



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 3, 2011

SUBJECT: **Market at the Square 2010 Annual Report**

Introduction and Background

Farmers' markets continue to enjoy exceptional popularity throughout the United States. According to the United States Department of Agriculture's Agricultural Marketing Service, the number of farmers' markets grew between 2009 and 2010 from 5,274 to 6,132 – an increase of 16%. As of 2009 (the most recent year for which figures are available), Illinois claims 286 of those markets, ranking third nationwide behind New York and California, respectively). 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.

The Market is one of Urbana's strongest attractions. It is a large, popular special event running every Saturday for a total of 27 to 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 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 2010 season for Market at the Square began on Saturday, May 1, 2010 and ended on Saturday, November 6, 2010, running for a total of 28 weeks. 2010 saw several changes, among them increased and more diverse programming for children, the acceptance of SNAP and credit/debit cards, 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 2011.

Discussion

Market at the Square Participants

The Market's participants include vendors, community groups, and performers. Each season, participants receive guidelines and applications to complete prior to participating at the Market. Guidelines and applications are typically 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 its patrons, who are the economic and social force behind the Market.

Vendors

There were 169 **registered** vendors for the 2010 season. Seven of those vendors opted not to participate after registering, placing the total **participating** vendors at 162, a decrease of 5.8% over 2009's 172 vendors. Of the registered vendors, 33% percent had never participated in the Market before 2010, down from 43% in 2009, demonstrating that vendors consider the Market worth returning to. Weekly vendor attendance at the Market averaged 75 vendors in 2010, up from 73 in 2009. The Market date with the highest vendor attendance was May 22, 2010 (96), and the lowest vendor attendance was recorded on November 6, 2010 (28).

There are a few possible reasons for the slight decline in registered vendors in 2010. Potential vendors often called during peak season at the Market, wanting to apply, but opted out upon learning there was a waiting list for several weekends running. An average of 170 spaces per week (out of approximately 190) were used, indicating that despite the slight downturn in the overall number of vendors, participating vendors were increasing the number of days they were vending at the Market. Generally, vendor participation and attendance has remained relatively steady for the last five years.

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** (48 participants) and include fresh fruit and vegetable producers, meat/dairy/honey producers, fresh flower producers, and live plant producers. Because the Market requires all fresh produce, flowers, and farm-raised food to be grown by the seller within the state of Illinois, new vendors in this subcategory 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** (25 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** (89 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 53% of the Market's vendors fitting into this category.

While vendor fees have been kept 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. For the first time in 18 years, Market vendors experienced a fee increase in 2010, with the fee rising to \$20/week from \$15/week. Vendor revenues in 2010, including inspection fees and fees charged for electricity, totaled \$65,393, an increase of 37% over the 2009 total of \$47,725. [See Attachment 2, Charts A, B and C]

Community Groups

The row of community groups at the north end of the Market has been 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 92 groups registered for space at the Market in 2010, a 19.5% increase over 2009's 77. Additionally, several weekends during the peak season – June through September – were sold out. Overall, groups worked well together and were responsive to requests by Market staff and the Director.

Weekly participation by community groups in 2010 averaged out to 15 groups per week using an average of 23 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. Despite the high number of registrants, a total of \$4,719 in fees was collected from community groups in 2010, down slightly from the \$4,864 collected during the 2009 season. A possible reason for this could be the relatively large number of cancellations by groups in 2010 due to weather, lack of booth staffing, and other reasons. Currently, the Market does not charge groups for weather-related cancellations or cancellations made in advance. [See Attachment 2, Chart D]

Performers

Performers remained a popular component of the Market experience. 2010's performers ranged in genre from folk and bluegrass and indie rock acts to spoken word, balloon sculpture, and traditional busking performances. A total of 51 performers registered in 2009, up from 36 in 2009.

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 2010, all performers adhered to this guideline. There are few conflicts between vendors and performers, and occasionally performers set up too close to each other. Both situations of this type are 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 195,000 visitors in 2010, an 11% increase over 2009's estimated total of 175,000. Averaged across a 28-week season, the Market drew an estimated **6,955** patrons per Saturday, a 12% increase over 2009's average weekend attendance of 6,220. Peak season (July and August) drew the most people; staff estimates almost 13,000 patrons visited the Market on August 7, 2010, 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.

However, despite clarification of the Market's policy regarding the presence of pets at the Market in 2010, and despite the low number of reported, non-serious incidents involving pets, complaints by patrons about the presence of pets continued. These complaints primarily involved 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 pet owners.

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 also been major interest in the Market's successful use of social media platforms to attract and retain patrons, as well as the Market's decision to begin accepting credit, debit, and LINK cards. In addition to giving several trade media interviews in 2010, the Director was invited to speak at conferences in Springfield, IL and Urbana, IL about both topics in 2010. The Director has also been involved with efforts involving the creation of the Illinois Farmers Market Network and the creation of the Illinois Task Force on Farmers Markets.

Operations

Operations are the behind-the-scenes engine of Market at the Square. In 2010, 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, managing the credit/debit program, general Market supervision, guideline enforcement, and assisting all participants with any issues or problems that may arise.

On-site Market staff continue to play a major role in the Market's operational success. In 2010, the Assistant to the Director 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, setting up the City's booth presence at the Market, and helping to manage that booth presence. The Assistant also helped manage all Market teardown activities, including returning some materials to storage and hauling equipment back to the City building. The Market also employed an Aide on the days the Assistant was not working, as well as a groundskeeper each Saturday.

Patron Access – Electronic Benefits transfer/LINK card

2010 marked the pilot year of the Market's acceptance of credit, debit, and SNAP/LINK cards on behalf of Market vendors. SNAP stands for the federal government's Supplemental Nutrition Assistance Program, and LINK is the name of the program in Illinois. The Market's program was developed jointly by Market staff and the City's Finance Department in order to enable Market patrons to use credit, debit, or LINK cards to purchase food and other merchandise within the Market without leaving the Market premises, and to enable patrons receiving LINK benefits to purchase fresh and local fruits and vegetables as well food-bearing plants, fresh baked goods, and other food items at the Market. Patrons brought their cards to the City tent, where they were swiped for the desired amount. To help offset costs while at the same time encouraging use, a "token management" fee of \$1.00 was added to each transaction. Upon transaction approval, patrons were given the number and type of tokens corresponding to their request. The tokens could then be spent with any vendor within the Market. LINK tokens were accepted only by farmers or vendors selling approved foods, while credit/debit tokens were accepted by all vendors.

The front end of this program (designing the tokens, deciding how to operate the program, training vendors and working with them on the Market day, working with patrons, and light accounting) was handled by Market staff, and the back end (heavier accounting, check-cutting for vendors, and management of the Market's account with various service providers) was handled by the Finance Department.

Word of mouth about the program in its pilot season was very strong. With little or no promotion, the Market sold \$44,100 in credit/debit tokens during the 2010 season, while paying vendors \$42,440. The Market also sold \$5,346 in LINK tokens, paying vendors \$5,098.

This program is not without cost. Total expenses to operate the program, including equipment rental fees, transaction fees, and other service charges, totaled \$2,355. \$1,389 in token management charges helped offset these costs, but still left \$966 in unrecovered costs. The Market has sufficient funds to cover this shortfall, but staff are investigating the possibility of raising the token management fee in order to avoid any shortfall in 2011. [See Attachment 3]

Programming

The Market's nutrition/farm-linkage programming for young children, **Sprouts at the Market**, continued in 2010. This programming was co-developed by the Director and a volunteer, University of Illinois dietetics student Jennifer Hewitt in 2008; this partnership continues while Ms. Hewitt pursues a masters' degree in dietetics and nutrition from Eastern Illinois University. The primary goal of Sprouts 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. Education regarding other aspects of the food system is considered as well. In 2010, two more Sprouts events were added, bringing the total to six events for the season. These events were held in May, June, July, August, September, and October and were quite successful, averaging 86 participants per event, with September's event drawing 110 participants. Three Sprouts events were held with community partners – the University of Illinois Extension Master Gardeners in May, the University of Illinois Family Resiliency Center in September, and the Eastern Illinois Foodbank in October. Businesses adjacent to the Market, such as ArtMart and Common Ground Food Co-op, helped promote these events in their stores, offering discounts or other rewards for Sprouts participants. Several vendors also participated, donating food for sampling to the project. Feedback was overwhelmingly positive from all participants, including farmers. Sprouts at the Market was featured on WCIA's morning show during the season, and was also discussed on WILL-AM's "Afternoon Magazine" program.

"Eat Here" programming, designed by Market staff, was also offered during the 2010 season. The Market was awarded \$15,000 by the Illinois Department of Agriculture to promote this program, an educational initiative designed 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. Awareness events were held adjacent to the City tent once a month during the Market season. Promotional efforts included small banners on lampposts at the south and east entrances to Lincoln Square Mall, television advertising on WCIA-3 TV, radio advertising on WPGU- FM and WBCP-AM, a brochure and other takeaway materials available at the Market and a merchandise giveaway ("Eat Here" t-shirts and tote bags) at the Market in September. Social media was also used to promote these events. It is not certain, as of this writing, if "Eat Here" events will be held in 2011, or if the campaign will be strictly informational.

Additionally, the Market offered one book signing during the 2010 season. This well-attended signing was with University of Illinois entomology professor May Berenbaum, whose book, *Honey, I'm Homemade*, was published by the University of Illinois Press and released in October 2010.

Other programming included continued 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 2010, Market at the Square continued to utilize both traditional and new media 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 \$15,000 grant from the Illinois Department of Agriculture, was also used to advertise the Market's "Eat Here" programming for a week ahead of each of the six "Eat Here" events. Market staff partnered with UPTV staff to create 15-second long advertisements, and the ads ran successfully on WCIA-TV and several cable channels geared toward children (HGTV, Food Network, and others). Unrelated to the "Eat Here" programming, the Market also began filming "Market Menu", weekly television segments describing the coming weekend's Market. UPTV staff filmed, edited, and aired the segments on UPTV.

New media 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, 3,069 people receive regular updates from the Market, a 104% increase over 2009. Each tool reaches a different audience, and all have proven to be effective ways to heighten the Market's profile in the community. [See Attachment 5]

Financial

Primary expenditures for the Market in 2010 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, \$8,720 in 2010, is determined by the Comptroller and will be increased to \$17,960 in 2011 due to increased operating costs for the Market.

Overall income for the 2010 Market, including vendor participation fees, community group participation fees, grant income, management fees for the credit/debit/LINK system, and merchandise, totaled **\$90,319** – a 46% increase over 2009. Overall expenses for the Market, including part-time staff, marketing expenditures, insurance, credit card fees, and supplies, were \$47,456, an increase of about 5% over 2009. Expenditures related to staff and supplies were very similar to 2009’s expenditures. 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 February 2010, City staff began work on the Market’s first strategic planning effort. 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”.

After appointing a steering committee in January 2010, two public input sessions and a stakeholder meeting were held in February and March 2010. From the input gathered at these meetings, the steering committee is preparing a mission statement, goals, implementation steps and a final document. The committee hopes to have a finished document by March 2011.

2011 Market Season Improvements

There are four major improvements to the Market planned for 2011, with other improvements to follow. They are:

Electrical Infrastructure Upgrade at the Market Site

Every year, Market staff receives requests from potential or existing vendors wishing to sell products requiring refrigeration or freezing or products that require cooking of some kind. The former are usually “value-added” products, which can include everything from cheese to frozen meats to ice cream, and the latter are usually prepared foods, such as sandwiches, soups, desserts, and the like. The existing electrical infrastructure at the Market site is not located in an optimal area for vendors to use and is not intended for heavy use by appliances. Consequently, Market staff frequently must deny vendor requests for electrical service. The existing infrastructure is at full capacity.

Working with the City's Public Works Department, plans are underway to enhance the existing electrical infrastructure to provide more outlets for these vendors to use. Hardware for four power boxes has been ordered, and the work will be done, weather permitting, by City staff prior to the Market's May 7 opening. The Market is assuming the full cost of this project, estimated to be approximately \$27,500. A budget amendment for this work was approved by City Council on January 17, 2011.

Community Groups Move to Walnut Street

Over the past several seasons, the Market has experienced an increase in the number of vendors requesting space, as well as an increase in the number of Market days being requested by existing vendors, occasionally resulting in sold-out days for vendors. While actual enlargement of the Market venue remains a possibility for the future, Market staff are currently interested in maximization of space available in Lot 10X, since the Market is not sold out every weekend.

The proposed solution is to move the Market's community groups, currently located at the north end of the Market, to the barricaded area on Walnut Street, just to the west of the Market site. This location is highly visible, as it is situated between the two main entrances to the Market and is adjacent to bicycle parking. This move would free up between 10-15 spaces for vendors within the Market, as well as providing these vendors access to an existing power box at the north end of the Market. This move will be beneficial for both sets of participants: more vendors will be permitted to sell within the Market, and community groups will have dedicated space for their activities.

Changes to On-site Market Management

Currently, the Market's Director works a Tuesday-Saturday schedule during the Market season, functioning as the Market's on-site manager on Saturdays in addition to managing the Market's day-to-day operations during the week. This results in the Director being in the office four days during the week and working all Saturdays during the season.

With the increased number of administrative tasks needing to be done for the Market, in addition to the Director's other duties as Economic Development Specialist, it is proposed that the Market Director move to a Monday-Friday schedule and hire an on-site manager to supervise the Market and its staff on Market days. This would increase the amount of time spent in the office for the Director taking care of the Market's administrative tasks as well as taking time to pursue grant funding, develop additional programming, and further enhance marketing efforts. It would also allow more time for the Director to focus on other economic development tasks. The on-site Manager would report to the Market Director. The Market Director would remain directly responsible for every aspect of the Market except for Saturday's on-site management, and would be available to work special events at the Market. The Director would also be on call to substitute for the Manager when needed.

Due to the high workload experienced at the Market in 2010 and the lack of backup at critical times, City staff are also recommending increased staff levels across the board for the 2011 season. This increased staffing will consist of adding an additional Market Aide each week. There are adequate funds to support this increased staff.

ASCAP/BMI Licensing to Cover Performers

In 2010, the Market Director received information regarding licensing requirements for events, including farmers markets, featuring live, non-original music. This information came via the Farmers Market Coalition Listserv, a listserv created by the national organization Farmers Market Coalition specifically for market managers to ask each other questions and share information. This information was forwarded to the City's Legal Division for review.

After review, the Market has been advised to purchase yearly licenses from the two major licensing agencies, the American Society of Composers, Authors, and Performers (ASCAP) and Broadcast Music, Incorporated (BMI). These licenses would not only cover non-original music performed by Market performers each week, but would also cover music being performed or broadcast at any City event. The yearly cost of each license will be approximately \$300 per agency.

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, liquor licensing, and tax information
- Continued recruitment of more produce and prepared food vendors

Additionally, a ban on all animals at the Market, except for service animals, is under review for the 2011 season.

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 2011:

- Promote the credit/debit/LINK program as part of larger effort with the Champaign-Urbana Public Health District’s “What’s Your Specialty?” campaign, designed to raise awareness of LINK acceptance at area farmers markets
- Maintaining “Sprouts at the Market” programming at six scheduled events, promoting heavily with C-U schools
- Continue to increase City- and partner-centered special events (e.g., Urbana Free Library, U-Cycle, Public Arts Commission, 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 2010 season for Market at the Square was a success, and we look forward to even greater success in 2011. The Market Director and staff welcome feedback, questions, and ideas from the Mayor and City Council to help us continue this success into the 2011 season and beyond.

Prepared by:

Lisa Bralts, Economic Development Specialist/Market at the Square Director

Attachments:

1. 2010 Market Map and Regulations
2. Market at the Square Charts for 2010
3. Market at the Square Credit/Debit/LINK Program Materials
4. Examples of Market at the Square Programming
5. Examples of Market at the Square’s Marketing and Branding Efforts

Attachment 1:

2010 Market Map and Regulations



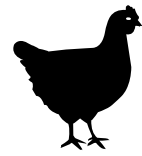
I. DATES/TIMES OF OPERATION

- A. Market at the Square runs for a 28-week season. In 2010, the Market begins May 1 and ends November 6, 2010.
- B. The Market takes place every Saturday from 7:00 A.M. until 12:00 noon, rain or shine.
- C. Vendors are asked to be in their assigned 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.** Vendors arriving after 6:45 A.M. will not be permitted to enter the Market with their vehicle, but may park and walk their display materials into the Market. There are no exceptions.
- D. When Market staff removes safety barricades, vendors will be able to drive their vehicles into the Market (usually between 12:00 noon and 12:15 P.M.). Any vendor needing to leave the Market early must walk their items out of the Market. Vehicular traffic through the Market between 6:45 A.M. and noon is strictly prohibited.

II. LOCATION/VENDOR SPACES

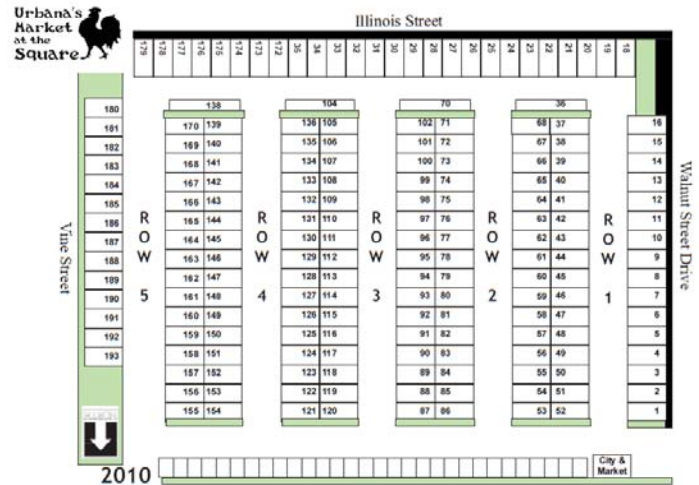
- A. Market at the Square is located in downtown Urbana, at the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
 - B. All vendor space assignments are issued by the Market Director upon application approval. Spaces are located in Rows 1 through 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 the season (at least 14 weeks) and who have submitted payment for at least 4 Saturdays in advance **and/or**
 - 2. Have established an attendance record in past years for those weeks (seniority).Space changes adhere to the same priorities, based on available space. 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.
- Please note that vendors utilizing generators will be placed around the perimeter of the Market along the south and east borders.**
- D. Any vendor who is absent for 3 or more committed Market days without giving advance notice by 3 PM Friday afternoons forfeits the right to his/her current space assignment and loses those days' fees. All single-day cancellations must be called in by 3 PM Friday afternoons, or that Saturday's fees will be forfeited.
 - E. Vendor space dimensions are approximately 9.5 feet wide by 17 feet deep. Vendors may use 10 x 10 tents, but should be aware of their neighbors and shift as needed.
 - F. Although the space markings are angled, vendors must 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.** Clearance must be kept for crowds and accessibility.
 - H. Vendors who would like to use 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.
 - I. Market participant parking has been established in Lot 24, which is across Illinois Street just to the south of the Market site. Please use this lot for parking.
 - J. Vehicles in vendor spaces are discouraged. Vendors paying for a single space wishing to have a vehicle in their area with them must also be able to accommodate their display in that same single space. Vendors will be charged for an additional space each week to accommodate their vehicle, if necessary.





III. BOOTH REGULATIONS

- A. **Booth materials.** Products and goods may be sold from tables, carts, or other similar structures. All tables, chairs, tents, and other booth infrastructure will be supplied by the vendor.
- B. **Load in/out.** Vendors must load in/out of their spaces as quickly as possible, leaving clearance for other vehicles. Please do not unload vehicles and set up at the same time.
- C. **Liability.** The vendor is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation at the Market.
- D. **Tent weights.** All tents/canopies must be weighted down with at least 25 pounds per leg, regardless of forecast weather conditions.
- 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 south and east perimeters of the Market. Generators must be kept to minimum noise level, with deflectors/enclosures used as needed.
- G. **Signage.** Signs prominently displaying the vendor name and price ranges of product are required. Please keep this signage within assigned booth space(s).
- H. **Electricity.** City-provided electricity is available on an extremely limited basis and is only available for use upon approval by the Market Director. All vendors using electricity will be charged a \$5 surcharge per plug per week of use, payable at the beginning of the season. Vendors using electricity must secure cords tightly and safely to the ground using 4" wide tunnel tape or plastic cord covers provided by the vendor. No duct tape or rubber matting will be allowed.
- I. **Vendor employees.** Vendors are responsible for the actions of their employees at the Market.
- J. **Interference.** Vendors shall not interfere with pedestrian traffic to or from or within the Market, nor shall a vendor interfere with the business of other vendors.
- K. **Hawking and other disruptive conduct.** Vendors shall refrain from disorderly, impolite, or disruptive activities. **Hawking of wares from inside or outside the assigned booth space is prohibited.** Use of sound-amplifying or -producing equipment to attract patrons is also prohibited.
- L. **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.
- M. **Relationship with performers.** Vendors may request a performer to relocate if needed, but must notify the Market Director upon doing so.
- N. **Waste Disposal.** Prior to leaving the Market area, each vendor must take any and all leftovers or waste with them. Discarded boxes must be taken with the vendor or deposited into the City of Urbana recycling dumpsters behind the City building. Any large trash that is unable to be transported by the vendor must be taken to the City of Urbana dumpster behind the City building. These items are NOT to be left in the Market area, in Lincoln Square dumpsters, or at the Market trash barrels, which are provided for patron use. For information on dumpster locations, please contact the Market Director. A written warning will be issued the first time debris is left. A fine of \$50 will be levied if the infraction is repeated a second time. A vendor's lease will be revoked if the infraction is repeated a third time.





IV. ITEMS FOR SALE/VENDOR CATEGORIES

Market at the Square encourages the sale of a variety of goods. All items must be homegrown, handmade, 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.

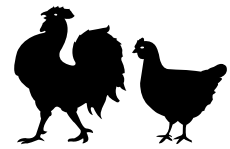
Currently, the Market's vendors are divided up into two categories—**grower** and **non-grower**. Some growers may sell non-food items that are handmade by themselves or persons who work for them; however, unless a non-grower is willing to pay to have their premise inspected, they may not offer produce from their gardens.

"Carrying": Occasionally a vendor will want to sell, or "carry", a product made or produced by someone else who is not a seller at the Market. This is permitted, but the producer must register as a vendor by filling out an application. An Illinois Business Tax ID number is required. If the producer is a grower, their premise will be inspected (see below). The application must be approved by the Market Director, and the Market Director reserves the right to reject any application for any reason.

A. GROWER:

- ❑ A **grower** sells products such as produce, meat, flowers, and/or plants, and must pay for at least six weeks 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. Growers found to be re-selling produce or any other items at the Market will receive one written warning by the Market Director; if the infraction is repeated, the vendor's lease will be revoked for the season. There will be no refunds.
- ❑ 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 the Market.
- ❑ Additionally, **all established growers will be visited by the Director and/or an inspection team on a rotating basis throughout the seasons.** 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 or the inspection team.
- ❑ **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 Bree Guidi at the Champaign-Urbana Public Health District at (217) 531-2918 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 at 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. Applications lacking the IBT will be considered incomplete.





IV. ITEMS FOR SALE/VENDOR CATEGORIES

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.* Non-growers found to be re-selling items at the Market will receive one written warning by the Market Director; if the infraction is repeated, then vendor's lease will be revoked for the season. There will be no refunds.
- 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 Paula Liles at the Champaign-Urbana Public Health District at (217) 531-2920 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.**
- 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 and you will not be able to participate.

V. FEES

Due to increased operating costs, the Market is incurring its first fee increase to vendors in at least 17 seasons. Thank you for your understanding.

Growers

Prospective growers must apply at least two weeks prior to their first Saturday.

ALL growers must pre-pay for at least one quarter season, which covers 6 weeks (\$120). Additional weeks are \$20/space per week and must be paid in advance by 3 PM on the Friday prior to each Market Saturday; there are no exceptions.

Half season will hold same space for season. Fee per space (12 paid weeks): \$240.00.

Full season will hold same space for season. Fee per space (24 paid weeks): \$480.00.

Pre-pay for the full season by 4/1/10 and take a 25% discount. See Fee Schedule on page 7 for more information.

Non-growers

Prospective non-growers must apply at least one week prior to their first Saturday.

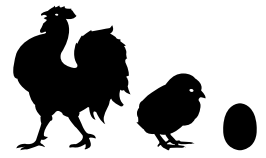
Non-growers are encouraged to pre-pay for as many weeks as possible to secure consistent space, though this is not guaranteed.

Any weekly payments must be submitted by 3 PM on the Friday prior to each Market Saturday; there are no exceptions.

Weekly fee: \$20/week per space.

Full season fee (24 paid weeks): \$480.00.

Pre-pay for full season by 4/1/10 and take a 25% discount. See Fee Schedule on page 7 for more information.



POLICIES:

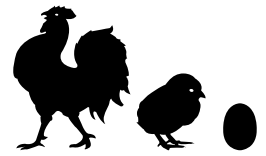
- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors 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 vendors 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 vendor has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said vendor from the Market for the remainder of the day, without refund for the day's vendor 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 vendors or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, **with no refunding of vendor 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.



POLICIES (cont.)

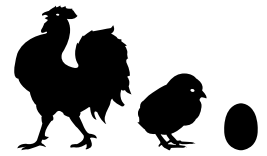
G. Dogs and other animals are welcome at the Market subject to the following:

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. Sale of any live animal is strictly prohibited.
6. Any dog with a history of aggression is prohibited from entering the Market.
7. Any dog 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 dog creating a disturbance such as continuous barking or whining shall be ordered removed from the Market.
9. Any dog that makes repeated unwanted contact with a patron, vendor or staff person at the Market shall be ordered removed from the Market.
10. Any dog that is not promptly and properly curbed shall be ordered removed from the Market.
11. Dogs 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 dogs or the sales of dogs, 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 dogs 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 vendor's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any vendor 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.



Fee Schedule-2010



May 1, May 8, October 30, and November 6 are free of charge to all registered vendors



Number of Weeks	Full Fee (Per Space)	Discounted Fee
1	20.00	18.00
2	40.00	36.00
3	60.00	54.00
4	80.00	72.00
5	100.00	90.00
6	120.00	108.00
7	140.00	126.00
8	160.00	144.00
9	180.00	162.00
10	200.00	180.00
11	220.00	198.00
12	240.00	216.00
13	260.00	234.00
14	280.00	252.00
15	300.00	270.00
16	320.00	288.00
17	340.00	306.00
18	360.00	324.00
19	380.00	342.00
20	400.00	360.00
21	420.00	378.00
22	440.00	396.00
23	460.00	414.00
24	480.00	432.00

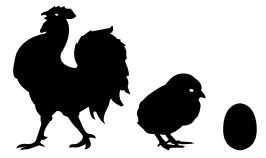
Payments may be in the form of cash, check, or money order.

All checks/money orders must be made payable to the City of Urbana.

THERE ARE NO REFUNDS. FEES ARE NON-TRANSFERABLE.

If an application is denied, any payment made will be returned.

MARKET AT THE SQUARE 2010 GROUP 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. Homegrown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES/TIMES OF OPERATION

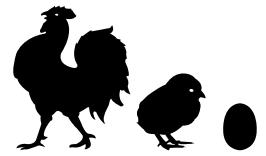
- Market at the Square's season for 2010 is 28 weeks, beginning May 1 and ending November 6.
- The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.
- Community groups must check in at the City of Urbana tent at the northwest corner prior to setup.
- Community groups that have been pre-approved to set up on 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.
- Driving through the Market between 7:00 AM and 12:00 noon is prohibited.

II. LOCATION/COMMUNITY GROUP SPACES

- 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).
- 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.
- 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.
- Any group who is absent for 2 committed Market days without giving advance notice forfeits the right to their space assignment.
- 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.
- Community group space dimensions are 6 feet wide by 10 feet deep. Multiple spaces may be leased based upon availability, as space permits.
- Booth space frontage should be consistently lined up with the space markings. Clearance must be kept for crowds and accessibility.
- Market participant parking has been established in lot 24, which is across Illinois Street just south of the Market site. Please use this lot for parking.

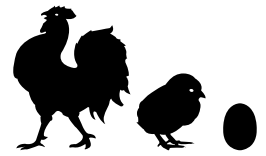
III. ITEMS FOR DISPLAY/SALES REGULATIONS

- Community groups must be non-profit organizations.
- Groups wishing to sell handmade goods as fundraisers may do so, but participation is at the discretion of the Director. Groups are required to rent at least two spaces for these events and are limited to 3 selling dates total throughout the season.
- Except in special situations (see above), items for sale must be created/produced by, directly linked to, and representative of the organization. *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.
- All food items and food preparation must comply with appropriate local, state, and federal health regulations. For local regulations, contact Paula Liles at the Champaign-Urbana Public Health District at (217) 531-2920. 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.



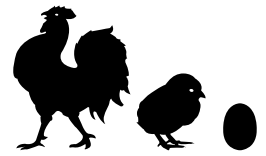
IV. BOOTH REGULATIONS

- **Booth materials.** Community groups shall provide all booth materials. Items and displays may utilize tables, tents, carts, or other similar structures supplied by the group. Single spaces cannot accommodate 10' x 10' canopies; please plan to rent two spaces if a tent larger than 6' x 6' will be used.
- **Load in/out.** Vehicles must load in/out of their spaces as quickly as possible, leaving clearance for other vehicles. Please do not unload vehicles and set up at the same time.
- **Group members.** 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.
- **Setup/teardown.** 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.
- **Sidewalks and medians.** 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.
- **Tent weights.** All tents/canopies must be weighted down with at least 25 pounds per leg, regardless of forecast weather conditions.
- **Liability.** Each community group is liable for any incidents, accidents, or injuries resulting during its setup, teardown, and during the hours of operation at the Market.
- **Signage.** Signs displaying the group name and/or information must be kept within the boundary of the assigned booth space(s).
- **Disruptive conduct.** 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. Groups persisting in this activity after a verbal warning will be asked to leave the Market for the season. There will be no refunds.
- **Interference.** 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.
- **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 neighbors, keeping booth area clean and inviting, and implementing your own marketing in addition to the promotion that the City of Urbana coordinates all contribute to a successful booth.
- **Waste disposal.** 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 or recycled in the City's recycling totes. 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 written warning will be issued if debris is left. A fine of \$50 will be levied if the infraction is repeated a second time and the group's lease will be revoked if the infraction is repeated a third time..
- **Electricity.** 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. There is a \$5 per plug charge for use of power at the Market. Groups must secure cords tightly and safely to the ground using 4" wide "tunnel tape" or plastic covers. Please see Director for more information.
- Groups may request a performer to relocate if needed, but must notify the Market Director upon doing so.



V. POLICIES

- Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors, groups, and individuals 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 community groups 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 groups at the Market.
- A community group may be prohibited from participating in the Market when the Market Director determines that the group 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.
- Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the community group from the Market and possible legal action.
- Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor, group, or performer 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 privileges/cancellation of lease with the group.
- No group shall use any action or language to insult another group, vendor, performer, shopper, Market staff, or to intimidate a Market patron into purchasing or support the product/idea being sold/promoted.
- It is the community group's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any group that 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.
- 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.):

- 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. Sale of any live animals are strictly prohibited.
 6. Any dog with a history of aggression is prohibited from entering the Market.
 7. Any dog 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 dog creating a disturbance such as continuous barking or whining shall be ordered removed from the Market.
 9. Any dog that makes repeated unwanted contact with a patron, vendor or staff person at the Market shall be ordered removed from the Market.
 10. Any dog that is not promptly and properly curbed shall be ordered removed from the Market.
 11. Dogs shall not get closer than within six feet of any area where open containers or food are being vending or prepared.
 12. With the exception of restrictions being placed upon aggression by dogs or the sales of dogs, 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 dogs 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.

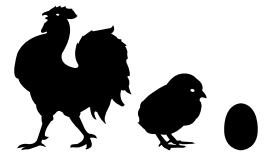
- Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn 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.



MARKET AT THE SQUARE 2010

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

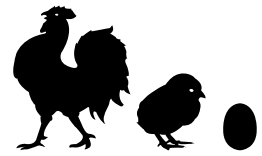
- A. Market at the Square's season for 2010 is 28 weeks, beginning May 1 and ending November 6.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.

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. All Market participants should park their vehicles in Lot 24, which is the lot across Illinois Street, just south 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 must enhance the environment, rather than overpower the activities of the Market.

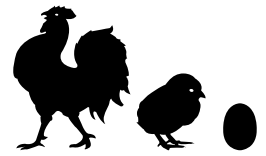


III. PERFORMANCE REGULATIONS (cont.)

- 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. A fine of \$50 will be levied if the infraction is repeated a second time. The performer's privileges will be revoked if the infraction is repeated a third time.

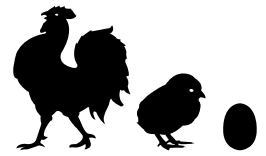
IV. POLICIES

- Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors, groups, and individuals 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 community groups 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 groups at the Market.
- A performer may be prohibited from participating in the Market when the Market Director determines that the performer 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.
- Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the community group from the Market and possible legal action.
- Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor, group, or performer 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 privileges/cancellation of lease with the group.
- No performer shall use any action or language to insult another group, vendor, performer, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold.



Y. POLICIES (CONT.)

- It is the performer's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any performer that 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.
- 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.
- 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.



Y. POLICIES (CONT.):

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 of 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.



Market at the Square

CHARTS

2010 Season

Chart A

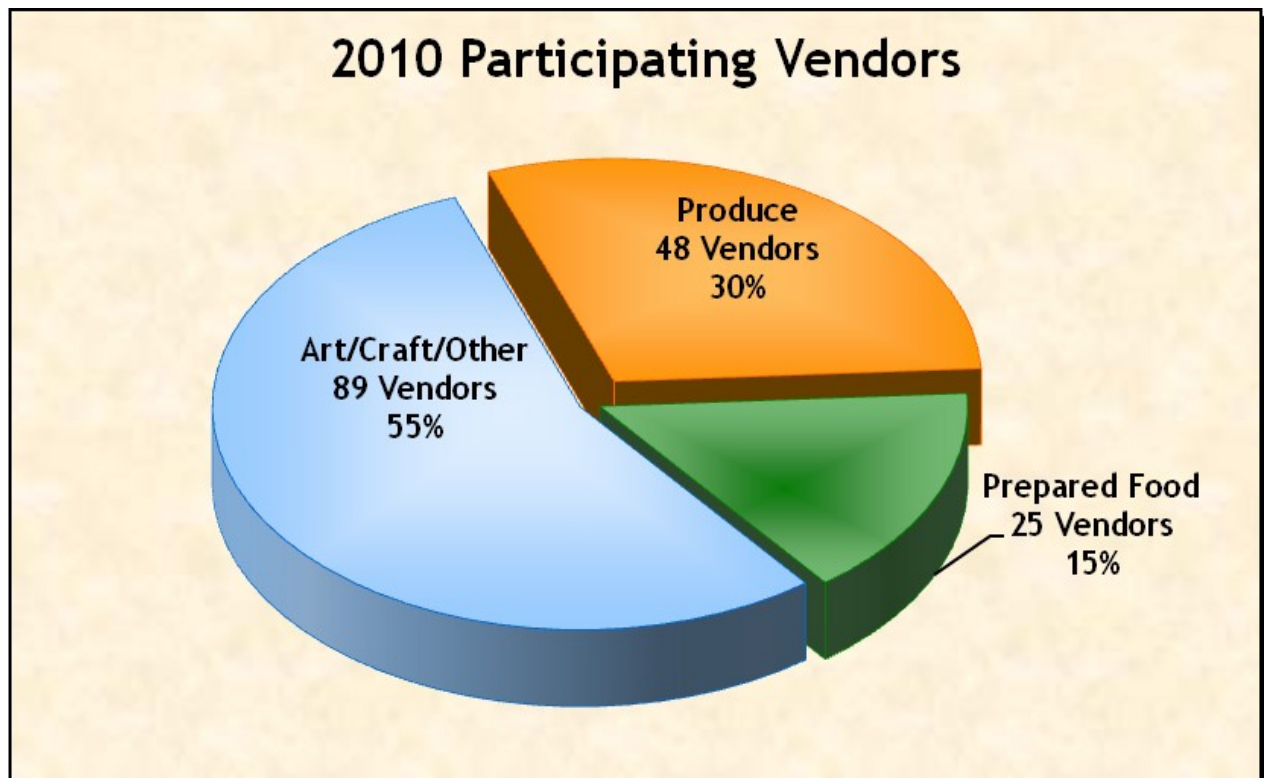


Chart B

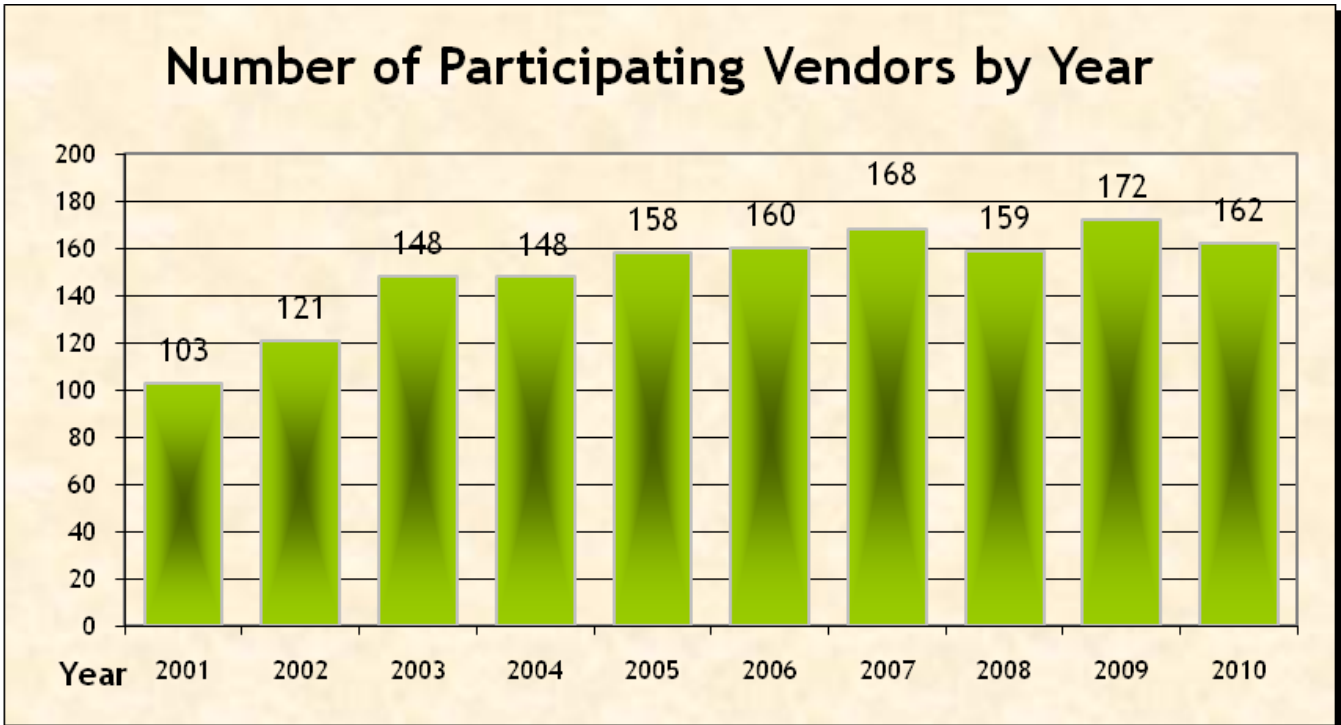


Chart C

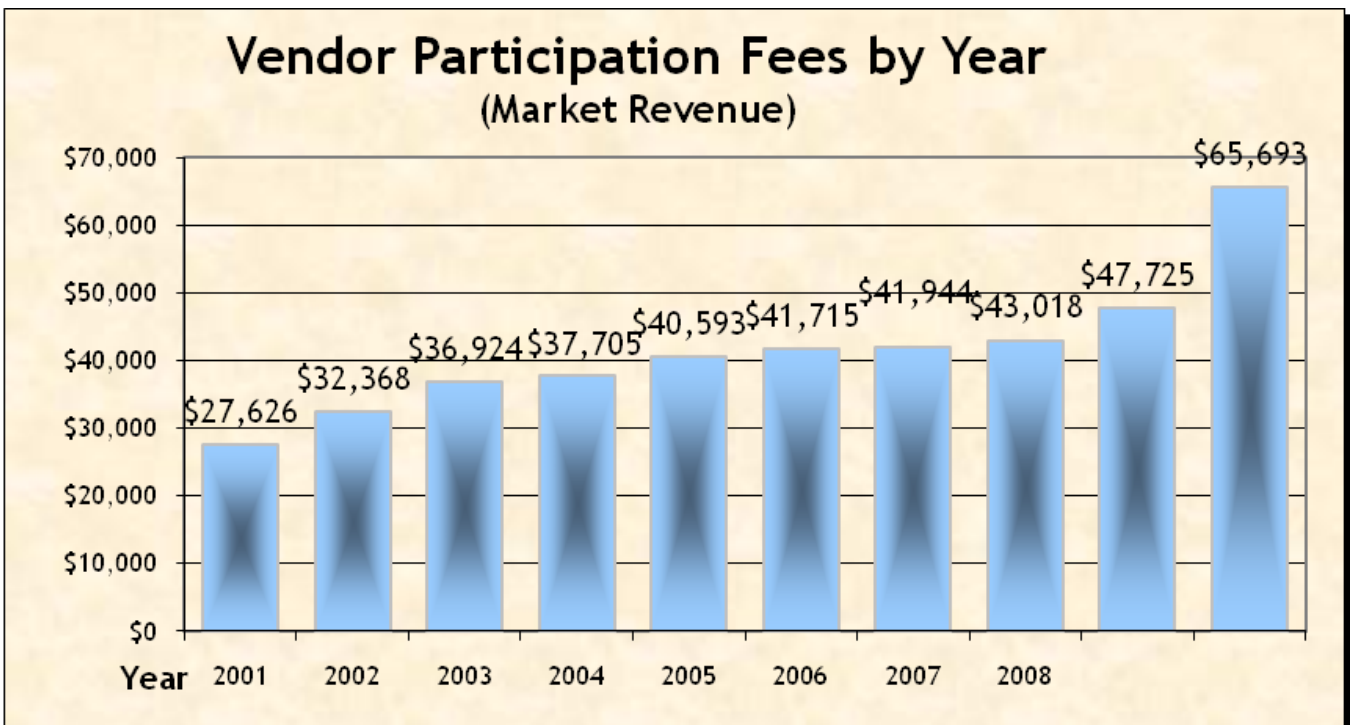


Chart D

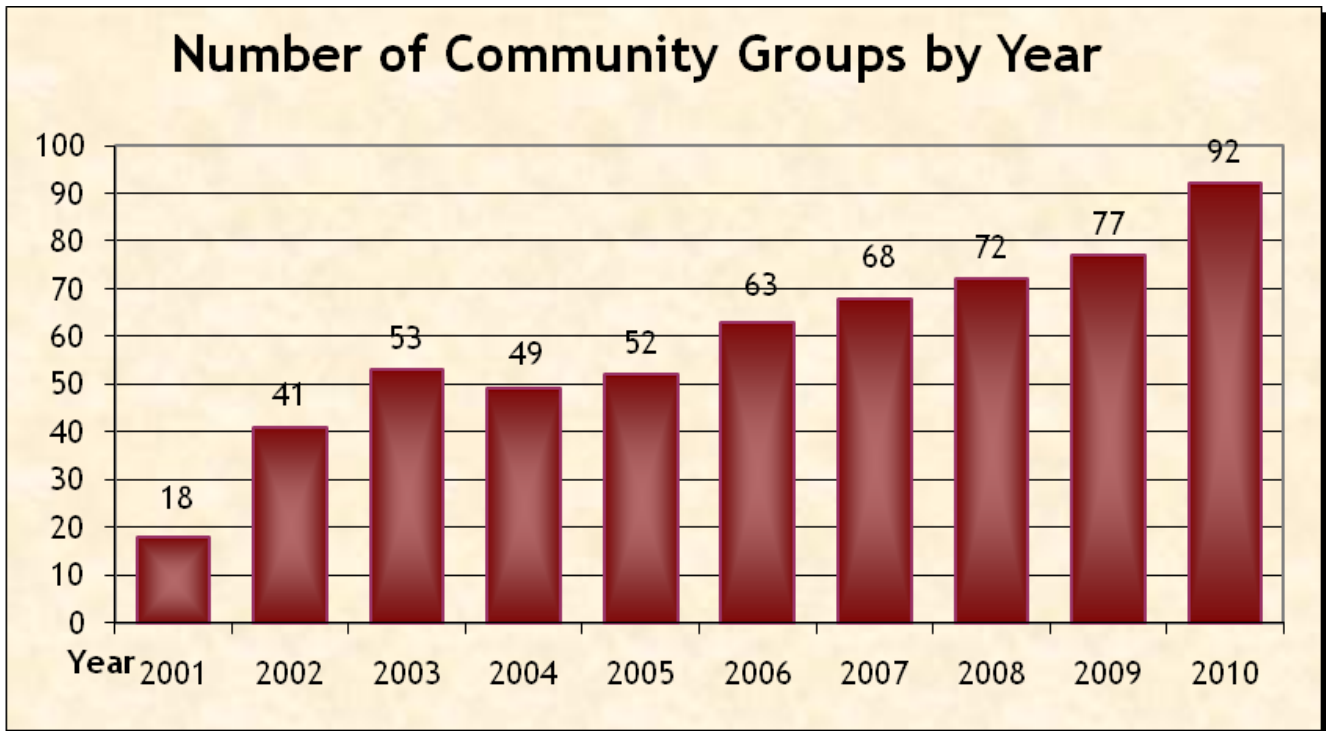


Chart E

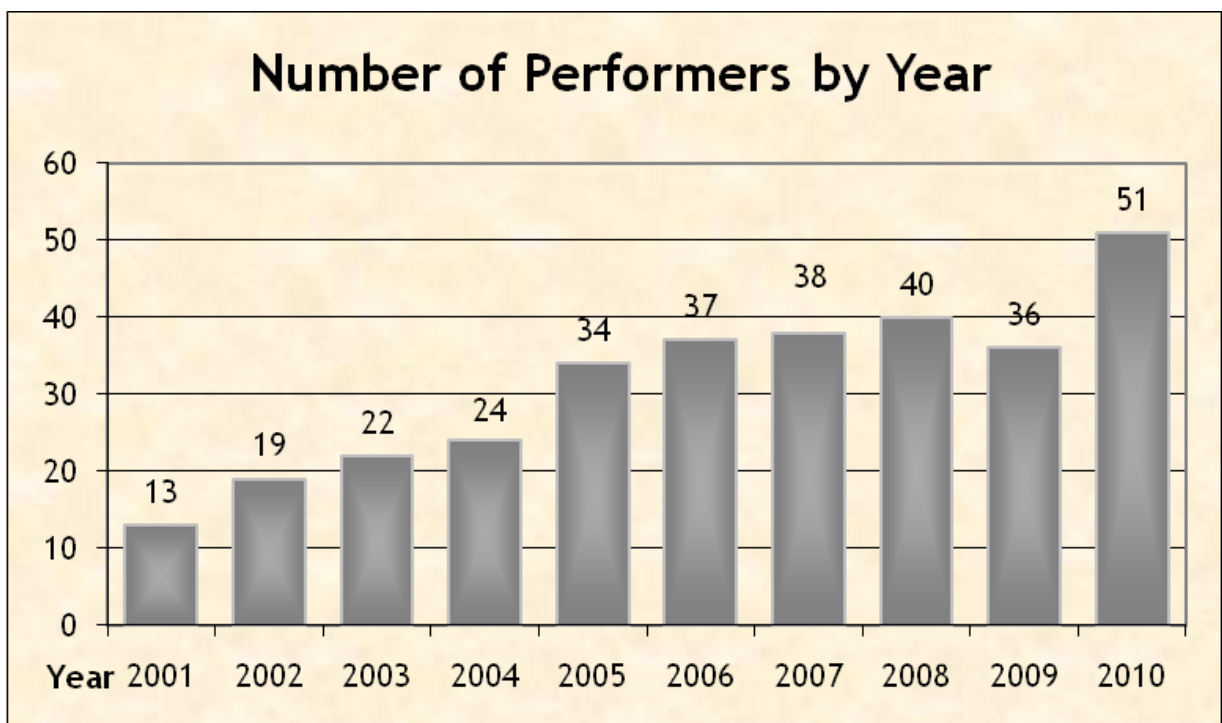


Chart F

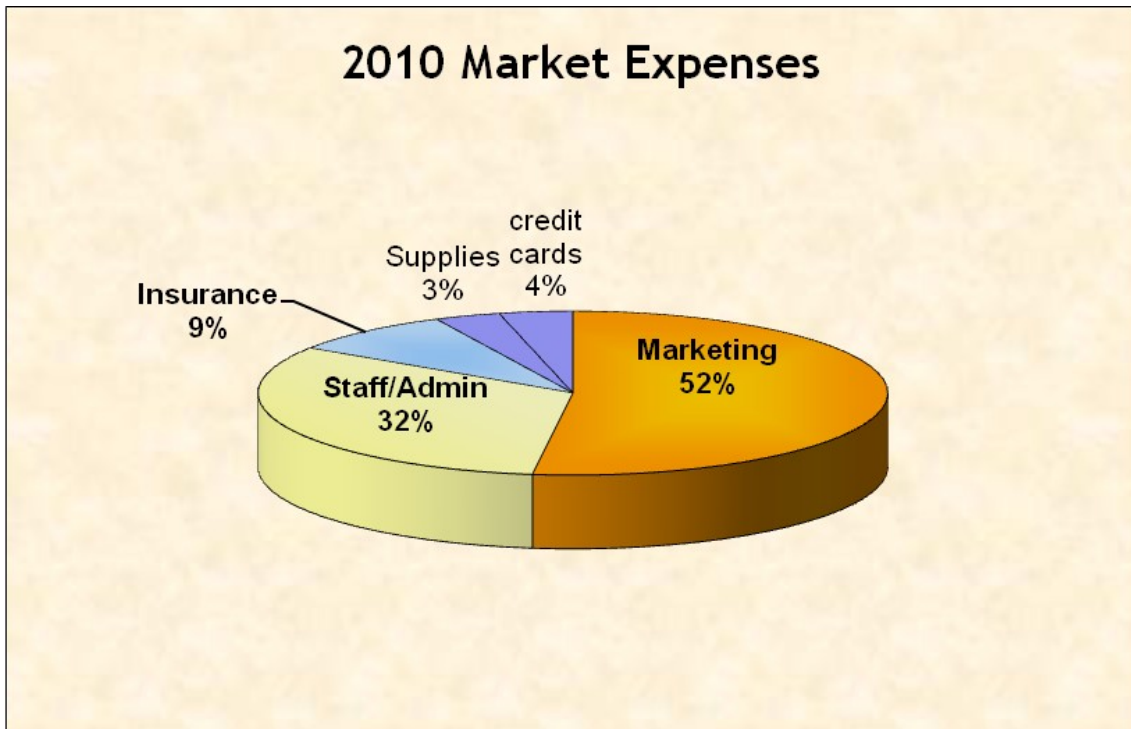


Chart G

REVENUES 2010	
Vendor Fees	\$65,693.00
C. Group Fees	\$4,719.00
Grant Income	\$15,000.00
Credit Card Revenue	\$1,389.00
Merchandise	\$3,518.00
TOTAL REVENUE:	\$90,319.00
EXPENSES 2010	
Marketing	\$24,389.00
Staff/Admin.	\$15,103.00
Supplies	\$1,579.00
Insurance	\$4030.00
Credit Card Fees	\$2355.00
TOTAL EXPENSES:	\$47,456.00

Attachment 3:

Market at the Square
Credit/Debit/LINK Program Materials

LINK, the Market, and You

When SNAP benefits went from being issued as paper coupons to a debit-style plastic card several years ago, the convenience of the card also meant that most growers at farmers markets—the best place to purchase fresh fruits and vegetables directly from the person that grew them—were not able to accept SNAP as a method of payment.

Now, in 2010, persons receiving SNAP may use their benefits at the Market! Please see inside this brochure for more details.



Urbana's
Market
at the
Square
is now accepting
Credit, Debit
and Link cards!

Call for more info
217-384-2319
www.city.urbana.il.us/market



Urbana's Market at the Square is one of the largest and best-attended markets in the state of Illinois, with over 170 registered vendors in 2009 and an average of 6000 visitors each week. The Market's vendors offer Illinois-grown fruits and vegetables, farm-raised meats, eggs, cheeses, and honey, baked goods, and a wide variety of other foods in addition to plants and flowers. The Market's vendors also offer an array of art, crafts, and other handmade products.

The Market starts the first weekend in May and runs through the first weekend in November. Hours of operation are every Saturday, rain or shine, from 7 AM—noon.

Urbana's Market at the Square

City of Urbana
Economic Development Division
400 South Vine Street
Urbana, Illinois 61801

Phone: 217-384-2319
Fax: 217-384-0200
E-mail: ljbralts@city.urbana.il.us
www.city.urbana.il.us/market



Using Your LINK Card at Urbana's Market at the Square



How to Use LINK Cards at Urbana's Market at the Square

LINK can be used at the Market to purchase all LINK-eligible foods at the Market. These foods include:

Fresh fruits and vegetables, meats, cheese and dairy products, eggs, honey, baked goods, and seeds and plants which produce food for you and members of your household to eat.



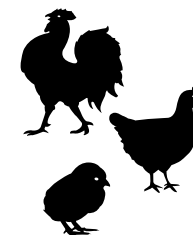
Here's How It Works:

1. The Market is open every Saturday, rain or shine, may—early November from 7 AM – noon. It is located outdoors at the corner of Illinois and Vine Streets in Urbana. Bring your LINK card to the City tent, located at the northwest entrance of the Market. A Market staff person will ask you how much you would like to have your card swiped for.
2. Once the card is swiped, your PIN has been entered, and the transaction has been approved, the Market staff person will give you the number of \$1 tokens you requested to spend in the Market on LINK-eligible items. The tokens, which are printed in green and are only in \$1 amounts, look like this.
3. After you get your receipt, go ahead and spend your tokens on any LINK-eligible foods sold by any vendor within the Market. Vendors are not able to make change—make sure you get as close as you can to a round dollar amount with your tokens.
4. That's it! It's very easy to use your LINK card at Urbana's Market at the Square.



WHY USE THE LINK CARD AT THE MARKET?

- Fresher, tastier, and possibly more healthful produce and other foods
- Local food travels less of a distance, which is easier on the environment
- Buying from local producers helps support your local economy
- Buying from local producers helps establish relationships between producers and eaters



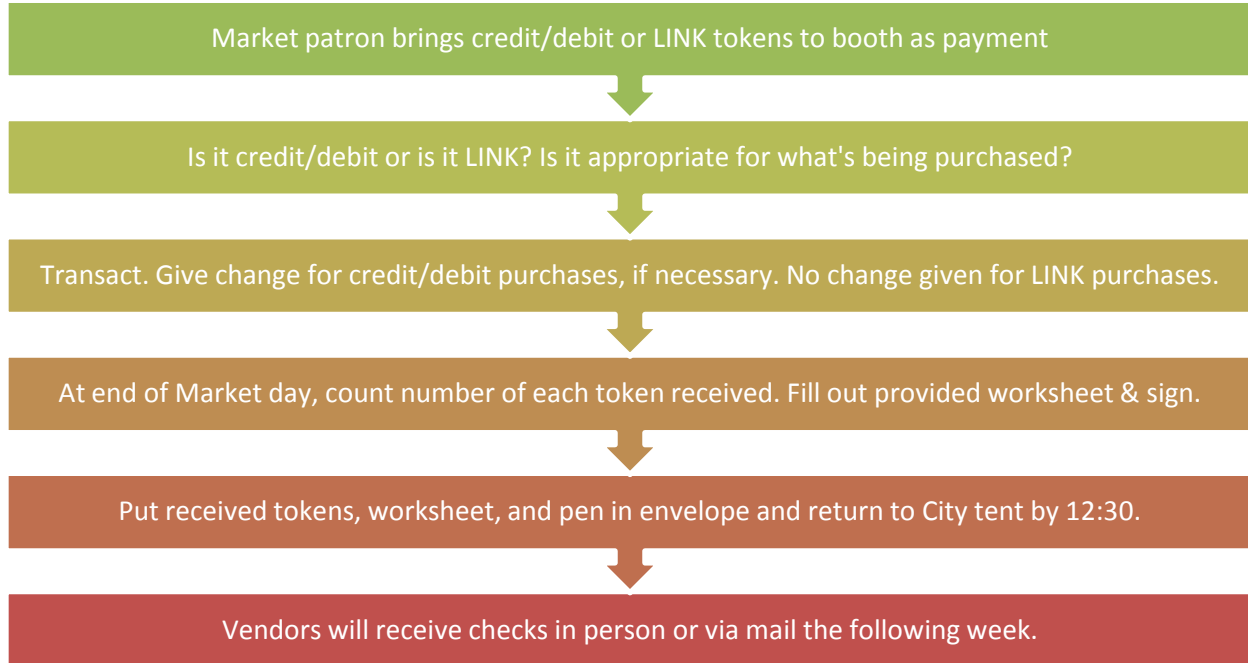
QUESTIONS?

Call: 217-384-2319

Email:

ljbralts@city.urbana.il.us

Tokens: How The Program Works



OTHER TIPS:

- **DO NOT ACCEPT LINK TOKENS FOR INELIGIBLE ITEMS.** A list of what can be bought with each token has been provided.
- Tokens are good forever. There is no expiration date.
- Tokens are the same as money. Please keep an eye on them the same way you keep an eye on your cash.
- You may find that you're giving extra change out with credit/debit tokens. Please plan accordingly and bring more change with you – for accounting reasons, the City cannot accept your tokens to make change.
- You do not have to submit your tokens for reimbursement every week. However, the City is not responsible for any lost tokens or other materials that may result if materials are not turned in on a weekly basis.
- Please make sure that you write token amounts LEGIBLY on your reimbursement form, or you run the risk of being reimbursed incorrectly.
- Please drop tokens off, with your paperwork and envelope, by 12:30 PM. Any envelopes not dropped off by then will have to wait until the following week. PLEASE DO NOT BRING THEM TO THE CITY BUILDING DURING THE WEEK.
- You will receive your reimbursement for tokens a week later. For example, on 5/22 you will receive a check for tokens turned in on 5/15. A check will be delivered to you in person or, if you will not be at the Market, mailed to you at the address you provided on your application.
- If you ever have a question about token redemption at the Market or the reimbursement process at the Market, please come to the City tent and staff will be able to help you. If you need information at any other time, please contact Lisa directly at 217-384-2319 or ljbralts@urbanaininois.us.



Vendor:

Credit/debit: Every vendor may accept **ORANGE \$5 credit/debit** tokens.

LINK: GREEN \$1 tokens we purchased using LINK and may only be used to purchase food that is NOT hot and ready to eat. These items include fruit, vegetables, meat, poultry, cheese, bakery items, snacks, AND seeds and plants intended for growing food. Please see the enclosed Vendor Redemption Guide for more information.

NOTE: Please complete # of tokens and "Total \$" columns ONLY. Thanks.

TOKEN REIMBURSEMENT FORM

	DEBIT/CREDIT (\$5 TOKENS)			LINK CARD (\$1 TOKENS)			
DATE	# TOKENS	TOTAL \$	MARKET COUNT	# TOKENS	TOTAL \$	MARKET COUNT	MARKET VERIFICATION
5/1/2010							
5/8/2010							
5/15/2010							
5/22/2010							
5/29/2010							
6/5/2010							
6/12/2010							
6/19/2010							
6/26/2010							
7/3/2010							
7/10/2010							
7/17/2010							

7/24/2010							
7/31/2010							
8/7/2010							
8/14/2010							
8/21/2010							
8/28/2010							
9/4/2010							
9/11/2010							
9/18/2101							
9/25/2010							
10/2/2010							
10/9/2010							
10/16/2010							
10/23/2010							
10/30/2010							
11/6/2010							

Attachment 4:

Examples of Market at the Square Programming

eat a rainbow

sprouts
at the
market
september
18
2010

9-11 AM
FREE!



brought
to you
by:

Urbana's
Market
at the
Square



Family
Resiliency
Center

Strengthening families
for life's challenges.

Sprouts at the Market poster, September 2010



Sprouts at the Market poster, June 2010

corn



sprouts at the market is all about kids... and corn

Saturday, August 21, 2010

9 AM-11 AM

Urbana's Market at the Square

Info:

217/384-2319 or

www.sproutsurbana.wordpress.com

Urbana's
Market
at the
Square 



Sprouts at the Market poster, August 2010



**EAT
YOUR
COLORS!**

SPROUTS
at the Market

Saturday, July 24
9-11 AM ** Kids ages 3-8

www.sproutsurbana.wordpress.com

217-384-2319

Sprouts at the Market poster, July 2010



“Recyclimpics” logo used for event held in conjunction with U-Cycle, June 2010



“Eat Here” banner campaign, 2010

Attachment 5:

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

Urbana's
Market
at the
Square
is now accepting
Credit, Debit
and Link cards!

Call for more info:
217.384.2319
www.cityofurbana.il.us/market



eat local

eat here

EAT YOUR COLORS!

SPROUTS
at the Market

Saturday, July 24
9-11 AM ** Kids ages 3-8

www.sproutsurbana.wordpress.com
217-384-2319

MAY 1, 2010
RUN OR SHINE

MARKET at the SQUARE
(217) 384-2319
www.cityofurbana.il.us/market

MARKET AT THE SCARE

SATURDAY OCTOBER 30 9 AM UNTIL NOON
COSTUMES ENCOURAGED REFRESHMENTS
PHOTOS GENERAL SILLINESS

call (217) 384-2319

or go to www.urbanaininois.us/market for more information



Sprouts at the Market

June 19, 2010
9 AM - 11 AM
Cost: FREE!

More info at 217.384.2319 or
www.sproutsurbana.wordpress.com

Sprouts at the Market is Market at the Square's nutrition and fun linkage programming geared toward kids ages 3-8.

It's time for a taste of SPRING!

Are green beans in season?

How can kids 'Eat Here'?

get happy!

saturday
5.7.2011

www.urbanaininois.us/market