



2017 Wednesday Market Vendor Rules & Regulations

1. Insurance

All vendors approved for the Wednesday Market must provide a Certificate of Insurance as evidence that insurance is maintained for you and all your employees. This includes: (1) Comprehensive General Liability (CGL) insurance with a minimum limit of \$2,000,000 for each occurrence and (2) if vehicles are used in your entry, Automobile Liability Insurance with a minimum of \$2,000,000. **Your certificate of insurance must be provided by Friday, May 10th, 2017.** Your insurance must name the **Downtown Guelph Business Association and the City of Guelph as “additional insured”**.

2. Permits

All vendors are responsible for submitting a Farmer’s Market Application Form to Wellington-Dufferin-Guelph Public Health. Approval must be granted prior to the Wednesday Market start date. Please allow at least 30 days for this process. All food vendors are also in charge of complying with food handling policies and procedures. (<https://www.wdgppublichealth.ca/sites/default/files/wdgpfiles/Farmers%20Market%20Application.pdf>)

3. Display & Signage

Vendors are responsible for providing all display materials (displays, chairs etc) and setting up and tearing down any displays. Vendors must keep within appointed space guidelines and not interfere with walkways or driveways etc. Vendors will be asked to immediately remove any shade devices that are not deemed to be secure. Every vendor must have their name/business name prominently displayed.

4. Tents

All vendors are responsible for ensuring that the design and operation of their booth is safe and reliable. Vendors are responsible for bringing their own tables, chairs, tents, and cash boxes etc. **Tents must be secured to the ground using a minimum of 40 pounds per leg. Tents and weights must also be provided by the vendor.** Failure to bring weights will result the vendor to miss out in operating at the market that day and will potentially receive a penalty. The DGBA has a limited supply of weights that can be rented out for \$25.00 per day

5. Deposit and Payment

There is a weekly charge of \$16 (This reflects covering the loading zone, advertising and other operational costs.)You are responsible for providing a participation fee in the form of cheque or cash and your total payment of \$250 by Friday, May 10th, 2017. All cheques can be made out to the Downtown Guelph Business Association and can be postdated to Friday May 10th, 2017.

An additional \$100 participation fee deposit is required (2 x \$50 cheques). These will be returned to you at the end of the market season should you not receive any penalties (see point 6.).

6. Absences, no shows and penalties

At least a 24 hour notice must be given if a vendor cannot make a Wednesday Market date. Should a vendor not give at least a 24 hour notice, a penalty of \$50 is taken from the \$100 deposit. Once a vendor receives two \$50 penalties the vendor will be unable to take part in the Wednesday Market. An emergency notice will only be accepted in extenuating circumstances and is at the discretion of the DGBA.

7. Garbage and Clean-up

Each vendor is responsible for removing all garbage from their site and disposing of it properly. Vendors are also responsible for keeping their space clean and tidy throughout the Market day.

8. Set-up & Hours of Business

The Wednesday Market runs for a total of 15 weeks. Vendors must arrive on site by 10:30am and be **set up by 11:30am – NO EXCEPTIONS**. Vendors must commit to having their booth open and staffed on all Wednesday Market days.

Vendors must be on site and set up until 5:30pm. If a vendor runs out of product or has an emergency situation this must be discussed with a DGBA employee before leaving. The Wednesday Market operates on a rain or shine basis.

9. Location

The Wednesday Market takes place in and around St George's Square, Downtown Guelph. This incorporates Quebec, Wyndham and Douglas Streets. The DGBA determines the location of all vendors at the Wednesday Market and the vendor must maintain that position throughout the day unless directed otherwise by a DGBA employee. The DGBA does not guarantee the same location each week.

10. Access to electricity

If you require access to electricity, please let the DGBA know as soon as possible. There is limited space for vendors needing electricity and these spots are allocated on a first come first served basis.

11. Parking

The DGBA reserves 4 on-street parking spaces on Quebec and Douglas Streets for the purpose of loading and un-loading. You MAY NOT keep your car parked there. The City of Guelph offers 2 hours of free on-street parking. There are various parking lots and parkades around Downtown Guelph.

12. Security

The DGBA reserves the right to remove any vendor, at any time, whether as a result of safety concerns, adverse interference with Wednesday Market or any other reason that DGBA staff deem appropriate.

13. Vendor of the week

This year the DGBA is introducing a vendor of the week promotion. Every week a new vendor is chosen as the featured vendor. The DGBA will advertise the vendor of the week via social media and their company's bio will be listed on our website. If the vendor chooses to add new item/offering at your booth, you must inform the DGBA.

14. Vendor selection

Space at the Wednesday Market is limited. Preference will be given to vendors who offer fresh produce, and who have a strong social media presence.

15. Marketing and Promotion

The DGBA has a marketing budget for the Wednesday Market of \$2300.00. Press releases will be sent before and during the Wednesday Market season, and there will be an extensive social media campaign with much of the marketing budget spent on online advertising. The DGBA will take photos and request vendors to supply up to date details on their goods for sale as well as information about the goods to be used for marketing purposes. Vendors are expected to share the Wednesday Market images and updates on their own social media platforms.