



PEARL MARKET

2010 Rules and Regulations

Market Manager

Please direct all questions, concerns or comments to the Market Manager. He has final say in enforcing the Rules & Regulations on Market days.

Adam Schroeder
Pearl Market Manager
23 N. Fourth St.
Columbus, OH 43215
(614) 645-5061 office phone
aeschroeder@SIDservices.com

Hours of Operation

The Market operates every Tuesday and Friday from May 18 through October 29. The Market is open from 10:30 a.m. until 2:00 p.m. Vendors are expected to staff their booth during those hours.

The Pearl Market will be closed on July 2, 2010 in observance of the Fourth of July holiday.

Attendance

The Pearl Market staff holds the right to remove vendors from the Market who miss three (3) consecutive markets or a total of one-third of the season's market days. For example, if a vendor participates on both Tuesdays and Fridays, he cannot miss more than 14 days, and a vendor participating one day each week cannot miss more than six days. If a vendor is removed from the Market the vendor may reapply, but will be placed on the waiting list in the spot that their application is received. These vendors may reapply for the 2011 term.

Vendors will be considered "absent" on days that the Market is open if they are not in attendance. Tuesday-only vendors will not be counted absent on Friday's and vice-versa.

Money that has already been paid will not be refunded.

If absence is required, please notify Adam as soon as possible at **614-645-5061**. If Adam is unavailable, please leave a message.

Weather Policy

Pearl Market operates rain or shine.

When strong wind or rain prevents Market staff from setting up merchant tents, merchants will be permitted to sell products from their vehicles like the farmers.

If tents cannot be set up, Market staff will make an attempt to call merchants as soon as possible to notify them of the change.

Vendors will not be considered absent on Market days when there is an 80% or greater chance of rain forecasted (via www.weather.com using zip code 43215) during Market hours.



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Rent

During Vendor Orientation rent will be collected for the first month for those paying month-to-month, and vendors taking advantage of the full-season discount will need to pay in full during the orientation.

Rent will be collected from all month-to-month vendors on the first market day of each month. Payment must be made in full, or the daily rate will apply, which will not affect monthly rates. Vendors who are not current on their rent will not be permitted to participate until it is received.

One day a week vendors wishing to participate on market days that they are not normally scheduled, may purchase the day at a rate of \$10/day as space allows.

2010 Vendor Rent Rates:

Tuesdays & Fridays each week = \$100/month or \$400/season

Tuesdays only each week = \$80/month or \$320/season

Fridays only each week = \$90/month or \$360/season

After the week of the 15th each month, vendor rent for all new vendors will be charged at ½ the normal rate for remainder of the month. Upon the start of a new month, vendors will be expected to pay the standard rate.

All checks and money orders should be made payable to:

SID Public Services Association

Daily Rental

Vendors have the option to set up on a daily basis at the rate of \$25/day. There is no limit to the number of daily rentals, however vendors will be accepted only as space allows. Daily vendors are expected to have all necessary licensure and to follow all rules and regulations of the Market.

Extra Table & Chair Rental

Vendors may rent extra tables and folding chairs first-come, first-serve at a rate of \$3/day per item or \$5/day for one table and one chair. These must be paid for in cash the morning of the Market.

We are unable to guarantee specific tables. Table dressing or strategic product placement may be needed to cover wear and tear on the tables.

Refunds

Fees are not refundable, unless written notice of cancellation is given at least 24 hours before the first Market day. Once the season begins, you will not have the right to a refund. Credits for days missed will not be issued.

Electricity

Standard household electricity will be available to vendors first-come, first-serve based on the date the vendor applications were received. Vendors will be charged an additional monthly fee of \$10/month electricity. The Market will provide one half of one outlet of household electric current to your space.

No generators will be permitted in Pearl Market.



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Storage

On-site secured storage will be offered for a fee of \$20/month or \$80 for the season. The set-up/tear-down crew will load and unload merchandise once it is packed for vendors paying for storage. The Market organizers assume no responsibility for loss or damage to merchandise or other property, regardless of cause. Vendors may obtain insurance for merchandise and other property. The organizers are defined as Capital Crossroads SID, ECDI, their employees and agents, the City of Columbus, any associated organization, and any of their employees or agents.

Vendors opting to use on-site storage must pack products in large plastic bins clearly labeled with business name, owner name and number of bins (1 of 2, 2 of 3 etc.). **NO PERISHABLES OR FOOD ITEMS OF ANY KIND.**

Additional storage fees may be charged if there are numerous items or they are bulky/heavy. The Market Manager will address the storage needs directly with the vendor. Adjusted storage rates will go into effect immediately.

Vendor Money Exchange

Vendors have the option to exchange money for 20's, 10's, 5's, 1's, quarters, dimes, nickels, and pennies. Vendors will only be allowed to exchange money for the amount that they are turning in. No loans or IOU's will be made.

If you are interested in exchanging money, please see the Market Manager. Advance notice is needed since cash will be kept locked in the office and quantities are limited.

Merchandise

Market staff reserves the right to approve and deny merchandise/produce/goods that has not been approved. Market staff will not be responsible for safeguarding merchandise.

Health Inspections

Prepared food vendors are required to attend an extended orientation session, meet with the City of Columbus Health Department privately, or provide Market staff with a copy of their mobile food license. Vendors are expected to follow all rules and regulations as set-forth by the City of Columbus Health Department. All vendors must comply with all City Health Inspectors and their agents. Please notify the Market Manager if there is a dispute with an inspector or other Health Department employees.

Buying Your Vendor Signs

Vendors may purchase vendor sign for \$10 at the end of the season. Otherwise, the sign will be stored for use again next season.

Promotions

Market Staff will conduct different promotions throughout the season. Your participation is voluntary. Vendors are encouraged to hold individual promotions as desired, which may include cross-promotion with other vendors. Market Staff are happy help facilitate this.

If you have questions or would like to discuss promotional ideas, please contact Marketing Director Melissa Fast at (614) 645-5281 or mlfast@SIDservices.com.

Smoking

Smoking is prohibited under any Pearl Market tent. Staff asks that vendors be considerate of the shared market space.



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Farm Visit

Each farmer participating in the Market is required to provide a farm visit for staff before their first scheduled day and upon request from the Market Manager. The farm visit allows staff to verify that each farmer is only selling what they grow themselves, see the farm, and get to know more about the farm and family.

Farm visits will look at items that are planted on the farm (varieties, quantity acres, rows), and any items that the farmer plans on planting later in the season (crop plans, evidence of seed orders may be provided as support documents). Market staff may also take pictures to be used for promotional purposes.

Additional farm visits can be requested at any time throughout the season, with or without a grievance being filed. A farmer does not have to consent; however, understands refusal may result in temporary or permanent ban from the Market.

Loading & Unloading

Vendors are permitted to pull into Lynn alley to unload & load vehicles on Market days; however, traffic cannot be blocked at any time.

Merchant set-up in South Pearl (near the farmers) must move vehicles by 9:30 a.m. After this time, vendors will only be permitted to temporarily park elsewhere in the alleys and carry their inventory back to their tent.

Complaints/Grievances

All complaints/grievances should be made to the Market Manager in writing.

The Market Manager will judiciously decide the best way to resolve the issue. If the vendor is still unsatisfied with the resolution, notify the Market Manager in writing. The matter will be referred to Capital Crossroads' Director, Cleve Ricksecker, who will determine the solution. Mr. Ricksecker's decision will be considered final, closing the matter.

Security

Pearl Alley and Lynn Alley are public streets. Staff does not control who enters either alley. You assume all risk of loss or damage to merchandise or other property, regardless of cause. You may obtain insurance to insure merchandise and other property. The organizers are not responsible for property that is lost, stolen or damaged. The organizers are defined as Capital Crossroads SID, ECDI, their employees and agents, the City of Columbus, any associated organization, and any of their employees or agents.

If you need to momentarily step away from your booth, staff advises that you ask the vendor next to you or Market staff, to watch your booth. If an incident does occur, please contact staff immediately.

Small Business Loans

By participating in the Market, a vendor may qualify for a small business loan, between \$1,000-\$4,000. Loans may be used to purchase inventory and other assets for business. To find out more information, please contact The Economic & Community Development Institute (ECDI) at 559-0115.



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Media Release

By signing the Rules and Regulations and participating in the Market, you agree to the following statement:

I hereby give my consent to all photographs, audio recordings, academic work and/or video recordings taken of me or my staff. I understand that any such photographs, audio recordings, academic work, and/or video recordings become the property of Capital Crossroads and/or ECDI and may be used by the Markets, parent companies, or others with their consent, for educational, instructional or promotional purposes determined by the Market and its parent companies in broadcast and media formats now existing or created in the future.

Sales Figures

Merchant sales will be collected on Friday of each week. This information is strictly used internally to track the progress of the market and to recruit market sponsorship. **We do not submit your individual sales information to any governing body, nor will your individual sales information ever be given out to anyone but you without your consent.**

Table Clothes

All food vendors selling items that are transferred from one container/blender/fryer/cooler/pan etc. to the customer, **MUST** use a table cloth. Food vendors without a table cloth will not be permitted to participate.

If a vendor forgets a table cloth, they must purchase one from Market staff for \$4 while supplies last.

Gift Certificates

Gift certificates can be purchased from the Market tent and are available in \$5 increments. Customers must purchase gift certificates using a credit card. When a customer wishes to redeem a gift certificate, they may do so at the Market Tent. The customer will then be given **RED** tokens in the amount of their gift certificate.

Market Currency

Pearl Market has instituted a 2-token currency system to enable merchants and farmers to accept credit cards and EBT cards without risk. Eligible vendors may enroll in the program at no cost, but must complete an enrollment form before they are allowed to accept either token. Both tokens can be redeemed for cash, minus 5% to cover transaction fees, at the end of any Market day.

EBT/SNAP tokens: These are the **GREEN** tokens. Only vendors with eligible food items may accept EBT/SNAP tokens. Vendors cannot make **change for the tokens**. If there is a question regarding the type of merchandise that can be purchased using these tokens, please see Adam before accepting it. **Vendors accepting tokens for ineligible purchases will not be reimbursed.** **GREEN** tokens may be turned in at the end of the day for cash reimbursement minus 5% to cover transaction fees.

What foods are eligible for purchase with SNAP benefits?

Households **CAN** use SNAP benefits to buy:

- Foods for the household to eat, such as:
 - breads and cereals

- fruits and vegetables
- meats, fish and poultry; and
- dairy products
- Seeds and plants which produce food for the household to eat.

Households **CANNOT** use SNAP benefits to buy:

- Beer, wine, liquor, cigarettes or tobacco
- Any nonfood items, such as:
 - pet foods;
 - soaps, paper products; and
 - household supplies.
- Vitamins and medicines.
- Food that will be eaten in the store.
- Hot foods

Credit tokens: These are the **RED** tokens. All vendors are eligible to accept this currency. **Change can be made for this currency.** **RED** ink currency may be turned in at the end of the day for cash reimbursement minus 5% to cover transaction fees.

Pearl Market Shopping Bags

Pearl Market now has two sizes of paper shopping bags available for purchase, which cost \$2 for 10 bags, and they must be purchased in groups of 10. Exact change is required.

Electrical Cords

Vendors who rent electricity are expected to provide their own electrical cords, or they can rent one from the Market for \$3 per cord, per day to be paid in advance. See Market staff for details.

Pearl Market staff reserves the right to substitute cords if one is found incompatible with the electrical supply in which case there will be no charge for the cord. Vendors must have substitute cords by the next Market day.

Broad Street Vendors

Vendors will be assigned to the Broad Street vending spots as Market Management sees fit. Farmers will be allowed to park at one of the bagged parking meters and sell directly from their vehicle, as they would in the alley. No Pearl Market Merchant will be permitted to park at the bagged Broad St. meters without express written consent of Pearl Market. Merchants are expected to pull-up, unload, go park their vehicle, and then return to the Market to set-up their booth.

Merchants:

As the season progresses, more farmers may join the Market. Because of space limitations, some farmers may need to set up along Broad Street. We will make every effort to keep merchants along Broad St., but there may come a time when we must shift merchants back in to the Market. Market staff will provide as much notice as possible so that merchants can alert customers.



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Acknowledgement of Rules & Regulations

Please read the below statement, sign, and return to the Market Staff. Vendors will not be permitted to begin selling in Pearl Market until the form is returned.

I have received a copy of the 2010 Pearl Market Rules & Regulations, and I agree to abide by all rules & regulations outlined in the document. I understand that additional Rules & Regulations may be implemented as the 2010 Season progresses. I agree to abide by those Rules & Regulations as well.

I understand that the Market Manager has final authority over Market Rules & Regulations. I further understand as a Vendor in the Pearl Market I have the right to an appeals process as outlined in the 2010 Rules & Regulations.

Signature

Date

Name (please print)