



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: February 4, 2010

SUBJECT: **Market at the Square 2009 Annual Report**

Introduction and Background

Farmers' markets continue to enjoy extreme popularity throughout the United States. According to the United States Department of Agriculture's Agricultural Marketing Service figures for 2009, farmers' markets grew in number from 4,685 to 5,274 – an increase of 13%. Illinois claims nearly 300 of those markets, and while there is no official ranking of farmers' markets in Illinois, Urbana's **Market at the Square** is widely considered to be one of the best and largest producer-only markets in the state.

Market at the Square is one of Urbana's strongest attractions. It is a large, popular special event running every Saturday for a total of 28 weeks, drawing people from both Urbana-Champaign and the surrounding area. It serves as an incubator for local business activity, and is home to nationally-recognized, award-winning food producers. While its economic impact is difficult to quantify, it is undeniably significant. Farmers' markets, including the Market at the Square, are an integral part of a viable, sustainable community, and the presence and visibility of Market at the Square contributes enormously to Urbana's identity and sense of "place".

The 2009 season for Market at the Square began on Saturday, May 2, 2009 and ended on Saturday, November 7, 2009, running for a total of 28 weeks. 2009 brought several new additions, among them an additional Market week, increased programming for children, and many new participants. The following summary analyzes the year's data regarding Market participants, operations, programming, marketing, and financial expenditures, and identifies aspects of the Market requiring evaluation for 2010.

Discussion

Market at the Square Participants

The Market's participants include vendors, community groups, and performers. Each season, every participant receives separate guidelines and applications to complete prior to participating at the Market. Guidelines and applications are modified each year to improve clarity and to respond to any outstanding issues from the previous season. [See Attachment 1]

The Market's participants also include patrons, who are the economic and social force behind the Market.

Vendors

There were 177 **registered** vendors for the 2010 season. Five of those vendors opted not to participate after registering, placing the total **participating** vendors at 172, an increase of 8% over 2008. Of the registered vendors, 43% percent had never participated in the Market before 2009. Weekly vendor attendance at the Market averaged 73 vendors in 2009, up from 65 in 2008. The Market date with the highest vendor attendance was August 1, 2009 (95), and the lowest vendor attendance was recorded on July 4, 2009 (46). An average of 160 spaces per week (out of approximately 190) were used. Overall, vendor participation has remained quite steady for the last four years, but 2009's increase indicates a resurgence of interest in the Market on the part of local growers and entrepreneurs.

Similar to previous years, just under half of participating vendors were from the Urbana-Champaign area, with remaining participants originating from Urbana-Champaign's satellite communities and other areas throughout Illinois. Some traveled significant distances to participate at the Market, with several produce vendors coming from Southern Illinois.

Vendors are separated into two main categories, **growers** and **non-growers**. Growers are subcategorized as **produce vendors** (40 participants) and include fresh fruit and vegetable producers, meat/dairy/honey producers, fresh flower producers, and live plant producers. New vendors are inspected by the Director before they participate; existing vendors are inspected when a complaint or question (by either a patron or another vendor) is lodged regarding questions related to the origin of a vendor's items. Non-growers are subcategorized as **prepared food vendors** (21 participants) and include bakers, candy-makers, ice cream vendors, and other prepared foods designed to be consumed on- and off-site. **Art and craft vendors** (111 participants), the other component of the non-grower category, include artisans and crafters who produce items such as photography, clothing, woodwork, pottery, furniture, soaps, and more. Art and craft vendors remain the vendor category with the highest number of participants, with 65% of the Market's vendors fitting into this category.

Vendors were, as in years previous, charged \$15 per space per week. Vendor revenues in 2009 totaled \$47,725, a nearly 11% increase over the 2008 total of \$43,018. According to records, the vendor fee has not changed in at least eighteen seasons. While fees were originally set at an affordable level to encourage participation, the costs incurred related to running the Market, including insurance, programming costs, City services, and upkeep of infrastructure, have increased. As a result, vendor fees are proposed to increase to \$20 per week in 2010 in order to accommodate these increasing costs. [See Attachment 2, Charts A, B and C]

Community Groups

The row of community groups at the north end of the Market is a valuable resource for the Urbana-Champaign community, both for the groups publicizing their efforts and for patrons who are looking for ways to contribute, volunteer, or otherwise engage in the community. A record-high 77 groups registered for space at the Market in 2009, a 7% increase over 2008's 72. Additionally, several weekends during the peak season – June through September – were sold out. Over all, groups worked well together and were responsive to requests by Market staff and the Director.

Weekly participation by community groups in 2009 averaged out to 18 groups per week using an average of 27 spaces per week. Occasionally, more space was allotted at both the east and west ends of the row in order to better accommodate groups or special events by groups, such as giveaways, reading to children, etc. Walnut Street, which is blocked off during the Market, was also occasionally used. A total of \$4,864 in fees was collected from community groups in 2009, up from the \$4,436 collected during the 2008 season. [See Attachment 2, Chart D]

Performers

Performers remained a popular component of the Market experience. 2009's performers ranged in scope from folk and bluegrass and indie rock acts to spoken word, balloon sculpture, and traditional busking performances. A total of 36 performers registered in 2009, down from 40 in 2008.

Although performers are not required to pay fees to participate at the Market, they are required to follow the guidelines related to performers and to fill out an application prior to performing. Performers are required, for example, to perform without amplification, and in 2009, all performers adhered to this guideline. There were very few conflicts between vendors and performers, and occasionally performers set up too close to each other. Both situations of this type were easily resolved, with minimal intervention by the Director. [See Attachment 2, Chart E]

Patrons

Patron attendance increased once again at the Market, with an estimated total of 175,000 visitors in 2009, a 9% increase over 2008's estimated total of 160,000. Averaged across a 28-week season, the Market drew an estimated 6,220 patrons per weekend, a 5% increase over 2008's average weekend attendance of 5,900. Peak season (July and August) drew the most people; staff estimates over 10,000 patrons visited the Market on July 25, 2009, representing a record crowd.

Patron feedback was collected on Market days by City staff both at the City tent and as the Director and other staff made rounds. The Director also fielded phone calls during the week. The feedback was overwhelmingly positive, particularly regarding the increased number of programming initiatives for children, special events, vendor product mix, the quality of performers, and the accessible, social nature of the event.

In 2009, the Director worked with the City's Legal Division in the off-season to create fair policies covering pets, smoking, and sexual harassment as a result of concerns expressed by Market employees and patrons. Guidelines regarding pets were posted on the Market's City webpage and handed out to patrons bringing pets into the Market, and full versions of the policies regarding all three of these issues were available to patrons on request (all participants received full versions as part of their application materials). As a result, there were very few situations requiring the Director's intervention. However, despite clarification of the Market's policy regarding the presence of pets at the Market in 2009, and despite the lack of reported incidents involving pets, complaints by patrons continued, primarily involving the presence of dogs at the Market, citing sanitary and safety reasons. Conversely, there were several complaints regarding the lack of amenities available for dogs at the Market by dog owners. Smoking by vendors and other patrons at the Market became much less of a problem as the no-smoking policy was outlined on the Market's City webpage and in person, when necessary. [See Attachment 3]

There continues to be significant interest in Market at the Square from outside the area. Individuals and groups contacting the Market frequently ask questions regarding operations and infrastructure as they may consider starting a new market or improving an existing one. There has been major interest in Market at the Square's successful use of social media platforms, especially Facebook and Twitter, to attract and retain patrons. In addition to giving several trade media interviews in 2009, the Director was invited to speak at conferences in Springfield, IL and St. Joseph, MO, about this topic.

Operations

Operations are the behind-the-scenes engine of Market at the Square. In 2009, operations included the Director's day-to-day tasks during the season, such as processing applications, assigning vendor and community group space, accepting vendor payments, accounting, scheduling staff, purchasing necessary supplies, producing educational materials for Market patrons, planning Market programming, and implementing the marketing plan. Operations also include on-site tasks at the Market for both the Director and Market staff, such as setting up and

managing the City's booth, vendor/community group/performer placement, general Market supervision, guideline enforcement, and assisting all participants with any issues or problems that may arise.

A new seasonal Market staff position, Assistant to the Director, was created for the 2009 season. This position is similar to the existing Market Aide position, but requires more hours and increased responsibility. In 2009, the Assistant helped with Friday afternoon preparations for the Market, including traveling to the storage facility for materials, naming/numbering spaces in Lot 10X, and preparing materials for the Market. The Assistant also worked on Saturday, assisting the Director with showing vendors to assigned spaces, unlocking utilities prior to the Market, and setting up the City's booth presence at the Market. The Assistant also helped manage all Market teardown activities, including returning some materials to storage and hauling equipment back to the City building. In 2010, in addition to 2009's duties, the Assistant will be partially responsible for on-site management of Market day programming. The Market continues to employ an Aide on the days the Assistant is not working, as well as a groundskeeper each Saturday.

Programming

The Market's nutrition/farm-linkage programming for young children, **Sprouts at the Market**, continued in 2009. This programming was co-developed by the Director and a volunteer, University of Illinois dietetics student Jennifer Hewitt in 2008. The goal of the programming is to provide opportunities for children to taste fresh produce or other whole foods in season and to receive nutrition information about these foods while simultaneously meeting the farmer/producer responsible for the food. In 2009, two more Sprouts events were added, bringing the total to four events for the season. These events were held in May, July, August, and October and were quite successful, averaging 44 participants per event, with July's event drawing 63 participants. Several more vendors participated, donating food and/or time to the project. Feedback was overwhelmingly positive from all participants, including farmers. Sprouts at the Market was also advertised on television using funds from a \$7,500 grant award from the Illinois Department of Agriculture, was featured on WCIA's morning show during the season, and was discussed on WILL-AM's "Afternoon Magazine" program.

Additionally, the Market offered two book-signings during the 2009 season. The first signing was with Joe McFarland, whose book, *Edible Wild Mushrooms of Illinois*, was published by the University of Illinois Press and released in May 2009. The second was with Terra Brockman of The Land Connection, an Illinois non-profit dedicated to preserving farmland. Her book, *The Seasons on Henry's Farm*, was published in September 2009 by Agate Surrey. Both signings drew good crowds.

Other programming included collaboration with the Urbana Free Library, U-Cycle, and the Urbana Public Arts Commission, as well as special events around holidays. [See Attachment 4]

Marketing

In 2009, Market at the Square continued to utilize both traditional and less-traditional marketing tools to attract and retain Market patrons.

Traditional marketing tools included print advertising, radio advertising and underwriting, a page on the City website, posters and handbills, banners, merchandise, press releases, and media coverage. Television advertising, funded by a \$7,500 grant from the Illinois Department of Agriculture, was also used to advertise the Market's Sprouts at the Market programming for two weeks ahead of each of the four Sprouts events. Market staff partnered with UPTV staff to create these 15-second long advertisements, and the ads ran successfully on WCIA-TV and several cable channels geared toward children (Nickelodeon, Cartoon Network, and Discovery Channel).

Less-traditional marketing included internet-based social networking tools, such as Facebook, Twitter, a Market weblog, and Flickr (a photo hosting site). These tools are low- or no-cost, and are very popular and effective. Facebook, in particular, has been a very successful tool for the Market; as of this writing, 1,500 people receive regular updates from the Market. Each tool reaches a different audience, and all are effective ways to heighten the Market's profile in the community. [See Attachment 5]

Financial

Primary expenditures for the Market in 2009 included marketing, supplies, and staff. In addition, each season there are many Market tasks and services that are performed by the City and its staff. These include, but are not limited to, vehicle use and maintenance, legal and clerical services, utility expenses, phone/fax expenses, web/email expenses, sandbags, and trash barrels. The Market reimburses the General Fund each season with a flat fee for this overhead. This fee is determined by the Comptroller and will likely increase significantly in 2010 due to increased operating costs for the Market.

Overall income for the 2009 Market, including vendor participation fees, community group participation fees, grant income, and merchandise, totaled \$61,768 – a 20% increase over 2008. Overall expenses for the Market, including part-time staff, marketing expenditures, insurance, and supplies, were \$45,126, an increase of about 20% over 2008. An increase in the amount of insurance the Market carries and an investment in new street banners for the Market are in large part responsible for this increase in expenditures. Expenditures related to staff and supplies were down from 2008. Solid financial management over the years has resulted in a budget carryover for the Market, which will be invested, when appropriate, on Market infrastructure, programming, and/or marketing, as the need arises. [See Attachment 2, Charts F and G]

Planning Effort

In response to several of the Market's regular, full-season vendors during the 2009 season and the Urbana City Council's goals, Market staff, along with City Planning staff, will be conducting a strategic planning exercise for the Market in the months leading up to the 2010 season. The steering committee, made up of vendors, members of the public, University faculty, representatives from Urbana businesses, and City staff/elected officials, will be meeting once a month for three months to plan three separate public input sessions, which will be facilitated by City Planning staff. This planning exercise is designed to create Market mission and vision statements, set goals for the Market's future, and to give the City a blueprint from which to operate the Market for the next several years. The exercise is in line with City Council Goal #5, Environmental Sustainability, Strategy J: "Promote production accessibility and affordability of local farm and artisan products". [See Attachment 6]

The committee hopes to have a finished document by June 2010.

2010 Market Season Improvements

There are two major improvements to the Market planned for 2010, with other improvements to follow. They are:

Electronic Benefits Transfer/LINK card

Accessibility to the Market for all citizens of Urbana and surrounding communities will bring more people to the Market and to Urbana. One effective way of increasing fiscal access to the Market will be the acceptance of SNAP (Supplemental Nutrition Assistance Program, formerly known as "food stamps") by the Market. In Illinois, SNAP benefits are distributed via a debit card called the LINK card. The plan is for the Market to accept the card for the desired amount and distribute that amount in tokens for use at produce/food vendor booths within the Market. The City will then reimburse produce/food vendors on a weekly basis. This program, jointly developed by the Market Director and the City's Finance Department, is currently scheduled to launch on May 1, 2010. The Market will continue to work closely with the Eastern Illinois Foodbank, Champaign-Urbana Public Health District and the Farmers' Market Nutrition Program/WIC to encourage low-income residents to shop at the Market.

"Eat Here"

Market at the Square was recently awarded \$15,000 by the Illinois Department of Agriculture to promote "Eat Here", a new educational initiative created to inform Market shoppers about the benefits of eating locally-sourced fruits and vegetables and to encourage shoppers to add the Market to their weekly list of places to buy food during the 2010 Market season.

The Market will host small events once per month during the Market season to raise awareness

about “eating here”, but the big push will be in advertising and marketing. Television, radio, and newspaper outlets will be utilized to market this initiative, as well as brochures, street banners, and possibly merchandise. In addition, this traditional marketing effort will be leveraged by the use of social media, with “Eat Here” having dedicated Facebook and Twitter accounts.

Other Improvements

Operations

Several small improvements in the Market’s day-to-day and on-site procedures will make a significant difference in the Market season’s flow and will allow more time to be spent on programming, marketing and promotion, and other Market-boosting activities. These improvements include:

- Review and redevelop Market guidelines and procedures as needed
- Continue work with City of Urbana Legal Division, Champaign-Urbana Public Health District, and other agencies to clarify and improve policies regarding health permits, insurance, and tax information
- Work with Public Works on ways to increase electrical service to vendors requiring it
- Recruitment of more produce and prepared food vendors
- Allow local wine and beer producers as vendors

Programming and Marketing

It is anticipated that augmentation of programming initiatives and development of a more targeted marketing campaign for the Market will result in increased numbers of participants, increased participant buy-in, and further support of the Market. The following ideas are under consideration for 2010:

- Expand the “Sprouts at the Market” programming to six scheduled events
- Continue to increase City- and partner-centered special events (e.g., Urbana Free Library, U-Cycle, Public Arts Commission, MTD/ZipCar, University of Illinois Extension, and others)
- Continue use of social networking tools to reach out to current and potential patrons
- Redirect Market advertising dollars to maximize return on investment (e.g., increasing the amount of local, targeted web advertising for special events)

Conclusion

The 2009 season for Market at the Square was a success. The Market Director and staff are always open to feedback, questions, and ideas for continuing this success into the 2010 season and beyond.

Prepared by:

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Attachments:

1. 2009 Market Map and Regulations
2. Market at the Square Charts for 2009
3. Market at the Square New Policies
4. Examples of Market at the Square Programming
5. Examples of Market at the Square's Marketing and Branding Activity
6. Market at the Square Strategic Planning Information

Attachment 1:

2009 Market Map and Regulations

Illinois Street

Illinois Street																									
179	178	177	176	175	174	173	172	35	34	33	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18

Vine Street

180	
181	182
183	184
185	186
187	188
189	190
191	192
193	

ROW 5

138	
170	139
169	140
168	141
167	142
166	143
165	144
164	145
163	146
162	147
161	148
160	149
159	150
158	151
157	152
156	153
155	154

ROW 4

104	
136	105
135	106
134	107
133	108
132	109
131	110
130	111
129	112
128	113
127	114
126	115
125	116
124	117
123	118
122	119
121	120

ROW 3

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102	71
101	72
100	73
99	74
98	75
97	76
96	77
95	78
94	79
93	80
92	81
91	82
90	83
89	84
88	85
87	86

ROW 2

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68	37
67	38
66	39
65	40
64	41
63	42
62	43
61	44
60	45
59	46
58	47
57	48
56	49
55	50
54	51
53	52

ROW 1

16	15
14	13
12	11
10	9
8	7
6	5
4	3
2	1

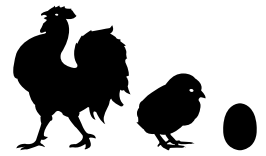
Walnut Street Drive



2009

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City & Market



I. DATES/TIMES OF OPERATION

- A. Market at the Square runs for a 28-week season. In 2009, the market begins May 2 and ends November 7, 2009.
- B. The Market takes place every Saturday from 7:00 a.m. until 12:00 noon, rain or shine.
- C. Vendors with pre-assigned spaces are **required** to be present in their spaces by 6:30 a.m. Any space that does not have its assigned vendor present by 6:30 a.m. may be reallocated/reassigned by the Market Director. **All vendors are required to be set up and ready for business by 6:45 a.m.**
- D. Vendors are free to leave the Market beginning at 12:00 noon, utilizing caution and courtesy.
- E. Any vendor needing to leave the Market early must walk their items out of the Market. **Driving through the Market between 7:00 a.m. and 12:00 noon is prohibited.**

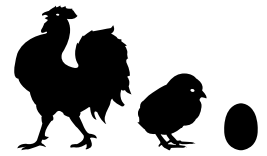
II. LOCATION/VENDOR SPACES

- A. Market at the Square is located in Downtown Urbana, near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
- B. All vendor space assignments are issued by the Market Director upon application approval. Spaces are located in Rows 1 thru 5, and along Illinois Street.
- C. The highest priorities for assignment of permanent spaces is given to vendors who:
 - 1. Have committed to at least half of the season (at least 14 weeks) **and/or**
 - 2. Have submitted payment for at least 4 Saturdays in advance **and/or**
 - 3. Have established an attendance record in past years for those weeks (seniority).

Waiting lists for space changes adhere to the same priorities. Please note that vendors utilizing generators will be placed in the outer spaces of the Market. Vendors who commit to less than a half or full season **and** pay week-to-week may have a different space assignment each week that they attend.

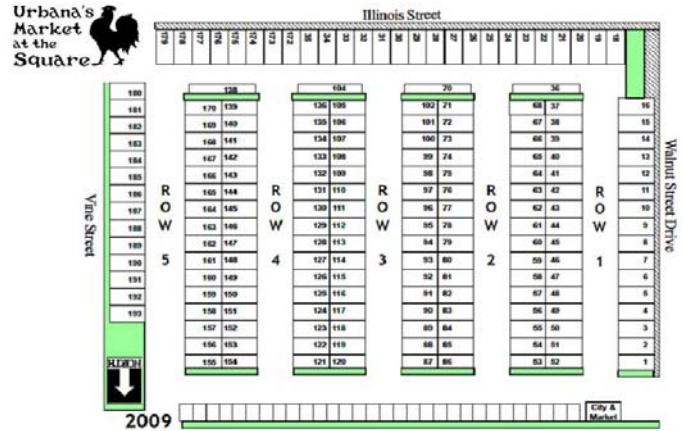
- D. Any vendor who is absent for 3 or more committed Market days without giving advance notice (by 5:30 AM Saturday mornings) forfeits the right to his/her current space assignment.
- E. Vendor space dimensions are approximately 9.5 feet wide by 17 feet deep (vehicular parking space).
- F. Although the space markings are angled, vendors are asked to set up perpendicular to the curb, positioning the booth closest to the non-curbed end of the parking space line.
- G. **Booth space frontage should be consistently lined up with neighboring vendors along the row, and at a reasonable boundary.** Clearance must be kept for crowds and accessibility.
- H. Vendors who have an important need to utilize electricity must obtain approval from the Market Director in advance. **Electricity is extremely limited in availability and is allocated on a seniority and need basis.** Any vendor utilizing a cord to electrical power must secure the cord tightly and safely to the ground.
- I. Parking can be found in the lots to the north, south, and west of the Market. **If at all possible, please leave the parking spaces in areas closest to the Market open for patrons.**
- J. As in previous seasons, Row 5 is unavailable for vendor parking prior to 7:00 AM each Saturday. If there are absolutely no vendors set up in Row 5 at 7:00 AM, and if the Market Director has not specified otherwise, the spaces may then be used for vendor parking. Any vehicle in violation of this policy may be towed at the vendor's expense.

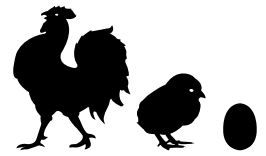




III. BOOTH REGULATIONS

- A. **Booth materials.** Products and goods may be sold from tables, carts or other similar structures supplied by the vendor.
- B. **Load in/out.** During setup and teardown, please respect neighboring vendors and load into/out of your space quickly, leaving clearance for other vehicles. There is a lot of traffic at these times; good traffic flow and safety are important.
- C. **Liability:** The vendor is liable for any incidents, accidents, or injuries resulting during setup, tear-down, and during the hours of operation of the Market.
- D. **Vehicular traffic:** Vehicles are not allowed to drive through the Market between 7:00 a.m. and 12:00 noon.
- E. **Sidewalks and medians:** The City of Urbana prohibits vendors from driving over sidewalks and medians.
- F. **Generators: Vendors using generators will be placed on the outer spaces of the Market.** Generators **must** be kept to minimum noise level, with deflectors/enclosures used as needed.
- G. **Signage requirements:** Signs prominently displaying the vendor name and price ranges of product are required. Please keep this signage within the assigned booth space(s).
- H. **Tips for booth success:** closely monitoring products/items and utilizing safety precautions; refraining from keeping large amounts of cash within booth space; utilizing bright colors and creative, appropriate signage within booth space; engaging in positive conversation with patrons; networking with other vendors; keeping booth area clean and inviting; and implementing your own marketing in addition to the promotion that the City of Urbana coordinates.
- I. **Availability of electricity:** City-provided power may be available to select booth spaces and, if available, may be used by the vendor upon advance approval by the Market Director. Vendors must secure cords tightly and safely to the ground using 4" wide "tunnel tape" in black and yellow. Please see Director for more information.
- J. **Vendor employees:** Vendors are responsible for the actions of their employees at the Market.
- K. **Interference:** Vendors shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a vendor interfere with business of other vendors.
- L. **Disorderly, disruptive or impolite conduct:** In order to provide a successful Market and pleasant shopping atmosphere, vendors shall refrain from disorderly, disruptive or impolite conduct, including refraining from loud, obscene, coercive or disruptive activities. Use of sound-amplifying or sound-producing equipment to attract shoppers, and/or soliciting outside of the booth space, is prohibited.
- M. **Relationship with performers.** Vendors may request a performer to relocate if needed, but must notify the Market Director upon doing so.
- N. **Relationship with community groups:** For reference, community groups are required to locate and remain along their designated row, which is at the north end of the Market.
- O. **Waste Disposal:** Prior to leaving the Market area, each vendor must take any leftovers or waste with them, especially in the case of produce. Any discarded boxes must be taken with the vendor or deposited into the City of Urbana cardboard recycling dumpster behind City Hall. Any large trash that is unable to be transported with the vendor must be taken to the City of Urbana trash dumpster behind City Hall. These items are **NOT** to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For information on the dumpster locations, please contact the Director. A warning will be issued if debris is left, and the vendor's lease may be revoked if the infraction is repeated.





IV. ITEMS FOR SALE/VENDOR CATEGORIES

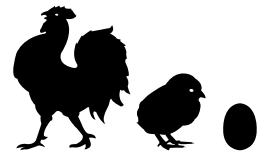
Market at the Square encourages a variety of quality goods to be sold. All items must be homegrown, hand-made, and/or vendor-created from locally owned operations within the state of Illinois. Examples of approvable items include homegrown fruits, vegetables, flowers, plants, baked goods, prepared foods, handmade art, and crafts.

A. GROWER:

- A **grower** sells products such as produce, meat, flowers, and/or plants. Full-season growers must pay for at least half a season in order to participate. All items must be grown by the vendor in Illinois. A grower is not allowed to purchase products from a supplier and resell the items at the Market.
- A **new grower** to the Market must have an inspection completed by the Market Director (one-time fee: \$50) prior to participation at the Market. To ensure coordination, new growers must apply at least two weeks prior to the first day that they wish to attend Market. Additionally, **all established growers will be visited by the Director in 2009.** These visits will be **free of charge.** Farm inspections and visits are done to a) provide evidence to the Director that the products sold at Market are grown by the vendor on his/her designated property and b) to provide the Director with context regarding farmer operations and to help gather information that will help better market the Market to patrons. Vendors are not obligated to provide any trade secrets or personal growing methods to the Director.
- All food items must comply with appropriate local, state, and federal health regulations.** All processed/prepared food vendors (including vendors selling meat, eggs, canned goods, baked goods and prepared foods) **must** contact the Champaign-Urbana Public Health District at (217) 373-7900 or visit their website at www.c-uphd.org to get up to speed on current regulations. **All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.**
- Scales.** Products sold by weight **must** comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified prior to participation in the Market. For a list of Illinois Registered Small Scale Service Companies, visit www.agr.state.il.us or call (217) 785-8466.
- All growers must have an Illinois Business Tax (IBT) number before their first day of sales at the Market.** All growers are required to collect and pay all sales tax related to items sold at the Market. These taxes **MUST** be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application or your application will be considered incomplete.

B. NON-GROWER:

- A **non-grower** sells products such as baked goods, prepared food, art, crafts, fine craft, jewelry, and décor. All items must be handcrafted/created by the vendor in Illinois. A non-grower is not allowed to purchase products from a supplier and resell the items at Market.
- New non-growers must apply **at least one week prior** to the first day that they wish to attend Market.
- Non-growers do not have to be inspected in order to attend the Market. However, if a product is questionable or becomes questionable, an inspection may be scheduled.
- All food items and food preparation must comply with appropriate local, state, and federal health regulations.** All processed food vendors (including those selling meat, eggs, canned goods, baked goods and prepared foods) must contact the Champaign-Urbana Public Health District at (217) 373-7900 or visit their website at www.c-uphd.org. **All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.**
- Beverage allowance.** For vendors who create/prepare hot food on site at the Market, an allowance to sell beverages such as soda may be given by the Market Director.
- All non-growers must have an Illinois Business Tax (IBT) number before their first day of sales at the Market.** All non-growers are required to collect and pay all sales tax related to items sold at the Market. These taxes **MUST** be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application or your application will be considered incomplete.



Fee Schedule-2009

Number of Weeks	Full Fee (Per Space)	Discounted Fee
1	15.00	13.50
2	30.00	27.00
3	45.00	40.50
4	60.00	54.00
5	75.00	67.50
6	90.00	81.00
7	105.00	94.50
8	120.00	108.00
9	135.00	121.50
10	150.00	135.00
11	165.00	148.50
12	180.00	162.00
13	195.00	175.5
14	210.00	189.00

Number of Weeks	Full Fee (Per Space)	Discounted Fee
15	225.00	202.50
16	240.00	216.00
17	255.00	229.50
18	270.00	243.00
19	285.00	256.50
20	300.00	270.00
21	315.00	283.00
22	330.00	297.00
23	345.00	310.50
24	360.00	324.00

Growers:

Prospective growers must apply at least two weeks prior to their first Saturday.
 Full-season growers must pre-pay for at least on half-season, which covers 12 weeks.
 Additional weeks are \$15/space per week, paid in advance.
 Half season fee (12 paid weeks): \$180.00
 Full season fee (24 paid weeks): \$360.00

Pre-pay by 4/24/09 and take a 10% discount (see above table)

Non-growers:

Prospective non-growers must apply at least one week prior to their first Saturday.
 Non-growers are encouraged to pre-pay for as many weeks as possible.
 Any weekly payments must be submitted by 5 PM on the Thursday prior to each Market Saturday.
 Weekly fee: \$15/week per space
 Full season fee (24 paid weeks): \$360.00

Pre-pay by 4/24/09 and take a 10% discount (see above table)



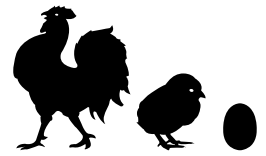
May 2, May 9, October 31, and November 7 are free of charge to all registered vendors



Payments may be in the form of cash, check, or money order. All checks/money orders must be made payable to the City of Urbana. **THERE ARE NO REFUNDS.** If an application is declined, the payment will be returned.

MARKET AT THE SQUARE 2009

CG RULES AND REGULATIONS



While the mission of Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows tables for non-profit community groups during Market hours as a service to the community. Groups are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Home-grown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES/TIMES OF OPERATION

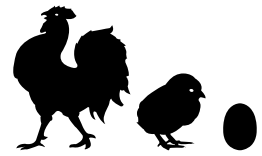
- A. Market at the Square's season for 2009 is 28 weeks, beginning May 2 and ending November 7.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.
- C. Community groups must check in at the City of Urbana tent at the northwest corner prior to set-up.
- D. Community groups that have been pre-approved to set up on the specified dates are required to be present in their spaces by 8:00 AM (check in at the City of Urbana first). Any community group space that does not have its pre-approved and pre-assigned group present by 8:00 a.m. may be reallocated/reassigned by the Market Director.
- E. Driving through the Market between 7:00 AM and 12:00 noon is prohibited.

II. LOCATION/COMMUNITY GROUP SPACES

- A. Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
- B. All spaces are assigned by the Market Director upon approval of the application, and as space permits. Community group spaces are located along the east-west row at the northernmost end of the Market.
- C. The highest priority for assignment of community group spaces is given to groups who have shown long-term commitment by payment and attendance record in prior years, based on seniority, and have applied for long-term participation in the current Market season.
- D. Any group who is absent for 2 committed Market days without giving advance notice forfeits the right to their space assignment.
- E. An approved community group that would like to participate on a date in which there is a waiting list may check in at the City of Urbana tent after 8:00 AM on that date for space cancellations.
- F. Community group space dimensions are 6 feet wide by 10 feet deep. Multiple spaces may be leased based upon availability, as space permits.
- G. Booth space frontage should be consistently lined up with the space markings. Clearance must be kept for crowds and accessibility.
- H. Parking can be found in the lots to the north, south, and west of the Market. If at all possible, please save parking spaces closest to the Market for patrons. Parking within the Market lot is prohibited.

III. ITEMS FOR DISPLAY/SALES REGULATIONS

- A. Community groups must be non-profit organizations.
- B. If the organization is interested in selling their handcrafted, homemade, or homegrown items on a regular basis, they should submit a vendor application.
- C. Items for sale must be created/produced by, directly linked to, and representative of the organization. They should include identification such as logo upon the merchandise, and must not compete with vendor items. *Any item not representing or directly linked to the organization shall not be sold at the booth. Groups are not allowed to purchase products from a store and resell the items at the Market.* Approval of all items will be determined by the Market Director.
- D. All food items and food preparation must comply with appropriate local, state, and federal health regulations. For local regulations, contact the Champaign-Urbana Public Health District at (217) 373-7900 or visit their website at www.cuphd.org. All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.



IV. BOOTH REGULATIONS

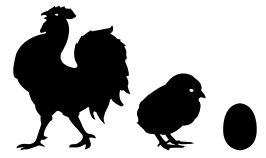
- A. Community groups shall provide all booth materials. Items and displays may utilize tables, tents, carts, or other similar structures supplied by the group.
- B. All booth representatives are responsible for knowing Market community group regulations and abiding by them. Community groups are responsible for the actions of their employees and volunteers at the Market.
- C. During setup and teardown (before 7:00 AM and after 12:00 noon), groups must utilize caution at all times, respect neighboring spaces, and leave clearance for other vehicles.
- D. Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- E. Each community group is liable for any incidents, accidents, or injuries resulting during its setup, tear-down, and during the hours of operation at the Market.
- F. Signs displaying the group name and/or information must be kept within the boundary of the assigned booth space(s).
- G. In order to provide a successful Market and pleasant shopping atmosphere, community groups shall refrain from disorderly, disruptive or impolite conduct, including refraining from hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned booth space is prohibited.
- H. Community groups shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a group interfere with business of other groups or vendors.
- I. Tips for booth success include: closely monitoring products/items and utilizing safety precautions; refraining from keeping large amounts of cash within booth space; utilizing bright colors and creative, appropriate signage within booth space; engaging in positive conversation with patrons, networking with neighbors, keeping booth area clean and inviting, and implementing your own marketing in addition to the promotion that the City of Urbana coordinates.
- J. Prior to leaving the Market area, it is each group's responsibility to take any leftovers or garbage with them. Any discarded boxes must be taken with the group. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For additional information, contact the Market Director. A warning will be issued if debris is left, and the group's lease may be revoked if the infraction is repeated or continues.
- K. Electricity may be available to a select few booth spaces and if available, may be used by the group upon advance approval by the Market Director. Vendors must secure cords tightly and safely to the ground using 4" wide "tunnel tape" in black and yellow. Please see Director for more information.
- L. Groups may request a performer to relocate if needed, and must notify the Market Director upon doing

COMMUNITY GROUP FEES:

- Prospective groups must apply at least 1 week prior to the first Saturday that they wish to attend.
- Community group participation fees must be paid prior to attending Market.
- Space assignments are issued by the Market Director upon application approval, as space permits.
- The deadline for returning full-season community groups to maintain similar space assignment is April 25, 2008.
- Each space is 6 feet wide by 10 feet deep. Multiple spaces may be purchased, depending upon availability, as space permits.
- Each 6-foot space is \$7.50, and must be pre-paid.
- A 10% discount can be taken on any pre-paid payment covering 5 or more Saturdays. For example, 10 weeks for 1 space would cost \$67.50, 10 weeks for 2 spaces would cost \$135.00.
- Payments are non-refundable. However, payment may be applied to another date if a group cannot attend/needs to cancel.
- Payments may be in the form of cash, check, or money order. All checks/money orders must be made payable to the City of Urbana. There are no refunds. If an application is declined, the payment will be returned.

MARKET AT THE SQUARE 2009

PERFORMER RULES AND REGULATIONS



While the mission of Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows acoustic performers to perform during Market hours as a service to the community. Performers are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Home-grown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES/TIMES OF OPERATION

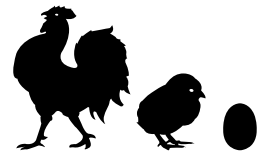
- A. Market at the Square's season for 2009 is 28 weeks, beginning May 2 and ending November 7.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.

II. LOCATION/PERFORMER SPACES

- A. Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square (Lot 10X).
- B. A performer application must be submitted and approved PRIOR to participating at Market. All applications are approved by the Market Director and as space permits.
- C. Performers must check in at the City of Urbana tent in the northwest corner of the Market each Saturday prior to setting up.
- D. Upon check-in, the Market Director and/or Market Staff will inform the performer of allowed, pre-approved locations within the Market that are available to performers that morning. Locations will be allocated on a first-come, first-served basis, and as space permits. These locations will vary each week, and performers may rotate throughout the morning as arrival times vary. If all spaces are utilized on a morning and additional performers arrive, existing performers should rotate on the hour (i.e., 9:00 AM, 10:00 AM, 11:00 AM) so that additional performers may have an opportunity to perform that day. If performers are unable to rotate amongst themselves and further assistance is needed, the Market Director will determine the rotations.
- E. If a performer desires to set up in a location that is not already on the pre-approved list, the performer must fulfill **each** of these requirements:
 - 1. The location must be located away from another performer already in place.
 - 2. The location must not prohibit accessibility for participants, staff, and patrons.
 - 3. The performer must obtain approval from immediately neighboring vendors and/or community groups of the desired performance location before entertaining.
 - 4. The location must be approved by the Market Director/Staff (at the City of Urbana tent).
- F. Vendors and community groups lease their spaces, and so have the right to relocate a performer if needed in order to ensure the success of patron interactions and transactions.
- G. Parking can be found in the lots to the north, south, and west of the Market. Parking within the Market lot is prohibited.

III. PERFORMANCE REGULATIONS

- A. All lyrics and actions must be kept "clean" and all sound must be kept at a low to moderate level. Entertainment must be appropriate for a family-oriented open-air market.
- B. Music and performances are required to be performed live and be acoustic/unplugged in nature. Amplification (microphone, bullhorn, amplifier, speaker, etc.) is not allowed, nor are instruments that have electronically controlled volume. Tape players and compact disc players are not allowed. Performances are to enhance the environment, rather than overpower the activities of the Market.



III. PERFORMANCE REGULATIONS (cont.)

- C. Performers may display a location for tips, informational brochures, and sale of their own recorded music. Any promotional information and/or signs about the performer must be kept within the performer's allowed space.
- D. The performer is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation of the Market.
- E. Performers are responsible for the actions of their ensemble at the Market. All members are responsible for knowing Market Performer regulations and abiding by them.
- F. Performers shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a performer interfere with business of other performers, groups, vendors, and staff.
- G. Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- H. In order to provide a successful Market and pleasant shopping atmosphere, performers shall refrain from disorderly, disruptive or impolite conduct, including refraining from hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned performance space is prohibited.
- I. Prior to leaving the Market area, it is each performer's responsibility to take any leftovers or garbage with them. Any refuse **must** be taken with the performer. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For additional information, please contact the Market Director. A warning will be issued if debris is left, and the performer's privileges may be revoked if the infraction is repeated or continues.

Market at the Square

CHARTS

2009 Season

Chart A

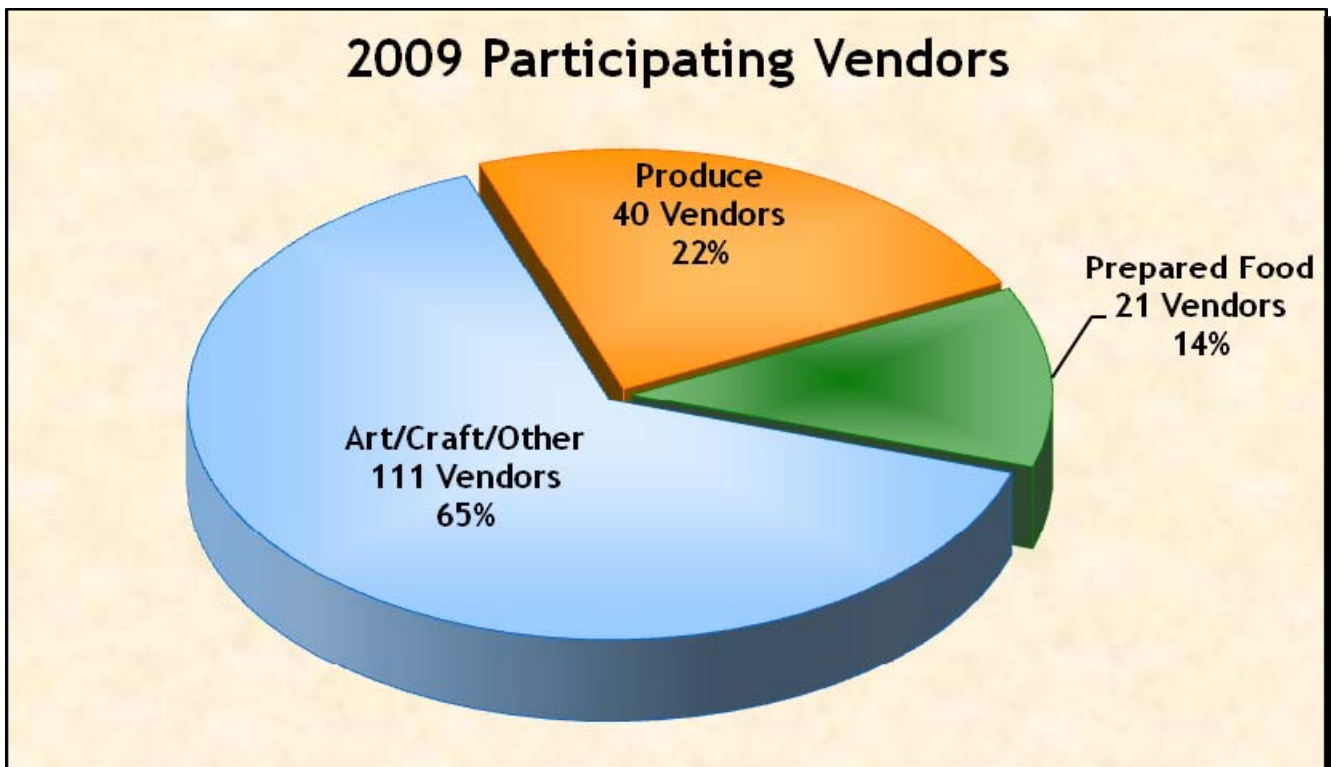


Chart B



Chart C

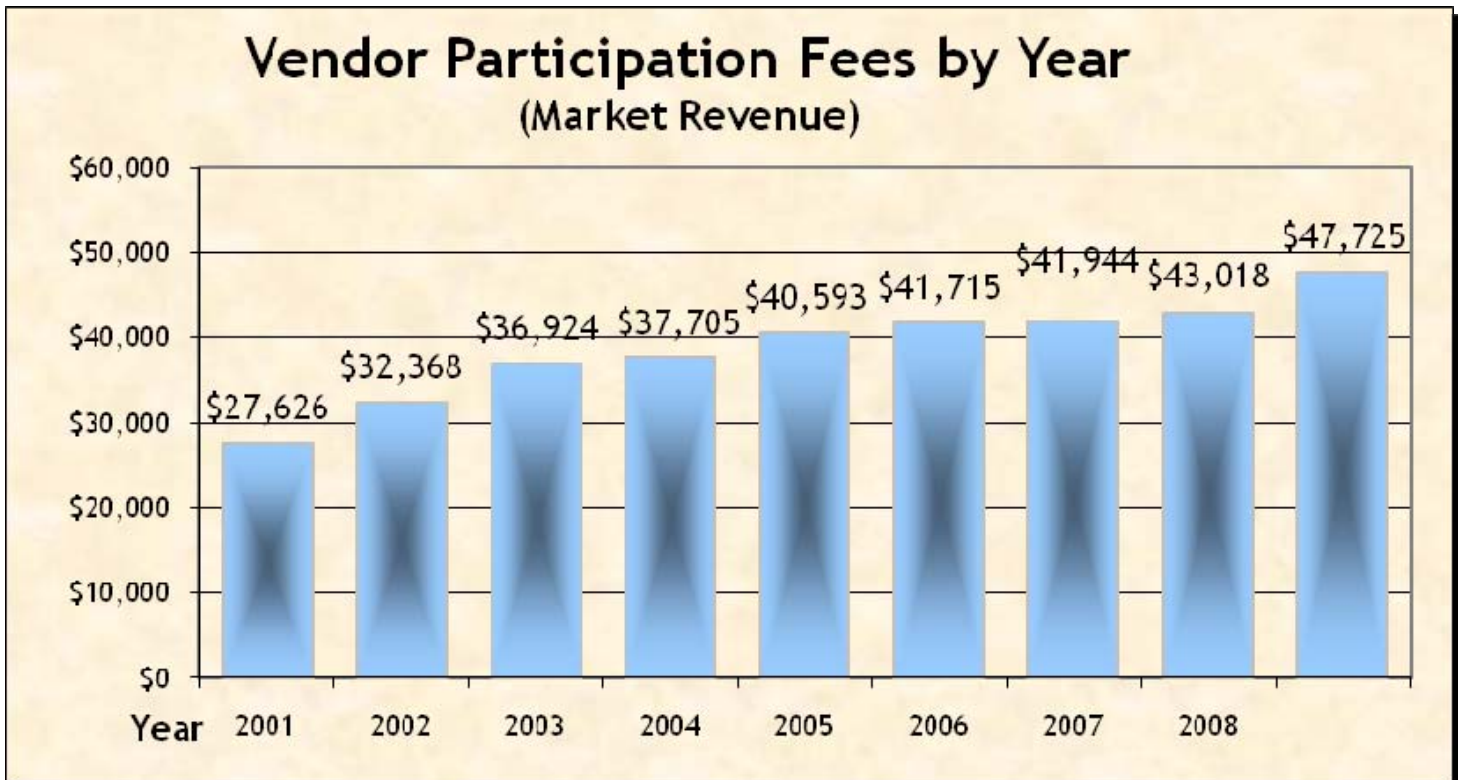


Chart D

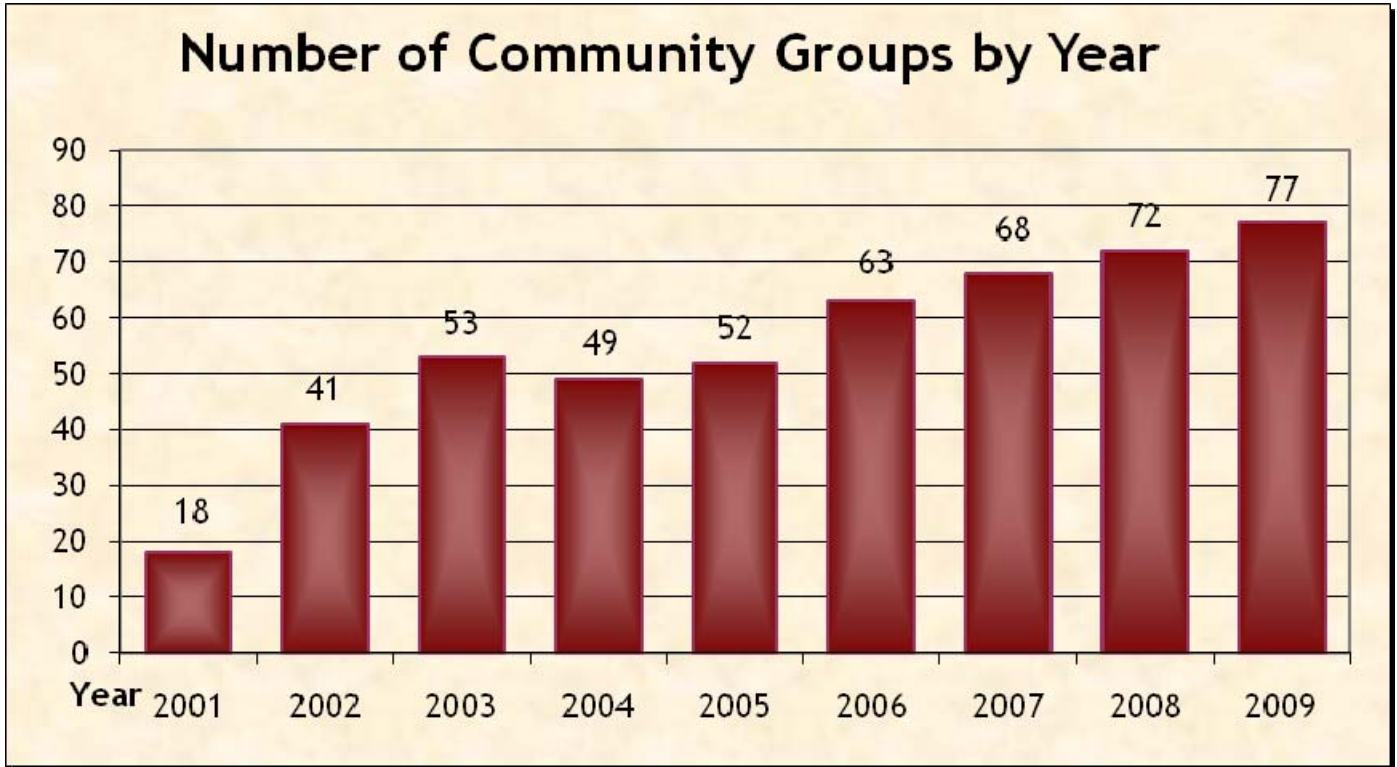


Chart E

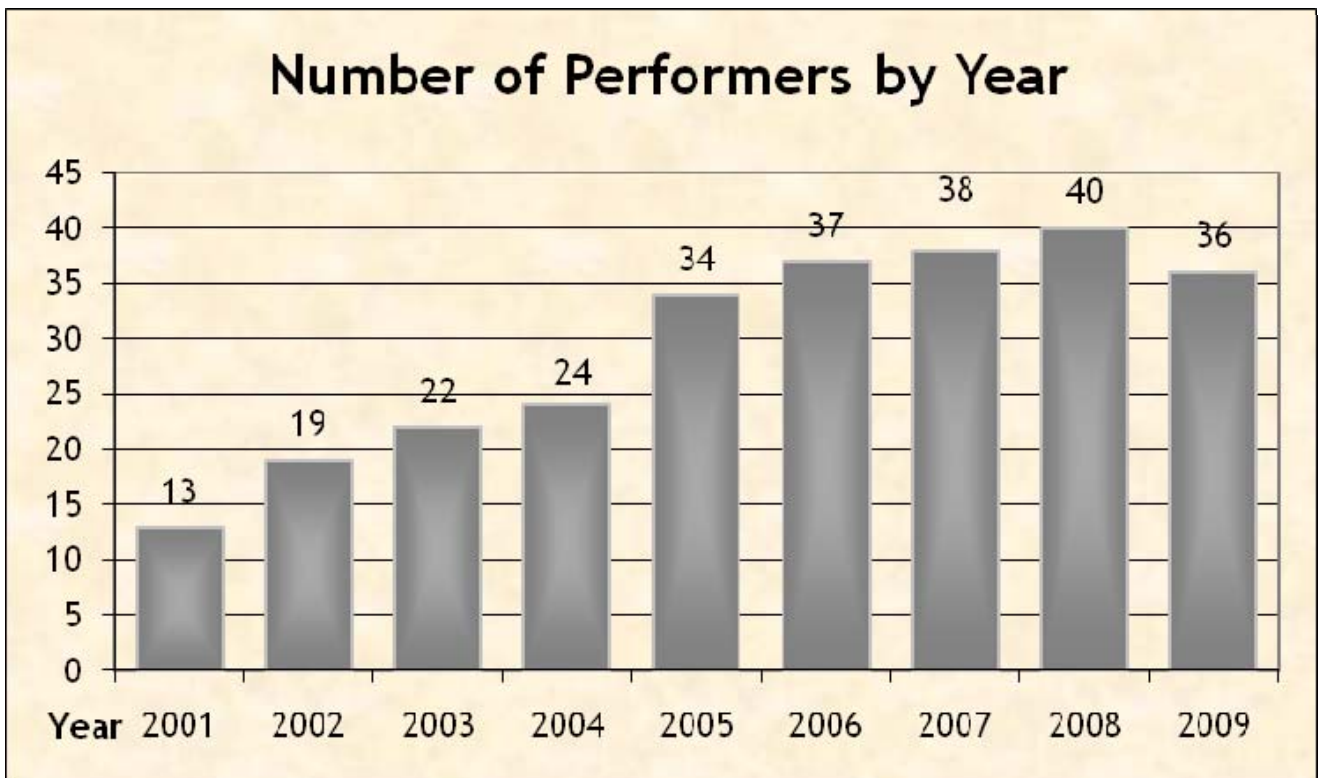


Chart F

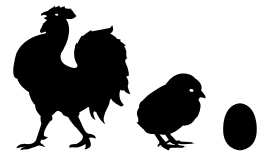


Chart G

REVENUES 09	
Vendor Fees	\$47,725.00
Community Group Fees	\$4,864.25
Grant Income	\$7,500.00
Merchandise	\$1,678.75
TOTAL REVENUES	\$61,768.00
EXPENSES 09	
Marketing	\$24,503.00
Staff/Admin.	\$14,922.00
Supplies	\$1,781.00
Insurance	3,920.00
TOTAL EXPENSES	\$45,126.00

Attachment 3:

Market at the Square Participant Policies



V. POLICIES:

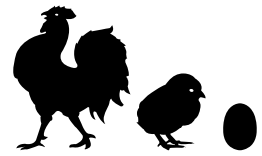
- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the vendors at the Market.
- B. Market at the Square is a public market, and as such is a special event. A vendor may be prohibited from participating in the Market when the Market Director determines that a vendor does not fit any of the criterion of the Market as set forth in the regulations. However, in no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected class.
- C. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the vendor and possible legal action.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor should be directed to the Market Director.

1st Offense/Complaint: Verbal Warning issued by the Market Director

2nd Offense/Complaint: Written Warning issued by the Market Director

3rd Offense/Complaint: Suspension of Market vendor privileges/cancellation of lease with vendor

- E. No vendor shall use any action or language to insult another vendor, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold.
- F. It is the policy of the City of Urbana's Market at the Square to afford a marketplace that is free from harassment of a sexual or provocative nature. All participants and staff shall project the necessary attitudes and behaviors to ensure that sexual harassment does not occur. The following acts are deemed to constitute sexual harassment: a) unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions; b) verbal harassment of a sexual nature such as lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements; c) demeaning, insulting, intimidating or sexually suggestive comments to or about an individual; d) the display in the Market or vendor stall of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs; e) demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages; f) any other conduct or words that are deemed to effectively create a hostile work or shopping environment for any employees or patrons. If the Market Director believes that any violations of any criminal statute have occurred, the police shall be notified immediately of such occurrence. **Upon a determination by the Market Director that a participant has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said participant from the Market for the remainder of the day, without refund for the day's fees.** If multiple incidents have occurred or in the event that the nature of the violation was either deemed egregious or one that could present a threat of safety to either other participants or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, **with no refunding of fees**, from the Market may be imposed by the Market Director after consultation with the Legal Division of the City of Urbana. After such a determination, letters of appeal may be submitted to the Market Director for review in consultation with the Legal Division.



V. POLICIES (cont.)

G. Dogs and other animals are welcome at the Market subject to the following:

1. Any persons bringing animals to the Market shall be personally responsible and liable for the actions of their animal.
2. All animals must be under the direct control of a person 14 years of age or older at all times and tethered to a leash that is no greater than 4 ½ feet in length.
3. Any animal left unattended is subject to immediate removal by the Urbana Police Animal Control.
4. No female dog that is in season (heat) shall be permitted at the Market.
5. Sales of live animals are strictly prohibited.
6. Any animal with a history of aggression is prohibited from entering the Market.
7. Any animal that displays any form of aggression, including but not limited to growling, baring of teeth, snapping or biting while at the Market is prohibited from the Market shall be ordered immediately removed.
8. Any animal creating a disturbance such as continuous barking or whining shall be ordered removed from the Market.
9. Any animal that makes repeated unwanted contact with a patron, vendor or staff person at the Market shall be ordered removed from the Market.
10. Any animal that is not promptly and properly curbed shall be ordered removed from the Market.
11. Animals shall not get closer than within six feet of any area where open containers or food are being vended or prepared.
12. With the exception of restrictions being placed upon aggression by animals or the sales of live animals, none of the above limitations shall be placed upon dogs or animals acting as service dogs for handicapped individuals.
13. Because the Farmer's Market is concerned with the safety and well-being of animals, any persons leaving animals in vehicles at the Marketplace in temperatures that jeopardize the health and well-being of the animal are subject to prosecution under the animal cruelty laws of the State of Illinois.

Any violation of these policies shall result in immediate eviction and/or permanent banning of the dog from the Marketplace at the discretion of the Farmer's Market Director or other staff of the City of Urbana.

H. Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn any tobacco products, weed, plant, or any other combustible substance is **prohibited** inside the perimeter of the Market. Any violation of this policy may result in eviction from the Market at the discretion of the Market Director or his/her designee.

It is the participant's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any participant who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.

PLEASE SIGN AND RETURN THIS PAGE WITH YOUR APPLICATION:

I acknowledge receipt of the Market at the Square Rules and Regulations Policy and have thoroughly reviewed said Policy. I hereby agree to all terms of said Policy. I acknowledge the authority of the Market Director, either individually or in conjunction with the City of Urbana's Legal Division, to immediately address and/or settle and dispute(s) regarding vendor conduct violations subject to appeal under the procedures set forth in the Market Rules and Regulations Policy. The undersigned individuals and/or entities agree to save, release and hold harmless the City of Urbana and/or its operations through "The Market at the Square" and all its employees, affiliates, associates, agents, assignees, designees, officers and volunteers from all damages arising from the Personal Injury, Bodily Injury, or Property Damage sustained by any party arising from the use by the undersigned of property described as Lincoln Square, the Lincoln Square Parking Lot, and or any property or land offered by or rented from the City of Urbana for the purposes of the Market at the Square.

This agreement includes but is not limited to the undersigned, family, guests, employees, agents, officers, designees, assignees or volunteers of the undersigned.

Signed _____

Date _____ 2 _____

Attachment 4:

Examples of Market at the Square
Programming



Sprouts at the Market poster, July 2009



Sprouts at the Market poster, August 2009

SPROUTS AT THE MARKET



Nutrition, food, & farm programming
for kids ages 4-10 (and their grownups!)
at Market at the Square

- Saturday, October 24 -
9 AM-11 AM

Participating Sprouts will receive a free Sprouts tote!
www.city.urbana.il.us/sprouts 217-384-2319



Sprouts at the Market poster, October 2009



"Market at the Scare" poster, October 2009

Urbana's Market at the Square welcomes
**The Fighting Illini
Soccer Team**



SOCCKER at the **SQUARE**

**Meet the Illinois Women's Soccer
Team & Head Coach Janet Rayfield!**

**Don't just meet the team...
...do drills with the team!**

**Skills demonstration & instruction,
signed posters, some t-shirts & an
autographed ball giveaway. ALL FREE!**



INFO: 217.384.2319

Soccer at the Square, September 2009

Attachment 5:

Examples of Market at the Square's
Marketing and Branding Efforts



MARKET at the SQUARE
Saturdays, Rain or Shine
May 2nd - Nov 7th • 7 AM - Noon
Fresh Local Produce, Meat & Dairy Products,
Food, Flowers, Art & Crafts, Performance,
Kids' Programs & Much More
Corner of Illinois & Vine Streets
Downtown Urbana
217.384.2319
www.city.urbana.il.us/market

URBANA'S

MARKET
AT THE
SQUARE
DOWNTOWN • URBANA • ILLINOIS

We'll be bawking.

Urbana's Market at the Square
Every Saturday
7 AM - Noon
May 10 - November 8
Rain or Shine
Corner of Vine & Illinois Streets
Downtown Urbana
www.city.urbana.il.us/market

Urbana's Market at the Square
with local produce, baked goods & crafts, performance & more
Saturdays through November 7th
7 AM - Noon, Rain or Shine
Corner of Illinois & Vine Streets, Urbana
217.384.2319
www.city.urbana.il.us/market

Urbana's Market at the Square
with local produce, baked goods & crafts, performance & more
Saturdays through November 7th
7 AM - Noon, Rain or Shine
Corner of Illinois & Vine Streets, Urbana
217.384.2319
www.city.urbana.il.us/market


May 2, 2009
www.city.urbana.il.us/market

MARKET at the SQUARE

Urbana's Market at the Square welcomes
The Fighting Illini Soccer Team
SOCCER at the SQUARE
Meet the Illinois Women's Soccer Team & Head Coach Janet Rayfield!
Don't just meet the team... do drills with the team!
Skills demonstration & instruction, signed posters, some t-shirts & an autographed ball giveaway. ALL FREE!

Market at the Square
Sweet CORN! IS HERE WELCOME!

SPROUTS AT THE

Nutrition, food, & farm programming for kids ages 4-10 (and their grownups!) at Market at the Square
Saturday, October 24
9 AM - 11 AM
Participating Sprouts will receive a free Sprouts tote!
a.il.us/sprouts 217-384-2319

MARKET AT THE SQUARE
SATURDAY OCTOBER 21 9 AM UNTIL NOON
CUSTOMER CHECKOUT • REFRIGERATORS
PIZZAS • GENERAL MERCHANDISE
217.384.2319

MARKET at the SQUARE
Saturday September 19
9:30-11:30 AM
Corner of Illinois & Vine in Urbana
217.384.2319

Urbana's Market at the Square STAFF

URBANA

sprouts at the market


MARKET AT THE SQUARE
VENDOR REGULATIONS, POLICIES, & APPLICATION MATERIALS 2010
URBANA

Attachment 6:

Market at the Square Strategic Planning Information



Urbana's Market at the Square Steering Committee

Steering Committee Members:

Jon Cherniss, vendor	Diane Marlin, Urbana City Council Ward 7
Alice Englebretsen, neighborhood rep	Brian McKay, UBA Boardmember
Jacqueline Hannah, Common Ground Coop	Jeff Meyer, vendor
Katie Hansen, Urbana Business Assoc.	Jill Miller, vendor
Stacy Harwood, neighborhood rep	Stan Schutte, vendor
Amy Hatch, neighborhood rep	Wes Jarrell, UI agriculture professor

City Staff:

Rebecca Bird, Planner I	Robert Myers, Planning Manager
Lisa Bralts, Market Director	Pat Pioletti, Facilities Manager
Tom Carrino, Economic Development Manager	

Meeting Schedule (Tentative)

Steering Committee Meeting #1 Strategic Planning Process Kick-off Meeting Introductions & prepare for first public input meeting	Civic Center	Tuesday, February 2	3-5PM
Public Input Meeting #1 Brainstorm Market's mission and vision	Civic Center	Tuesday, February 23	6-8PM
Steering Committee Meeting #2 Articulate mission and vision	City Building	Tuesday, March 9	3-5PM
Public Input Meeting #2	Civic Center	Tuesday, March 23	6-8PM
Steering Committee Meeting #3	City Building	Tuesday, April 13	3-5PM
Public Input Meeting #3	Civic Center	Tuesday, April 27	6-8PM
Steering Committee Meeting #4	City Building	Tuesday, May 11	3-5PM
Final Steering Committee Meeting	TBA		

City Council Goal #5

Environmental Sustainability

Strategy J: Promote production, accessibility and affordability of local farm and artisan products

- Conduct a strategic planning process to explore the future vision, program goals and implementation steps for Market at the Square (Winter, 09-10)
- Consider creation of an advisory board for the Urbana Market composed of representatives from the city of Urbana, vendors, consumers, the Urbana Business Association and others as deemed appropriate
- Implement use of Electronic Benefits Transfer cards at the Urbana Market.
- Encourage establishment of “Friends of the Urbana Market” not-for-profit organization to provide fundraising for educational and artistic events, infrastructure and other needs
- Grow the Urbana Market by establishing a year-round operation on a permanent location with commercial kitchen space that can be rented by vendors
- Leverage the Urbana Market as an economic engine to drive development of a portion of downtown Urbana as a “food district”

The Difference between Mission and Vision

A **mission** statement concerns what an organization is all about, the overall purpose.

- What does the Market do? Why does the Market exist?
- For whom does the Market exist? Who does the Market serve?
- What are the benefits of having the Market?

A **vision** statement is what the organization wants to become.

- How will the future look if the Market achieves its mission?
- What is the “preferred future” of the Market?

Market 101

Market at the Square is producer-only, 28 week season, produce, farm-raised products, plants, flowers, bakery, prep food, art/crafts, community groups, Market programming, and entertainment.

Takes place every Saturday during the season, rain or shine, at the corner of Illinois and Vine Streets in Downtown Urbana, Illinois. Its venue is currently Lot 10X in the LSV parking lot.

HISTORY

- Began in late 1970s in same or close to same location as now – has not moved far
- Vendor-run -> Urbana Business Alliance (now Association) -> City of Urbana
- Market resides in Community Development Department /Economic Development Division at the City.
- Market has been encouraged to grow, but there has been no formal planning process.

CITY'S ROLE

- Majority of markets are not operated by municipalities.
- While there are issues with this, there are also many advantages:
 - Paid director
 - City support
 - Services
 - Access to equipment
- Interest in Market has increased internally over the years as interest in markets and fresh foods continues to grow in our community, region, and nation. Council members engaged in conversation about food (See Urbana City Council Goal #5)

DIRECTOR'S ROLE

- Previous Director was in place for 8 seasons. Current Director about to begin 3rd season.
- Director position is not full time. Director is also Economic Development Specialist for the City and works on other projects, including marketing and working with local businesses.
- Work week is Tuesday-Saturday during Market season (May-November). $\frac{3}{4}$ of work week is spent on Market. Planning for next year begins on some level before current season is over, but real planning begins in earnest in January.
- Director does: scheduling, placement, premise inspections, program development, marketing and media, some accounting, vendor recruitment, day-of staff management, and on-site market management.

ISSUES TO CONSIDER

- Governance
- Infrastructure
 - Size
 - Season length
- Policies