



Rockford City Market

2013 Vendor Contract and Application

Goals

- To provide a weekly ritual in downtown Rockford for residents and visitors to enjoy.
- To promote the sale of locally grown or produced products.
- To grow jobs and businesses by offering the opportunity for local entrepreneurs to test and refine their products, thereby encouraging business incubation or expansion of local businesses to downtown Rockford.
- To provide an educational forum for patrons to learn the uses and benefits of quality, locally grown or prepared food products.

Sponsorship: Rock River Development Partnership, a 501(c) (3) organization,
PO Box 4244 Rockford, IL 61110

Location: Corner of Market St. and Water St. in downtown Rockford, IL

Time: Friday evenings, May 31–October 11, from 3:00pm – 8:00pm before Labor Day and 3:00pm – 7:00pm after Labor Day.

Products sold at the City Market

The Rockford City Market is committed to creating a diverse marketplace with the highest quality, locally grown and produced products available. Rockford City Market will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse anyone as a vendor and will consider many factors when evaluating vendor applications. Vendors are selected through a committee approval process. Priority will be given to:

- Local farmers and producers who bring product to the market that is 100% grown and harvested on farmland they own and/or operate.
- Vendors who create high quality, unique or unusual items not already well represented at the Market.
- Businesses with potential for growth into storefronts in local commercial districts, or products with the potential for commercialization.
- Prepared food vendors with limited menus who offer foods made from fresh healthful ingredients. Approved menus must be adhered to unless preapproved by committee.
- Vendors from the previous season whose continued presence at the market successfully aligns with the market's mission.

Rules & Regulations

How stall assignments are made

- Stall assignments are made by market manager based on the following criteria:
Available space, number of spaces needed, electrical needs, complementary products placed near each other, vendor absences and vendor performance. Performance includes good product quality, good display and signage, ability to adhere to the Rules and Regulations outlined in this document, and market fees being paid/current.
- The manager will make every attempt to keep stall spaces consistent throughout the season. However, some crops are seasonal and not all vendors may participate for the full season. Market space assignments may be adjusted weekly as needed. **There is no guarantee of a specific location from week to week or season to season.**

Booths

- Each vendor is responsible for providing their own tent, tent weights, necessary equipment and supplies to conduct business at their booth. Four (4) tent weights of at least 20 pounds each must be attached each week regardless of weather.
- All booths are 10' x 10' spaces. Vendors may rent multiple spaces.
- Vendors will be charged for multiple spaces if vendor space needs exceed 10' x 10'
- RCM reserves the right to disallow the sale of any merchandise the RCM deems offensive

Absence Policy

Every vendor is allowed to miss one market if they are registered for a half season or two markets if they are registered for the whole season in order to get their deposit back. As a courtesy, vendors are asked to let the manager know by 10:00pm via email, phone call, or text on the Wednesday before if they will be absent that week. This allows the manager time to find an on-call vendor and ensures that if the Inclement Weather Policy is put into place for that week, that vendor is not included in the "absent due to weather" group and will not be expected to pay the other vendors.

Inclement Weather Policy

The Rockford City Market is a "Rain or Shine" market. This policy is in effect for predicted rainy or stormy weather, extreme heat, extreme cold, and all weather issues in between.

- All vendors are expected to show up, set up, and sell their product regardless of predicted weather.
- Any vendor absent due to weather will pay \$1 for every vendor who did attend on that day. Total payment will be paid to RRDP and will be collected by vendor manager. Rockford City Market will then submit payments to appropriate vendors. This payment must be made the following week before the vendor's booth is erected.
- The policy will not be enforced for any vendor who gave notice of absence by 10:00pm Wednesday night before the market that week.
- If the day is actually rainy in substantial amounts, the rainy day fee might be returned.

Electricity

- Electricity comes at no cost to the vendor. Vendors are designated spots based on their electric needs. These electric needs must be clearly stated on the application form listing the device or appliance and the amount of electricity it requires. Vendors need to provide commercial grade extension cords.
- Any vendor who causes power outages or issues due to incorrectly stating electric needs will be given a verbal warning on their first offense and given a **minimum of a \$50 fine for each offense thereafter.**

Rule Enforcement

These steps will be enforced when rules are broken in certain categories including, but not limited to, setup/tear down, booths, vehicles and parking, clean up, and garbage.

1. A Verbal Warning
2. A Written Warning
3. A \$25 Fine payable before set up. Any missed dates due to fines are considered absences.
4. Termination from the Market

Set Up/Tear Down

Set up starts at 12:30pm and must be completed by 2:45pm. Tear down starts at 8:00pm before Labor Day and 7:00pm after Labor Day. Absolutely no early tear downs allowed. Vendors are required to stay

until closing. Vendors who sell out early must keep their stall set up and post a sign letting customers know they have sold-out.

Vehicles and Parking

Vendors need to quickly unload cars and move to a designated vendor parking location as communicated by market management. All vehicles must be removed by 2:45pm. After closing, vendors should break down their booth first and then move their vehicle back to the market grounds. If you are later than 2:45pm, all items must be walked into market grounds.

Cleanup and Garbage

Vendors are required to clean up after themselves. Vendor space must be maintained in a clean, safe and sanitary manner. Vendors are responsible for taking with them any trash or garbage that is generated in or around their booth and sweeping up any product debris left on the ground. Vendors are not permitted to dispose of product waste, overripe or leftover produce, or boxes in any onsite garbage cans or dumpsters.

Signage

All vendors will post professional looking signage identifying their business or farm. Signs should not be smaller than 24-inches by 8-inches high. All goods for sale should be clearly marked with their prices either individually or on a larger sign that is easy to read.

Courtesy/Conduct

Vendors and their representatives are expected to conduct themselves in a respectful, safe, and courteous manner with patrons, market staff and each other. Any language or behavior that is not conducive to this environment will be handled with the steps listed under Rule Enforcement.

Vendor Dress

Vendors are required to wear "shirts and shoes" at their booths during market hours.

Taxes, Insurance, Licenses, Permits and special requirements

Taxes

State of Illinois taxes and 1% Redevelopment City of Rockford tax (if applicable) are the responsibility of the individual vendor.

Insurance

Each vendor must provide a certificate of insurance proving they have coverage in the amount of \$1,000,000 per occurrence/\$2,000,000 aggregate.

Permits, licenses and insurance

It is the responsibility of the vendor to obtain and provide to the Market Manager copies of all licenses and permits required for the sale of the vendor's products at the Market in addition to the basic application.

Questions/concerns regarding food product regulations and/or licensing should be directed to the Winnebago County Health Department at 815-720-4101. All Winnebago County health permits must be acquired two weeks prior to the event. Vendors selling food items, baked goods, or giving samples must meet current Winnebago County Health Department Food guidelines and have applicable operating permits. Vendors must keep a copy of these permits at their market stall at all times.

I have read the Rules & Regulations, Terms & Conditions and Vendor Contract of the Rockford City Market and understand what is presented in them and hereby agree to abide by them. Further, I understand that any violation of these rules or potential hazard to the public may cause the immediate termination from the Rockford City Market if following the Rules of Enforcement are not deemed to fit the event by the Rockford City Market steering committee.

I agree to sell only those products approved by the Rockford City Market Steering Committee and listed on my application. Additional products cannot be added or sold without prior approval by the Rockford City Market committee.

I hereby acknowledge and accept full responsibility for all my activities and for the activities of those assisting me at the Rockford City Market. I understand that the Rockford City Market does not carry, provide or offer insurance coverage for individual vendors and that I am required to provide my own insurance coverage for myself and those assisting me. I also understand that I must obtain and provide to the Rockford City Market copies of insurance and have the required other permits prior to the start of the City Market. Copies of these documents will be kept with me at my booth.

I understand that the Rockford City Market retains the right to collect any and all payments owed by its vendors per the Vendor Contract. I understand that all vendors must pay their fee and deposit for the booth space by the dates listed as well as any fines they may accrue payable to the Rockford City Market.

I indemnify and hold harmless Rockford City Market, Rock River Development Partnership, and Market Manager, from and against any and all liability, claims, demands, damages, expenses, fees, fines, penalties, suits, proceedings, actions, including attorney's fees for trial and on appeal, of any kind or nature arising out of or in any way connected with this contract or my (the vendor's) use of the space(s), sale of goods or conduct of business by the vendor, its agents, servants, employees, customers, patrons or invitees or any act or omission of the vendor, its agents, servants, employees, customers, or invitees.

I agree that I am responsible for all monies collected from the sale of my goods, as well as collecting and reporting of sales tax. Rockford City Market, Rock River Development Partnership, and Market Manager are in no way responsible for any lost or stolen monies or items.

I agree to assume all costs arising from the use of patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights used on or incorporated in the conduct of any vendor at or related to its operations at the market; and I agree to indemnify and hold harmless Rockford City Market, Rock River Development Partnership, and Market Manager from all damages, costs, and expenses in law or equity for or on account of any patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights furnishes or used by the vendor in connection with this agreement and will defend Rockford City Market, Rock River Development Partnership, and Market Manager from any such suit or action, regardless of whether it be groundless or fraudulent.

Name: _____

Business Name: _____

Signature: _____

Date: _____

2013 Rockford City Market Vendor Application

Anyone wishing to become a vendor must submit a completed application and be selected through a committee approval process. **A completed application includes** (1.) the application (2.) Photos of the product, booth, and set-up (3.) a Signed Vendor Contract (4.) a **\$100 deposit****. To ensure a wide variety of goods at the market, the number of vendors in each product category will be limited. Vendors returning from 2012 must fill out a new application and include photos of any new products that were not sold at the Rockford City Market in 2013. Photos can be emailed to info@rockfordcitymarket.com.

Applicant Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone number _____

Email _____

Website _____

IL Sales Tax Number _____

Describe everything you would like to sell at the market. Please include detailed descriptions. (Use additional sheet if necessary. **You will only be allowed to sell items you list.**) Note: Commercialized beverages including water and soda will be exclusively sold by Rockford City Market; all other beverages will be individually reviewed for approval by Rockford City Market Steering Committee.

Do you make/grow the products that you wish to sell? Please be specific by item. (Use additional sheet if necessary.)

Do you sell anything that is not locally made or grown? Please list items _____

Is your business or the product you wish to sell part of a franchise? _____

If yes, name of franchise _____

Do you have an existing store/restaurant? _____ What is the address? _____

New for 2013! Frequent Shopper Program. Patrons can make a tax-deductible donation and receive a Frequent Shopper Button. Vendor Fees are reduced if participating in Frequent Shopper Program: Commitment to offer discounts (of at least 10%), give away samples, or have specials for Frequent Shoppers at least 5 times in 20 weeks, or 3 times in 10 weeks. Choose one *option* below. You may offer more dates if you choose. Rockford City Market will promote your specials on a weekly basis in the E-blast which will drive traffic to your booth. RCM will provide Frequent Shopper signage at your booth.

Option A	Last Friday of Month	May 31	June 28	July 26	Aug 30	Sept 27
Option B	First Friday of Month	June 7	July 5	Aug 2	Sept 6	Oct 4
Option C	2 nd Friday of Month	June 14	July 12	Aug 9	Sep 13	Oct 11
Option D	3 rd Friday of Month +1	June 21	July 19	Aug 16	Aug 23	Sept 20

I would like Frequent Shopper Schedule Option (circle one): A B C D

I am applying for:

_____ Full Season (20 weeks) May 31 – October 11

\$400 Early Bird Special by April 3 with Frequent Shopper Participation

\$450 after April 3 with Frequent Shopper Participation

\$500 without Frequent Shopper Participation

Half Season (10 weeks) please choose dates below

_____ May 31-August 2

\$250 by April 3 or \$275 after April 3 with Frequent Shopper Participation

\$300 without Frequent Shopper Participation

_____ August 9-October 11

\$175 by April 3 or \$200 after April 3 with Frequent Shopper Participation

\$225 without Frequent Shopper Participation

Farmer's Season (5 weeks)

This price is for farmers selling produce only; fee does not apply to value added or processed products

Local farmers/producers only

\$75 Early Bird Special by April 3 with Frequent Shopper Participation

\$100 after April 3 with Frequent Shopper Participation

\$125 without Frequent Shopper Participation

_____ Please estimate the 5 week period

_____ I will be using electricity:

List Items needing Electricity below as well as the amount of power the item listed takes to run. (Information is located on the back or on a tag on the product; some may only list one or two of the electric measurements.)

Qty	Item	WATTS	VOLTS	AMPS

_____ I have enclosed/attached proof of insurance amount of \$1,000,000 per occurrence/\$2,000,000 aggregate

_____ I will forward proof of insurance by May 1 to RCM, PO Box 4244 Rockford, IL 61110
Or via email to info@rockfordcitymarket.com

I have enclosed:

_____ \$100 Deposit **

_____ Appropriate booth fee chosen above

_____ Total enclosed (make payable to Rock River Development Partnership and mail to RRD, PO Box 4244, Rockford, IL 61110)

OR go to <http://rrdp.org/CityMarketVendorFees.aspx> to pay via paypal.

City of Rockford Redevelopment (Metro) Tax

The City of Rockford requires market vendors to collect the redevelopment (metro) tax.* This affects vendors selling beverages and both prepared and packaged food. It does not affect sales of produce. If you have questions, please call Rosemary at City of Rockford Revenue at (815)987-5619.

*Restaurants, businesses, package liquor stores, and lounges/bars operating within the City of Rockford are responsible for collecting a 1% Redevelopment Fund (Metro) Tax on the retail purchase price of food, beverages, and packaged liquor. This tax is in addition to the usual 6-1/4% sales tax.

____ There is a link to City of Rockford required forms on the previous page.

APPLICATION AND FEE DEADLINES:

Applications must be submitted by March 15 to be considered for the April 3 Early Bird Fees for all sessions. Applicants will be notified by March 25 of their approval (or not).

Applications must be submitted by April 12 to be considered for season start of May 31. Applicants will be notified by April 22 of their approval (or not). Fees are due May 1 to start May 31.

Applications must be submitted by July 1 to be considered for second session start of August 9. Applicants will be notified by July 15 of their approval (or not). Fees are due July 24 to start August 9.

Rockford City Market will review applications occasionally at other times during the season if space permits. Fees will be prorated if vendor begins at a time that does not coordinate with the full or half season schedule.

****Attendance Deposit** The market requires a \$100 deposit from every vendor to ensure consistent attendance. The deposit will be returned in full within 30 days of the close of the Market provided the vendor participates in 18 markets per full season or 9 markets per half season of the selected Market season. Excessive absences may lead to termination from the market.

If your application is not approved, the deposit will be returned.