD's
  - ii. New or Worn Modern Clothing or Older Clothing with no resale value
  - iii. Post-1980 Common Household Items
  - iv. Cheap or Common Items
9. Reproductions must be labeled as such.
10. Have a MI Sales Tax License at the Market for reference purposes.
11. The DDA Director and or Market Manager will have the authority to ask a vendor to remove items that they believe do not meet the above guidelines. Additional infractions may result in the vendor being asked to leave the Market without reimbursement.



## Imlay City Farmers' Market Vendor Application & Biography

Business Name: \_\_\_\_\_

Business Representative Name: \_\_\_\_\_  
(checks will be issued to this person, if applicable)

Address: \_\_\_\_\_

Home Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Is your business on Facebook? \_\_\_\_\_ The number of years you have been in business: \_\_\_\_\_

Please enter how many of each you are requesting: **Truck Stall** \_\_\_\_\_ **Non Truck Stall** \_\_\_\_\_

\_\_\_\_\_ I will pay on a daily basis of \$10 per day (per stall) until \$120, then \$5 per day (per stall) at the beginning of each Market Day.

\_\_\_\_\_ I will pay, in full, a Season Rate on or before April 19, 2019 and have included the **\$80** (per stall) fee.

\_\_\_\_\_ I will pay, in full, a Season Rate of **\$90** (per stall) after April 19, 2019.

Please provide a brief description of your business and the products you will sell at the Market. This information will be used to advertise your business in all applicable promotions for the Imlay City Farmers' Market. Please make sure it is complete and written in a manner that you would want used to describe you and your business.

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Reasons why you participate in Farmers' Markets:

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Describe the product/service are you most excited to offer at the ICFM this year?

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Do you wish to participate in or need more information on any of the following programs in 2019?

Debit Tokens    EBT/Food Stamp Tokens    Double Up Food Bucks Tokens  
 WIC Project Fresh Coupons    Senior Project Fresh Coupons

There are additional agreements that must be completed before accepting any of these payment programs.  
Vendors who accept these payments without completing the agreements will not be reimbursed.

\*\*Please provide a picture with a completed application, biography and signed waiver. You may submit your biography and pictures digitally to [ddapromotions@imlaycity.org](mailto:ddapromotions@imlaycity.org) \*\*

**Imlay City Downtown Development Authority  
2019 Farmers' Market  
Agreement of Compliance/Waiver of Responsibility/Media Waiver**

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 Farmers' Market Facility. I (vendor) will not hold the City of Imlay City responsible for any damage or harm to my employees, products, or equipment that may incur while using the Farmers' Market Facility. I also understand that images of myself, my employees, and/or my products may be used in promotional efforts by the Imlay City Downtown Development Authority and Market Manager that may include, but are not limited to, social media, websites, and printed media.

**Printed Name** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

Liability Insurance

- \_\_\_\_\_ No, I do not have liability insurance\*
- \_\_\_\_\_ Yes, I do have liability insurance\*\* (highly recommended)

\*Please complete "Sole Proprietor Form" (found in this packet), Notary is available at City Hall  
\*\*Please include a copy of proof of insurance with application