

ROCKFORD MIDTOWN MARKET

VENDOR GUIDELINES

June 3–September 30, 2021 (9 am–1 pm) — 18 THURSDAYS IN 2021

ROCKFORD MIDTOWN MARKET PURPOSE

Rockford Midtown Market's goal is to build community around food, music, coffee, kid activities, and craft items. Vendors must submit an application and be selected through a committee approval process. The Rockford Midtown Market is a partnership between the Midtown District and Katie's Cup – both 501(c)3 organizations. It will be held in the RPS205 Administrative parking lot off Fourth Avenue.

HOW DO I BECOME A VENDOR?

A completed application includes an application with a description of your product(s). Vendors wishing to sell food or beverages may be asked to submit samples. To ensure a wide variety of goods at the market, the number of vendors in each product category may be limited. Vendor booths are for vendors with regionally grown or produced products. We do not allow vendors for services, political organizations or campaigns, franchises, third party/direct sales or hostess companies, or not-for-profit organizations. The only exception to this is for businesses or non-profits that benefit the neighborhoods of Midtown.

HOW LOCAL ARE YOUR MARKET VENDORS?

The Rockford Midtown Market gives preference to vendors within a 90 mile radius. Local products and vendors receive priority. The event strives to work with local small business owners and entrepreneurs in the area who produce their own products.

HOW BIG IS THE BOOTH SPACE?

All booths are 10ft x 10ft spaces. Vendors may rent multiple spaces. Spaces are assigned by the market team. Vendors will be charged for multiple spaces if need exceeds 10ft x 10ft. Vendors may bring their own tent, table/s and chair/s (these are not provided). There is no electricity at the site.

DO I NEED INSURANCE?

Yes! Vendors should provide an Insurance Rider to Rockford Midtown Market before the market begins. Submit via email to rockfordmidtownmarket@gmail.com.

HOW MUCH IS THE FEE TO PARTICIPATE?

The fee is for a 10ft x 10ft space for each event. The single event cost is \$10 per market. The market requires a non-refundable payment due with application. Credit Card payment must be made in person at Katie's Cup. Checks made out to "Rockford Midtown Market." Full payment is required for the season to reserve your spot. Applications are to be postmarked or received by May 06, 2021 for Early Bird rates.

- Prepared Food Vendor \$180.00 for 18 week season (\$150 Early Bird rate)
- Art, Jewelry, and Other Items \$180.00 for 18 week season (\$150 Early Bird rate)
- Produce Farmer or Produced Food \$90.00 for 18 week season (\$80 Early Bird rate)

ACCEPTING SNAP AS A VENDOR

This year Rockford Midtown Market is very pleased to be accepting SNAP as a payment option. It means that we and our vendors will be better able to serve the Midtown community. If you sell SNAP-eligible items, you must accept SNAP as a form of payment at your market booth. Market management has already done the necessary paperwork, and we will provide training and support as needed to help vendors feel confident accepting both SNAP and other forms of electronic payment (e.g., credit cards, online payment).

WHAT IS THE ROCKFORD MIDTOWN MARKET “VINTAGE-MARKET?”

On the **THIRD Thursday** of the month, we will also have the Rockford Midtown Market Vintage Market (June 17, July 15, August 19, and September 16). The space for each vendor is 10ft x 10ft and you must bring your own tent and tables. The cost is \$10.00 per/week for 4 weeks or \$25 before May 06, 2021 for four weeks. Fill out the Vendor Application to sign-up for the Rockford Midtown Market Vintage Market.

WHAT IS THE ROCKFORD MIDTOWN MARKET “HEALTHY MIDTOWN?”

On the **FIRST Thursday** of the month (June 3, July 1, August 5, and September 2), we will have a particular emphasis on our community’s health at Rockford Midtown Market. You must bring your own tent and tables. The cost is \$10.00 per/week for 4 weeks or \$25 before May 06, 2021 for three weeks. Not for profit organizations might qualify for a discount-please inquire with the Market Manager. Fill out the Vendor Application to sign-up for the Rockford Midtown Market “HEALTHY MIDTOWN.”

INCLEMENT WEATHER POLICY

The market is open rain or shine. In the event of extreme inclement weather, such as non-stop rain, hail, or high winds, the Market Manager may decide to close the market for the day via verbal announcement.

WHAT KIND OF LICENSES/PERMITS DO I NEED?

It is the responsibility of the vendor to obtain and provide to the Rockford Midtown Market copies of all licenses and permits required for the sale of the vendor's products at the Market in addition to the basic application. **You must also comply with the Health Department and Illinois Farmers Market Association guidelines.**

Questions/concerns regarding food product regulations and/or licensing should be directed to the Winnebago County Health Department. Vendors selling food or beverage items or giving samples of these must meet current Winnebago County Health Department food guidelines and have applicable operating permits. Vendors must keep a copy of these permits at their market stall at all times. All Winnebago County health permits must be acquired prior to the event. For more information on health permits, contact Brian Letton at WCHD at 815-720-4115 or bletton@wchd.org.

WHEN WILL I FIND OUT IF I GOT ACCEPTED?

You will be notified about your space in a timely manner. If you have questions about applying, please contact the Market Manager at rockfordmidtownmarket@gmail.com.

HOW CAN I VOLUNTEER AND GET INVOLVED?

We are looking for volunteers, nonprofits, or schools to volunteer on any given Thursday. If you would like to volunteer at the market by being gatekeepers, helpers, set-up, take-down, or more, please contact us to volunteer. We can also publicize your group for helping the Market and appreciate your assistance.

HOW ARE BUSINESSES ABLE TO PARTICIPATE?

We welcome requests for sponsorship opportunities from these leaders of business. For more information on sponsorship, please contact rockfordmidtownmarket@gmail.com or Allyson Rosemore at 360-649-0650. Rockford Midtown Market sponsors may also have a booth at the Market at no cost.

WHAT ARE THE RULES FOR VENDING AT THE MARKET?

If you have additional questions on the market's rules and regulations for vendors, please contact the Rockford Midtown Market at rockfordmidtownmarket@gmail.com or 360-649-0650.

MIDTOWN MARKET IS A PARTNERSHIP OF KATIE’S CUP & MIDTOWN DISTRICT ASSOCIATION

Allyson Rosemore, Market Manager

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