



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

Thank you for your interest in becoming a vendor for the 2015-2016 Season at the Rochester Public Market

Please review all enclosed information carefully.

At this time, there are no licenses 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

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 12:00 pm.**

~The Office Staff at the Rochester Public Market





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APPLICATION FOR SPACE - PLEASE PRINT

NAME: _____

ADDRESS: _____

CITY / STATE / ZIP: _____

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

E-MAIL: _____

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CITY / STATE / ZIP: _____

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

E-MAIL: _____

BANK INSTITUTION: _____ **LOCATION:** _____

TYPE OF PRODUCT: _____

ALL VENDORS MUST PROVIDE A PHYSICAL COPY OF A N.Y.S. TAX I.D.

VENDORS WITH PREPARED FOODS MUST PROVIDE A PHYSICAL COPY OF MONROE COUNTY HEALTH CERTIFICATE AND A N.Y.S. TAX I.D.

VENDORS WITH LIVE PLANTS, HERBS, SHRUBS, TREES, POTTED FLOWERS, ETC...MUST PROVIDE A PHYSICAL COPY OF THEIR NURSERY REGISTRATION CERTIFICATE AND A N.Y.S. TAX I.D.

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

SIGNATURE: _____ **DATE:** _____





To obtain a location for Daily Vending:

Vendors including leaseholders wishing to relocate or needing additional locations, must call the Market Office starting at 6:00 PM on Tuesday for a location on Thursday, and starting at 6:00 PM on Thursday for a location 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 category

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

Daily vendor call- in requests will be assigned by the following categories:

- 1.) **Leaseholder Farmers** – requesting relocation for the number of locations(s) currently leased.
- 2.) **Daily Farmers** – includes leaseholders requesting additional locations.
- 3.) **Leaseholder Other Foods** - requesting relocation for the number of locations(s) currently leased.
- 4.) **Daily Other Foods** - includes leaseholders requesting additional locations.
- 5.) **Leaseholder Crafts** - requesting relocation for the number of locations(s) currently leased.
- 6.) **Leaseholder Prepared Foods** - requesting relocation for the number of locations(s) currently leased.
- 7.) **Leaseholder General Merchandise** - requesting relocation for the number of locations(s) currently leased.
- 8.) **Daily Crafts** – includes leaseholders requesting additional locations.
- 9.) **Daily Prepared Foods** - includes leaseholders requesting additional locations.
- 10.) **Daily General Merchandise** - includes leaseholders requesting additional locations.

***Note:** Vendors selling a mix of agricultural and non-agricultural merchandise will be considered a “General Merchandise” vendor regardless of the percentage of mixed products sold.

There are no guarantees that a location will be available to rent for that day.

Some locations that become available are located outside or adjacent to the sheds so we suggest that you bring with you a tent for shelter.



All Vendors must provide a **physical copy of a N.Y.S. Tax ID Certificate.**

Vendors with prepared foods must provide a **physical copy of a Monroe County Health Certificate and a N.Y.S. Tax ID Certificate.**

Vendors with live plants, herbs, shrubs, trees, potted flowers, etc...must provide a **physical copy of a Nursery Registration Certificate and a N.Y.S. Tax ID Certificate.**

Please call:

NYS Dept. of Taxation

(518) 485-2889

Monroe County Dept. of Health

(585) 753-2991

NYS Dept. of Ag & Markets

(800) 554-4501 Albany

(585) 427-0200 Rochester

For the purposes of the Public Market:

1. **NYS FARMERS** - Vendors who grow Agricultural Products in New York State. 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 and other edible items including: baked goods, jams, jellies, 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. Prepared foods are limited to specialty items, intended to be consumed on-site. ***Note:** Additional vendors of hot dogs, hamburgers, sausage, or traditional breakfast items will not be considered for placement.

5. **GENERAL MERCHANDISE** - Vendors of **new** General Merchandise. General Merchandise products include but not limited to: clothes, purses, toys and all other non-edible items.

Any questions or concerns, please contact the Market Office,
Tuesday through Friday 7:00 am until 12:00 pm.



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Public Market

2015-2016 Rochester Public Market Schedules of Rates

Effective: May 1, 2015 through April 30, 2016

Leaseholder Rates		
Location	Rate Per Stall	Monthly Rate
Annual May 1, 2015 – April 30, 2016		
Shed A & C	\$ 1,400.00	\$ 130.00
- Prepared Food	\$ 2,200.00	\$ 200.00
Shed B (Enclosed)		*\$225.00 / \$150.00
Food Kiosk		\$ 300.00
Seasonal May 1, 2015 – Dec. 31, 2015		
Shed A & C	\$ 1,150.00	\$ 160.00
- Prepared Food	\$ 2,050.00	\$ 280.00
Penn Is./Market Office	\$ 850.00	\$ 115.00
- Prepared Food	\$ 1,375.00	\$ 190.00
Winter Lease Jan. 1, 2016 – April 30, 2016		
Shed A		
- Leaseholder	\$ 400.00	\$ 110.00
- 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, 2015 – Dec. 31, 2015	\$ 20.00
- Prepared Food		\$ 35.00
Shed A & C	Jan. 1, 2016 – April 30, 2016	\$ 10.00
- Prepared Food		\$ 20.00
Shed B (Enclosed)	May 1, 2015 – April 30, 2016	\$ 30.00
Daily Rental Thursdays		
Shed A & C	May 1, 2015 – Oct. 31, 2015	\$ 40.00
- Prepared Food		\$ 50.00
Shed A & C	Nov. 1, 2015 – Dec. 31, 2015	\$ 30.00
- Prepared Food		\$ 40.00
Shed A & C	Jan. 1, 2016 – April 30, 2016	\$ 20.00
- Prepared Food		\$ 30.00
Shed B (Enclosed)	May 1, 2015 – April 30, 2016	\$ 50.00
Daily Rental Saturdays		
Shed A & C	May 1, 2015 – Oct. 31, 2015	\$ 80.00
- Prepared Food		\$ 120.00
Shed A & C	Nov. 1, 2015 – Dec. 31, 2015	\$ 50.00
- Prepared Food		\$ 80.00
Shed A & C	Jan. 1, 2016 – April 30, 2016	\$ 30.00
- Prepared Food		\$ 55.00
Penn Is./Market Office	May 1, 2015 – Oct. 31, 2015	\$ 60.00
- Prepared Food		\$ 100.00
Penn Is./Market Office	Nov. 1, 2015 – Dec. 31, 2015	\$ 40.00
- Prepared Food		\$ 75.00
Shed B (Enclosed)	May 1, 2015 – April 30, 2016	\$ 85.00

* \$225.00 month to month payment current Shed B/ \$150.00 month to month when moved to temporary Shed during construction.



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Public Market

2015 – 2016 Rochester Public Market Schedule of Rates Explanatory Notes:

Payments:

- To avoid installment charges, **full lease payment** is 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 the lease period with all **ensuing installment payments due on the 15th day** of the remaining months of the lease period.
- Lease agreements must be fully executed before stalls may be occupied.
- Daily fees must be paid before the location(s) are occupied.

Rental:

- Rental on a daily basis is subject to availability and approval by 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.
- 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 a certified check 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 location(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 or bottled beverages will be charged at the prepared food rate.

Marisol Ramos-Lopez
Commissioner, Recreation & Youth Services

3/12/15
Date





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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 Shed A, Shed C, Market Office and Pennsylvania Island Leaseholders who change their Saturday location during the months of **November 1 – April 30**, unless switching into Shed B (enclosed) then have to pay the daily rate.

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. **NYS FARMERS** - Vendors who grow Agricultural Products in New York State. 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 and other edible items including: baked goods, jams, jellies, etc...

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

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5. **GENERAL MERCHANDISE** - Vendors of **new** General Merchandise. General Merchandise products include but not limited to: clothes, purses, toys and all other non-edible items.

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 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 the account is brought up to date.

- V. Effective April 1, 2015 all vendors are required to recycle all empty cardboard boxes only (including waxed) generated from your operation at the Market. These items shall be separated and flattened and placed in the designated area near the compactor. **Please note:** we cannot accept plastic banding, wood, or other packing materials. **If you choose not to recycle your cardboard, you will be assessed a fee of \$25.00 per stall leased or rented per day for any cardboard left in your stall(s).**

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



Marisol Ramos-Lopez
Commissioner, Recreation and Youth Services

3/12/15

Date



GENERAL FIRE SAFETY REQUIREMENTS

Public Market

- 1.) The Fire Marshal or his or her designee will inspect all propane tanks, portable generators, grills, fryers, electrical appliances, fire extinguishers and other market structures or equipment as required by the NYS Fire Code.
- 2.) Proper separation and placement of booths, tents, canopies and other market structures is required to ensure:
 - a.) Access for responders, emergency vehicles and their equipment.
 - b.) Unobstructed public ways to permit proper escape.
 - c.) Maintenance of the means egress from the booths, tents, and other structures.
- 3.) All vendors using a heat source (e.g. space heaters, fryers, griddles, grills) shall provide a certificate from an approved testing laboratory certifying that tents, canopies and other membrane structures (e.g. sidewalls, tarpaulins and drops) are composed of flame retardant material.
- 4.) All vendors using a heat source shall have a portable fire extinguisher. Fire extinguishers shall have a minimum 2A:10BC rating. An additional Class K extinguisher, with a minimum 1.5 gallon (6L) capacity shall be required whenever there is cooking that produces grease laden vapors (e.g. fryers, griddles.) *Portable extinguishers require a current inspection tag or proof of purchase within 1-year.*
- 5.) "Cooking" vendors are required to attend a RPD/RFD Safety Class. Please call 585-428-7037 or email FireMarshal@cityofrochester.gov for additional information and exemptions.
- 6.) Proper separation shall be maintained between cooking appliances, the public and public way.
- 7.) Vendors must comply with all manufacturers' specifications for cooking appliance installation and use.
- 8.) U.L. listed appliances and power cords shall be checked for wear.
- 9.) Propane tanks will be inspected to ensure that they provide the following:
 - a.) Hoses are appropriate for L.P. gas
 - b.) Hoses and fittings are free from leaks
 - c.) Tanks are properly secured or fenced
- 10.) Portable generators will be inspected to ensure they provide the following:
 - a.) Proper U.L. listing or equivalent
 - b.) Location and barrier installation to keep public way clear
 - c.) Minimum 14 gauge, 3-wire heavy duty power cords. 50' maximum length and rated for outdoor use
 - d.) Power cords do not create a trip hazard.
 - e.) Proper storage of fuel
 - f.) No refueling during event
 - g.) Fire Extinguisher with a minimum 2A:10BC rating is located near the portable generator



GENERAL FIRE SAFETY REQUIREMENTS

Public Market - continued

SPACE HEATER REGULATIONS

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

a.) All vendors using a heat source (ex. portable heater) shall provide a certificate from an approved testing laboratory certifying that tents, canopies and other membrane structures (e.g. sidewalls, tarpaulins and drops) are composed of flame retardant material.

b.) All heaters must be U.L. listed and comply with manufacture specifications.

c.) Any vendor that uses a heater shall have at least one fire extinguisher with a minimum 2A:10BC rating.

d.) All heaters must be contained in areas separate from the public. Distance separation from tents, canopies and other membrane structures shall be approved by the Fire Marshal or his designee.

e.) Electric heaters are not allowed on market grounds without prior approval from the Public Market staff, the Fire Marshal or his designee.

f.) The Fire Marshal or his or her designee reserves the right to disallow any heating device deemed inappropriate.

The City of Rochester Fire Department will be inspecting the Public Market site at least once per month. You are responsible for correcting any violations and/or paying any resulting fines.

Please send your questions and comments to FireMarshal@cityofrochester.gov or call the general Fire Safety office at 585-428-7037.

Thank you in advance for your cooperation.