



## Policies and Procedures 2015

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**Market Mission** – The mission is to provide the customer with an appealing downtown event that offers a diverse array of locally produced foods, plants and farm fresh produce at reasonable prices, with food vendors as well as handmade crafts and unique art from local artists. Wisner Market serves in revitalizing downtown Elmira while providing our community with a social gathering place for the summer months.

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

**Market Eligibility** – Vendor applications are open to food vendors, local growers, harvesters, bakers, crafts and the arts. Wisner Market has a “grow, what you sell” policy. Arts and crafts must be created by the vendor and not be made from kits. WM does not allow product re-selling processed items and the vendor must live in a 45 mile radius. Your application will be reviewed and the final selection will be determined by the WM Committee. **Wisner is a non-compete market. Non-compete allows a variety of product/food offerings which not only benefits the patrons but also allows the vendors a better opportunity for sales.** WM intends to meet the needs of participating vendors without overloading WM or customers with particular products. Wisner Market believes in equal opportunities for all vendors and we will actively seek fair evaluation of all applications. We do not allow personal beliefs to conflict with application consideration. In selecting participants, criteria may include menu items, past history, the promptness of application arrival, and event area accommodations. Wisner Market reserves the right to deny acceptance to any applicant.

**Market Dates** – The Wisner Market will be open, rain or shine in 2015 on **Thursdays, May 28 – September 24 from 10:00am to 2:00pm.**

**This is an early start date and we want as many vendors available as possible.**

**Location** – Wisner Park in Elmira, New York

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

## Application Requirements, Agreement, Permits, and Fees

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

### **OFFICIAL LANGUAGE:**

*The City of Elmira, its officers and employees and Elmira Downtown Development Additional Insureds with respect to the insured's General Liability coverage with regards to the insured's participation in the Wisner Market 2015.*

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

### **Certificates**

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

### **Who may sell at the Market?**

1. Farm producers or their representatives (no resellers of agricultural products will be allowed). All agricultural products may be sold at the market, including but not limited to locally grown fruits and vegetables, dairy products, meats, flowers, plants, maple products, NYS wines sold by a farm winery, eggs, herbs, and related products.
2. Craft vendors may sell products that they have hand produced themselves. Acceptance of each craft vendor and their products is left to the discretion of the Wisner Market Committee based upon the quality of the products and the number of similar products already in the market.
3. Bakers who have baked the products themselves and who possess the proper licensing from either the NYS Dept of Agriculture or their County Dept. of Health.
4. Prepared food vendors with a current mobile food service license. Menu items **must be listed on the completed application**. Wisner Market is a non-compete market. A variety of food vendor offerings are needed as Wisner is “Lunch in the Park.” The committee will determine which menu items will be offered by each food vendor prior to the opening of the market.

### **General**

- \* All spaces must be clean and any refuse removed at the end of the market.
- \* All farm producers, selling fresh fruits and vegetables, must participate in FMNP
- \* Vendors are expected to be present at all markets that they have registered for.  
**Absences hurt the integrity of the market.** Even if your potential product is not

available for purchase that day, we strongly encourage you to attend. Please consider providing information on the products that you will have available during the season. Our patrons expect a consistent offering of lunch, produce and products weekly.

## Compliance

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

### ***FEES - Fees collected are for promotion and operation of the Market***

#### **Vendor Rental Sites / Fees**

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

**Reminder vendor parking will not be permitted on the streets during Market hours.**

## Electrical Power

Limited electrical power service is available to vendors through application to the Market Manager. Approved vendors must use a 12/2-gauge power cord. Only one (1) connection to the power board is permitted. Where a power cord crosses a sidewalk, it must be secured by duct tape or some other material so as to avoid injury. ***Generators are not allowed.***

- ***Power fee: \$10.00 /week***

## **Registration Fee and Market Application**

All vendors *must submit a completed application annually* and pay a \$35 registration fee, which covers application costs. *This must be received by May 1* in order to be reviewed by the Wisner Market Committee. First time vendors will pay the registration fee and at least one month's vendor fee which must be paid in advance of event participation. By signing the vendor application the vendor acknowledges that they have read and will comply with the Policies and Procedures, as well as the Rules and Regulations for Wisner Market 2015.

## **Vendor Fee Payment**

**We have two payment options - monthly or seasonal.**

**Seasonal:** For vendors paying the entire 18 week 2015 season prior to May 25, 2015, there is a 20% discount.

**Monthly:** Payments **must** be received by the first day of the month.

*Vendors will not be allowed to unload and set up if payment has not been received.* Payments must be made by either check or money order. Cash will not be accepted.

The Event is held rain or shine: except in extreme weather cases where the Event is cancelled which is determined as early as possible but in some cases may be the morning of the event. There are no refunds for vendor absences or cancellations.

## **Grievance Procedure**

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