



Policies and Procedures 2012

Elmira Downtown
400 E. Church Street
Elmira, New York 14901

Market Mission

to provide it's customer an appealing downtown event that offers a diverse array of locally produced foods, plants and farm fresh product at reasonable prices, food vendors as well as handmade crafts and unique art from local artists while revitalizing downtown Elmira and providing our community with a social gathering place for the summer months.

Wisner Market (hereinafter "the Event") is the weekly Farmer's Market / Lunch in the Park event operated by Elmira Downtown Development, Inc. since 1997. The Event is managed by EDD staff and a five-member Wisner Market committee, which is the final authority in vendor determination, site assignment, quality control, rules enforcement and all other operations of the Event.

Market Eligibility – Vendor applications are open to food vendors, local growers, harvesters, bakers, crafts and the arts. Wisner Market has a "grow, what you sell" policy. Preference is given to vendors that grow their own produce. WM does not allow product re-selling; processed items and the vendor must live in a 30 mile radius. Your application will be reviewed and the final selection will be determined by the WM Committee. Wisner Market believes in equal opportunities for all vendors and we will actively seek fair evaluation of all applications. We do not allow personal beliefs to conflict with application consideration. In selecting participants, criteria may include menu items, past history, the promptness of application arrival, and event area accommodations. Wisner Market reserves the right to deny acceptance to any applicant.

Market Dates – The Wisner Market will be open, rain or shine in 2012 on Thursdays, June 7 – September 28nd from 10:00am to 2:00pm.

Location – Wisner Park in Elmira, New York

Market Manager – The market manager or representative will be present at the Market during operation. If questions or problems arise on Market day, they will be resolved by the market manager or at the manager's discretion, referred to the Board.

Application Requirements, Agreement, Permits, and Fees

Liability Insurance – Vendor will provide the Wisner Market Committee and the City of Elmira with a general liability insurance certificate evidencing coverage of \$1,000,000 per occurrence and \$2,000,000 aggregate. All insurance certificates will include the wording: *The City of Elmira, its officers and employees are named as additional insureds on a primary basis.*

OFFICIAL LANGUAGE:

The City of Elmira, its officers and employees and Elmira Downtown Development Additional Insureds with respect to the insured's General Liability coverage with regards to the insured's participation in the Wisner Market 2011.

Questions regarding this wording should be directed to the
City of Elmira Law Department at (607) 737-5674.

Certificates

Organic growers must present a Certificate of Organic Production from the USDA Organic Farm Certification.

Who may sell at the Market?

1. Farm producers or their representatives (no resellers of agricultural products will be allowed). All agricultural products may be sold at the market, including but not limited to locally grown fruits and vegetables, dairy products, meats, flowers, plants, maple products, NYS wines sold by a farm winery, eggs, herbs, and related products.
2. Craft vendors may sell products that they have hand produced themselves. Acceptance of each craft vendor and their products is left to the discretion of the Wisner Market Committee based upon the quality of the products and the number of similar products already in the market.
3. Bakers who have baked the products themselves and who possess the proper licensing from either the NYS Dept of Agriculture or their County Dept. of Health.
4. Prepared food vendors with a current mobile food service license.

General

- * All spaces must be clean and any refuse removed at the end of the market.
- * All farm producers, selling fresh fruits and vegetables, must participate in FMNP

Compliance

The Market Manager will enforce all policies and procedures in the Market. The board will review violations of these Market Policies and Procedures. Any vendor found not in compliance will be given a written notice and may be subject to exclusion from further participation in the Market.

FEES

Fees collected are for promotion and operation of the Market

Space fees & assignments

Vendor Rental Sites / Fees

- **Standard Park Site** Vendors assigned standard sites are entitled to a 15' x 15' turf area in Wisner Park. All product delivery and set up must be accomplished before 10am using a scheduled loading area. Vendor is entitled to one (1) free parking space in Centertown Garage during the event.
 - *Site rental fee: \$25/week.*
- **Standard Park Site with Unloading Privilege** (*limited availability*) Vendors are entitled to the above, along with one (1) on-street loading space from 8am-3pm.
 - *Site rental fee: \$35/week.*
- **Double Park Site** Vendors assigned double sites are entitled to a 15' x 30' turf area in Wisner Park. All product delivery and set up must be accomplished before 10am using a scheduled loading area. Vendor is entitled to one (1) free parking space in Centertown Garage during the event.
 - *Site rental fee: \$45/week.*
- **Mobile Unit Sites** Vendors assigned standard sites are entitled to a 15' x 15' street blacktop area in Wisner Park. All product delivery and set up must be accomplished before 10am using a scheduled loading area. Vendor is entitled to one (1) free parking space in Centertown Garage during the event.
 - *Site rental fee: \$35/week. Double site rental fee: \$70/week.*

Electrical Power

Limited electrical power service is available to vendors through application to the Market Manager. Approved vendors must use a 12/2-gauge power cord, which must be at least 100 feet long. Only one (1) connection to the power board is permitted. Where a power cord crosses a sidewalk, it must be secured by duct tape or some other material so as to avoid injury.

- *Power fee: \$5.00 /week.*

Vendor Fee Payment

All vendor fees must be paid by May 11, 2012 in advance of event participation. We now have two payment options which are either monthly or seasonal. For vendors paying the entire 17 week 2012 season prior to June 1, 2012, there is a 20% discount. Payments must be made by check or money order by the first day of the month. The Event is held rain or shine: except in extreme weather cases where the Event is cancelled, there are no refunds for vendor absences.

Registration Fee

All vendors will pay a \$35 registration fee due before the opening of the market, which covers application costs. **First time vendors will pay the registration fee and at least one month's vendor fee must be paid in advance of event participation.**

Grievance Procedure

Should there be any disagreements between vendors and the market manager, arising from the conduct of either party that cannot be mutually resolved, both parties should put their concerns in writing and deliver them to the Wisner Market committee. Both parties may be asked to appear at the next meeting of the governing body to discuss the concerns. Both parties agree to abide by the decision of the governing body as the final decision and ultimate resolution of the issue.