



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: January 21, 2014

SUBJECT: Urbana's Market at the Square 2013 Annual Report

Introduction and Background

Farmers markets are an integral part of the urban/farm linkage and have continued to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm. According to the United States Department of Agriculture's Agricultural Marketing Service, there were 8,144 farmers markets listed in the USDA's 2013 National Farmers Market Directory. This equates to a nearly 40% increase over the past 10 years.

Market at the Square is one of Urbana's strongest attractions. It is a large, popular special event running every Saturday for a total of 27 to 28 weeks each season, 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 on the community is difficult to quantify, it is undeniably significant. Farmers' markets, including Urbana's Market at the Square, are an integral part of a viable, sustainable community, and the presence and visibility of the Market contributes enormously to Urbana's identity and "sense of place".

The 2013 season for Urbana's Market at the Square began on Saturday, May 4, 2013 and ended on Saturday, November 2, 2013, running for a total of 27 weeks. 2013 saw several changes to the Market, among them credit/debit tokens were no longer distributed as part of the Market Scratch system and there were many new vendor and community group 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 2014.

Discussion

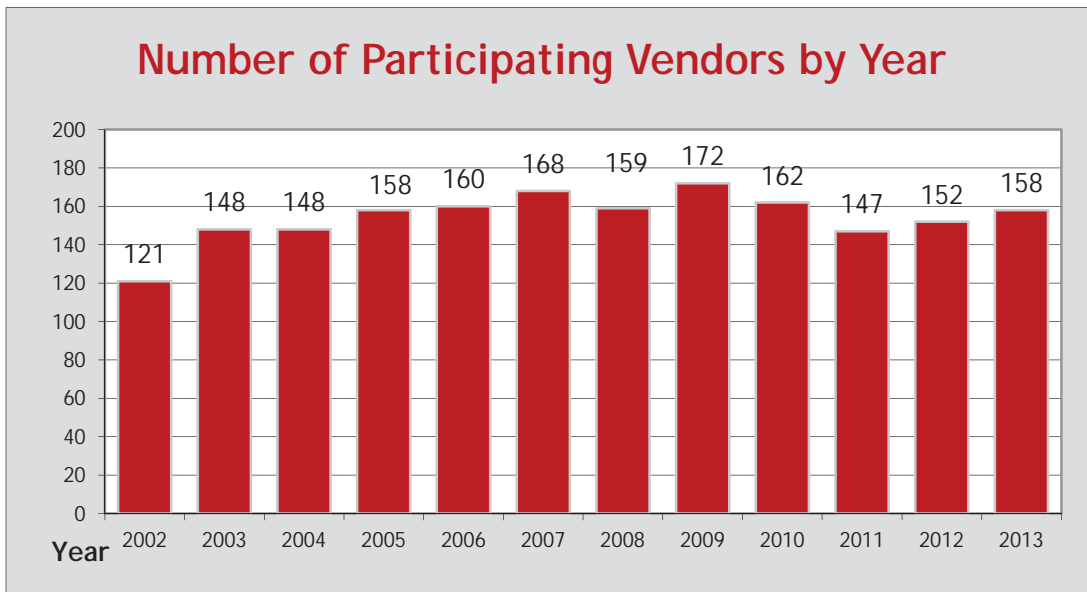
Urbana's Market at the Square Participants

The Market patrons who come out each week to shop, visit booths, socialize, and enjoy the bustle are its core base and primary economic and social force. The Market's regular retail, informational, and performing participants include vendors, community groups, and performers. Each season, these participants receive guidelines and applications to complete prior to

participating at the Market. The Market's regulations are typically modified each year to improve clarity and to respond to any outstanding issues from the previous season. [See Attachment 1: Vendor Regulations, Policies & Application Materials]

Vendors

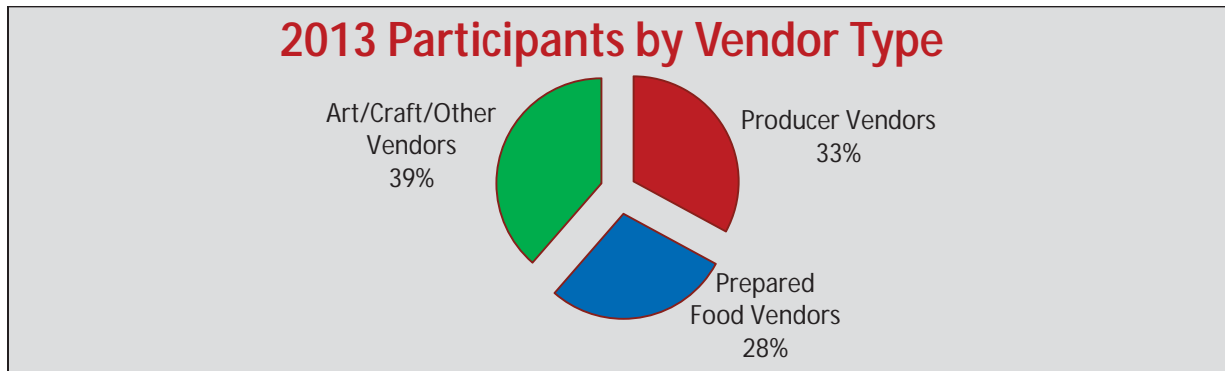
A total of 158 vendors participated in 2013, slightly up from 2012 with 152 vendors and 147 vendors in 2011. The number of new vendors has remained consistent over the past few years. Weekly vendor attendance at the Market in 2013 averaged 79 vendors, up from 71 vendors in 2012 and 66 vendors in 2011. The Market dates with the highest vendor attendance were July 13 (93 vendors) and August 10 (96 vendors) and the lowest vendor attendance was recorded on October 28 and November 2 (54 and 37 vendors, respectively).



Similar to previous years, roughly 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. Overall, vendor participation and attendance has remained relatively steady for the last five seasons.

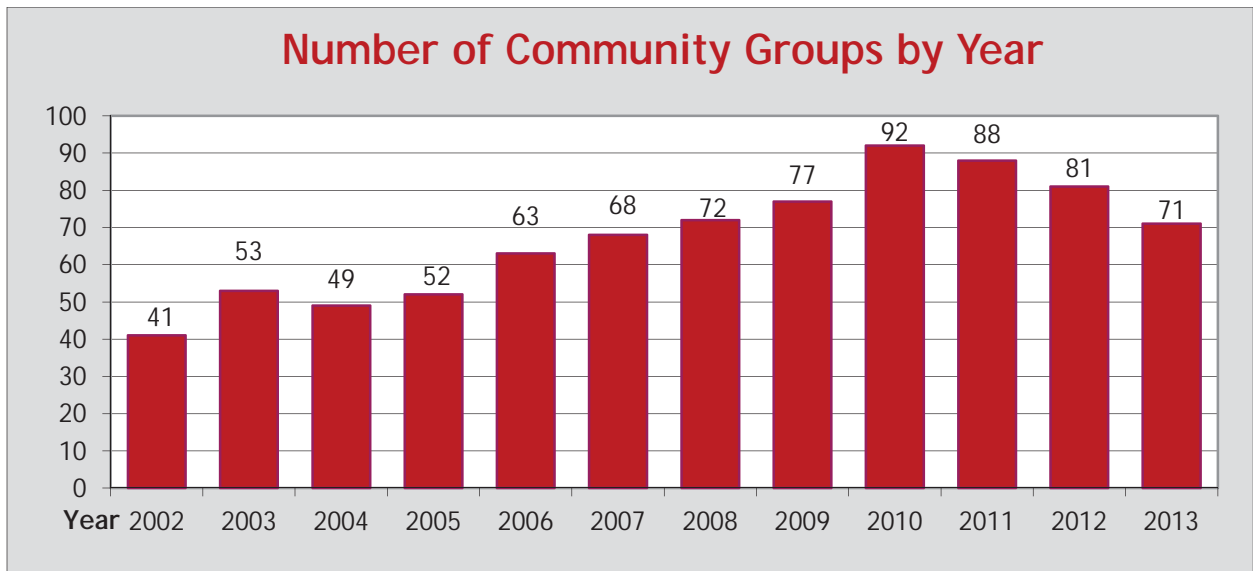
Vendors are separated into two categories, **growers** and **non-growers**. Growers (52 participants) include fresh fruit and vegetable producers, meat/dairy producers, fresh flower producers, and live plant producers. Because the Market requires all fresh produce, flowers, and farm-raised food to be grown by the seller within the State of Illinois, new vendors in this subcategory are inspected by Market staff before they may participate in the Market. Existing vendors are inspected when a complaint or concern (by either a patron or another vendor) is lodged regarding questions related to the origin of a vendor's items. Complaints occur rarely and there were no formal complaints lodged during the 2013 season.

Non-growers are subcategorized as **processed and prepared food vendors** and **art and craft vendors**. **Processed and prepared food vendors** (45 participants) can be further broken down to include bakers, candy-makers, ice cream vendors, and other prepared foods designed to be consumed on- and off-site. **Art and craft vendors** (61 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.



Community Groups

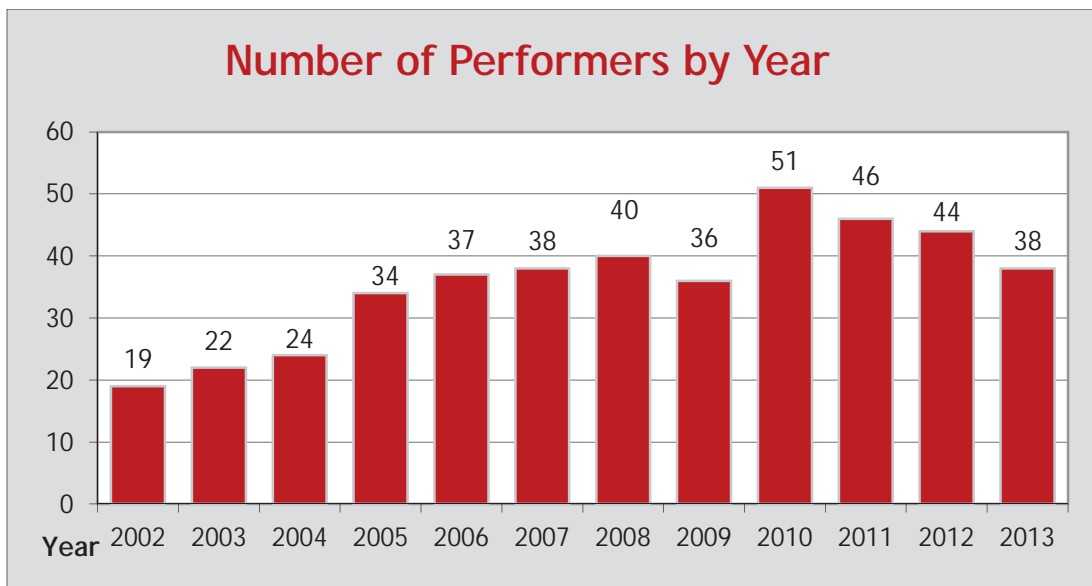
The participation of community groups at the Market has been a valuable resource for the Urbana-Champaign community, both for the groups publicizing their efforts and for patrons who are looking for ways to contribute, volunteer, or otherwise engage in the community. Weekly participation by community groups in 2013 averaged 10, occupying upwards of 27 spaces per week. This is slightly down from 2012, which averaged 14 groups per week. A total of 71 groups registered for space at the Market in 2013, down from 81 registered groups in 2012. 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.



Again in 2013, Community Groups were located in Row 5, the easternmost row of the Market along Vine Street. Community Groups moved to this location at the start of the 2012 season. The groups share the row with several prepared food vendors (primarily mobile food vendors/food trucks), who faced west, while community organizations faced east. Community organizations also have access to electricity at this location. This location continues to be preferred by Community Groups to the 2011 location along Walnut Street. [See Attachment 2: Community Group Application and Guidelines]

Performers

Performers remained a popular component of the Market experience. 2013's performers ranged in genre from folk and bluegrass and indie rock acts to harp, balloon sculpture, face painting and traditional "busking", or street performances. One performer even rolled out a full-sized upright piano to the Market to play a variety of tunes. A total of 38 performers were registered to busk at the 2013 Market, down slightly from 44 registered performers in 2012. Although performers are not required to pay fees to participate at the Market, they are required to follow specific guidelines and to complete an application prior to performing. Performers are required to perform without amplification. There are few conflicts between vendors and performers. [See Attachment 3: Performer Application and Guidelines]



Patrons

According to staff counts, estimated patron attendance held steady in 2013 with an estimated total of 123,933 visitors. Averaged across a 27-week season, the Market drew an estimated 4,590 patrons, somewhat less than 2012 which drew an estimated 4,900 patrons per Saturday. Peak season (mid-June through early-September) continues to draw the most people week-to-week. Possible reasons for the slight decline in attendance could include economic conditions discouraging patrons from shopping at the Market, competition from other outlets offering local produce and goods, and other community events occurring during the same hours as the Market (i.e. athletic events and holidays).

At the request of the Market at the Square Advisory Board, Market staff launched a survey to estimate the economic impact of the farmers' market on the community. The survey was completed using an online tool developed by Market Umbrella, an organization located in Louisiana. The Market Director first learned about the free, user-friendly tool from the Farmers Market Coalition website. Market Umbrella created this tool specifically for use by farmers' markets to estimate the gross receipts at a market, neighborhoods in which the shoppers reside, dollars they spend at nearby stores, frequency of their market attendance, and more. Market Umbrella is a non-profit that was part of the group which launched the Crescent City Farmers Market. The surveying was completed using Market staff who surveyed a representative sample of the market patrons. A survey of 350 patrons was the number identified by Market Umbrella as being a representative patron sample for our Market. One successful survey was completed in 2013 and at least two more are planned for 2014. Market Umbrella suggests administering multiple surveys in order to obtain more valuable results. Staff are looking forward to sharing the results from these surveys in our 2014 annual report.

For the first time, the Market Director also initiated an informal end of season patron survey. This survey was comparable to what other farmers' markets complete at a season's end. The questions for this survey were derived from the Morton Grove, Illinois farmers' market end of season survey. The survey took place online and was promoted only through Facebook and Twitter. There were over 90 completed surveys, which provided a variety of interesting information and positive feedback and suggestions. A few items worth noting: nearly 85% of respondents were female, 66% of respondents attend the Market every week to most weeks, and 90% of respondents come to the Market to grocery shop. [See Attachment 4: 2013 End of Season Survey]

There continues to be significant interest in Urbana's Market at the Square from outside the area. Individuals and groups contacting the Market frequently ask questions regarding operations and infrastructure as they consider starting a new market or improving an existing one. In particular, there is much interest in the Market's successful use of social media platforms to attract and retain patrons, as well as the Market's ongoing success with its LINK card acceptance program, "Market Scratch". The Market Director also gave several commercial and trade media interviews in 2013 and worked closely with the Urbana Business Association to promote year-round farmers' market shopping in Urbana.

Operations

Operations are the behind-the-scenes engine of Market at the Square. In 2013, 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 (e.g. Sprouts at the Market and Art at the Market), 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 Market Scratch (token) program, general Market supervision, guideline enforcement, and assisting participants with any issues or problems that may arise.

On-site Market staff continued to play a major role in the Market's operational success. In 2013, the Assistant to the Director worked many Saturdays and functioned as an on-site coordinator of for participants and activities. The Market Director also worked most Saturdays each month. On-site management worked with two Aides on Market days to manage patron queries, merchandise purchases, count patrons, and process LINK token purchases and accounting. One groundskeeper worked on setup and teardown each Saturday.

In 2014, the Market Director will continue to work the majority of Saturdays. In addition, most of the staff from 2013 have committed to returning in 2014. When the position is filled, the Public Arts Coordinator will work with the Market Director on the management and augmentation of performance and art events on Market days. In 2013 Ginger Reeser transitioned to the Sprouts at the Market Coordinator position, previously occupied by Jennifer Hewitt. Ms. Reeser previously assisted Ms. Hewitt for multiple seasons before taking over this position. Planning for the 2014 Sprouts at the Market schedule is underway, with many new ideas and activities in store for participants.

Credit, Debit, and LINK cards

The Market phased out the credit/debit portion of the Market Scratch system during the 2013 season. This phase out did not affect the Market's capability for accepting SNAP/LINK cards on behalf of Market vendors. The credit/debit token program was not without cost and significant administrative time. At the recommendation of the Finance Department, it was determined that credit/debit tokens consumed several hours of weekly administrative time to process, print checks to vendors and reconcile these transactions necessary for the control and security of the token system. There were equipment rental fees, transaction fees, and other costly annual service charges. In 2013, the Market was able to cut these specific types of expenses by over \$2,700 by accepting only LINK cards as opposed to accepting credit/debit and LINK cards. Further information regarding Market expenses will be discussed in the financials section of this annual report.

There were only a handful of patron complaints in regards to phasing out the credit/debit tokens. Primarily, patrons enjoyed the convenience of being able to swipe their credit/debit cards at the Market to use for purchases. Looking back to 2012, there was an average of only 81 credit/debit transactions made per Saturday during the Market season, compared to the over 4,500 average weekly Market attendees. Market staff explained the costs associated with the system and were consistent in informing patrons about the many vendors that now individually accept credit/debit cards at their booth. Staff also informed patrons of the Market's close proximity to four area ATM's, and patrons were willing to access these for cash. This information typically satisfied patron inquiries regarding the credit/debit token system phase out.

In terms of vendor feedback in regards to phasing out the credit/debit tokens, Staff received very few complaints. Many vendors were empowered this season by being able to accept credit/debit cards on their own through the use of Square technology and other similar devices. This technology allows customers to make credit/debit purchases directly with the vendor over the internet. The Market Director continues to compile information to help train interested vendors on how to use the Square and other similar devices. There also are a few vendors currently using the Square who have volunteers to assist other vendors in setting up their own point of sale devices, setting tax rates on the devices, and assisting them with troubleshooting.

2013 marked the fourth year that the market has accepted SNAP/LINK cards on behalf of Market vendors. The Market's program was developed jointly by Market staff and the City's Finance Department in 2010 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. [See Attachment 5: Credit/Debit/Link Token Information]

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 accounting) was handled by Market staff, and the back end (check-cutting for vendors) was handled by the Finance Department, with assistance from Community Development support staff.

In July 2011, the Market was awarded \$10,000 in grant funds by LINK Up, a program run by Experimental Station in Chicago and funded by the Wholesome Wave Foundation in Connecticut. The funds were designated to both double the value of LINK token purchases by users (\$8,000) and to offset some of the administrative costs of running the program, such as paying to produce additional tokens and pay for promotional and administrative costs (\$2,000). The "double value" program came later in the 2011 Market season and approximately \$3,226 in grant funds remained unused. The Market was able to carryover these funds and apply them to the 2012 season. In June 2012, the Market was awarded with additional "double value" program funding in the amount of \$4,000. This amount helped the Market to continue to "double the value" of LINK token purchases throughout the season. The Market was able to distribute all double value incentives by August, 2012. In 2013, the Market was awarded yet another LINK Up grant in the amount of \$4,000. The grant was again very successful and the monies were quickly distributed. It took only 11 weeks to exhaust the entire \$4,000 grant.

In 2013, the Market sold \$10,327 in LINK tokens. This is slightly down from 2012, in which \$11,714 was sold in LINK tokens. Many factors may have played a part in the slightly declined use of LINK cards at the Market. For example, the State of Illinois changed the dates each month in which they distributed funds to individual LINK Cards, starting in July 2013. Additionally, on one specific Market date the entire third party system (XEROX) that manages LINK card systems for many states experienced a nation-wide outage. This severely affected LINK card usage in Illinois as users were unable able to make purchases with their LINK card anywhere for the entire Saturday. That particular Saturday, the Market sold only \$100 in LINK tokens as a result of the widespread technical outage.

On a positive note, as a result of the LINK Up grant funding, \$4,000 additional LINK tokens were distributed to patrons and circulated into the Market at no cost to patrons, for a grand total of \$14,327 in LINK tokens being distributed/sold in 2013. Although this amount is down from the \$17,869 sold in 2012, the weekly average number of transactions is identical to that of 2012.

Programming

The Market's nutrition/farm-linkage programming for young children, **Sprouts at the Market**, continued successfully in 2013. Now in its sixth season, the concept was co-developed by the Market's previous Director, Lisa Bralts, and previous Sprouts coordinator and local registered dietician Jennifer Hewitt. Sprouts at the Market provides opportunities for children to taste fresh and in-season produce, and receive nutrition information about these foods while simultaneously meeting the farmer/producer responsible for the food. In 2013, a total of six events were held, averaging 70 registered participants per event, with May's event drawing over 100 participants. Feedback was overwhelmingly positive from all participants, including farmers. The individual programs are described as follows:

- **May 4**
 - ***Sprouts: Growing Healthy Habits!*** This event featured a scavenger hunt-style workshop including a seed planting event, farmer meet and greet, and small prizes (plush toys that looked like vegetables) to children that finished the entire workshop.
- **June 1**
 - ***What's On My Plate!*** This event had a special emphasis on the USDA's "MyPlate" nutrition guidelines using local foods as healthy examples of what to eat. Many scrumptious samples were provided by participating growers.
- **July 6**
 - ***Let's Eat Our Colors!*** This event emphasized nutrition and the colorful bounty of in-season produce. Children were offered a variety of samples provided by participating growers as well as farmer/mealtime information.
- **August 3**
 - ***Some Say Tomato!*** All about tomatoes, this event taught children how and when tomatoes grow, their many varieties, what Market vendors grow them, and why they are a healthy option.
- **September 7:**
 - ***From Dirt to Dessert...And Beyond!*** Children learned all about curcubits: squashes, pumpkins, and gourds, and the many ways they are prepared for consumption, like dessert!
- **October 5:**
 - ***Composting for Kids!*** Children learned how to compost, what to compost, and received informational handouts to take home to continue what they learned in their own backyard.

Three Sprouts at the Market events were held with community partners: the May Sprouts was sponsored by the University of Illinois Family Resiliency Center, the September Sprouts was sponsored by the Great Pumpkin Patch of Arthur, Illinois, and the October Sprouts was sponsored by Common Ground Food Co-op. Businesses adjacent to the Market, such as ArtMart and Common Ground Food Co-operative, helped promote these events in their stores, offering discounts or other rewards for Sprouts participants. Several growers also participated, donating food for sampling. [See Attachment 6: Sprouts at the Market]

For the last five market seasons, the Public Arts Commission has supported free arts workshops at Urbana’s Market at the Square through a program called **Art at the Market**. In 2013, there were five of these workshops, as well the continuation of a program called **Performance at the Market** that featured free performances by local music groups in a tent adjacent to the art activities. Both Art at the Market and Performance at the Market events were well attended in 2013, with 822 participants attending the five events, up from 616 participants attending the events in 2012:

- **May 11**
 - *Workshop*: Low Tech Printmaking with Lisa Kesler
 - *Performance*: Desafinado
- **June 22**
 - *Workshop*: T-Shirt to Tote Bag with Makerspace Urbana
 - *Performance*: Ryan Groff of Elsinore
- **July 20**
 - *Workshop*: CD Weaving with Kathryn Fitzgerald
 - *Performance*: The Turinos
- **August 17**
 - *Workshop*: Letterpress with Soybean Press
 - *Performance*: Los Guapos
- **September 28**
 - *Workshop*: Re-Use, Re-Purpose, Re-Create with The I.D.E.A. Store
 - *Performance*: The Michael Fenoglio Trio

“Letterpress Postcards with Soybean Press” and “CD Weaving with Kathryn Fitzgerald” were the best attended art workshops, with participation from patrons of all ages. By providing free arts programming at Urbana’s Market at the Square, local artists have an opportunity to showcase their talents while residents are able explore a variety of art media and experience a wide range of musical styles. [See Attachment 7: Art at the Market and Performance at the Market]

Partnerships

The Market continues to work with the Eastern Illinois Foodbank on “Farm To Foodbank”, a program created by the Market and the Foodbank to encourage the donation of local produce by Market growers. In 2013, 11,597 pounds of produce were donated to the Foodbank by participating vendors, who then distributed it to their agencies and programs for distribution to their clients. New in 2013, the Market and the Foodbank hosted a successful “Buy One, Donate One” event. This event prompted patrons to purchase two items at the Market, keeping one for their own use and donating the other item. [See Attachment 8: Eastern Illinois Foodbank Partnership]

Other partnerships continued in 2013, including programming accompanying Sprouts at the Market courtesy of the Urbana Free Library, and year round farmers’ market shopping and business promotion from the Urbana Business Association (UBA). The Market and the UBA worked together in 2013 to create a promotional postcard that highlights the three farmers markets in Urbana (Market at the Square, Holiday Market, and Middle Market). This postcard was distributed at many special events, including to over 1,200 students on campus through a

unique student-to-student flyer distribution service offered through Illini Media. The UBA and the Market Director also worked with UPTV to produce a short video on buying local year-round in Urbana. This video was posted on social media and can be found on the UPTV YouTube channel: http://youtu.be/aZc_CjAbfxc. [See Attachment 9: Year-Round Farmers Market Shopping in Urbana Postcard]

New in 2013, the UBA and the Market hosted a no-carve pumpkin decorating event the weekend prior to Halloween. The event prompted patrons to purchase a locally grown pumpkin, bring it to a table hosted by the Market and the UBA, and decorate the pumpkin. Decorations were free to patrons and cookies from Piato Café were provided to all participants. The event was a huge success, being heavily promoted by Chambanamoms.com. Local news station WCIA Channel 3 covered the event, interviewing participants and showcasing the many creative no-carve pumpkin decorating designs.

Marketing

In 2013, 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 underwriting and advertisements as well as on-site broadcasts, maintaining pages on the City website, printing and distributing posters and handbills, banners, merchandise (including t-shirts and tote bags), press releases, and media coverage. The Market also continued filming “Market Menu”, weekly television segments describing the coming weekend’s Market. UPTV staff filmed, edited, and aired the segments on UPTV. These videos can be found on the UPTV YouTube video archive here: <http://www.youtube.com/user/UPTV6/videos>.

New media marketing efforts included the use of internet-based social networking tools, such as Facebook and Twitter. 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, 6,044 people are Facebook fans of the Market’s Facebook page, up from 4,736 fans noted at our last annual report presentation. 2,689 people follow the Market on Twitter. This number also went up this season, from 1,774 people noted at our annual report last year. Each tool reaches a different audience, and all have proven to be effective ways to heighten the Market’s profile in the community.

New in 2013 the Market offered a weekly email providing information on what to expect at the Market. The email was sent 27 times this season on the Wednesday prior to Market Saturday. There were 650 subscribers to this email in 2013 and we expect more subscriptions as more people learn about the weekly email. To view the Market Mail emails sent in 2013, please visit: <http://us6.campaign-archive1.com/home/?u=07af13f307e846242e76b8b16&id=97cdf102fc>.

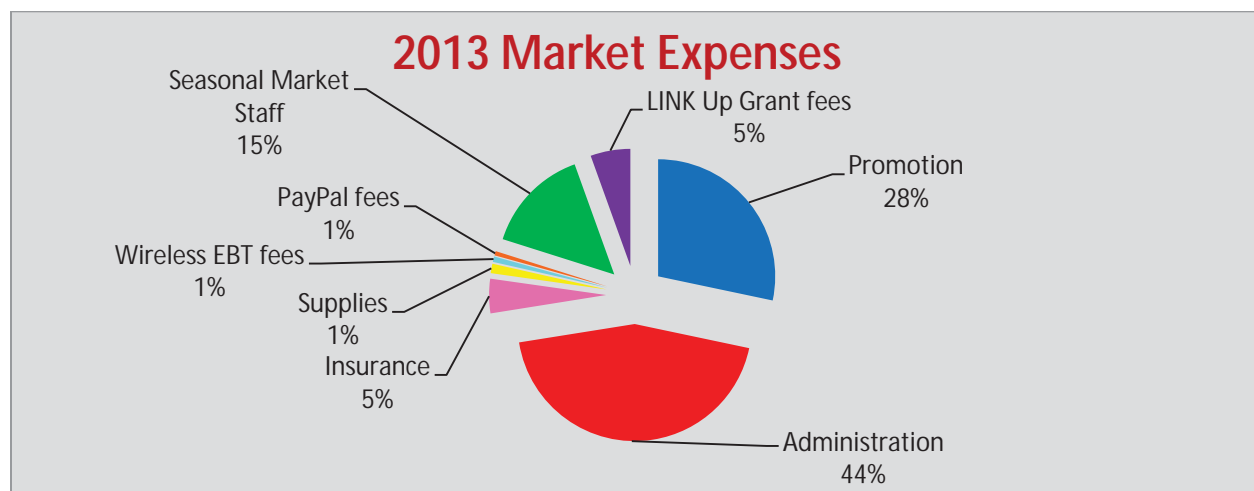
This season the Market Director worked closely on various joint promotional efforts with the Public Arts Coordinator in order to create larger advertising buys with local media and to extend the reach of the advertisements to a larger audience. This included printing Market programming schedules on bookmarks to distribute throughout the community and including programming information and schedules in ads run in various community magazines, newspapers and websites.

A new Marketing partnership occurred this season between Market at the Square and UBA. In order to help promote year-round farmers market shopping in Urbana, the two groups worked together to purchase cable television advertisements that would help promote both the outdoor and indoor farmers markets. Partnerships like this help both organizations, make advertising buys more affordable, and extend the reach of advertising to a larger audience base.

For the first time ever, the Market advertised in La Prensa (a local Hispanic magazine) and CU-Asian Times (a local publication targeting the Asian community). Ads placed in each publication were professionally translated. [See Attachment 10: Examples of Market at the Square Marketing and Branding Efforts]

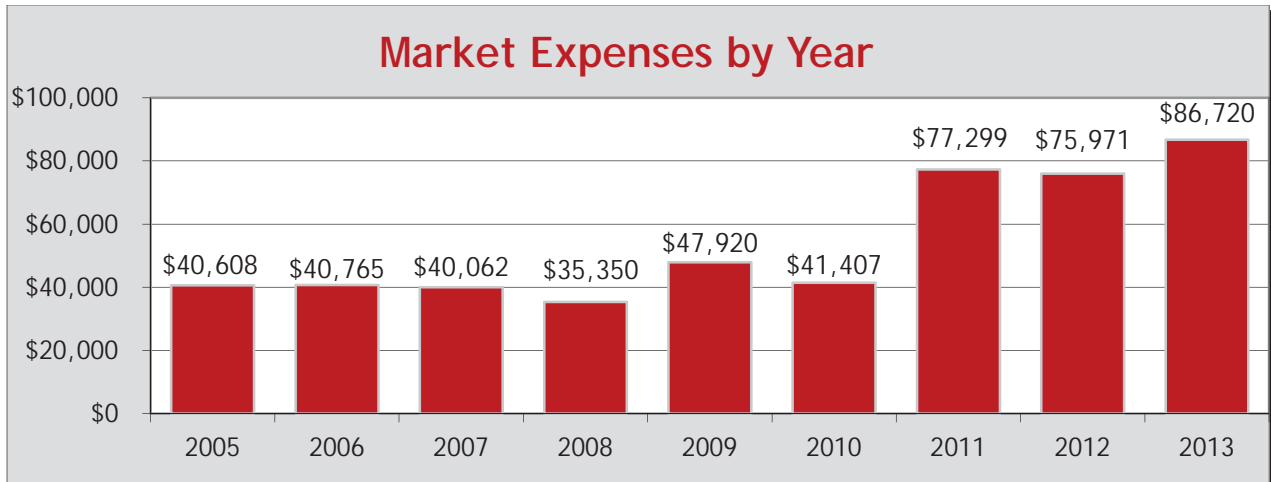
Financials

Primary expenditures for the Market in 2013 included marketing, supplies, LINK Up expenses, and administration. 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 expenses, web/email expenses, and provision of sandbags and trash barrels. Each season the Market reimburses the City’s General Fund with a flat amount for these overhead costs. This amount, titled “Administration”, totaled \$38,310 in 2013. This amount does not include the Market Director’s salary. The 2013 amount is up from \$32,702 in 2012. This administration reimbursement charge was increased from 2012 due to a rise in operating costs and the use of additional City financial staff to assist with market accounting tasks.



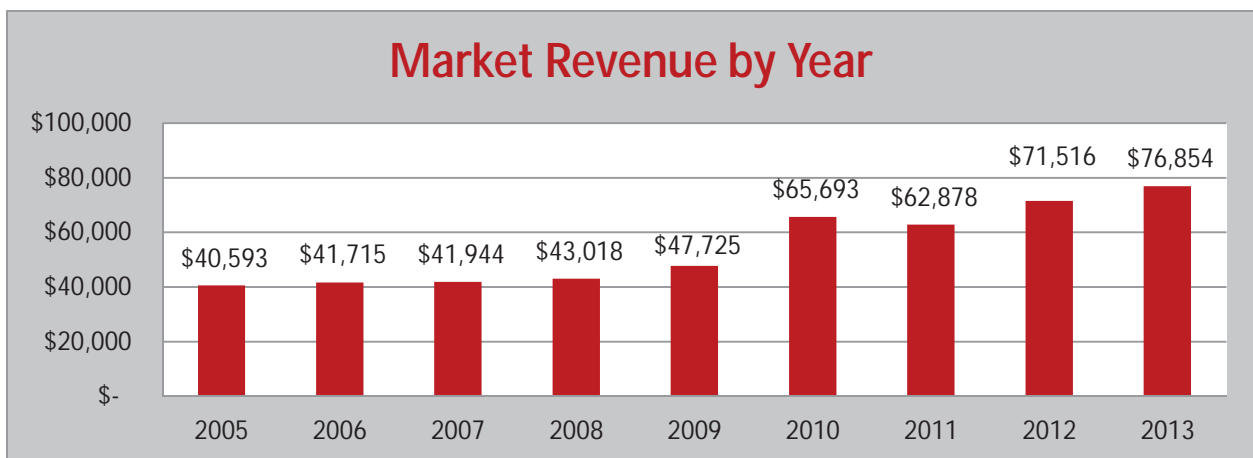
Overall expenses for the Market in 2013, including marketing and promotion, administration (not including Market Director salary), part-time/seasonal Market staff, insurance, wireless EBT machine fees, PayPal fees, and supplies totaled \$86,671. This amount is an increase of \$10,700 from 2012, which totaled \$75,971 in expenditures. The increase is primarily due to an additional \$10,777 spent on marketing/promotion and to cover the \$5,608 increase in the administration charge. These increased costs were partially offset by savings in other areas, including reduced credit card fees related to the elimination of the credit/debit program. Costs related to seasonal staff, supplies, and insurance remained relatively steady between 2012 and 2013.

Expenditures related to Market-day staff are expected to remain steady in 2014. Expenditures related to General Fund Administrative reimbursement are scheduled for review with the City's Comptroller but are expected to continue to rise to accommodate financial and accounting staff costs and the increasing costs of City services.



While vendor fees (\$20 per week, per space) and community group fees (\$10 per space, per week) 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, continue to increase.

Market revenues in 2013, including inspection fees, vendor fees, charges for electricity use, and sale of Market merchandise (t-shirts and tote bags) totaled \$76,854. This is an increase of \$5,338 from 2012 and \$13,976 from 2011.



Overall, for the 2013 season, expenses exceeded revenue by approximately \$10,000. As outlined above, this was primarily due to increased marketing/promotion and an increased administration charge. As the increased administration charge and increased marketing efforts were expected, the total expenses of \$86,720 were within the approved budget.

2013 Market Season Changes

There were a few changes and improvements of note that occurred in 2013. These include:

Establishing the Market Advisory Board

In February 2010, City staff began work on the Market's first strategic planning effort. This planning exercise was designed to create a 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 was 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 prepared a mission statement, goals, implementation steps and a final document, which was approved by Urbana City Council on November 7, 2011. To access an electronic copy of the strategic plan see: <http://www.urbanaininois.us/marketstrategicplan>. The creation of an ordinance creating a Market Advisory Board was passed in July 2012. The Market Advisory Board was established and has quarterly meetings. At this time of this writing there have been three meetings held and the Board initiated staff to conduct a survey to estimate the economic impact of the Market. This survey was previously discussed in this report. There are currently two vacant positions on this board, one for an artist vendor and one for a patron. The Market Director is actively in the process of advertising these vacancies.

Establishing a Web-based Market Management System

The Market Director initiated a web-based market management system called *Manage My Market* for the 2013 Market season. The system allowed for more efficient day-to-day market administration through electronic vendor and community group applications and improved payment and participant attendance tracking. The system also allowed the Market map to become electronic, interactive, and accessible from the Market's website. The map was linked to from the Market's webpage allowing patrons the ability to click on vendor spaces to find vendor information, photos of products, learn what each vendor has for sale during a specific weekend, view vendor contact information, and more. The system also helped to promote the community groups that attended the Market making their information more prominent and readily available. Another bonus received from using this system is that it allowed vendors and community groups to pay their Market fees online, using PayPal. The system has been extremely useful and will again be used in 2014.

2014 Market Season Changes

The following items are under consideration by Market staff in regards to the 2014 season of Urbana's Market at the Square:

- Enhance City- and partner-centered special events to attract new patrons to the Market.
- Continue use of social networking tools to reach out to current and potential patrons
- Redirect Market advertising dollars to maximize return on investment. Create new partnerships with community organizations to better promote the Market and the free, monthly Market programming and special events.
- Continue to promote the LINK token program and LINK Up grant, should the Market receive another grant in 2014.

- Work closely with vendors to encourage improved on-site marketing practices.
- Create an enhanced seating area or areas at the Market, with funds to pay for these improvements coming from the Market's fund balance.

Conclusion

The Market remains a major force in the local food economy and an important resource for area residents and visitors. Staff expects another successful Market season in 2014 with the continued promotion of the online Market map and weekly informational email. The Market Director and staff welcome feedback, questions, and ideas from the Mayor and City Council to help us continue this success into the 2014 season and beyond.

Prepared by:

Natalie Kenny Marquez, Marketing Coordinator/Market at the Square Director

Attachments:

- 1: Market at the Square Vendor Regulations and Policies
- 2: Market at the Square Community Group Guidelines and Policies
- 3: Market at the Square Performer Guidelines, Policies, and Application Materials
- 4: Market at the Square 2013 End of Season Survey
- 5: Market at the Square Token Redemption Materials for Vendors
- 6: Sprouts at the Market Promotional Flyer
- 7: Art at the Market Promotional Flyer
- 8: Eastern Illinois Foodbank Partnership
- 9: UBA/Market at the Square Joint Postcard
- 10: Market at the Square Marketing Examples

Attachment 1:

Market at the Square Vendor Regulations and
Policies

MARKET AT THE SQUARE

VENDOR

REGULATIONS & POLICIES

2013





Urbana's MARKET AT THE SQUARE



Welcome to the 2013 season of Urbana's Market at the Square! This year's season will run a full 27 weeks—we'll get underway on Saturday, May 4, and will run through Saturday, November 2.

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s, and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois and its vitality is very important to the City.

The Market's mission:

Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.

To that end, the Market does its best to:

- **Provide** a venue for local and regional growers, producers, and artisans to sell their products to the public;
- **Showcase** the variety and diversity of locally-grown produce, locally-produced food items, and art available in and around Urbana-Champaign;
- **Promote** the sale of Illinois-grown/Illinois-made products;
- **Encourage** direct interaction and conversation between producers and consumers, fostering mutual appreciating and understanding;
- **Serve** as an incubator for small, local enterprise;
- **Furnish** an educational forum for consumers of all ages and economic backgrounds to learn about the uses for and benefits of quality, locally-grown or –prepared food products; and
- **Enhance** the quality of life in the Urbana-Champaign area by providing a venue for area residents and visitors to socialize, network, and connect.

The rules and regulations that follow have been developed to ensure the Market runs smoothly for all parties. Market at the Square is widely considered to be one of the state's best farmers' markets, and we're dedicated to making sure it remains a quality experience for all participants.

MARKET AT THE SQUARE

Director: Natalie Kenny Marquez
City of Urbana
400 South Vine Street
Urbana, IL 61801

Phone: 217/384-2319

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Web: www.urbanaininois.us/market



MARKET AT THE SQUARE 2013

VENDOR RULES AND REGULATIONS

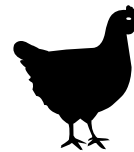


I. DATES/TIMES OF OPERATION

- A. Urbana's Market at the Square runs for a 27- or 28-week season, depending on when the first Saturdays of May and November fall. In 2013, the Market begins May 4 and ends November 2, 2012. The Market takes place every Saturday from 7:00 a.m. until 12:00 p.m., RAIN OR SHINE.
- B. Vendors are asked to arrive/check in with Market staff 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 Manager. **All vendors are required to be set up and ready for business by 6:45 a.m.** Vendors arriving after 6:45 a.m. but before 7:00 a.m. will not be permitted to enter the Market with their vehicle, but may park and walk their booth materials into the Market. **Vendors arriving after 7:00 a.m. without prior clearance by the Market Director or Manager will forfeit their space for the day.** There are no exceptions.
- C. Vehicular traffic through the Market between 6:45 a.m. and noon is strictly prohibited. Vendors may drive their vehicles into the Market after noon only after the safety barricades at the Market entrances/exits have been removed by staff. Any vendor wishing to leave the Market early must walk their items out of the Market.

II. LOCATION/VENDOR SPACES

- A. The Market is located in downtown Urbana, at the corner of Illinois and Vine Streets, in 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, along Illinois Street at the south end, and along the north end of the Market.
- C. The highest priorities for assignment of permanent spaces is given to vendors who have committed to half the season, who have pre-paid for at least a quarter of the season (preferably more), have established an attendance record in past years (seniority), **and** submit their application in a timely fashion in the preseason.
- D. Space changes adhere to the same priorities, based on available space.
- E. Vendors committing to less than half the season and who pay week-to-week may have a different space assignment each week that they attend.
- F. Any vendor who is absent for 3 or more committed Market days without giving advance notice by 12 p.m. Friday afternoons forfeits the right to his/her current space assignment and loses those days' fees. All single-day cancellations, including those for weather, must be called in by 12 p.m. Friday afternoons, or that Saturday's fees will be forfeited.
- G. Most vendor space dimensions are approximately 9.5 feet wide by 17 feet deep. There are some vendor spaces that measure 18 feet wide by 10 feet deep. Vendors may use 10 x 10 tents, but should be aware of their neighbors and shift as needed. Space will be assigned at the discretion of the Market Director.
- H. Vendors must set up perpendicular to the curb, positioning the booth closest to the non-curved end of the parking space line.
- I. **Booth space frontage should be consistently lined up with neighboring vendors along the row.** Clearance in the aisle must be kept for crowds and accessibility.
- J. Vendors who would like to use electricity must obtain approval from the Market Director in advance. See Section III for more details.
- K. 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.
- L. **Vehicles in vendor spaces are prohibited on the north side and discouraged elsewhere within the Market.** 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, which will be permitted only if space is available.



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 a limited basis and is only available for use upon approval by the Market Director. All vendors using electricity will be charged \$5 per plug per week of use. 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. Duct tape and/or rubber matting will be allowed ONLY with the Director or Manager's approval.
- 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.** Community groups are located on the west side of row 5.
- M. **Relationship with performers.** Vendors may request a performer to relocate if needed, but must notify the Market Director or Manager before 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. 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

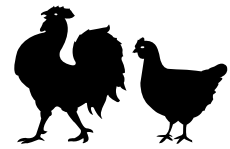
Market at the Square encourages the sale of a variety of goods. All items must be homegrown, handmade, and/or vendor-created from locally-owned operations within the state of Illinois. Examples of approvable items include homegrown fruits, vegetables, flowers, plants, baked goods, prepared foods, handmade 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 or herbs 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 consecutive weeks in order to participate. There are no exceptions. Additionally, **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 and/or inspection team (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. Please note: There will be no inspections of new growers after July 12, 2013.
- 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 the Champaign-Urbana Public Health District at 217/373-7900 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 and you will not be able to participate.



IV. ITEMS FOR SALE/VENDOR CATEGORIES

B. NON-GROWER:

- ❑ A **non-grower** sells products such as baked goods, prepared food, art, crafts, jewelry, and body care items *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 the Champaign-Urbana Public Health District at 217/373-7900 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.

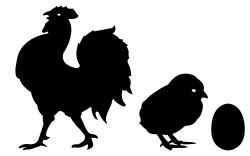
V. FEES

Growers

- *Prospective growers* must apply at least two weeks prior to their first Saturday and arrange for an inspection of their premises. *No inspections will occur after July 12, 2013.*
- All growers must pre-pay for at least 6 weeks. There are no exceptions.
- Additional weeks are \$20/space per week and must be paid in advance by 5 p.m. on the Friday prior to Market Saturday or **a late fee of \$5** will be charged.
- Pre-payments made by **4/5/13** will receive a 10% discount.
- See Fee Schedule on page 7 for more information.
- The last two Markets of the season are free to participate for all vendors and community groups.

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.
- Additional weeks are \$20/space per week and must be paid in advance by 5 p.m. on the Friday prior to Market Saturday or **a late fee of \$5** will be charged.
- Pre-payments made by **4/5/13** will receive a 10% discount.
- See Fee Schedule on page 7 for more information.



CONDUCT:

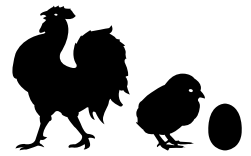
- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors 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, who will investigate the complaint.

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.



ANIMALS:

G. For the safety of our patrons, dogs and other animals **are not permitted** within Lot 10X at the Market. Animal rescue groups are permitted to bring animals to the community group space on Walnut Street, the barricaded area located immediately to the west of the main Market lot (Lot 10X). These animals' presence will be limited to the Walnut Street area.



SMOKING:

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-2013

There is a \$15 non-refundable application fee that is due at the time that the application is submitted.

Number of Weeks	Full Fee	10% Discounted Fee <i>(only for prepayments made prior to April 5, 2013)</i>
1	\$20	\$18
2	\$40	\$36
3	\$60	\$54
4	\$80	\$72
5	\$100	\$90
6	\$120	\$108
7	\$140	\$126
8	\$160	\$144
9	\$180	\$162
10	\$200	\$180
11	\$220	\$198
12	\$240	\$216
13	\$260	\$234
14	\$280	\$252
15	\$300	\$270
16	\$320	\$288
17	\$340	\$306
18	\$360	\$324
19	\$380	\$342
20	\$400	\$360
21	\$420	\$378
22	\$440	\$396
23	\$460	\$414
24	\$480	\$432
25	\$500	\$450
26	Free	Free
27	Free	Free

- Payments may be in the form of credit card, cash and check. All checks/money orders must be made payable to the City of Urbana.
- **THERE ARE NO REFUNDS.**
- All single-day cancellations, including those for weather, must be called in by 12 p.m. Friday afternoons, or that Saturday's fees will be forfeited.
- **FEES ARE NON-TRANSFERABLE** (fees cannot be transferred to someone else, nor can they be transferred from one season to the next).
- If an application is denied, any payment made will be returned.

Urbana's Market at the Square

Vendor Agreement for EBT/LINK & Credit/Debit Service Program

Urbana's Market at the Square provides an Electronic Benefit Transfer (EBT) and Credit/Debit card service program. EBT enables the Market to accept LINK cards from customers in payment for eligible food items, under the USDA's Supplemental Nutrition Assistance Program (SNAP) – formerly known as Food Stamps. The Credit/Debit card program will enable the Market to accept credit and debit cards from customers as payment for ANY items sold at the Market.

The Market promotes this program through on-site signage, brochures, press releases, and advertising. **To ensure consistency and clarity for customers, the Market is requiring that all eligible vendors participate in the LINK and debit/credit service program.** However, all vendors, including those selling items not eligible for LINK purchases, must be familiar with this program and comply with the requirements in this Agreement. Vendors selling items eligible for LINK will be provided with a "We Accept LINK Tokens" sign, which must be displayed at their booth.

There is no fee for vendors to participate in this program. The Market sells wooden tokens to customers using a point-of-sale (POS) machine located at the Market tent (at the northwest entrance to the Market). Two different types of tokens are sold and have different redemption requirements:

LINK

- Tokens are imprinted in GREEN and have a value of \$1.00.
- **GREEN** LINK tokens can only be used to purchase fruits, vegetables, meats, fish, poultry, dairy products, seeds and plants intended for growing food.
- LINK tokens MAY NOT be used to purchase non-food items, foods intended for consumption at the Market, or hot foods.
- You may NOT set a minimum purchase requirement for these tokens.
- **NO CHANGE** can be provided for LINK tokens; however, you may offer the customer additional food items to make up the difference.

CREDIT/DEBIT

- Tokens are imprinted in ORANGE and have a value of \$5.00.
- **ORANGE** credit/debit tokens can be used to purchase any items at the market, including arts/crafts, other non-food items, flowers and non-food plants, and foods intended for consumption at the Market.
- You may NOT set a minimum purchase requirement for these tokens.
- **HANGE CAN BE PROVIDED** for these tokens.

Market customers will use these tokens to purchase vendors' products. At the end of the day, vendors will count the tokens, place them in an envelope provided by Market staff, and turn the envelope in before leaving the Market. Please turn in the tokens at the Market tent (located at the northwest entrance to the Market). A check for the total value of tokens turned in at the end of the previous week's market will be mailed during the week. At the beginning of the next market, the Market Director will return the envelope to the each vendor to collect tokens.

Vendors benefit from this program as if they had individual wireless machines without the additional equipment and service expenses or bookkeeping responsibilities.

To ensure consistency and compliance with regulations, vendors participating in Urbana's Market at the Square must sign this agreement to confirm their agreement to participate in the LINK & credit/debit service program and to certify they are aware of the rules of the program.

I, _____ on behalf of my business, _____ agree to abide by the rules described herein as they relate to the processing LINK and debit/credit card transactions. I agree to follow all USDA SNAP rules, as outlined in this agreement, and I will also require all individuals transacting business at the Market on my behalf to follow these rules. I understand the Market reserves the right to remove vendors from the Market who do not comply with these rules.

Vendor Signature

Date

Attachment 2:

Market at the Square Community Group Guidelines
and Policies

MARKET AT THE SQUARE

COMMUNITY GROUP

GUIDELINES & POLICIES

2013





Urbana's MARKET AT THE SQUARE



Welcome to the 2013 season of Urbana's Market at the Square! This year's season will run a full 27 weeks—we'll get underway on Saturday, May 4, and will run through Saturday, November 2.

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s, and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois and its vitality is very important to the City.

The Market's mission:

Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering space.

To that end, the Market aims to:

- **Provide** a venue for local and regional growers, producers, and artisans to sell their products to the public;
- **Showcase** the variety and diversity of locally-grown produce, locally-produced food items, and art available in and around Urbana-Champaign;
- **Promote** the sale of Illinois-grown/Illinois-made products;
- **Encourage** direct interaction and conversation between producers and consumers, fostering mutual appreciating and understanding;
- **Serve** as an incubator for small, local enterprise;
- **Furnish** an educational forum for consumers of all ages and economic backgrounds to learn about the uses for and benefits of quality, locally-grown or –prepared food products; and
- **Enhance** the quality of life in the Urbana-Champaign area by providing a venue for area residents and visitors to socialize, network, and connect.

The rules and regulations that follow have been developed to ensure the Market runs smoothly for all parties. Market at the Square is widely considered to be one of the state's best farmers' markets, and we're dedicated to making sure it remains a quality experience for all participants.

MARKET AT THE SQUARE

Director: Natalie Kenny Marquez
City of Urbana
400 South Vine Street
Urbana, IL 61801

Phone: 217/384-2319

Fax: 217/84-0200

Email: nmkennymarquez@urbanaininois.us

Web: www.urbanaininois.us/market



MARKET AT THE SQUARE 2013

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 and hand-crafted/created items from vendors all across Illinois are sold at the Market.

I. DATES/TIMES OF OPERATION

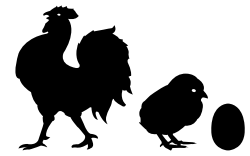
- Market at the Square's season for 2013 is 27 weeks, beginning May 4 and ending November 2.
- The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.
- Community groups must check in at the City of Urbana tent at the northwest corner of Lot 10X prior to setup.
- Community 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 a.m. and 12:00 p.m. 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). Community Groups are located in row 5, the easternmost row of the Market (adjacent to Walnut Street).
- All spaces are assigned by the Market Director upon approval of the application, and as space permits. Community group spaces will be located in row 5. Booths will face east.
- 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 a.m. on that date for space cancellations.
- Community group space dimensions are 6 feet wide by 16.5 feet deep. Multiple spaces may be leased based upon availability, as space permits.
- Booth space 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.
- The last two Markets of the season are free to participate for all vendors and community groups.

III. ITEMS FOR DISPLAY/SALES REGULATIONS

- Community groups must be non-profit, charitable, educational, or government 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, 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 the Champaign-Urbana Public Health District at 217/352-7961. 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 a.m. and after 12:00 p.m.), 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 a.m. and 12:00 p.m.
- **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 set-up, 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. Such conduct includes 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 Urbana's 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 — these 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. Please contact Director for more information.



V. CONDUCT

- A. Urbana's 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 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 or vendors at the Market.
- B. Urbana's Market at the Square is a public market, and as such is a special event. A group may be prohibited from participating in the Market when the Market Director determines that a 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.
- C. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the group and possible legal action.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor or group should be directed to the Market Director, who will investigate the complaint.

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

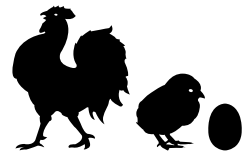
2nd Offense/Complaint: Written Warning issued by the Market Director

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

- E. No group shall use any action or language to insult a group, vendor, shopper, Market staff, or to intimidate a patron.
- F. The City of Urbana's Market at the Square is committed to providing a marketplace that is free from harassment in any form. No harassment will be tolerated, including harassment based upon sex, race, national origin, ethnicity, sexual orientation, religious or political convictions, or any other way of categorizing individuals. All Market staff, vendors and patrons shall take any and all reasonable steps to ensure that such harassment does not occur. Special attention should be taken to avoid sexual harassment. The Market defines sexual harassment as any unwanted conduct of a sexual nature. Such conduct includes: a) unwanted physical contact or conduct of any kind (i.e. sexual flirtations, touches, advances or propositions); b) verbal harassment (i.e. 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 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 creates a hostile or unwholesome environment for any staff, vendors, groups, or patrons.

If the Market Director determines that a group has violated this policy, the group will be ejected for the remainder of the day, without refund. Any group (1) who engages in repeated violations of this policy or any Market policy, (2) engages in any conduct of an egregious nature or (3) engages in any conduct that could present a threat to the safety of others, will be subject to indefinite suspension without refunding of booth fees. After such a determination, a written appeal may be submitted to the Market Director for review in consultation with the Legal Division.

Suspected violations of any federal, state or local laws shall be reported immediately to the police.



V. CONDUCT (cont):

ANIMALS:

For the safety of our patrons, dogs and other animals **are not permitted** within Lot 10X at the Market. As community groups are now located in Row 5, animals will not be permitted to attend with community groups, including animal rescue organizations, **UNLESS** the group is registered with the Market, is scheduled to appear that day, and clearance has been provided by the Market Director.



SMOKING:

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.





Fee Schedule-2013

There is a \$15 non-refundable application fee that is due at the time that the application is submitted.

Number of Weeks	Full Fee	10% Discounted Fee <i>(only for prepayments made prior to April 5, 2013)</i>
1	\$10	\$9
2	\$20	\$18
3	\$30	\$27
4	\$40	\$36
5	\$50	\$45
6	\$60	\$54
7	\$70	\$63
8	\$80	\$72
9	\$90	\$81
10	\$100	\$90
11	\$110	\$99
12	\$120	\$108
13	\$130	\$117
14	\$140	\$126
15	\$150	\$135
16	\$160	\$144
17	\$170	\$153
18	\$180	\$162
19	\$190	\$171
20	\$200	\$180
21	\$210	\$189
22	\$220	\$198
23	\$230	\$207
24	\$240	\$216
25	\$250	\$225
26	Free	Free
27	Free	Free

- 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.**
- All single-day cancellations, including those for weather, must be called in by 12 p.m. Friday afternoons, or that Saturday's fees will be forfeited.
- **FEES ARE NON-TRANSFERABLE** (fees cannot be transferred to someone else, nor can they be transferred from one season to the next).
- If an application is denied, any payment made will be returned.

Attachment 3:

Market at the Square Performer Guidelines, Policies,
and Application Materials

MARKET AT THE SQUARE

PERFORMER

**GUIDELINES, POLICIES,
&
APPLICATION MATERIALS**

2013





Urbana's MARKET AT THE SQUARE



Welcome to the 2013 season of Urbana's Market at the Square! This year's season will run a full 27 weeks—we'll get underway on Saturday, May 4, and will run through Saturday, November 2.

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s, and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois and its vitality is very important to the City.

Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.

To that end, the Market aims to:

- **Provide** a venue for local and regional growers, producers, and artisans to sell their products to the public;
- **Showcase** the variety and diversity of locally-grown produce, locally-produced food items, and art available in and around Urbana-Champaign;
- **Promote** the sale of Illinois-grown/Illinois-made products;
- **Encourage** direct interaction and conversation between producers and consumers, fostering mutual appreciating and understanding;
- **Serve** as an incubator for small, local enterprise;
- **Furnish** an educational forum for consumers of all ages and economic backgrounds to learn about the uses for and benefits of quality, locally-grown or – prepared food products; and
- **Enhance** the quality of life in the Urbana-Champaign area by providing a venue for area residents and visitors to socialize, network, and connect.

The rules and regulations that follow have been developed to ensure the Market runs smoothly for all parties. Market at the Square is widely considered to be one of the state's best farmers' markets, and we're dedicated to making sure it remains a quality experience for all participants.

MARKET AT THE SQUARE

Director: Natalie Kenny Marquez
City of Urbana
400 South Vine Street
Urbana, IL 61801

Phone: 217/384-2319

Fax: 217/384-0200

Email: nmkennymarquez@urbanaininois.us

Web: www.urbanaininois.us/market



MARKET AT THE SQUARE 2013

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. Homegrown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES/TIMES OF OPERATION

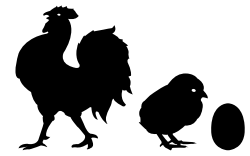
- A. The Market's season for 2013 is 27 weeks, beginning May 4 and ending November 2.
- B. The Market takes place every Saturday from 7:00 a.m. until 12:00 p.m., rain or shine.

II. LOCATION/PERFORMER SPACES

- A. Urbana's 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 near 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 are the same each week, and performers will rotate throughout the morning on two-hour cycles. If all spaces are utilized on a morning and additional performers arrive, existing performers should rotate on the hour (i.e., 9:00 a.m., 10:00 a.m., 11:00 a.m.) so that additional performers may have an opportunity to perform that day. Market staff will determine the rotations.
- E. 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, compact disc players, or MP3 players are not allowed. Performances must enhance the environment, rather than overpower the activities of the Market.
- 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 a.m. and 12:00 p.m.
- 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.



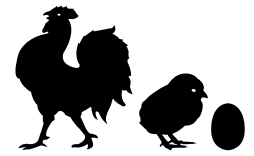
IV. CONDUCT

- 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.

MARKET AT THE SQUARE 2013 PERFORMER POLICIES



Y. CONDUCT (CONT.)

The City of Urbana's Market at the Square is committed to providing a marketplace that is free from harassment in any form. No harassment will be tolerated, including harassment based upon sex, race, national origin, ethnicity, sexual orientation, religious or political convictions, or any other way of categorizing individuals. All Market staff, vendors and patrons shall take any and all reasonable steps to ensure that such harassment does not occur. Special attention should be taken to avoid sexual harassment. The Market defines sexual harassment as any unwanted conduct of a sexual nature. Such conduct includes: a) unwanted physical contact or conduct of any kind (i.e. sexual flirtations, touches, advances or propositions); b) verbal harassment (i.e. 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 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 creates a hostile or unwholesome environment for any staff, vendors or patrons.

If the Market Director determines that a vendor has violated this policy, the vendor will be ejected for the remainder of the day, without refund. Any vendor (1) who engages in repeated violations of this policy or any Market policy, (2) engages in any conduct of an egregious nature or (3) engages in any conduct that could present a threat to the safety of others, will be subject to indefinite suspension without refunding of vendor fees. After such a determination, a written appeal may be submitted to the Market Director for review in consultation with the Legal Division.

Suspected violations of any federal, state or local laws shall be reported immediately to the police.

ANIMALS:

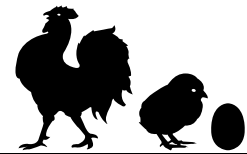
For the safety of our patrons, dogs and other animals **are not permitted** within Lot 10X at the Market. Animal rescue groups are permitted to bring animals to the community group space on Walnut Street, the barricaded area located immediately to the west of the main Market lot (Lot 10X). These animals' presence will be limited to the Walnut Street area.

SMOKING:

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 2013
PERFORMER APPLICATION**



CIRCLE THE DATES THAT YOU WOULD LIKE TO PLAY THE MARKET:

5/4	5/11	5/18	5/25	6/1	6/8	6/15
6/22	6/29	7/6	7/13	7/20	7/27	8/3
8/10	8/17	8/24	8/31	9/7	9/14	9/21
9/28	10/5	10/12	10/19	10/26	11/2	

PLEASE INITIAL BELOW:

_____ I have read, understand, and agree to abide by the Market's Participant Rules & Regulations (p 3-4) and Participant Policies (p 4-5).

SIGNED _____ **DATE** _____

**Please send completed applications to:
MARKET AT THE SQUARE, City of Urbana, 400 S. Vine St.,
Urbana, IL 61801**

For more information, contact:
Natalie Kenny Marquez, Marketing Coordinator/Director, Market at the Square

Phone: 217/384-2319 email: nmkennymarquez@urbanaininois.us

Attachment 4:

Market at the Square 2013 End of Season Survey

2013 End of Season Survey

92 total respondents

Used Survey Monkey

Promoted only on Facebook and Twitter

1. In what zip code is your home located?

Note: answers summarized into the following:

- 61801, 61802, 61803: Urbana (41 respondents)
- 61820, 61821, 61822: Champaign (29 respondents)
- 61853: Mahomet (5 respondents)
- 61856: Monticello (1 respondent)
- 61874: Savoy (2 respondent)
- 61873: St. Joseph (3 respondents)
- 61866: Rantoul (1 respondent)
- 61844: Fithian (1 respondent)
- 61832: Danville (1 respondent)
- 61870: Ridge Farm (1 respondent)
- 61705: Bloomington (1 respondent)
- 60640: Chicago (1 respondent)
- 60564: Naperville (1 respondent)
- 46368: Portage, IN (1 respondent)

2. How did you first hear/learn about Urbana's Market at the Square?

Note: answers summarized into the following:

- a. Internet
- b. Friend/Roommate
- c. Web
- d. Yelp
- e. Banners
- f. Flyers/Posters
- g. Resident
- h. Word of Mouth
- i. Market t-shirt
- j. Prairie Fruits
- k. CU-MTD
- l. TV
- m. Common Ground Food Co-op

3. **How often did you come to Urbana's Market at the Square this season?**
 - a. Every week: 16.30%
 - b. Most weeks: 50%
 - c. Monthly: 15.22%
 - d. A few times this season: 18.48%
 - e. Never: 0%

4. **Why do you attend Urbana's Market at the Square (check all that apply):**
 - a. For prepared food: 41.76%
 - b. To grocery shop: 90.11%
 - c. For non-food items: 27.47%
 - d. For Sprouts at the market: 5.49%
 - e. For Art at the Market: 10.99%
 - f. For the community groups: 4.40%
 - g. To socialize: 26.37%
 - h. To support local business: 75.82%

5. **How much money per trip do you estimate you spend at Urbana's Market at the Square?**
 - a. Less than \$10: 9.78%
 - b. \$11-25: 41.30%
 - c. \$26-50: 38.04%
 - d. Over \$50: 10.87%

6. **Is Urbana's Market at the Square your primary reason for visiting downtown Urbana on Saturday?**
 - a. Yes: 94.38%
 - b. No: 6.52%

7. **What is your gender:**
 - a. Female: 84.78%
 - b. Male: 15.22%

8. **What is one thing we could do to make Urbana's Market at the Square better next season?**
 - Vendors need to be in the same spot each week as much as possible. If the vendor does not sell from their truck they should not have their car in the market. Such as the t-shirt guy I think in row 2 and the lady on the corner in row 3. Why do they have their cars in their when others do not? Also why are the vendors parking behind their spots in the parking lot by common grounds? Those spaces should be for customers. Can you go around and hand out a paper or ask each vendor if they are parked there to move so there are more space available.
 - I remeber someone selling Italian flat beans last year, I do want him back!
 - More people selling jewelry and crafts
 - lower the prices! \$3.00 a pound for string beans or tomatoes for example, is outrageously high. That's the primary reason I don't go more often.

- I can't think of a thing. We are new to the area. We have moved around quite a bit and this is the best farmers market I have been to in years!
- It is SO popular on Saturdays, and so many farms are ready to sell their goodies often with surplus, Have market twice per week!, like many of our other farm-to-fridge loving cities. See: Asheville (every day markets!!)
- Less craft vendors, and more food/produce vendors. It's beginning to feel like a flea market.
- More clear labels for prepared food since my son has allergy to dairy and egg.
- Don't mess with perfection! Love the market!
- More food trucks and a decent sized seating area (or areas) for enjoying items purchased at the market. Increased number of artisans. Possibly a weekly list of vendors to include which farmers are organic. Continued Facebook updates.
- Local milk? Anything locally produced that isn't already there... I also think it would be good to mix it all up -- mix the organizations with the food vendors with the farmers with the craftspeople, etc.
- not allow walmart to sell there products at the market
- Parking is tough if you get there at the wrong time, but I'm not sure there's an easy way to fix that.
- longer hours
- -I think some more seating-maybe in the middle of rows, would be nice. -I also think we could use more bike parking. I know those fun, colorful bike racks were just put in, but at the market's peak, there is still not enough parking for bikes.
- Longer hours.
- nothing! i love this! or maybe..have one day that allows the pets back :)
- I only went to MatS one time this year while visiting CU so I don't think I can give a good answer given my small sample size.
- Can't think of anything!.
- Fewer vendors selling home goods and decor; more food/produce
- Maybe keep it open until 1pm? It's great as is.
- The market should make sure that not for profit community groups really are non profit and not LLCs such as Tadasana Yoga which is an LLC parading as a not for profit community group
- Find some people who sell more cheese (cheese curds would be fantastic) - more food trucks too, especially for breakfast foods, although I love Fryer Tucks and Cracked already! :)
- Two days a week!
- Not much we love it and the digital map this year was great
- More vendors
- It would be nice to have things arranged by the types of items that they are offering for sale.
- Start it a bit later in the day so more students can attend
- If only you could control the weather. . . . An additional mid-week afternoon market would be nice for fresh produce.
- Reduce congestion in the first row.

- More seating areas.
- Bring back a bison vendor
- Just keep the vendors coming
- It would be great if it lasted until 1 or 2 PM :)
- I would like to see the Urbana's Market at the Square enforce its own policies about who can/can't operate a booth at the market. The 'not for profit' entities there do NOT all qualify as 'not for profit'. You should either open it up to other small local businesses or require LEGAL PROOF of actual government-approved non-profit status. People are tired of the fraudulent activities of your market.
- more incentives to get people to ride their bikes there
- Can you curtail some of these " social" push programs. A little embarrassing to see Gay Rights, etc. constantly pushed in our faces. Hey, all we want to do is buy tomatoes. Please ban all political loudmouths.
- A map (or app) that not only showed products offered and prices, but what booth they were located at.
- More food vendors, less crafts
- More free attractions, like family activities (not just Sprouts), more music/shows, etc.
- Keep the strollers and bikes out.
- Bring back the wooden nickels for credit card payments! I spent much more money at the market when they were available. OR encourage more vendors to accept credit/debit cards. Triple S and Prairie Fruits get a bigger share of my market spending because they accept these forms of payment. As an operator of a local business, I know fees are high, but the payoff in customer convenience and the extra spending that results is definitely worth the expense.
- Year-round Market. :-) I've got so spoiled in Calgary, with the year-round Markets. Pretty please?
- Have recipes available for what is in season at the market to give customers ideas what to do with what they can purchase.
- Provide an area for socializing, people tend to block the aisles and get in the way of shoppers, especially with baby carriages.
- I always think there could be more prepared food and more grocery vendors. I don't really care about the crafts.
- I like the email that comes every week outlining what is in season (and what's available at the market). This *really* helped me as I'm unfamiliar with the growing season in Illinois. One thing I noticed this year is that there was a farm that was there in 2012 that wasn't there this year, but I can't remember the name (sorry). Is there a map that shows where vendors are, and what they usually sell or will sell in the coming year? If not, that might be a good addition. Do some vendors only show up for part of the market's season? That would be another good addition. Overall, having the email every week really helped, just because I could anticipate what I'd find each week, and we could plan the coming week's meals better. Sorry, I gave you more than one thing! :)

- I'd like to see it expanded, with even more - it's always taken up the same lot space and expansion would be nice. Also, if dogs aren't allowed then enforce it. Otherwise, return to letting people bring their pets. It's lame to "follow the rules" and not bring our dog and then encounter so many people who bring them without consequence. That used to be a highlight of our weekend, but now we just get in and get out because we'd rather spend the day with our pets.
- longer hours
- Make blog posts and link it to Facebook. Short FB posts are good but it would be nice to read some longer informational posts---maybe from various vendors. Also, it would be nice if there were some way to bring dogs back to the market.
- I would like if the stands were in the same place each weekend, it makes it a bit easier to navigate. Otherwise, I love this market and think there is a great variety of vendors and products.
- More variety in what produce vendors have - every time I visit a Chicago-area farmer's market, I'm amazed at how much different produce they have that we never see down here.
- Extended hours.
- A bigger location. Around 10am it's overcrowded with strollers, yes we're one of them. Parking is generally a disaster.
- More breakfast vendors--cracked truck is delicious but always very busy and long wait!
- nothing I can think of just offhand. Very sad I'll be missing it when we finally move away next year! Thanks for providing such a delightful experience for the community!!
- It is great!
- Advertise more... People think it ends in August!!!
- Nothing! It's the best and I'm so glad it happens year-round now! :D
- Get some more music!
- I'd like to see more dairy (cheese) and egg options.
- spread the wealth -- I think the farther east you go the less interesting the stands. The first aisle has the best, Blue Moon, but the first 2 have nearly all where I spend money. If they were spread out over several aisles, maybe more people would get to the east end. I love Cracked Egg, but once I have all my produce, I don't want to stand and wait for food. I know, I could go there first, but it just never works that way.
- I would love to see expanded hours. I usually go earlier on in the day (between 8 and 10?) but sometimes I can't make it due to work. extending the hours to 1 pm or 2 pm would be cool
- Juried, real artisans
- I think that the community groups and political groups being in the last aisle has made them too remote. I think it was better last year when they were in the entrance street that is blocked.
- Cant think of anything! Love it
- Ban baby strollers.

Attachment 5:

Market at the Square Token Redemption Materials
for Vendors

Tokens: How The Program Works

Market patron brings credit/debit or LINK tokens to booth as payment

AS OF 2013 NO MORE CREDIT/DEBIT TOKENS WILL BE DISTRIBUTED BY THE CITY - ONLY LINK TOKENS. ANY OUTSTANDING CREDIT/DEBIT TOKENS WILL STILL BE ACCEPTED!

Is it credit/debit or is it LINK? Is it appropriate for what's being purchased?

Transact. Give change for credit/debit purchases, if necessary. No change given for LINK purchases.

At end of Market day, count number of each token received. Fill out provided worksheets & sign.

Put received tokens, worksheets, and pen in envelope and return to City tent by 12:15 PM.

Vendors will receive checks in person or via mail the following week.

OTHER TIPS:

- **DO NOT ACCEPT THE GREEN 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. Again, no more credit/debit tokens will be distributed by the City, however, any outstanding credit/debit tokens will continue to be accepted. Phasing out of credit/debit tokens will not affect the LINK token program.
- 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 should submit your tokens for reimbursement every week. 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 at the City tent, with your paperwork and envelope, by 12:15 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 5/11 you will receive a check for tokens turned in on 5/4. 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 nmkennymarquez@urbanaininois.us.

URBANA'S MARKET AT THE SQUARE
VENDOR GUIDE TO TOKEN & COUPON REDEMPTION

	Credit/Debit Tokens Imprinted in ORANGE VALUE = \$5.00	EBT/Link Tokens Imprinted in GREEN VALUE = \$1.00	Farmers' Market Nutrition Program (FMNP) Coupons VALUE = \$3.00
Items <u>ELIGIBLE</u> for purchase	<ul style="list-style-type: none"> ○ ALL items sold at the market are ELIGIBLE for purchase using ORANGE credit/debit tokens 	<ul style="list-style-type: none"> ○ Fresh, unprepared fruits and vegetables, and cut herbs ○ Meats, fish, poultry, eggs, cheese, dairy products, baked goods ○ Prepared foods not sold hot and not intended for consumption on site ○ Seeds and potted plants intended for growing food 	<ul style="list-style-type: none"> ○ Fresh, unprepared fruits, vegetables, and cut herbs
Items <u>NOT ELIGIBLE</u> for purchase	<ul style="list-style-type: none"> ○ None – ALL items sold at the market are ELIGIBLE for purchase using ORANGE credit/debit tokens 	<ul style="list-style-type: none"> ○ Non-food items ○ Hot prepared foods intended for consumption at the Market 	<ul style="list-style-type: none"> ○ Meats, fish, poultry, eggs, cheese, dairy products ○ Prepared foods of any kind ○ Seeds and potted plants, including those intended for growing food
Can CHANGE be provided?	YES – NO restrictions	NO -- however, you may offer the customer additional food items to make up the difference	NO -- however, you may offer the customer additional food items to make up the difference



This is what the tokens look like.

LINK = GREEN

CREDIT/DEBIT = ORANGE

ACCEPT NO SUBSTITUTES!

Attachment 6:

Sprouts at the Market Promotional Flyer

Sprouts

at the **Market**



May 4, June 1, July 6
Aug 3, Sept 7 & Oct 5
from 9 to 11:30 a.m.

Sprouts at the Market
is Market at the Square's
FREE! nutrition & farm
linkage programming
geared toward
kids ages 3-8

when are
tomatoes in
season?

you
gonna
eat
that?

hey!
what does
"organic"
mean?

Urbana's Market at the Square
Located at Illinois & Vine
in Historic Downtown Urbana

Info: 217-384-2319 www.urbandillinois.us/sprouts

Brotos

en el Mercado



Mayo 4, Junio 1, Julio 6, Agosto

3, Septiembre 7 y Octubre 6

De las 9 a las 11:30 a.m.

Brotos en el mercado es
el mercado de la nutrición
en las Plaza GRATIS
y programación de
vinculación granja
dirigida a niños
edades 3-8

¿Cuándo es
temporada
de tomates?

¿Te vas
a comer
eso?

Hey, ¿Qué
significa
Orgánico

Mercado Urbana en la plaza se
encuentra en Illinois y Vine en
Urbana, Illinois

Info: 217-384-2319 www.urbanainllinois.us/sprouts



Attachment 7:

Art at the Market Promotional Flyer



2013 Art at the Market Schedule

During the regular season of Urbana's Market at the Square, the City of Urbana Public Arts Program offers FREE arts programming near the City of Urbana tent at the northwest entrance to the Market. Find full descriptions of this year's workshops and performances at www.urbanaininois.us/artworkshops.

Art Workshops at the Market

Saturdays from 8:00 AM - 12:00 PM

- May 11, 2013: Low Tech Printmaking with Lisa Kesler
- June 22, 2013: T-Shirt to Tote Bag with Makerspace Urbana
- July 20, 2013: CD Weaving with Kathryn Fitzgerald
- August 17, 2013: Letterpress with Soybean Press
- September 28, 2013: Re-Use, Re-Purpose, Re-Create with The IDEA Store

Performances at the Market

Saturdays from 9:30 AM - 11:30 AM

- May 11, 2013: Desafinado
- June 22, 2013: Ryan Groff of Elsinore
- July 20, 2013: The Turinos
- August 17, 2013: Los Guapos
- September 28, 2013: The Michael Fenoglio Trio



This program is partially supported by a grant from the Illinois Arts Council, a state agency.



urbana
public
arts
program

Attachment 8:

Eastern Illinois Foodbank Partnership

**BUY ONE
DONATE ONE**
at Urbana's Market
at the Square
on **SATURDAY, JUNE 29**

Support the
Eastern Illinois
Foodbank!



June 29 : Urbana's Market at the Square : urbanaillinois.us/market

2013 Market Vendors Participating in the Eastern Illinois Foodbank

Farm to Foodbank Program

Autumn Berry Inspired

Blue Moon Farm, LLC

Claybank Farms

Ed's Place

Ellen's Melons Roots and Fruits

Freeland's Vegetable and Berry

Jerry and Dawn's Plants and Produce

Kleiss Produce Farm

Meyer Produce

Mileur Orchard

Moore Family Farm

Moraine View Farm

R&R Hydroponics, Inc.

Roth Countryside Produce

Schottman Sweet Corn

Sugar by Sarah

Wayne's Kettle Korn



Urbana's Market at the Square : urbanaininois.us/market

Attachment 9:

UBA/Market at the Square Joint Promotional
Postcard

Urbana, Illinois

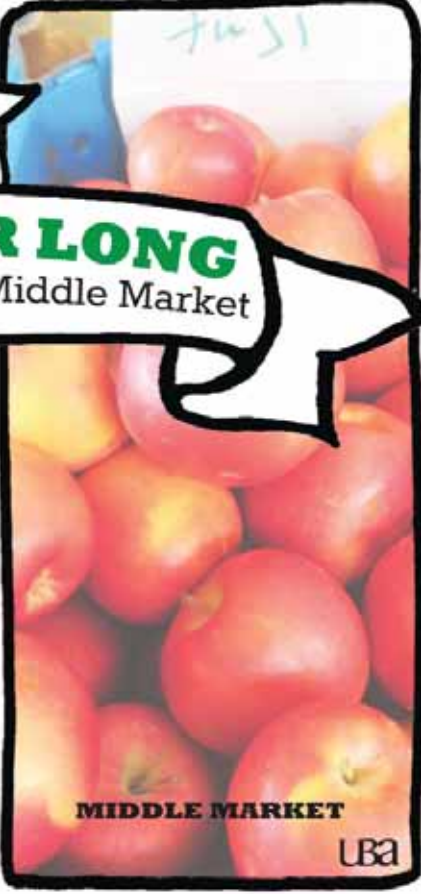
EAT FRESH - ALL YEAR LONG
Market at the Square - Holiday Market - Middle Market



MARKET AT THE SQUARE



HOLIDAY MARKET



MIDDLE MARKET

URBANA'S



May 4th - Nov 2nd, 2013

7am - 12pm

Corner of Illinois & Vine Streets
Downtown Urbana
Every Saturday - Rain or Shine

Savor the flavors of fresh and local produce with a trip to Urbana's Market at the Square. Now in its 34th season, the farmers market is one of our city's signature institutions and a great way to kick off your Saturday.

/UrbanaMarket

@UrbanaMarket

Brought to you by the City of Urbana



Nov 9th - Dec 21st, 2013

8am - 1pm

Inside of Lincoln Square
Downtown Urbana
Every Saturday

Locally grown fresh produce and handcrafted jewelry, pottery and more, just in time for the holidays. Don't worry about the weather, it's all inside!

/UrbanaHolidayMarket

@indoormarket

Brought to you by the Urbana Business Association



Jan 18th, Feb 15th,
Mar 15th, April 19th, 2014

8am - 1pm

Inside of Lincoln Square
Downtown Urbana
3rd Saturday of the Month

What's better than produce, local gifts, baked goods, and crafts extended year-round? We can't think of much.

/middlemarket

@middle_market

Brought to you by the Urbana Business Association

Attachment 10:

Market at the Square Marketing Examples



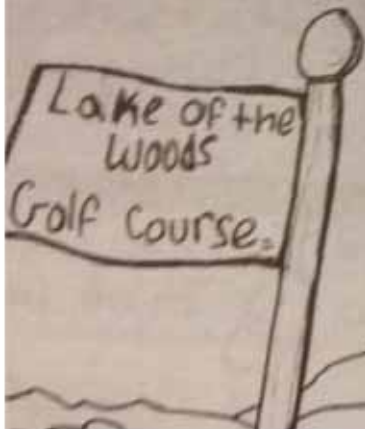
Corner of Illinois and Vine Streets



(217) 384-2319

www.urbanaillinois.us/market

URBANA'S MARKET AT THE SQUARE by Josie Carmien
St. Thomas School — 5th Grade



Market ^{at the} Square
Saturdays 7AM-NOON
rain or shine
ILLINOIS & VINE in URBANA



Happy Thanksgiving!

Trust me, dude. RUN!

With and lots of local food from your friends at Urbana's Market at the Square.

productos agrícolas productos lácteos
carne pan



Todos los sábados de ahora hasta el 2 de Noviembre

Con lluvia o sol de las 7 a.m. - 12 del medio día

Urbana's Market ^{at the} Square
Esquina de Illinois y Vine centro de Urbana, Illinois
www.urbanaillinois.us/market

Saturdays through Nov 2 7 AM-NOON Rain or Shine

Urbana's Market ^{at the} Square

Corner of Illinois & Vine Streets in HISTORIC DOWNTOWN URBANA
Plan your visit and learn more at urbanaillinois.us/market

PUT A BIRD ON IT

Urbana's Market ^{at the} Square
Saturdays • May 4 - Nov 2
7AM-NOON • Rain or Shine
Corner of Illinois & Vine Streets
urbanaillinois.us/market

Sprouts at the Market



free & fun
stuff for kids at
Urbana's
Market ^{at} the Square

Click for more info



Saturdays
through Nov 2

7 AM-NOON
Rain or Shine

Urbana's Market ^{at} the Square

Corner of Illinois & Vine Streets in HISTORIC DOWNTOWN URBANA
Plan your visit and learn more at urbanaillinois.us/market

Art at the Market

Art Workshops: 8 AM to Noon
Performances: 9:30 to 11:30 AM
urbanaillinois.us/artworkshops

Sprouts ^{at} the Market

9:00 to 11:30 AM
urbanaillinois.us/sprouts



Urbana's Market ^{at} the Square



May 4 - November 2
7 AM to NOON
RAIN OR SHINE
Corner of Illinois & Vine
in downtown Urbana

Urbana's Market ^{at} the Square

2013
Schedule
of
FREE
events!



2013 Art at Urbana's Market ^{at} the Square

Sprouts
^{at} the Market

2013 Art at Urbana's Market ^{at} the Square

May 11, 2013
• Low Tech Printmaking
w/ Lisa Kesler
• Desafinado 

June 22, 2013
• T-Shirt to Tote Bag w/
Makerspace Urbana
• Ryan Groff of Eisimore

July 20, 2013
• CD Weaving w/
Kathryn Fitzgerald
• The Turinos 

August 17, 2013
• Letterpress w/ Soybean Press
• Los Guapos

September 28, 2013
• Recycled Art w/
The IDEA Store
• The Michael Fenoglio Trio

Sprouts ^{at} the Market

May 4
Sprouts Growing Healthy
Habits w/ the Family
Resiliency Center 

June 1
What's On My Plate 

July 6
Let's Eat Our Colors

August 3
Some Say Tomato!

September 7
From Dirt to Dessert...
and Beyond! w/
The Great Pumpkin Patch

October 1
Composting for Kids

I BIKE TO MARKET



CU BIKE MONTH ★ MAY 2013

Urbana's Market at the Square

LOCAL produce
Meat & DAIRY
ARTS & Crafts
Flowers & MORE



Saturdays : May-Nov
7AM-NOON : Rain or Shine

Illinois & Vine in downtown Urbana

www.urbanaillinois.us/market

