

Rockford Midtown Market Vendor Guidelines

June 6 – September 26, 2004 (9 am - 1 pm)

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 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 the Rockford Midtown Market before the market begins in June. 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 deposit is required for the season to reserve your spot. There is no market on July 4, 2024.

- Prepared Food Vendor \$160.00 for 16 week season
- Art, Jewelry, and Other Items \$160.00 for 16 week season
- Produce Farmer or Produced Food \$80.00 for 16 week season

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).

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 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 CAN I BE A SPONSOR?

We welcome requests for sponsorship opportunities from for profit and non-profit agencies. The sponsor levels start at \$150 and go up to \$5,000. For more information on sponsorship, check out our website or contact rockfordmidtownmarket@gmail.com or 779-220-0240. Sponsors may also choose to 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 Rockford Midtown Market at rockfordmidtownmarket@gmail.com or 779-220-0240.

ROCKFORD MIDTOWN MARKET IS A DBA OF KATIE'S CUP

The Rockford Midtown Market is a "Doing Business As" agency of Katie's Cup Coffee Bar. Checks can be made out to Rockford Midtown Market for vendor fees and donations. The Rockford Midtown Market is a partnership between Katie's Cup and the Midtown District Business Association.

Any questions? Contact Market Manager Malika Miller at 779-220-0240 or 404-453-6123 (personal cell) or email rockfordmidtownmarket@gmail.com

Rockford Midtown Market
c/o Katie's Cup
502 Seventh Street
Rockford, IL 61104

Rockford Midtown Market — VENDOR APPLICATION

June 6 – September 26, 2024 (9 am—1 pm)

Applicant's Name: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business phone: _____

Email Address: _____

Website Address: _____

Business Facebook Page: _____

Business Instagram: @_____ Business Twitter: @_____

I have liability insurance

Please list the items that you intend to sell at the Midtown Market below:

CHECK BOXES THAT APPLY

- Rockford Midtown Market Vendor on all 16 Thursdays _____
 Rockford Midtown Market Vendor for these Thursdays _____

Please find my full deposit attached for the 2024 season (Checks made out to Rockford Midtown Market)

Terms and Conditions:

- Vendors will be selected to participate in the Midtown Market based on availability and type of product based on our current market needs.
- All vendors intending to be a part of the Midtown Market must complete this application.
- Mail application and check to Katie's Cup at 502 Seventh Street; Rockford, IL 61104
- Email application to rockfordmidtownmarket@gmail.com
- Call the Rockford Midtown Market at 779-220-0240 for more information or questions.
- Vendor applications will not be processed until we receive your payment.
- All products, including any new products, a vendor plans to introduce during the season must be approved by the Midtown Market Team in writing prior to selling.

By signing below, I acknowledge that I have read and agreed to the terms as described above and that this application does not guarantee or reserve space at the Rockford Midtown Market for me or my business; by submitting this application, my business will be considered for the 2024 season. I also acknowledge that I have read and will follow the Rockford Midtown Market Guidelines should I be allowed to participate. I also acknowledge that I am aware of the Winnebago County Health Department and Illinois Farmers Market Association guidelines for any health concerns any of their necessary licenses and/or permits, and any necessary Liability Insurance.

Vendor Signature: _____

Date: _____

(Revised 2-28-2024) For Office Use Only:			
Date Rcvd: _____	Cash or Check#: _____	Amount Paid: _____	Initial: _____