

# Rockford Midtown Market Vendor Guidelines

June 5 – September 25, 2025 (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](mailto: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.

- Prepared Food Vendor \$170.00 for 17 week season
- Art, Jewelry, and Other Items \$170.00 for 17 week season
- Produce Farmer or Produced Food \$85.00 for 17 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](mailto: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](mailto: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](mailto: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 the Midtown Market at [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com) or 815.558.3169.

## **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 at 779-220-0240 or [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com)

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