



GEORGETOWN FARMERS MARKET

VENDOR INFORMATION PACKAGE

2024 Season



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Downtown Georgetown BIA
66 Mill St, Georgetown, ON, L7G 2H7
905-873-4970 farmersmarket@downtowngeorgetown.com
www.downtowngeorgetown.com



RULES AND GUIDELINES

LOCATION AND HOURS:

- **MARKET LOCATIONS** - Main Street S. between Church St. and James St., and Church St. Parking Lot
- **MARKET DATES** – Weekly Saturdays, June 1st to October 12th, 2024
- **MARKET HOURS** – **8:00am to 12:30pm** Vendors will be allowed to set-up beginning at **6:30am and must be off the street by 7:45am.**

Overview:

The Georgetown Farmers Market is a producer-based market, which means vendors must grow or produce items that they sell themselves, with few exceptions as listed below. The general intent of the guidelines and regulations will be adhered to by the organization with respect to their intended use. The Downtown Georgetown Business Improvement Area (DGBIA) organizes the Market and reserves the right to rescind the authorization of any vendor found in violation of the rules and guidelines stated in this document. Any changes to this document will be promptly communicated to all authorized vendors.

VENDOR RESPONSIBILITIES:

1. The market will sell fresh 1st quality (unless specifically labeled) Ontario grown or manufactured product; produce, baked goods and hand-made crafts. Meat and dairy products will be allowed with appropriate refrigeration, subject to all health regulations. All bakery and prepared food products must be from a health department inspected kitchen or commercial bakery.
2. Farmers will produce minimum 70% of the product offered for sale. Resale produce (Ontario grown) can total maximum 30%, and it is strongly recommended to come from neighbouring farms. Vendors, if requested, must provide the Market Manager with verification that a minimum of 70% of the produce is home produced. (% split subject to change). This is to accommodate for low produce availability at the beginning and end of season. This rule applies to Farmers only and all other vendors must produce 100% of product unless otherwise agreed upon by the DGBIA Events Manager and/or Farmers Market committee.

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3. There is no selling of produce from home gardens as this directly impacts farm businesses and undercuts their sales. Exceptions will be considered for microgreens, plants and other considerations from the Farmers Market Committee.
4. The market is open to inspection by the Ontario Ministry of Agriculture & Food and Regional Public Health Department. All produce must be labeled according to provincial and federal regulations. Meat/dairy/eggs/honey/maple products are subject to the guidelines as per Ministry of Agriculture and these guidelines are subject to change pending notification.
5. There will be no on street parking after setting up. Vendors are expected to park at the Edith St Parking lot. Exceptions may be made for some vendors. Vendors are to contact the DGBIA Events Manager to apply for exemptions when they apply for their stalls. See the map on page 14 for parking locations.
6. Vendors must be 18 years old to have a stall at the Market unless they are accompanied by a parent or guardian for the duration of their stay.
7. All vendors are expected to bring their own equipment and are responsible for any damage to their property. For safety reasons, weights are required for all vendors who have a tent or cover of some sort. Weights must be a minimum of 25lbs on each corner. If you do not have proper weights, you will be asked to take down your tent.
8. Vendors are expected to always conduct themselves in a professional and appropriate manner with all individuals. Workplace violence/harassment is a crime. Please read Bill 168 for more detailed information (<https://www.wsib.ca/en/preventing-workplace-violence-bill-168>) Any person not behaving in an appropriate manner will be asked to leave immediately and no refund will be given. If police are required, charges may be filed. This is a **zero-tolerance** policy.
9. Vendors needing to cancel their spot for the upcoming Saturday must do so 48 hours in advance of the market date, with some exceptions such as sickness or family emergency. Please communicate your cancellation to the DGBIA Events Manager. Daily vendors who cancel 48 hours or more in advance will be eligible for a new market date IF* there is availability. There are no refunds for cancellations.
10. Vendors who are no-shows on their market date without explanation will be placed under review by the Farmers' Market Committee for a discussion of removal.

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11. Vendors are expected to arrive for set-up between 6:30am and 7:30am. All vendor vehicles must be off the road and parked in the appointed parking lot before the opening time of 8:00am. Vendors who arrive late will be warned with a three-strike policy and their non-attendance may be reviewed by the Farmers' Market Committee for a discussion of removal after three strikes. Late vendors may not drive vehicles into the market area after 7:30am and must carry materials to their spot.

12. Vendor behaviour, professionalism and adherence to the rules and guidelines will be noted and may contribute to vendor standing for future spots at the Georgetown Farmers Market.

STALL REQUIREMENTS:

1. **STALL LEASE** - Vendors will lease stalls on a weekly basis. The stall fees will be determined annually. Stall fees are non-refundable. Vendors **SHALL NOT** allocate or sublet portions of their space to other growers/vendors for the purpose of selling goods, without express consent of the DGBIA Manager. Spaces/locations are subject to change by the BIA Events Manager.

2. **STALL SIZE AND SET UP** - One stall will be 10' x 10' with a maximum number of stalls to be determined by the DGBIA Events Manager. **All vendors are responsible for providing their own tables, canopies, etc. All vendors are responsible for the set up of their equipment.** Stalls are front of booth sales only.

3. **STALL VACANCY** - If a seasonal stall space becomes vacant, the DGBIA Events Manager will actively recruit a new vendor or notify vendors on a wait list.

4. **STALL CONDITION** - All vendors will be required to keep their stall space tidy and to clean up and **take away** all debris and garbage at the end of each market day. Please do not discard your garbage in the garbage receptacles on the streets.

5. **STALL SIGNAGE** - All vendors will display their farm name or business name and location with quality signage in a prominent place. Any signage is to remain inside the 10' x 10' booth so as not to block traffic flow. All out of booth signage must be approved by the DGBIA Events Manager and can be moved at any time if it becomes a problem for patrons or other vendors.

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6. **DGBIA MEMBERS** - DGBIA members are welcome to be part of the market on the **sidewalk** in front of their establishments. Merchants who want to participate as a "market vendor" are welcome to complete an application form and are subject to the Market rules and guidelines. Stall placement will depend on availability. DGBIA members who wish to share the space outside of their business can do so only with other BIA members.

7. **HYDRO REQUIREMENTS** - If hydro is required vendors are required to list how much power they will be using to see if it is available as poles have a max of 15 amps per pole. There is a fee for vendors using hydro. To reduce malfunctions vendors *should not* connect more than one appliance to one electrical receptacle outlet. Vendors will supply their own extension cords and will tape them down for safety reasons. There is no use of commercial buildings' hydro outlets unless express consent of the landlord or merchant is given before use.

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IMPORTANT VENDOR INFORMATION

RENTALS

If you wish to rent a full set of weights and a tent from the BIA, you must check that off on your application. **Rentals work on a first-come-first-served basis and are available for daily or new vendors only, with a minimum of 2 weeks' notice.** Seasonal vendors, and vendors who are attending 2 or more market dates are required to have their own full set of equipment.

The cost of rental equipment is \$30 per day. We only rent full sets (4 weights, 1 tent). This fee is non-refundable. If the vendor cancels within the 48-hour notice window (see cancellation policy) they may transfer their rental fee to another market date if the equipment is available. If no cancellation notice is given, the fee is forfeited.

Damage to rental equipment outside of normal wear and tear or a weather event will be invoiced to the vendor responsible for the rental.

Equipment will be dropped off and picked up from the vendor spot, which will be in the Church Street Parking Lot, beside the BIA tent. The vendor is responsible for safe set-up, with help from staff or volunteers if available.

PARKING

All vendor vehicles must park at the Mill and Edith Parking lot. We have had multiple complaints about parking at 83 Mill Street, on Main Street South, Back Street lot and the Market Street lot. Please view the map at the end of this document.

SET UP/TAKE DOWN

Do not block the road with your vehicles at any time. For take down, please pack up your booth before bringing your vehicles to Main Street South. All vendors must be allowed through. Everyone must park in the "parallel parking spaces" so that the **fire lane** is maintained in case of emergency.

All vendors **must** be off the road by **1:30 pm** so we can remove the barricades for the GO bus. There are no exceptions. Vendors will be fined if this is a recurring problem.

BARRICADES

If you move a barricade, please move it back afterwards. We do not always have enough staff or volunteers to monitor each barricade. This is a very important safety concern, and we appreciate your help in keeping everyone safe.

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RAIN/SNOW OR SHINE

The Georgetown Farmers Market operates in all weather conditions deemed safe by the Farmers Market Committee and BIA staff. This means during rain days, the market will be running, and all vendors are expected to arrive UNLESS there has been a cancellation notice received as per the rules above. Please plan accordingly. If the weather is deemed unsafe, the market will be shut down by staff and communicated to all vendors and patrons as quickly as possible.

INSURANCE

The DGBIA uses Farmers' Market Ontario liability insurance, which covers most market vendors. Vendors that do not fall under this insurance include any vendors with a brick-and-mortar storefront and vendors selling products containing alcohol. These vendors will be required to demonstrate proof of a certificate of insurance, naming the Downtown Georgetown BIA, and Farmers' Market Ontario as additionally insured.

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VENDOR CATEGORIES AND DEFINITIONS

Primary Farm Vendor: Unprocessed Fruit, Vegetables, Microgreens, Cut Flowers, Plants, Nuts, Honey, Maple Syrup, Graded Eggs, Fresh or Frozen Meat, Fish, Herbs, Mushrooms, Beer, Cider and Wine included. These vendors must comply with health inspection policies and produce foods in a Health Department approved kitchen or premise.

Secondary Farm Vendor: Defined ingredient is from a farm, but goes through a process, i.e., cured meats, fermented veggies, jams, butter. Farm produce must be local. These vendors must comply with health inspection policies and produce foods in a Health Department approved kitchen or premise.

Food Vendor: Producer of processed foods i.e., ready-made sandwiches, to-go meals, baked goods, any food items that do not fit into primary or secondary producer categories. These vendors must comply with health inspection policies and produce foods in a Health Department approved kitchen or premise.

Craft Vendor: A producer of hand-crafted artisan products such as jewellery, pottery, clothing, bags, artwork, knitted material, etc. All goods must be made by the vendor unless otherwise approved by the DGBIA Events Manager.

Reseller: Goods (consumable or non-consumable) that are not made by the vendor but are sourced from a local maker. Resellers may be asked to complete an additional application to determine eligibility. Resellers can include food products and must comply with health inspection policies and produce foods in a Health Department approved kitchen or premise.

BIA Member/Charity/Community Group: Not for profit, or non-profit organizations, BIA businesses, fundraising or awareness raising through the market. Charity vendors and BIA members (pending approval) will be offered two free market dates, on a first come first served basis. Additional dates follow the regular daily vendor fees.

Busker: A space is provided free of charge each week for musicians. The musicians may accept free will donations or sell copies of their own music or promote lesson programs or tickets to benefit performances. Buskers may attend multiple market dates based on availability. Buskers must sign a waiver of liability before busking as they are not covered under our insurance and are not allowed to play otherwise. Location and duration of play is at the discretion by the DGBIA Events Manager. Buskers may be asked to move at any time and must be flexible and understanding about this.

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VENDOR SELECTION CRITERIA

All Vendors will undergo a selection process by the DGBIA Events Manager and the Farmers Market Committee. Criteria is based on the values of the Georgetown Farmers' Market, Farmers' Market Committee and Farmers' Market Ontario. Using the following points, along with a committee discussion, vendors will be ranked to streamline the acceptance process. Vendors will be judged on the following criteria from their application, and points gained through these criteria will determine the order of vendors achieving seasonal and daily spots. Points determine order of placement, and not approval or rejection.

Charity and BIA member vendors will not go through this process but will instead be accepted automatically on a first come first served basis if there are spaces available.

Vendors qualify for the highest level of points only if they fit into multiple levels.

Criterion 1: Seniority

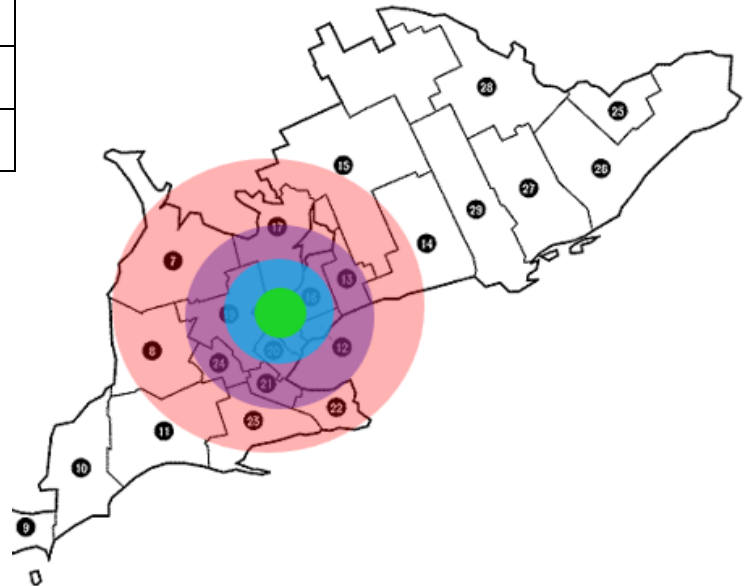
Length of time as a Georgetown Farmers Market Vendor

0 Points	New Vendor
5 Points	Holiday Market Vendor
10 Points	1 Year
15 Points	2 to 5 years
20 Points	6 to 10 years
30 Points	11+ years

Criterion 2: Location

Proximity to Halton Hills

0 Points	Zone 4 Additional Regions
5 Points	Zone 3 GTA
10 Points	Zone 2 Bordering Halton
20 Points	Zone 1 Halton





Criterion 3: Products

Based on FMO values in securing farm vendors to represent the majority of market vendors.

0 Points	Resellers: Goods (consumable or non-consumable) are not made by the vendor, but are sourced from a local maker. Resellers may be asked to complete an additional application to determine eligibility.
5 Points	Craft Vendors: Goods wherein the main item is handmade, non-consumables (i.e. Jewelry, clothing, ceramics, beauty and hygiene products).
10 Points	Food Vendors: i.e., ready-made sandwiches, to-go meals, baked goods, any food items that do not fit primary or secondary producer categories
20 Points	Farm Secondary Product Vendors: Defined ingredient is from a farm, but goes through a process, i.e., cured meats, fermented veggies, jams, butter. Farm produce must be local.
30 Points	Farm Primary Product Vendors: Unprocessed Fruit, Vegetables, Microgreens, Cut Flowers, Plants, Nuts, Honey, Maple Syrup, Graded Eggs, Fresh or Frozen Meat, Fish, Herbs, Mushrooms, Beer, Cider and Wine included.

Criterion 4: Uniqueness

One-of-a-kind products, products not available from BIA Businesses or many other vendors.

0 Points	Vendors' products are similar to more than 5 other vendors
5 Points	Vendors' products are similar to more than two other vendors
10 Points	Vendor is one of two with the same products
20 Points	Vendor is the only applicant with these products; products are available elsewhere on a limited basis
30 Points	Vendor is the only applicant with these products; the products are one-of-a-kind (i.e. not sold in shops Downtown, culturally representative)

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FEES FOR THE 2024 MARKET SEASON

Seasonal Vendor FARM Main Street	\$525 FULL SEASON
Seasonal Vendor NON-FARM Main Street	\$575 FULL SEASON
Seasonal Vendor NON-FARM Church Street Parking Lot	\$475 FULL SEASON
Seasonal Vendor ALTERNATING WEEKS (A or B) Main Street	\$288 10 DAYS
Seasonal Vendor ALTERNATING WEEKS (A or B) Church Street Parking Lot	\$238 10 DAYS
Daily Vendor FARM or NON-FARM Church Street Parking Lot	\$55 PER DAY
Hydro Fee (Seasonal Vendors ONLY) Main Street	\$50 FULL SEASON
Equipment Rental Daily Fee New Vendors, Charities, Daily Vendors ONLY	\$30 PER DAY
Charity and BIA Members Church Street Parking Lot (unless a Main St. spot is available)	FREE (2 DATES) Additional Dates \$55 PER DAY

Seasonal Vendor FARM: Attending all market days, fits into PRIMARY FARM definition (including breweries and wineries). No discount or change in fee can be offered for missed market dates. Please outline the dates you are skipping in the application process. No changes can be made to scheduled dates unless there has been 2 weeks’ notice and approval from the BIA Events Manager.

Seasonal Vendor NON-FARM: Attending all market days, fits into any other vendor categories (i.e., secondary farm, food, craft, reseller). No discount or change in fee can be offered for missed market dates. Please outline the dates you are skipping in the application process. Main St. spots are limited and reserved for farms. Remaining spaces will be offered based on vendor criteria (see page 10-11). No changes can be made to scheduled dates unless there has been 2 weeks’ notice and approval from the BIA Events Manager.

Seasonal Vendor ALTERNATING WEEKS: Any category of vendor, attending the market every-other week. There are two schedules, please select your preferred schedule on the vendor application. No changes can be made to scheduled dates unless there has been 2 weeks’ notice and approval from the BIA Events Manager.

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ALTERNATING WEEKS SCHEDULES:

Schedule A	June 1	June 15	June 29	July 13	July 27	Aug 10	Aug 24	Sept 7	Sept 21	Oct 5
Schedule B	June 8	June 22	July 6	July 20	Aug 3	Aug 17	Aug 31	Sept 14	Sept 28	Oct 12

Daily Vendors FARM or NON-FARMS: Attending 1 to 10 market days throughout the season, as selected on the vendor application. No changes can be made to scheduled dates unless there has been 2 weeks’ notice and approval from the BIA Events Manager.

Charity Vendors and Local Groups: Upon approval, two free dates will be offered. Date preferences can be included on the vendor application form. No changes can be made to scheduled dates unless there has been 2 weeks’ notice and approval from the BIA Events Manager.

BIA Members: After submission of a vendor form, BIA members will be offered two free dates. Date preferences can be included on the vendor application form. No changes can be made to scheduled dates unless there has been 2 weeks’ notice and approval from the BIA Events Manager.

Vendor Fees are all due 48 HOURS AFTER ACCEPTANCE. Without timely payment, vendor spaces will not be saved, and will be offered to the next approved vendor. Payments can be made via E-Transfer or Cheque. **E-Transfers:** Send to farmersmarket@downtowngeorgetown.com Password: **GTFM2024**. **Cheques:** Made out to **Georgetown Central BIA**

Vendors looking to have multiple spots must pay for each tent space (10’x10’). These booths must be grouped together and not spread throughout the market.

Only seasonal/Alternating seasonal vendors for 2024 will be on the Main Street- all daily vendors and remaining seasonal vendors will be in the Church St. Parking Lot, unless a space opens on Main Street.

There are additional fees associated with Food Vendor Licences from the Town of Halton Hills. These fees are separate from the BIA vendor space fees listed above. The DGBIA is not responsible for collecting this fee.

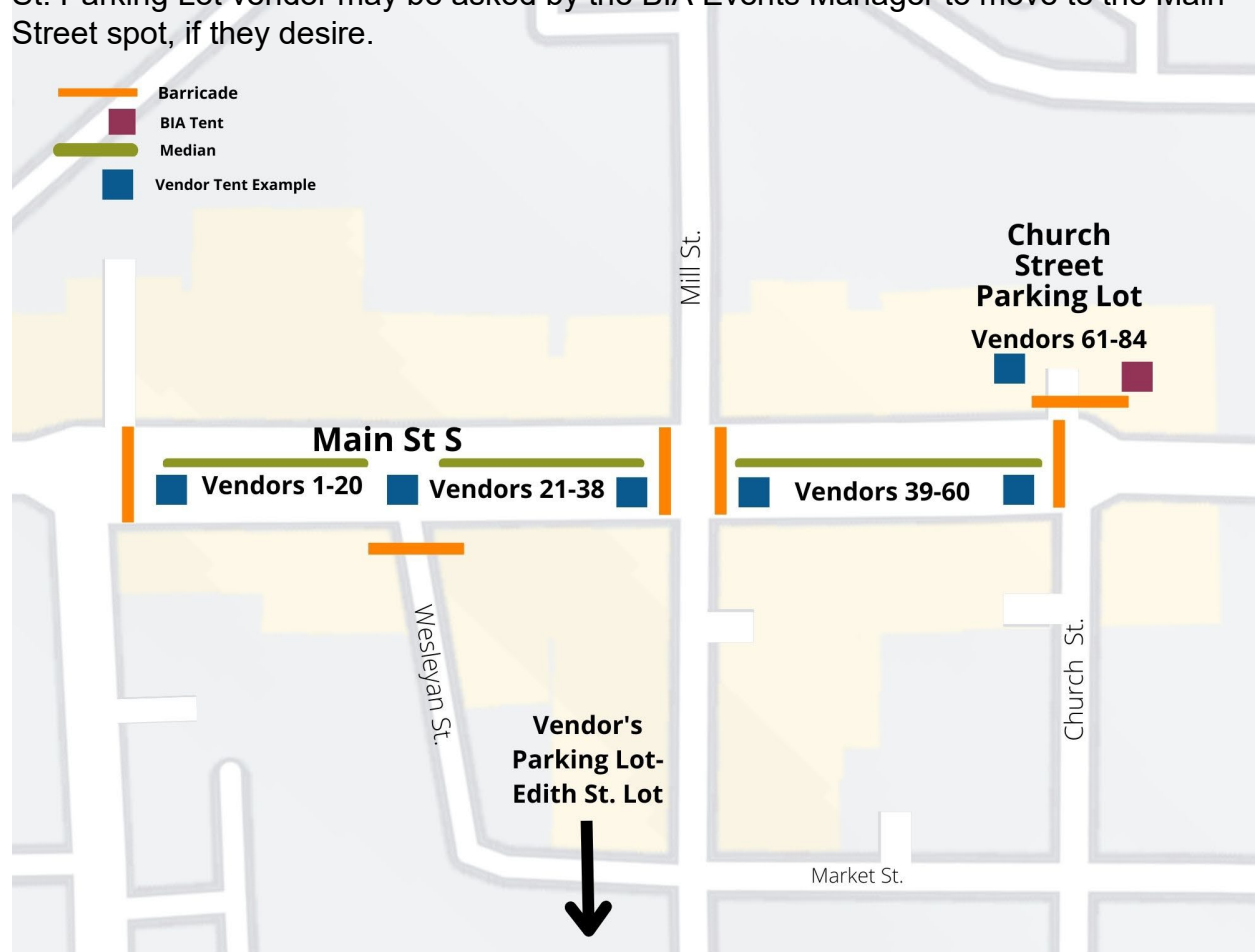
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VENDOR MAP

Vendors will be sent their assigned numbers the week of the scheduled market via email. Numbers correspond to spaces marked on the street. Vendors are to drive up Main Street South from Church St. towards James St. to find their spot. Locations are non-negotiable after assignment.

Seasonal vendors can expect to be in the same location on a weekly basis, subject to changes by the BIA Events Manager. Church St. Parking Lot Vendor spots may be shifted upon arrival depending on the number of vendors for that week.

Upon arrival, please know your vendor number or business name, so staff can direct you to the appropriate spot. If a last-minute opening on Main Street appears, a Church St. Parking Lot vendor may be asked by the BIA Events Manager to move to the Main Street spot, if they desire.



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