

Poughkeepsie Waterfront MARKET



Poughkeepsie Waterfront Market 2018 Vendor Rules & Regulations

Welcome to the Poughkeepsie Waterfront Market! As a prospective vendor, we invite you to review the following information regarding this year's Market before applying to see if this opportunity is a good fit for you and your business. As a vendor, we look to you as partners in our Market and we acknowledge that you are critical to its success! This document was designed to ensure that all of our vendors are on the same page with respect to expectations and requirements we have established for our Market.

Market Hours and Location:

1. The Poughkeepsie Waterfront Market will operate on Monday afternoons from 3:00pm to 6:30pm weekly, from Monday, June 4 (Opening Day) through Monday, September 3, 2018 (Labor Day).
2. The Market operates in the Waterfront Pavilion of the Mid-Hudson Children's Museum (75 N. Water St., Poughkeepsie)
3. The site has ample free parking for vendors and patrons and is steps away from the Poughkeepsie Train Station, the elevator to the Walkway Over the Hudson, and residential neighborhoods.

Market Mission, Goals and Oversight:

1. **The mission** of MHCM is to empower young children and their families.
2. **The goals** of the Poughkeepsie Waterfront Market are:
 - a. To showcase agricultural products of the Hudson Valley and to make farm fresh food available to city residents, families, and visitors
 - b. To offer affordable options to city residents and families for purchasing fresh, healthy food
 - c. To support Hudson Valley farmers by connecting them with local consumers
3. **Programming.** To provide educational programming around nutrition, healthy eating and careers in agriculture
4. **Operation.** The Market is operated as a program of the Mid-Hudson Children's Museum (MHCM) under the direction of Executive Director, Lara Litchfield-Kimber
5. **Management.** Dave Jordan, Market Manager, oversees market operations and is the lead contact for vendors.

Product Focus:

6. **Priority** will be given to vendors requesting to sell Hudson Valley grown, raised or foraged ingredients, specifically: vegetables, fruit, grains, dairy products, meats, fish, poultry, game, eggs, mushrooms, maple products, honey, herbs, plants, flowers, cheese, jams, pickles, baked goods, fruit juice, processed and prepared foods.
7. **NEW FOR 2018:**
 - a. The Poughkeepsie Waterfront Market will now welcome vendors of Hudson Valley produced wine, cider, beer and spirits. Some restrictions may apply.
 - b. Vendors wishing to sell crafts such as soap, wool products, bee products and other agriculturally related items will also be considered when these items are created using Hudson Valley grown, raised or foraged products. We are not accepting non-agriculturally related products at this time.
8. **Production.** All products must be grown and/or produced by the applicant. Items for resale are subject to approval by special permission. The Poughkeepsie Waterfront Market is primarily a food market – craft vendors will be considered after all other spots are filled and at the discretion of the Market management.

Vendor Selection:

9. **Selection Criteria.** Prospective vendors must apply to be considered and will be selected in a manner that ensures the market offers a diverse, fair and varied mix of products across many product categories. Vendor selection and continued participation is at the sole discretion of the Poughkeepsie Waterfront Market management. Poughkeepsie Waterfront Market is under no obligation to extend participation privileges to any vendor, regardless of past acceptance or participation status.
10. **No Exclusivity.** The Market does not promise product exclusivity to any single vendor, but does seek a balance between offering selection and choice with overall product diversity.
11. **Priority.** Priority is given to vendors from the Hudson Valley region of New York State, but Market management reserves the right to make exceptions in regard to applicant location at any time.
12. **Price Points.** The Market strives to offer a wide range of products and price points to our patrons. Priority will be given to vendors offering affordable options for farm fresh food within their range of products.

Vendor Fees:

13. **Fees.** Vendor fees are \$280 per 10×10 space for the season. Double spaces are available. Vendor fees are due at the time of vendor application. (Fees will be returned if application is not approved)
14. **Installment option.** Upon request the payment can be broken up into two installments for an additional \$25 fee. For two installments, vendors must send two checks: one dated with the current date for half of the total (plus the installment fee), and another post dated July 1, 2018 for the remaining balance.
15. **Payment.** Fees can be paid by personal check, bank check, money order or debit/credit card through our website. All payments must include the name of your business.

16. **Early Bird Discount.** An early bird discount of 25% is available for vendors who pre-pay and have fully executed contracts in by March 15, 2018.
17. **Cancellation Policy:** If the vendor agreement is cancelled more than one month prior to their first market date, 100% of the stall fees will be refunded minus the booking deposit. There will be no refund for any cancellation made within one month of the vendor's first scheduled market date.

Insurance and Permit Requirements:

18. **General Liability Insurance** is required by all vendors. Vendor must secure Liability Insurance with a limit of not less than One Million Dollars (\$1,000,000) per occurrence naming the Mid-Hudson Children's Museum (MHCM) and the Poughkeepsie Waterfront Market as additionally insured. The vendor must furnish MHCM with a Certificate of Insurance within the time frame specified at least two weeks prior to Market opening.
19. **Licenses and Permits:** All applicable licenses and permits for products sold must be obtained and kept current. Copies of applicable permits and licenses will be kept on file with market management.

Vendor Space:

20. **Location.** Vendor spaces are located inside the Pavilion at the Mid-Hudson Children's Museum. Whenever feasible, the Market Manager will accommodate requests for placement within the pavilion, but the exact assigned location is at the ultimate discretion of the Market Manager, who is responsible for ensuring optimum traffic flow and variety among vendors. Vendors are not guaranteed placement to a set location from week to week.
21. **Dimension.** Each Vendor space measures 10' x 10'. Vendors will be provided with one 8' folding table, but may bring additional tables with advanced approval by the Market Manager. Double spaces are available.
22. **Displays:** All product and display should fit within the area of the tent and may not exceed a 100 square foot area. Displays should be constructed in such a way that they do not block customer walkways nor pose any other hazard to customers. Vendors are required to have clear, appropriate signage stating their farm information and location. Each vendor will be responsible for all equipment and supplies for the setup of a booth.
23. **Tents.** Free-standing customized tents are encouraged for promotional purposes, but are not required. There is no additional fee for tents.

Vendor Attendance:

24. **Attendance is mandatory** for all markets from June 4 through September 3.
25. **Absences.** Vendors are afforded 2 excused absences during the market season (excused absence is defined as notifying the market manager at least 7 days in advance). Not attending the market *without* notifying the market manager in advance can result in the vendor being asked not to return for the remainder of the season and pulling of all vendor promotional material from our website and Facebook pages. Please notify Dave Jordan, Market Manager, of any absences by email at djordan@mhcm.org.

26. **Late/No-Shows:** Vendors that are going to be late must notify the Market Manager as soon as possible. If a vendor does not arrive by 3:30pm, that vendor forfeits her spot for the week and will not be refunded.
27. **No refunds.** The market does not issue refunds for dates that vendors do not attend the market.

Vendor Parking:

28. **Parking lot.** The museum has a gated parking lot. Gates will be open during the market. Parking is free for both vendors and patrons, but is subject to availability based on other scheduled events taking place at the museum.
29. **Unloading.** Vendors are permitted to pull their vehicles up parallel to the handicap ramp in order to unload their product/setup. Once product has reached the vendor stall, vehicles **MUST** be parked in MHCM spaces located closest to the skate park and children's garden to keep parking open for Market patrons.

Operational Guidelines:

30. **Set up.** All vendors must be fully set up with product ready to be sold at 2:45 pm. Vendor vehicles must be parked away from the pavilion at this time. Any vendor not set up and ready to take customers promptly at 3:00 will be fined \$20, to be paid by cash or check on the same day. Any vendor with 2 late set-ups will be asked not to return to the market.
31. **Clean-Up.** The market stall space must look clean at the end of the day. No garbage on the floor, and all signage and materials must be taken away.
32. **No early departures.** Vendors are to stay and sell product until the market closes at 6:00 pm.
33. **Representation:** Vendors are responsible for the actions of their representatives, employees, or agents.
34. **Alcohol Consumption, Smoking, and Firearms** are NOT permitted at the Poughkeepsie Waterfront Market and are prohibited on the premises – this includes the Museum, the pavilion, and the parking lot.

Weather and Cancellation:

35. **Rain or Shine.** The market is covered and runs rain or shine. All vendors are required to attend the market in all weather – please be prepared for hot, cold and wet weather.
36. **Cancellation.** The market is cancelled in only very extreme storm circumstances, but if it becomes necessary we will announce the closure with as much advanced notice as possible. Cancellation will be announced to vendors by email, and will also be posted on the Poughkeepsie Waterfront Market's Facebook page and on the webpage (<http://mhcm.org/visit/poughkeepsie-waterfront-market/>).

Selling Guidelines and Product Requirements:

37. **Produce Quality:** All products offered for sale must be of good quality and condition. The Market Manager reserves the right to direct any inferior goods be removed from display. Failure to remove products deemed inferior may result in loss of market privileges.

38. **Produce Display:** Produce is required to be sold at least 12 inches from the ground. There are exceptions for heavy items, such as squash and pumpkins.
39. **Samples:** Samples should be disposed of in neighboring trashcans and compost containers.
40. **Cleanliness:** Vendors are required to keep their market space neat and clear of obstacles, litter, and debris.
41. **Resale** is only permitted if goods are fresh and local to the Hudson Valley (Orange, Dutchess, Ulster, Putnam, Greene, Columbia, Rockland or Westchester County regions)
42. **WIC/EBT Sales:** Vendors are encouraged to participate in these food affordability programs, if possible. The Market is registered WIC market.
43. No hawking, proselytizing, or amplified music is permitted at the market.
44. **Inspections:** Periodic spot inspections will occur for vendors at the market.
45. **Subletting:** Subletting of a vendor spot is not permitted at the Poughkeepsie Waterfront Market.
46. **Pets.** Vendors may not bring their pets or any live animals to the market.

Compliance and Grievance Procedure:

47. **Safety and Behavior Guidelines.** The Mid-Hudson Children’s Museum (MHCM), which hosts and manages the Poughkeepsie Waterfront Market, is designed to be enjoyed by families with young children. Museum Rules and Safety Guidelines apply to the Poughkeepsie Waterfront Market. <http://mhcm.org/visit/for-your-safety/>
48. **Customer Grievances:** Customer complaints should be given to the Market Manager at the time of the incident. If the issue is not resolved on the spot, the Market Manager will take the information of the complainant and follow up after a thorough investigation. If issues escalate, the Executive Director of MHCM will contact the complainant.
49. **Vendor Grievances:** Vendor complaints/ issues should be submitted in writing to the Market Manager. The Manager will act to resolve the issue at the time of the complaint. If issues cannot be resolved, the Manager will follow up after market hours.
50. **Violations:** Violation of the rules will be handled at the discretion of the Market Manager/Executive Director of MHCM. Violations could result in the forfeiting and/or suspension of market stall for the season. Vendors that violate health/safety regulations will be investigated after their first offense. Violations could result in the forfeiting and/or suspension of market stall for the season.
51. **Appeal:** If a penalty is assessed for noncompliance with Market Rules, vendors may make an appeal in writing to the Market Manager and/or Executive Director of MHCM to overturn or modify the decision. Final decisions will be made by the Executive Director.

Market Promotion:

52. **Promotion and Advertising.** MHCM will promote the Market widely through its traditional and social media channels, print media and on its website. Each contracted vendor will be featured in general market promotion during the season.
53. **Social Media.** The Market’s Facebook page is: <https://www.facebook.com/POKWaterfrontMarket> and the Market’s webpage is: <http://mhcm.org/visit/poughkeepsie-waterfront-market/>

54. **Cross promotion** is encouraged between vendors and the Market. Poughkeepsie Waterfront Market logo will be available for use by contracted vendor for use in farm promotion.

Crop Plans:

55. **Required for WIC Vendors:** Crop plans are required for vendors participating in EBT/WIC programs. WIC participation requires that you specify whether the crops or products on your listings are grown by you or obtained from another source; what your growing practices are, etc.
56. **Recommended for All Vendors:** All vendors are encouraged to share their crop/product plans with Market Manager. Crop/product plans will be used to ensure that variety and a fair and reasonable distribution of products are available at the Market each week. Please be as specific as possible about what you'd like to sell, as this information is central to allocating a fair share of the market to all and ensures that our customers have a good variety of product to choose from throughout the Market season.

Pre-Season Vendor Meeting:

57. We will hold a pre-season Vendor Meeting in early May 7, 2018 at 3:00 pm at MHCM to address any questions or concerns that our vendors may have regarding the upcoming Market. All members of the Market are invited to this meeting. Particularly if you have never been a vendor at the Poughkeepsie Waterfront Market, please plan to attend this meeting as it will provide you with a lot of relevant details regarding load-in, EBT/WIC, stall allocation, and more.

Application Process:

58. Your submission of an application to become a vendor indicates that you understand and agree to uphold all of the rules and regulations described in this document.
59. All applications must be received by April 20, 2018 to guarantee a space on Opening Day (June 4, 2018). All necessary forms and certificates must be submitted at the time of application.
60. Application Checklist:

- Completed and signed 2018 Vendor Application Form
- Payment for the season (due at time of application)
 - Full Season: \$280
 - Early Bird Price: \$210 (application + payment must be received by **March 15, 2018**)
 - Installment Option: \$140 + \$25 due April 20; \$140 balance due July 1
 - Early Bird Installment Option: \$105 + \$25 due March 15; \$105 balance due July 1
- Up-to-date Certificate of Liability Insurance, as described in Market Rules & Regulations
- All vendors – please provide Appropriate Permits, Licenses and/or Certificates for your product as indicated in Farmers Market Federation of New York Guidelines (available on Market webpage)
- WIC participants – please provide FMNP Farmer Participation Agreement (FMC-6) and

Completed Crop Plan (FMC-12)

- Prepared food vendors - include a copy of Article 20-C License from NYS Dept. of Agriculture & Markets.

Questions?

Please contact Dave Jordan, Market Manager, at djordan@mhcm.org or (845) 471-0589 ext 16 with questions about this year's Market. If you have any special needs or requests, please include them in your application.