City of Rochester
Department of Recreation and Youth Services
280 North Union Street
Rochester, New York 14609
www.cityofrochester.gov/publicmarket

Public Market

Thank you for your interest in becoming a vendor for the 2012-2013 Season at the Rochester Public Market

Please review all enclosed information carefully.

At this time, there are no leases available. **However**, daily vending spaces are available.

This is the Rochester Public Market Application Packet. It contains:

- Application for Space
- Tuesday / Thursday Call-In Sheet for Daily Vendors
- Schedule of Rates
- Rules and Regulations
- City of Rochester Fire Department Space Heater Guidelines
- Special Events for the year:
  - Flower City Days
  - Community Garage Sale & Super Flea Days
  - Friday Nights at the Market "Bands on the Bricks"
  - Holidays at the Market

The Market is open to vendors **Tuesdays and Thursdays from 6:00 am to 1:00 pm** and **Saturdays from 5:00 am to 3:00 pm.**

To become a vendor, we will need to have the completed application, a copy of your Tax I.D. and all applicable paperwork that applies to your product.

If you have any further questions or concerns, please contact the Market Office **Tuesday through Friday 7:00 am to 1:00 pm.**

If you need to contact the "Friends of the Market" please call 585-325-5058 or email them at marketfriends@rochester.rr.com.

~The Office Staff at the Rochester Public Market

APPLICATION FOR SPACE - *PLEASE PRINT*

NAME: _____ **E-MAIL:** _____

ADDRESS: _____

CITY / STATE / ZIP: _____

PHONE: _____ CAN WE GIVE THIS # OUT? **Y** **N**

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CITY / STATE / ZIP: _____

PHONE: _____ CAN WE GIVE THIS # OUT? **Y** **N**

TYPE OF PRODUCT: _____

NEW YORK STATE TAX ID #: _____

BANK REFERENCE:

NAME OF BANK**:** _____LOCATION:_____

BUSINESS REFERENCE: (examples: Utility Co., Phone Co., Product Supplier, etc.)

NAME: _____

ADDRESS: _____

CONTACT PERSON: _____ PHONE: _____

NAME: _____

ADDRESS: _____

CONTACT PERSON: _____ PHONE: _____

VENDOR SIGNATURE ON THIS DOCUMENT VERIFIES THAT THE VENDOR HAS CAREFULLY READ, UNDERSTANDS, AND AGREES TO ALL PROVISIONS IN THE VENDOR PACKAGE.

VENDOR SIGNATURE: _____ **DATE:** _____

To obtain a stall for Daily Vending:

Please call the Market office on the TUESDAY prior to the THURSDAY or the THURSDAY prior to the SATURDAY that you would like vend at 6:00 pm or after. Press prompt # **3** to connect to the **daily vendor call-in request line**. Leave a very short message including: (1) your full name, (2) what you are selling, and (3) the fact that you will need space for Thursday and/or Saturday.

You should arrive at the market office no later than 5:45 am on the day you plan on vending. At 6:00 am, we will walk through the sheds to take attendance and assign stalls based on availability according to the categories listed below.

1. **NYS FARMERS** - Vendors who grow Agricultural Products **in** New York State. For purposes of the Public Market, agricultural products include: vegetables, fruit, meats, fish, dairy and related products, including honey and syrup, livestock, live plants, herbs, spices and live flowers.

2**.** **OTHER FOODS** - Vendors of Other Foods such as Agricultural Products (as defined above) **not grown** in New York State, baked goods, jams, jellies, grocery items, and etc.

3. **ARTS & CRAFTS** - Vendors of Handmade Arts and Crafts. All products being sold **must be** handmade by the vendor.

4. **PREPARED FOODS** - Vendors of Prepared Foods**.** For purposes of the Public Market, prepared foods **are limited to** specialty items, intended to be consumed on-site. Additional vendors of hots, hamburgers, sausage, or traditional breakfast items will not be considered for placement.

5. **GENERAL MERCHANDISE** - Vendors of **new** General Merchandise. Vendors selling a mix of agricultural and non-agricultural merchandise will be considered a "merchandise" vendor regardless of the percentage of mixed products sold.

There are no guarantees that a stall will be available to rent for that day. Some stalls that become available are located outside of the sheds so we suggest that you bring with you a tent for shelter.

- Vendors with prepared foods must provide a copy of their **Health Certificate and a N.Y.S. Tax I.D.** Please contact your local County Health Department, **for Monroe County** call (**585) 274-6064.**
- Vendors with non-edible goods must provide a copy of their **N.Y.S. Tax I.D.** Call **(518) 485-2889.**
- Vendors with live plants, herbs, shrubs, trees, potted flowers, etc…must provide a copy of their **Nursery Registration Certificate** **(800) 554-4501 x 72087** and a **N.Y.S. Tax I.D.** **(518) 485-2889.**

Any further questions or concerns, please contact the Public Market Office

Tuesday through Friday 7:00 am until 1:00 pm.

2012-2013 Rochester Public Market Schedule of Rates

Effective: May 1, 2012 through April 30, 2013

Leaseholder Rates		
Location	Rate Per Stall	Monthly Rate
Annual May 1, 2012 – April 30, 2013		
Shed A & C	$1,350.00	$125.00
- Prepared Foods	$2,150.00	$195.00
Shed B (Enclosed)	$2,700.00	$250.00
Food Kiosk	$3,200.00	$295.00
Seasonal May 1, 2012 – Dec. 31, 2012		
Shed A & C	$1,100.00	$150.00
- Prepared Foods	$2,000.00	$275.00
Penn Is./Market Office	$ 850.00	$115.00
- Prepared Food	$1,325.00	$180.00
Winter Lease Jan. 1, 2013 – April 30, 2013		
Shed A		
Leaseholder	$ 350.00	$ 95.00
Non-Leaseholder	$ 500.00	$135.00
- Prepared Food		
Leaseholder	$ 600.00	$165.00
Non-Leaseholder	$ 900.00	$245.00
Shed C		
Leaseholder	$ 300.00	$ 80.00
Non-Leaseholder	$ 450.00	$125.00
- Prepared Food		
Leaseholder	$ 500.00	$135.00
Non-Leaseholder	$ 800.00	$220.00

Daily Vendor Rates		
Daily Rental Tuesdays		
Shed A & C	May 1, 2012 – Dec. 31, 2012	$ 20.00
Prepared Food		$ 35.00
Shed A & C	Jan. 1, 2013 – April 30, 2013	$ 10.00
Prepared Food		$ 20.00
Shed B (Enclosed)	May 1, 2012 – April 30, 2013	$ 30.00
Daily Rental Thursdays		
Shed A & C	May 1, 2012 – Oct. 31, 2012	$ 40.00
Prepared Food		$ 50.00
Shed A & C	Nov. 1, 2012 – Dec. 31, 2012	$ 30.00
Prepared Food		$ 40.00
Shed A & C	Jan. 1, 2013 – April 30, 2013	$ 20.00
Prepared Food		$ 30.00
Shed B (Enclosed)	May 1, 2012 – April 30, 2013	$ 50.00
Daily Rental Saturdays		
Shed A & C	May 1, 2012 – Oct. 31, 2012	$ 75.00
Prepared Food		$120.00
Shed A & C	Nov. 1, 2012 – Dec. 31, 2012	$ 50.00
Prepared Food		$ 80.00
Shed A & C	Jan. 1, 2013 – April 30, 2013	$ 30.00
Prepared Food		$ 55.00
Penn Is./Market Office	May 1, 2012 – Oct. 31, 2012	$ 55.00
Prepared Food		$100.00
Penn Is./Market Office	Nov. 1, 2012 – Dec. 31, 2012	$ 40.00
Prepared Food		$ 75.00
Shed B (Enclosed)	May 1, 2012 – April 30, 2013	$ 85.00

2012-2013 Rochester Public Market
Schedule of Rates Explanatory Notes:

Payments:

- To avoid installment charges, **full lease payment** due by the **fourth Saturday of the first month** of the lease period.
- If paying lease payments on a monthly **installment basis**, first payment is due the **fourth Saturday of the first month** of lease period with ensuing **installment payments due the 15th** day of the remaining months of lease period.
- Lease agreements must be fully executed before a stall may be occupied.
- Daily fees must be paid before the stall(s) are occupied.

Rental:

- Rental on a daily basis is subject to availability and approval of Market Supervisor.
- Pro-rated partial season leases may be available, subject to availability and approval of the Commissioner of DRYS.

Fees:

- A **Late Payment** fee of **$ 40.00** per location will be charged on all outstanding Public Market payments not received by the 15th of each month. ***Vendors are allowed 1 late payment per year if it is with-in 2 days of the due date.***
- There will be a **$ 20.00** fee for all **Dishonored Checks**, no exceptions. If two checks are returned within a season, vendor will have to pay with certified checks or cash for the remainder of the lease period.
- Public Market lease holders, whose payment plan is in **arrears**, will not be allowed to occupy stall(s) until payment is up to date or may result in cancellation of lease.

Prepared Food:

- Prepared Food is limited to **"specialty"** items only.
- Any vendor selling prepared food, including canned/bottled beverages will be charged at the prepared food rate.

_____ _____

Luis Burgos
Commissioner
Recreation & Youth Services

Date

APPENDIX A: ROCHESTER PUBLIC MARKET RULES AND REGULATIONS

Issued February 1, 2010

ADDENDUM TO CITY CODE CHAPTER 91, AS AUTHORIZED BY SECTION 91.10K

A. **Stall areas** are to be left **clean and free of litter** at the end of each market day. Stalls are inspected 1 hour after the closing of the Market (i.e.: 2:00 pm Tuesday & Thursday; 4:00 pm on Saturday). **Kiosk operators** must maintain a 10 ft. perimeter of cleanliness around their structure.

B. There will be absolutely **NO WAREHOUSING** of any products in the enclosed shed. Absolutely **NO STORAGE** of tables/stands/etc. in the outdoor sheds during non-market days. Limited set up is available the evening prior to market operation with permission from Market staff.

C. Vendors must contain all sale items and vehicles **within the stall side of the traffic lines and within stall boundary lines**, which are established by Market Personnel. If vehicle parking area in stall(s) is utilized for display or sales, **vehicles must be removed and parked outside of Market.**

D. The Market is not responsible for the **security** of any items on site at any time.

E. No **tractor-trailers** are allowed on the Market between the hours of 6:00 am and 2:00 pm on Saturdays**.**

F. Vendors are **prohibited** from hawking, shouting, using music, etc. to attract customers.

G. All **selling must stop promptly** at 1:00 pm on Tuesdays and Thursdays, and at 3:00 pm on Saturdays, in order to allow proper clean-up procedures.

H. All **pushcarts** and food-type vending wagons will be assigned to a regular location. Under no circumstances will vendors be allowed to circulate throughout the Market. Food vendors holding a City Vending License are not allowed to vend on Market property unless assigned a location by the Market Supervisor and the daily fee is paid.

I. **Operators of tow motors**, any other type of power operated trucks and/or any motorized equipment must be in compliance with all local, state and federal laws, statutes, rules, regulations, ordinance, certifications and standards. **Operators who have been drinking alcoholic beverages and/or are under the influence of illegal drugs will be barred** from operating any equipment on Public Market property. Tow motors not allowed in all selling areas between 6:00 am – 2:00 pm on Thursday and Saturdays.

J. All leaseholders and their staff must maintain **civil conduct** with the public and Market Personnel.

K. All **signage** is subject to approval by Market personnel. Traffic control signage, parking signage, and other traffic control apparatus are to be installed or removed **only** by Market Personnel.

L. **Display tables and fixtures** are subject to inspection by Market Personnel for safety, functionality, and consistency with Market design standards. Items which are determined to be unsafe, non-functional, and/or in conflict with Market design standards must be removed and/or brought into compliance within five (5) calendar days of notification of non-compliance.

M. Vendors must be in compliance with all **local, state and federal** laws, statutes, rules, regulations, ordinances, certifications and standards that apply to their product. Including **NO SMOKING** by leaseholders and their personnel under the sheds or in the buildings where products are being sold.

N. **Sub-leasing** and/or sharing of stall(s) is not permitted.

O. Leaseholders must occupy stall(s) by 6:00 a.m. *If for any reason, the leaseholder cannot arrive by 6:00 am, the Market **must be** notified prior to 5:45 am that morning in order for the space to be held*. If such notice is **not** provided, stall(s) **will be** assigned on a daily basis. The Market will offer alternative stall(s), if available, to leaseholder at time of arrival. However, the Market does not guarantee that such accommodations will be made.

P. All Leaseholders must **occupy the location leased** to them on Saturdays from the months of **May 1 - October 31**. During this time, any Leaseholder wishing to change location on Saturdays must pay the daily rate. There will be no charge to Leaseholders who change their Saturday location during the months of November through April.

At **ALL TIMES** during the year, Leaseholders wishing to change locations MUST use the call-in procedure for Daily Rental and will be placed accordingly. Leaseholders who want to change their location on Tuesdays or Thursdays will not be charged but again MUST use the call-in procedure for Daily Rental.

Q. The Market Office will **assign daily stall locations at 6:00 am** according to the five (5) priority categories listed on the following page. All Leaseholders who are interested in **additional/daily stalls** on Saturday MUST abide by the call-in procedure for Daily Rental. All vendors on the **call-in** list will be assigned stalls before **walk-in** vendors on Saturday regardless of sales category.

R. Stall Assignment Priority Categories:

1. Vendors who grow **Agricultural Products in** New York State. For purposes of the Public Market, agricultural products include: vegetables, fruit, meats, fish, dairy and related products, including honey and syrup, livestock, live plants, herbs, spices and live flowers.

2. Vendors of **Other Foods** such as Agricultural Products (as defined above) **not grown** in New York State, baked goods, jams, jellies, grocery items, and etc.

3. Vendors of Handmade **Arts and Crafts**. All products being sold must be handmade by the vendor.

(Continued on next page)

4. Vendors of **Prepared Foods.** For purposes of the Public Market, prepared foods are limited to specialty items, intended to be consumed on-site. Additional vendors of hots, hamburgers, sausage, or traditional breakfast items will not be considered for placement.

5. Vendors of new **General Merchandise**. Vendors selling a mix of agricultural and non-agricultural merchandise will be considered "merchandise "vendors regardless of the percentage of mixed products sold.

S. ♦ Dual Leases – Vendors **will no longer** be able to sign dual leases with another vendor. More than one lease for a particular stall is still an option but the leases must be for specific, distinct time periods.

T. ♦ Vendors with 4 or more leased stalls - **will not** be considered for additional leased stalls until all vendors in their particular category awaiting stalls has been served.

U. ♦ Vendors who are more than 60 days in arrears on their account **cannot** switch or get additional stalls on a daily basis until account is brought up to date.

♦ **Denotes new rule in effect.**

FAILURE TO OBEY THE ABOVE LISTED RULES AND REGULATIONS MAY RESULT IN FINES AND/OR TERMINATION OF LEASE AND/OR DENIAL OF DAILY VENDING PRIVILEGES.

Fine schedule:	1st offense	$100.00 fine added to your account
	2nd offense	$200.00 fine added to your account
	3rd offense	Loss of Market privileges for 1 month
	4th offense	Termination of all Market privileges

_____ _____

Luis Burgos Date
Commissioner
Recreation and Youth Services

SPACE HEATER REGULATIONS

For the safety of all vendors and customers, the following regulations apply to the use of space heaters at the Rochester Public Market.

- ✓ All propane heaters must be U.L. approved units.
- ✓ All users of propane or kerosene heaters must have at least one 5 lb. fire extinguisher in their vending area with at least a 20 B.C. rating.
- ✓ All heaters must be contained in areas separate from the public.
- ✓ Vendors using heaters must verify they have read and understand the Fire Department rules for use of propane. (Please see back. Market staff will be circulating a sign-up sheet) and participate in Fire Department inspections.
- ✓ There will be No electric heaters allowed on market grounds without prior approval from market staff.
- ✓ The Market reserves the right to disallow any heating device deemed inappropriate.

City of Rochester Fire Department Staff will be inspecting the Public Market site at least once a month during the cold weather season. You are responsible for correcting any violations and/or paying any resulting fines.

SOME ITEMS THAT THE FIRE INSPECTOR WILL BE LOOKING FOR:

1) Proof of inspection of all booths, tents, propane tanks, and portable generators, charcoal grills, electrical appliances, fire extinguishers and any other market structure or equipment.

2) Placement and inspection of booths, tents and other market structures to assure that they provide the following:

   A) Access for Fire and Rescue Department and other emergency vehicles.

   B) Access to fire hydrants.

   C) Unobstructed public ways at all times to permit proper escape.

   D) Means of egress from the booths, tents, or other festival structure.

   E) Fire safe operating equipment.

3) Certificates of Fire Retardancy for all tent structures shall be provided.

4) Fire extinguishers with at least a 20 B.C. rating and an up to date inspection sticker.

5) Proper clearances between cooking appliances and the public and public way.

6) Inspections of the manufacturer's specifications for cooking appliances installations.

7) U.L. listed and Non U.L. listed appliances, power cords, etc. check for wear.

8) Inspection of propane tanks to assure that they provide the following:

   A) Propane hoses are appropriate for L.P. gas.

   B) Hoses and fittings are free from leaks.

   C) Propane tanks are properly secured and fenced.

   D) Inspection of propane tanks for current hydrostatic test.

9) Inspection of portable generators to assure they provide the following:

   A) Assure portable generator is U.L. listed or equivalent.

   B) Location and barrier installation to keep public way clear.

   C) Assure power cords are the 3-wire type.

   D) Assure power cords are not causing a tripping hazard.

   E) Assure that the fuel is stored properly.

   F) A 20 B.C. fire extinguisher is located near the portable generator.

10) Assures that all vendors are familiar with the market site rules.

Attention: All Participants of the Public Market

Starting as of **May 1, 2011** all leaseholders wishing to relocate will be served on the call-in list as stated in the below following categories. This applies only to the number of stalls leased currently. **All leaseholders requesting "additional" stalls will be served along with the daily vendors**. This is how all morning assignments will now be assigned by these categories:

1. Leaseholder Farmers
2. Daily Farmers
3. Leaseholder Other Foods
4. Daily Other Foods
5. Leaseholder Crafts
6. Leaseholder Prepared Foods
7. Leaseholder General Merchandise
8. Daily Crafts
9. Daily Prepared Foods
10. Daily General Merchandise

All vendors must continue to call the market office starting at 6:00 PM on Tuesday for a spot on Thursday, and also starting at 6:00 PM on Thursday for a spot on Saturday. You will press prompt #3 to connect to the ***Daily Vendor Call-In Request Line***. Leave a short message which includes:

1.) Your first and last name
2.) What you are selling, and
3.) The fact you need a stall for either Thursday or Saturday (whichever day you want to sell).

The Market Office will assign daily stall locations at around 6:00 am on Thursday/Saturday according to the above new change.

2012 "AT THE MARKET" SPECIAL EVENT SCHEDULE

EVENT	*DATE*	*TIME*
COMMUNITY GARAGE SALE AND SUPER FLEA MARKET	**Sundays** April 22, April 29, June 10 June 17, June 24, July 1, July 8, July 15, July 22, July 29, Aug. 5, Aug. 12, Aug. 19, Aug. 26, Sept. 9, Sept. 23, Sept. 30, Oct. 7, Oct. 14	8:00 am – 2:00 pm
TASTE OF THE MARKET NYS Wine & Food Pairing – 2nd Tastings with Margaret – 3rd Guest Chef Day – 4th	**Saturdays** May thru October ***Weather permitting***	10:00 am Outside - Market Office
FOOD TRUCK RODEO A Celebration of Street Food	**TBA**	TBA
FLOWER CITY MARKET DAYS	**Sundays** May 6, May 13, May 20, May 27, June 3 **Memorial Day Weekend** Friday May 25 & Monday May 28	8:00 am – 2:00 pm
NIGHT MARKET / BANDS ON THE BRICKS	**Fridays** July thru August TBA	5:00 pm – 10:00 pm
INTERNATIONAL SPANISH FESTIVAL	**Sunday** September 2	TBA
URMC WOMENS HEALTH SCREENING DAY	**Saturday** September 8	9:00 am – 1:00 pm
ARTISTS ROW	**Sunday** September 16	10:00 am – 4:00 pm
FOODLINK'S FESTIVAL OF FOOD	**Monday** September 10	5:00 pm – 8:00 pm
HOLIDAYS "AT THE MARKET"	**Sundays** December 2, December 9, December 16	9:00 am – 3:00 pm

DATES AND TIMES ARE TENTATIVE

School and/or group tours available. Please contact The Friends of the Rochester Public Market (585) 325-5058 or e-mail: marketfriends@rochester.rr.com

MARKET DAYS/ HOURS:	TUESDAYS	6:00 am - 1:00 pm
	THURSDAYS	6:00 am - 1:00 pm
	SATURDAYS	5:00 am - 3:00 pm

OPEN 52 WEEKS A YEAR!

The Rochester Public Market –
"This community's most valuable year round shopping experience."