



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Laurel Lunt Prussing, Mayor

**FROM:** Elizabeth H. Tyler, FAICP, Director, Community Development Services

**DATE:** January 24, 2013

**SUBJECT:** Urbana's Market at the Square 2012 Annual Report

---

**Introduction and Background**

Farmers markets are an integral part of the urban/farm linkage and have continued to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm. According to the United States Department of Agriculture's Agricultural Marketing Service, there were 7,864 farmers markets listed in the USDA's 2012 National Farmers Market Directory. This is a 9.6 % increase from 2011 and a nearly 40% increase over the past 10 years.

While there is no official ranking of farmers' markets in Illinois, **Urbana's Market at the Square** is widely considered to be one of the best and largest producer-only markets in the state. In 2012, many of Urbana's Market at the Square patrons voluntarily participated in the American Farmland Trust's America's Favorite Farmers Markets™ Contest to rank the best markets in the state and in the nation. Urbana's Market at the Square was ranked third in the state of Illinois.

The Market is one of Urbana's strongest attractions. It is a large, popular special event running every Saturday for a total of 27 to 28 weeks each season, drawing people from both Urbana-Champaign and the surrounding area. It serves as an incubator for local business activity, and is home to nationally-recognized, award-winning food producers. While its economic impact is difficult to quantify, it is undeniably significant. Farmers' markets, including Urbana's Market at the Square, are an integral part of a viable, sustainable community, and the presence and visibility of the Market contributes enormously to Urbana's identity and sense of "place".

The 2012 season for Urbana's Market at the Square began on Saturday, May 5, 2012 and ended on Saturday, November 3, 2012, running for a total of 27 weeks. 2012 saw several changes to the Market, among them grant money awarded to double the dollar amount of LINK transactions and many new vendor and community group participants. The most notable change was the departure of Lisa Bralts, who had been Market Director for nearly five seasons. The City's part-time Marketing Coordinator, Natalie Kenny Marquez, transitioned into the interim Market Director position and took over the Market permanently in December 2012.

The following summary analyzes the year’s data regarding Market participants, operations, programming, marketing, and financial expenditures, and identifies aspects of the Market requiring evaluation for 2013.

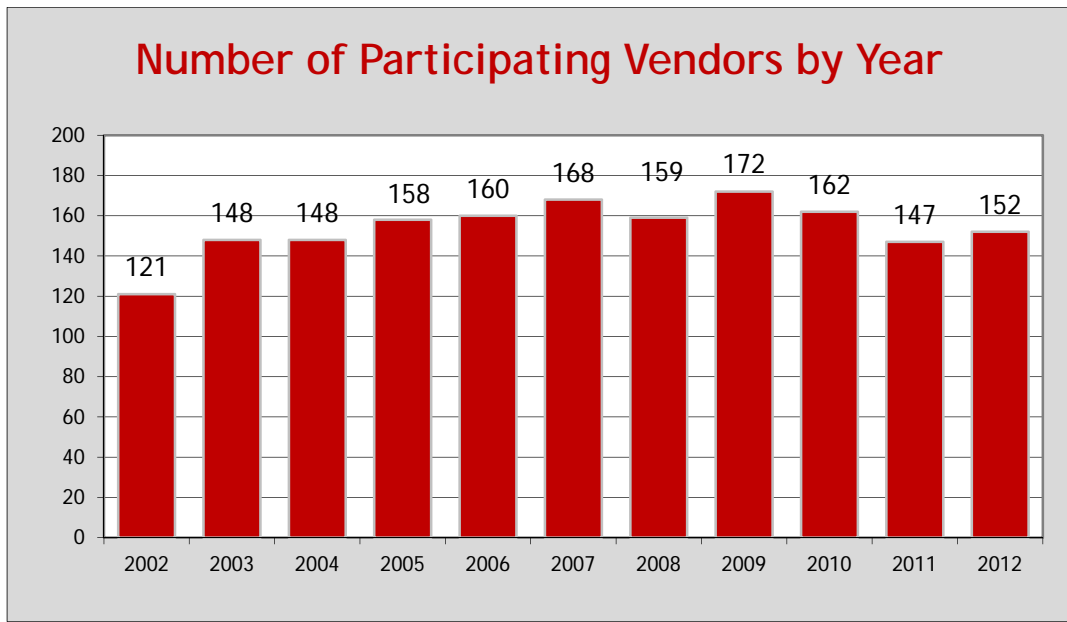
## **Discussion**

### **Urbana’s Market at the Square Participants**

The Market patrons who come out each week to shop, visit booths, socialize, and enjoy the bustle are its core base and primary economic and social force. The Market’s regular retail, informational, and performing participants include vendors, community groups, and performers. Each season, these participants receive guidelines and applications to complete prior to participating at the Market. The Market’s regulations are typically modified each year to improve clarity and to respond to any outstanding issues from the previous season. [See Attachment 1: Vendor Regulations, Policies & Application Materials]

### **Vendors**

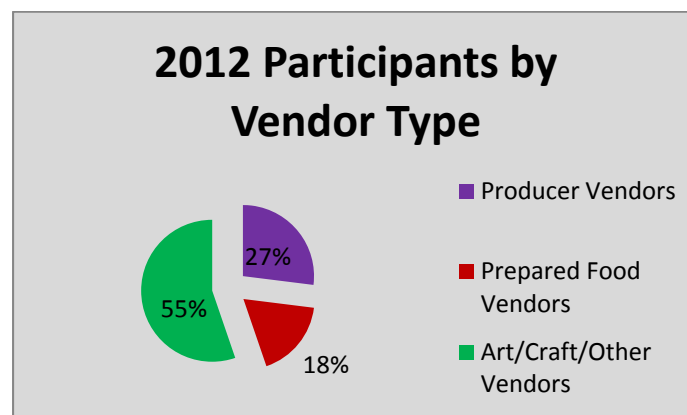
A total of 152 vendors participated in 2012, up slightly from 2011 with 147 vendors and down from 162 in 2010. Of these vendors, 36% were new and had never participated in the Market before 2012. This number is up from 2011, in which 25% had never participated in the Market before 2011. Weekly vendor attendance at the Market averaged 71 vendors in 2012, up from 66 vendors in 2011, and slightly down from 75 in 2010. The Market dates with the highest vendor attendance were June 23 and July 14 (86 vendors) and the lowest vendor attendance was recorded on September 1 and November 3 (37 vendors).



Similar to previous years, roughly half of participating vendors were from the Urbana-Champaign area, with remaining participants originating from Urbana-Champaign’s satellite communities and other areas throughout Illinois. Some traveled significant distances to participate at the Market, with several produce vendors coming from Southern Illinois. To view vendor hometowns plotted on a map of Illinois, visit <http://goo.gl/maps/FtF6f>.

Overall, vendor participation and attendance has remained relatively steady for the last five seasons. The Cottage Food Bill which went into effect January 2012 has helped to keep Market participation strong. Illinois joined the growing list of states across the country that are supporting the growing local food movement by crafting laws which allow homemade non-potentially hazardous baked goods, jams and jellies, fruit butter, dried herbs, and dried tea blends to be sold at farmers markets. These items must be properly labeled as homemade products, annual gross receipts from sales must total \$25,000 or less, the “cottage food operation” must be registered with the Champaign-Urbana Public Health District (C-UPHD) and the person preparing and selling the food must have a valid Illinois Food Service Sanitation Manager Certificate. Market staff worked closely with the C-UPHD as well as prospective vendors to make sure all Market participants understood these new conditions. While the guidelines are enforced by C-UPHD, Market staff required Cottage Food vendors to properly label all products and display a Cottage Food sign at their booth. [See Attachment 2: Cottage Food Regulation Information]

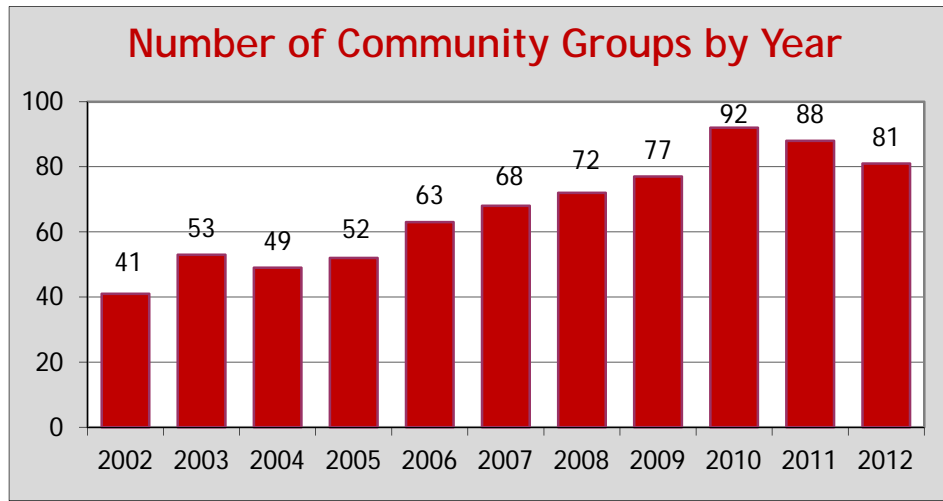
Vendors are separated into two main categories, **growers/produce vendors** and **non-growers**. Growers/produce vendors (41 participants) include fresh fruit and vegetable producers, meat/dairy/honey producers, fresh flower producers, and live plant producers. Because the Market requires all fresh produce, flowers, and farm-raised food to be grown by the seller within the State of Illinois, new vendors in this subcategory are inspected by Market staff before they may participate in the Market. Existing vendors are inspected when a complaint or concern (by either a patron or another vendor) is lodged regarding questions related to the origin of a vendor’s items. Non-growers are subcategorized as **prepared food vendors** and **art and craft vendors**. **Prepared food vendors** (27 participants) can be further broken down to include bakers, candy-makers, ice cream vendors, and other prepared foods designed to be consumed on- and off-site. **Art and craft vendors** (84 participants), the other component of the non-grower category, include artisans and crafters who produce items such as photography, clothing, woodwork, pottery, furniture, soaps, and more. Art and craft vendors remain the vendor category with the highest number of participants, with slightly over half of the Market’s vendors fitting into this category.



**Community Groups**

The participation of community groups at the Market has been a valuable resource for the Urbana-Champaign community, both for the groups publicizing their efforts and for patrons who

are looking for ways to contribute, volunteer, or otherwise engage in the community. Weekly participation by community groups in 2012 averaged 14 groups per week, using an average of 27 spaces per week. A total of 81 groups registered for space at the Market in 2012, which is slightly down from the 88 registered groups in 2011 and 92 registered groups in 2010. Several weekends during the peak season – June through September – were sold out. Overall, groups worked well together and were responsive to requests by Market staff and the Director.



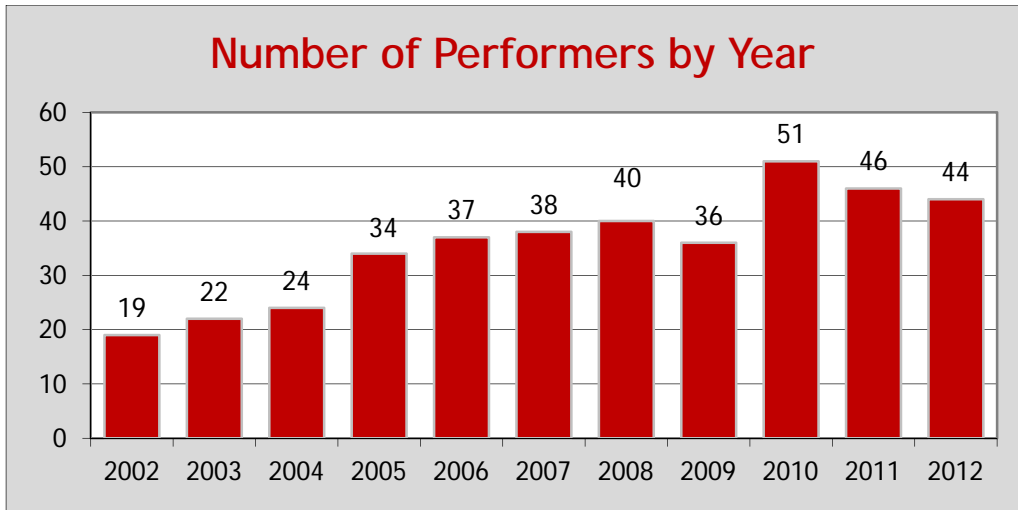
Community Groups were moved to Row 5, the eastern most row of the Market along Vine Street, for the 2012 season. The groups shared the row with several prepared food vendors, who faced west, while community organizations faced east. Community organizations also had access to electricity. This location was preferred by the Community Groups to the prior year location along Walnut Street. [See Attachment 3: Market Map]

In order to accommodate community groups in Row 5, several vendors moved to alternate locations within the Market. To account for this loss of vendor space, which is rented at \$20/space per week, the cost of renting a 6' x 10' space for community groups increased from \$7.50/week to \$10/week. Prior to this change, Community groups had not seen a fee increase since 2006. [See Attachment 4: Community Group Application and Guidelines]

### **Performers**

Performers remained a popular component of the Market experience. 2012's performers ranged in genre from folk and bluegrass and indie rock acts to harp, balloon sculpture, face painting and traditional "busking", or street performances. A total of 44 performers registered in 2012, down from 46 in 2011. Although performers are not required to pay fees to participate at the Market, they are required to follow specific guidelines and to fill out an application prior to performing. Performers are required to perform without amplification. There are few conflicts between vendors and performers. [See Attachment 5: Performer Application and Guidelines]





### **Patrons**

According to staff counts, estimated patron attendance decreased in 2012, with an estimated total of 132,300 visitors, down from 2011's 138,000 visitors, and 2010's estimated total of 195,000. Averaged across a 27-week season, the Market drew an estimated 4,900 patrons per Saturday, down from 5,100 patrons per Saturday in 2011 and 6,955 in 2010. Peak season (July through September) continues to draw the most people week-to-week.

Possible reasons for this decline in attendance could include economic conditions discouraging patrons from shopping at the Market, competition from other outlets offering local produce, the higher than average temperatures in summer 2012, and errors in estimating patron attendance. For 2013, the Market Director will look at new/additional methods of tracking attendance to see if this decline in attendance continues to be a trend or it was a single-year anomaly.

Patron feedback was collected on Market days at the City tent and as the Director and other staff made rounds through the Market. The Director also fielded phone calls and emails during the week. Overall the feedback was quite positive. Positive feedback also was provided to the American Farmland Trust's America's Favorite Farmers Markets™ Contest which ranked Urbana's Market at the Square third in the state of Illinois.

There continues to be significant interest in Urbana's Market at the Square from outside the area. Individuals and groups contacting the Market frequently ask questions regarding operations and infrastructure as they consider starting a new market or improving an existing one. In particular, there is much interest in the Market's successful use of social media platforms to attract and retain patrons, as well as the Market's ongoing success with its LINK card acceptance program, "Market Scratch". The Market Director also gave several commercial and trade media interviews in 2012.

### **Operations**

Operations are the behind-the-scenes engine of Market at the Square. In 2012, operations included the Director's day-to-day tasks during the season, such as processing applications, assigning vendor and community group space, accepting vendor payments, accounting,

scheduling staff, purchasing necessary supplies, producing educational materials for Market patrons, planning Market programming, and implementing the marketing plan. Operations also include on-site tasks at the Market for both the Director and Market staff, such as setting up and managing the City's booth, vendor/community group/performer placement, managing the credit/debit program, general Market supervision, guideline enforcement, and assisting all participants with any issues or problems that may arise.

On-site Market staff continued to play a major role in the Market's operational success. In 2012, the Assistant to the Director worked most Saturdays until resigning in early August due to relocation. The Assistant to the Director functioned as an on-site manager of all participants and activities. The Market Director position, covered by Lisa Bralts from May 5-September 1 and Natalie Kenny Marquez from September 8-November 3, worked most Saturdays each month. On-site management worked with two to three Aides on Market days to manage patron queries, merchandise purchases, count patrons, and credit/debit/LINK token purchases. One groundskeeper worked on setup and teardown each Saturday.

In 2013, the Market Director will continue to work most Saturdays. Some staff from 2012 have committed to returning in 2013. Christina McClelland, Public Arts Coordinator, will continue to work with the Market Director on the management and augmentation of performance and art events on Market days. Jen Hewitt, Sprouts Coordinator, also will continue to work with the Market Director on the management of 2012 Sprouts at the Market programming.

### **Credit, Debit, and LINK cards**

2012 marked the third year the Market has accepted credit, debit, and SNAP/LINK cards on behalf of Market vendors. SNAP stands for the federal government's Supplemental Nutrition Assistance Program, and LINK is the name of the program in Illinois. The Market's program was developed jointly by Market staff and the City's Finance Department in 2010 in order to enable Market patrons to use credit, debit, or LINK cards to purchase food and other merchandise within the Market without leaving the Market premises, and to enable patrons receiving LINK benefits to purchase fresh and local fruits and vegetables as well food-bearing plants, fresh baked goods, and other food items at the Market.

In order to obtain tokens, patrons must bring their cards to the City tent, where their card is swiped for the desired amount. To help offset costs while at the same time encouraging use, a "token program management" fee of \$1.00 was added only to each credit/debit transaction. Upon transaction approval, patrons are given the number and type of tokens corresponding to their request. LINK tokens are accepted only by farmers or vendors selling approved foods, while credit/debit tokens are accepted by all vendors. [See Attachment 6: Credit/Debit/Link Token Program Materials]

The front end of this program (designing the tokens, deciding how to operate the program, training vendors and working with them on the Market day, working with patrons, and accounting) has been handled by Market staff, and the back end (heavier accounting, check-cutting for vendors, and management of the Market's account with various service providers) has been handled by the Finance Department, with assistance from Community Development support staff.

In July 2011, the Market was awarded \$10,000 in grant funds by LINK Up, a program run by Experimental Station in Chicago and funded by the Wholesome Wave Foundation in Connecticut. The funds were designated to both “double the value” of LINK token purchases (\$8,000) and to offset some of the administrative costs of running the program, such as paying to produce additional tokens and pay for promotional and administrative costs (\$2,000). The “double value” program came later in the 2011 Market season and approximately \$3,226 in grant funds was unused. The Market was able to carryover these funds and apply them to the 2012 season. In June 2012, the Market was awarded with additional “double value” program funding in the amount of \$4,000. This amount helped the Market to continue to “double the value” of LINK token purchases throughout the season. The Market was able to distribute all double value incentives by August, 2012.

In 2012, the Market sold \$11,714 in LINK tokens. This is a nearly 39% increase over 2011 (which saw a 58% increase over 2010). Because of the LINK Up grant funding to match LINK token purchases up to \$20 per day, \$6,155 additional LINK tokens were distributed to patrons and circulated into the Market at no cost to patrons, for a grand total of \$17,869 in LINK tokens being sold/distributed, and \$17,346 paid out to vendors in LINK tokens. This is up from \$13,427 total distributed LINK tokens in 2011. On average, 21 LINK transactions are made each Saturday during the Market season.

The Market sold \$72,552 in credit/debit tokens during the 2012 season, while paying out to vendors \$65,935 in credit/debit tokens. This is up nearly 23% from 2011, when \$59,069 in credit/debit tokens were sold (a 34% increase over 2010). On average, 81 credit/debit transactions are made each Saturday during the Market season.

The credit/debit token program is not without cost and significant administrative time. There are equipment rental fees, transaction fees, and other service charges at an annual cost of approximately \$3,362 associated with the credit/debit/LINK point of sale (POS) system. \$2,207 in “token management fee” charges helped offset these costs, but still left \$1,155 in unrecovered costs.

The Market Director is working to phase out the credit/debit token program at the recommendation of the Finance Department. Credit/debit tokens consume hours of weekly administrative time to process, print and mail checks to vendors and to reconcile these transactions which is necessary for the control and security of the token system.

Phasing out the credit/debit token program is scheduled to begin with the 2013 season and will not affect the LINK token program. The Market greatly values the opportunity to offer this service to our LINK customers and our customers will experience no changes in the use of LINK tokens. In addition, Market Staff are working closely with Illinois Department of Human Services to explore an initiative that offers Illinois farmers markets a free, wireless point of sale (POS) system that processes only LINK transactions. This free, state-issued system would not accept credit/debit cards.

The Market Director is currently exploring ways for more Market vendors to accept credit/debit cards directly at the Market. One method for accepting credit/debit cards, which has become

increasingly popular among farmers markets nationwide, is the use of Square technology and other similar devices. This technology allows customers to make credit/debit purchases directly with the vendor over the internet. The Market Director is currently compiling information that will help to train interested vendors on how to use the Square and other similar devices. This approach also empowers vendors to be in control of their own finances and gives them the ability to accept credit/debit cards anywhere.

### **Programming**

The Market's nutrition/farm-linkage programming for young children, **Sprouts at the Market**, continued successfully in 2012. Now in its fifth season, the concept was co-developed by the Market's previous Director, Lisa Bralts, and local registered dietician Jennifer Hewitt. Sprouts at the Market provides opportunities for children to taste fresh and in-season produce, and receive nutrition information about these foods while simultaneously meeting the farmer/producer responsible for the food. In 2012, a total of six events were held, averaging nearly 70 registered participants per event, with September's event drawing nearly 100 participants. Feedback was overwhelmingly positive from all participants, including farmers.

- **May 19**
  - *Seed Planting Activity!* Each child took home something they planted with help from Market staff and volunteers.
- **June 16**
  - *Summer Sprouts!* This event had a special emphasis on farms and farmers, along with in-season produce sampling and nutrition/mealtime information.
- **July 21**
  - *What's On My Plate?* This event emphasized nutrition and in-season produce sampling as well as farmer/mealtime information.
- **August 18**
  - *Some Say Tomato!* All about tomatoes, this event taught children how and when tomatoes grow, their many varieties, what Market vendors grow them, and why they're a healthy option.
- **September 15:**
  - *Let's Eat Our Colors!* Children viewed and sampled produce of all colors and learned about farmers and their farms.
- **October 6**
  - *From Dirt to Dessert...And Beyond!* Children learned all about curcubits: squashes, pumpkins, and gourds, and the many ways they are prepared for consumption, like dessert!

The later two Sprouts events were held with community partners: September Sprouts was sponsored by the University of Illinois Family Resiliency Center and October Sprouts was sponsored by the Great Pumpkin Patch of Arthur, Illinois. Businesses adjacent to the Market, such as ArtMart and Common Ground Food Co-operative, helped promote these events in their stores, offering discounts or other rewards for Sprouts participants. Several vendors also participated, donating food for sampling. [See Attachment 7: Sprouts at the Market]

For the last four market seasons, the Public Arts Commission has supported free arts workshops at Urbana's Market at the Square through a program called **Art at the Market**. In 2012 there

were six of these workshops, as well as a new program called **Performance at the Market** that featured free performances by local music groups in a tent adjacent to the art activities. Both Art at the Market and Performance at the Market events were well attended in 2012, with 616 participants total attending the six events:

- **May 26**
  - **Workshop:** Self-Portraits with Kathryn Fitzgerald
  - **Performance:** Community Center for the Arts and Friends
- **June 30**
  - **Workshop:** Letterpress Postcards with Soybean Press
  - **Performance:** Ryan Groff of Elsinore
- **July 28**
  - **Workshop:** Land/Art Lab with Urbana Land Arts
  - **Performance:** The Michael Fenoglio Trio
- **August 25**
  - **Workshop:** Re-Use, Re-Purpose, Re-Create with The I.D.E.A. Store,
  - **Performance:** The Aduro Trio
- **September 29**
  - **Workshop:** Design Eco-Friendly Cloth Napkins with Traci Pines
  - **Performance:** The Turinos
- **October 13**
  - **Workshop:** T-Shirt to Tote Bag with Shared Threads Workspace
  - **Performance:** Los Guapos

“Letterpress Postcards with Soybean Press” and “Re-Use, Re-Purpose, and Re-Create with The IDEA store” were the best attended art workshops, with participation from patrons of all ages. Performances by Ryan Groff of Elsinore and The Turinos were the most popular Performance at the Market events, with an impromptu square dance breaking out during The Turinos’ performance. By providing free arts programming at Urbana’s Market at the Square, local artists have an opportunity to showcase their talents while residents are able explore a variety of art media and experience a wide range of musical styles. [See Attachment 8: Art at the Market and Performance at the Market]

### **Partnerships**

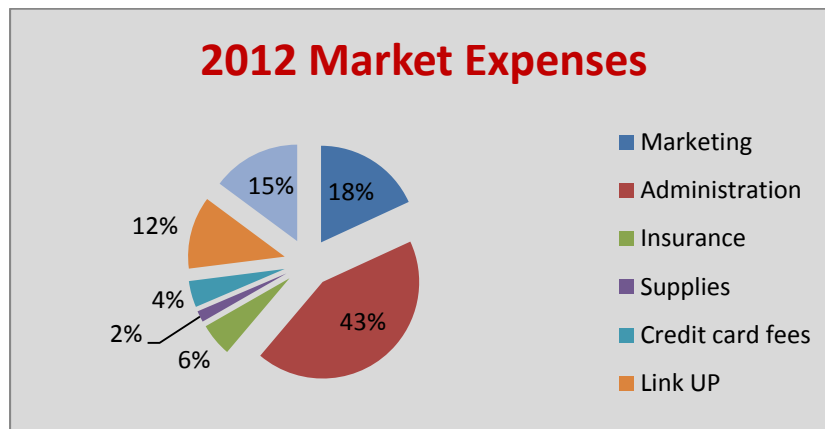
The Market continues to work with the Eastern Illinois Foodbank on “Farm To Foodbank”, a program created by the Market and the Foodbank to encourage the donation of local produce by Market growers. In 2012, 13,569 pounds of produce were donated to the Foodbank by participating vendors, who then distributed it to their agencies and programs for distribution to their clients. The Market Director is currently working with the Eastern Illinois Foodbank on ways to to increase its presence in 2013. Other partnerships continued in 2012, including programming and assistance by the Urbana Free Library, U-Cycle, and the Urbana Business Association. The Market Director is exploring new opportunities for partnerships in 2013 and looking to enhance current partnerships to help build the Market audience and grow Market patronage.

## **Marketing**

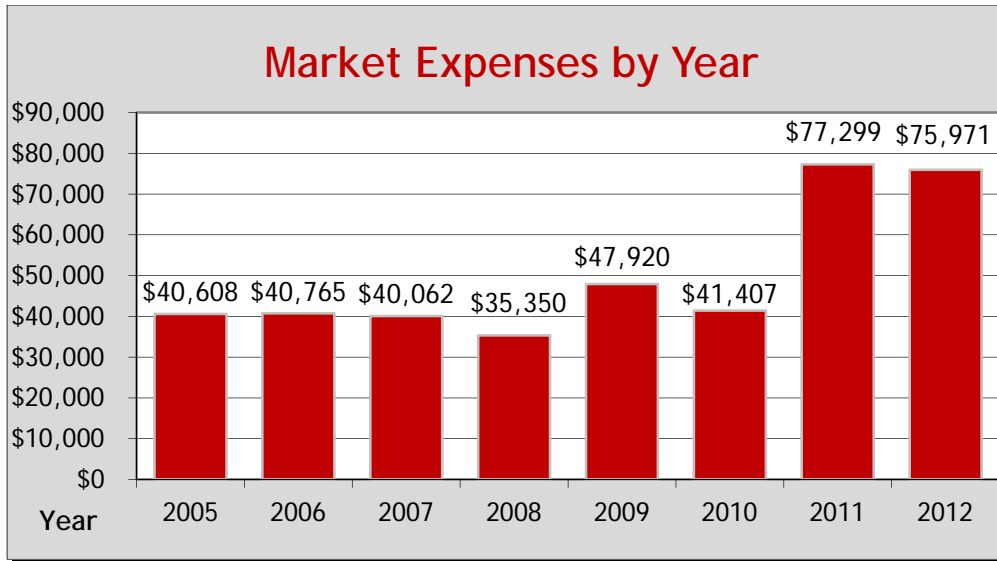
In 2012, Market at the Square continued to utilize both traditional and new media marketing tools to attract and retain Market patrons. Traditional marketing tools included print advertising, radio underwriting, maintaining pages on the City website, posters and handbills, banners, merchandise, press releases, and media coverage. The Market also continued filming “Market Menu”, weekly television segments describing the coming weekend’s Market. UPTV staff filmed, edited, and aired the segments on UPTV. New media marketing efforts included the use of internet-based social networking tools, such as Facebook, Twitter, a Market weblog, and Flickr (a photo hosting site). These tools are low- or no-cost, and are very popular and effective. Facebook, in particular, has been a very successful tool for the Market. As of this writing, 4,736 people are Facebook fans of the Market’s Facebook page and 1,774 people follow the Market on Twitter. Each tool reaches a different audience, and all have proven to be effective ways to heighten the Market’s profile in the community. Market staff are always searching for new social media applications that are a good fit. [See Attachment 9: Examples of Market at the Square Marketing and Branding Efforts]

## **Financials**

Primary expenditures for the Market in 2012 included marketing, supplies, and administration. Each season there are many Market tasks and services that are performed by the City and its staff. These include, but are not limited to: vehicle use and maintenance, legal and clerical services, utility expenses, phone/fax expenses, web/email expenses, and provision of sandbags and trash barrels. Each season the Market reimburses the City’s General Fund with a flat fee for these overhead costs. This fee, titled administration, totaled \$32,702 in 2012. This was increased from 2011 due to a rise in operating costs, the use of additional City financial staff to assist with token reconciliation and accounting and the increase in on-site Market staff.

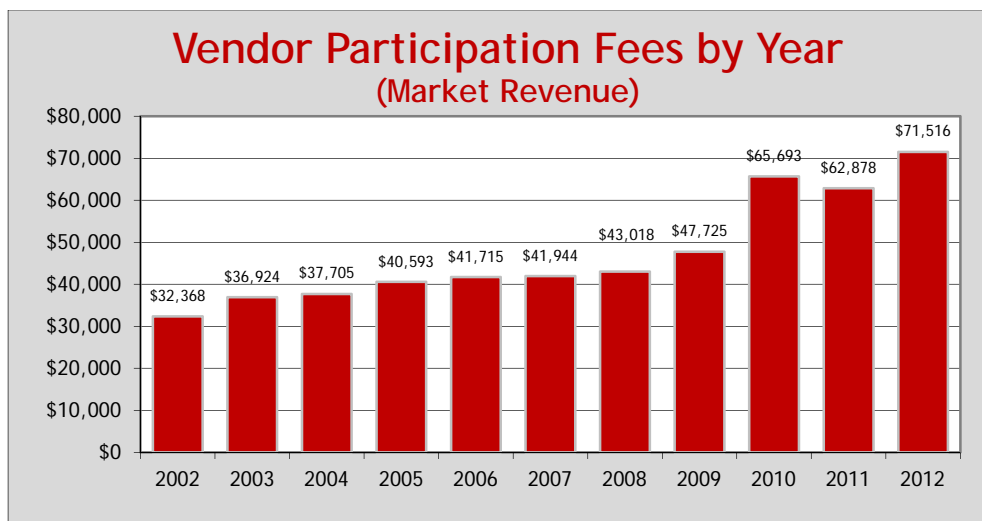


Overall expenses for the Market in 2012, including marketing and promotion, administration, part-time staff, insurance, credit card fees, and supplies, were \$75,971. This is a fairly consistent with expenditures from 2011 (which totaled \$77,299) but are higher from previous years due to an increase in administrative fees and staffing. Expenditures have grown significantly since 2005, as seen in the following chart.



Expenditures related to Market-day staff are expected to remain steady in 2013, and expenditures related to General Fund reimbursement are expected to continue to rise to accommodate financial and accounting staff costs and the increasing costs of City services. There are no expenditures related to infrastructure planned at this time. Despite the increase in expenses, the Market continues to enjoy a budget carryover, which will continue to be invested, when appropriate, on further improvements to Market infrastructure, programming, and/or marketing.

While vendor fees (\$20 per week, per space) and community group fees (\$10 per space, per week) have been kept at an affordable level to encourage participation, the costs incurred related to running the Market, including insurance, programming costs, City services, and upkeep of infrastructure, continue to increase. Market revenues in 2012, including inspection fees, vendor fees, charges for electricity use and credit/debit token management fees, totaled \$71,516 which is an increase of almost 14% over the 2011 total of \$62,878.



## **2013 Market Season Changes**

There are several changes and improvements of note that are planned for 2013. These include:

### **Establishing the Market Advisory Board**

In February 2010, City staff began work on the Market's first strategic planning effort. This planning exercise was designed to create a Market mission and vision statements, set goals for the Market's future, and to give the City a blueprint from which to operate the Market for the next several years. The exercise was in line with City Council Goal #5, Environmental Sustainability, Strategy J: "Promote production accessibility and affordability of local farm and artisan products". After appointing a steering committee in January 2010, two public input sessions and a stakeholder meeting were held in February and March 2010. From the input gathered at these meetings, the steering committee prepared a mission statement, goals, implementation steps and a final document, which was approved by Urbana City Council on November 7, 2011. To access an electronic copy of the strategic plan: <http://www.urbanaininois.us/marketstrategicplan>. The creation of an ordinance creating a Market Advisory Board was passed in July 2012. The Market Advisory Board is currently being established and scheduled to have quarterly meetings, with the initial meeting to occur sometime prior to the start of the 2013 Market season.

### **Establishing a Web-based Market Management System**

The Market Director is in the process of initiating a web-based market management system called *Manage My Market*. The system will allow for more efficient day-to-day market administration through electronic vendor and community group applications and improved payment and participant attendance tracking. The system also will make the Market map electronic, interactive, and accessible from the Market's website. This map, which will be a link from the Market's webpage, will allow patrons the ability to click on vendor spaces to find vendor information, photos of products, learn what each vendor has for sale during a specific weekend, view vendor contact information, and more. It also will help promote the community groups that attend the Market making their information more prominent and readily available. Currently, this system is used at the downtown Bloomington, Illinois farmers market and at many other markets across the country.

There will be an annual \$15 application fee for each participant to cover the cost of the program. This fee is required by the system and is consistent nationwide at Markets that utilize the *Manage My Market* program. To assist in the transition to this system, the Market Director will hold at least two vendor meetings (both in March 2013 at the Urbana Civic Center) to explain the new system, how it will benefit the Market and patrons, and how it will benefit the vendors and community groups. The Market Director will work individually with any vendor or community group that does not have email or internet access.

### **Programming and Marketing**

In response to the recent decline in patron attendance, the Market Director expects that development of a more targeted marketing campaign for the Market will result in increased numbers of programming participants, increased participant buy-in, and further support of the Market. The following ideas are under consideration for 2013:



- Increase City- and partner-centered special events to attract new patrons to the Market.
- Continue use of social networking tools to reach out to current and potential patrons
- Redirect Market advertising dollars to maximize return on investment. This will include a variety of new advertising and promotional opportunities that will reach a broader audience.
- Create new partnerships with community organizations to better promote the Market and the free, monthly Market programming and special events.
- Initiate an email newsletter “Market Mail” that will be delivered to subscriber emails weekly during the Market season and monthly during the Market off-season.
- Continuing to promote LINK program with the Champaign-Urbana Public Health District and the Eastern Illinois Foodbank and other community organizations.
- Maintaining Sprouts at the Market programming at six scheduled events, promoting heavily with Urbana and Champaign schools and alongside all general Market marketing/promotion.
- Maintaining Art at the Market programming at a minimum of five scheduled events, promoting heavily alongside all general Market marketing/promotion.
- Working closely with vendors to encourage improved on-site marketing practices.

## **Conclusion**

Despite the record high temperatures throughout much of the summer, the 2012 season for Urbana’s Market at the Square was strong. The Market remains a major force in the local food economy and an important resource for area residents and visitors. Staff expects a more vigorous Market season in 2013 with the launch of an interactive Market map to help better promote vendors and products available at the Market. The Market Director and staff welcome feedback, questions, and ideas from the Mayor and City Council to help us continue this success into the 2013 season and beyond.

Prepared by:

---

Natalie Kenny Marquez, Marketing Coordinator/Market at the Square Director

## **Attachments:**

1. 2012 Vendor Regulations, Policies & Application Materials
2. Cottage Food Information for Vendors
3. 2012 Market Map
4. 2012 Community Group Guidelines, Policies & Application Material
5. 2012 Performers Guidelines and Regulations
6. Credit/Debit/LINK Token Information
7. Sprouts at the Market
8. Art at the Market and Performance at the Market
9. Examples of Market at the Square Marketing and Branding Efforts

# Attachment 1:

---

2012 Vendor Regulations, Policies & Application  
Materials

**MARKET AT THE SQUARE**

**VENDOR**

**REGULATIONS, POLICIES,  
&  
APPLICATION MATERIALS**

**2012**





# Urbana's MARKET AT THE SQUARE



Welcome to the 2012 season of Urbana's Market at the Square! This year's season will run 27 weeks—we'll get underway on Saturday, May 5, and will run through Saturday, November 3.

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s, and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois and its vitality is very important to the City.

The Market's official mission:

***Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.***

To that end, the Market strives to:

- **Provide** a venue for local and regional growers, producers, and artisans to sell their products to the public;
- **Showcase** the variety and diversity of locally-grown produce, locally-produced food items, and art available in and around Urbana-Champaign;
- **Promote** the sale of Illinois-grown/Illinois-made products;
- **Encourage** direct interaction and conversation between producers and consumers, fostering mutual appreciation and understanding;
- **Serve** as an incubator for small, local enterprise;
- **Furnish** an educational forum for consumers of all ages and economic backgrounds to learn about the uses for and benefits of quality, locally-grown or -prepared food products; and
- **Enhance** the quality of life in the Urbana-Champaign area by providing a venue for area residents and visitors to socialize, network, and connect.

The rules and regulations that follow have been developed to ensure the Market runs smoothly for all parties. Urbana's Market at the Square is widely considered to be one of the state's best farmers' markets, and we're dedicated to making sure it remains a quality experience for all participants.

## **URBANA'S MARKET AT THE SQUARE**

Director: Lisa Bralts  
City of Urbana  
400 South Vine Street  
Urbana, IL 61801

**Phone:** 217-384-2319

**Fax:** 217-384-0200

**Email:** [ljbralts@urbanaininoisus](mailto:ljbralts@urbanaininoisus)

**Web:** [www.urbanaininois.us/market](http://www.urbanaininois.us/market)



# MARKET AT THE SQUARE 2012

## VENDOR RULES AND REGULATIONS



### **I. DATES/TIMES OF OPERATION**

- A. Urbana's Market at the Square runs for a 27- or 28-week season, depending on when the first Saturdays of May and November fall. In 2012, the Market begins May 5 and ends November 3, 2012. The Market takes place every Saturday from 7:00 AM until 12:00 noon, RAIN OR SHINE.
- B. Vendors are asked to arrive/check in with Market staff by 6:30 AM. Any space that does not have its assigned vendor present by 6:30 AM **may** be reallocated/reassigned by the Market Manager. **All vendors are required to be set up and ready for business by 6:45 AM.** Vendors arriving after 6:45 AM but before 7:00 AM will not be permitted to enter the Market with their vehicle, but may park and walk their booth materials into the Market. **Vendors arriving after 7:00 AM without prior clearance by the Market Director or Manager will forfeit their space for the day.** There are no exceptions.
- C. Vehicular traffic through the Market between 6:45 AM and noon is strictly prohibited. Vendors may drive their vehicles into the Market after noon only after the safety barricades at the Market entrances/exits have been removed by staff. Any vendor wishing to leave the Market early must walk their items out of the Market.

### **II. LOCATION/VENDOR SPACES**

- A. The Market is located in downtown Urbana, at the corner of Illinois and Vine Streets, in the southeast parking lot outside of Lincoln Square Village (Lot 10X).
- B. All vendor space assignments are issued by the Market Director upon application approval. Spaces are located in Rows 1 through 5, along Illinois Street at the south end, and along the north end of the Market.
- C. The highest priorities for assignment of permanent spaces is given to vendors who have 1) established an attendance record in past years for those weeks (seniority); 2) who have committed to half the season (at least 12 weeks); 3) who have submitted payment for at least 4 Saturdays in advance (preferably more); 4) **and** who return their application in a timely fashion in the preseason (See Fees, Section V, for more information).
- D. Space changes adhere to the same priorities, based on available space.
- E. Vendors committing to less than half the season and who pay week-to-week may have a different space assignment each week that they attend.
- F. Any vendor who is absent for 3 or more committed Market days without giving advance notice by 3 PM Friday afternoons forfeits the right to his/her current space assignment and loses those **days' fees. All single-day cancellations, including those for weather, must be called in by 3 PM Friday afternoons, or that Saturday's fees will be forfeited.**
- G. Most vendor space dimensions are approximately 9.5 feet wide by 17 feet deep. There are some vendor spaces that measure 18 feet wide by 10 feet deep. Vendors may use 10 x 10 tents, but should be aware of their neighbors and shift as needed. Space will be assigned at the discretion of the Market Director.
- H. Vendors must set up perpendicular to the curb, positioning the booth closest to the non-curved end of the parking space line.
- I. **Booth space frontage should be consistently lined up with neighboring vendors along the row.** Clearance in the aisle must be kept for crowds and accessibility.
- J. Vendors who would like to use electricity must obtain approval from the Market Director in advance. See Section III for more details.
- K. Market participant parking has been established in Lot 24, which is across Illinois Street just to the south of the Market site. **Please use this lot for parking.**
- L. **Vehicles in vendor spaces are prohibited on the north side and discouraged elsewhere within the Market.** Vendors paying for a single space wishing to have a vehicle in their area with them must also be able to accommodate their display in that same single space. Vendors will be charged for an additional space each week to accommodate their vehicle, which will be permitted only if space is available.





## **IV. ITEMS FOR SALE/VENDOR CATEGORIES**

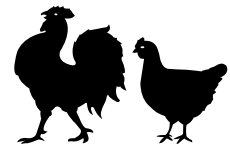
The Market encourages the sale of a variety of goods. All items must be homegrown, handmade, and/or vendor-created from locally-owned operations within the state of Illinois. Examples of approvable items include homegrown fruits, vegetables, flowers, plants, baked goods, prepared foods, handmade art, and crafts.

Currently, the Market's vendors are divided up into two categories—**grower** and **non-grower**. Some growers may sell non-food items that are handmade by themselves or persons who work for them; however, unless a non-grower is willing to pay to have their premise inspected, they may not offer produce, flowers, or herbs from their gardens.

**“Carrying”:** Occasionally a vendor will want to sell, or “carry”, a product made or produced by someone else who is not a seller at the Market. This is permitted, but the producer must register as a vendor by filling out an application. An Illinois Business Tax ID number is required. If the producer is a grower, their premise will be inspected (see below). The application must be approved by the Market Director, and the Market Director reserves the right to reject any application for any reason.

### **A. GROWER:**

- A **grower** sells products such as produce, meat, flowers, and/or plants, and must pay for at least six consecutive weeks in order to participate. There are no exceptions. Additionally, **all items must be grown by the vendor in Illinois.** A grower is not allowed to purchase produce from a supplier and resell the items at the Market. Growers found to be re-selling produce or any other items at the Market will receive one written warning by the Market Director; if the infraction is repeated, the vendor's lease will be revoked for the season. There will be no refunds.
- A new grower to the Market must have an inspection completed by the Market Director and/or inspection team (one-time fee: \$50) prior to participation at the Market. To ensure coordination, new growers must apply at least two weeks prior to the first day that they wish to attend the Market. Please note: There will be no inspections of new growers after July 13, 2012.
- Additionally, **all established growers will be visited by the Director and/or an inspection team on a rotating basis throughout the seasons.** These visits will be free of charge. Farm inspections and visits are done to a) provide evidence to the Director that the products sold at Market are grown by the vendor on his/her designated property and b) to provide the Director with context regarding farmer operations and to help gather information that will help better market the Market to patrons. Vendors are not obligated to provide any trade secrets or personal growing methods to the Director or the inspection team.
- **All food items must comply with appropriate local, state, and federal health regulations.** Those wishing to sell foods as Cottage Food Operators must register with the Champaign-Urbana Public Health District and have a Food Sanitation Management certificate prior to being approved to sell their products at the Market (see attached information). All processed/prepared food vendors (including vendors selling meat, eggs, canned goods, potentially hazardous baked goods and prepared foods) **must** contact the Champaign-Urbana Public Health District at (217) 373-7900 to get up to speed on current regulations. **All local, state, and federal food/health safety requirements must be met prior to being approved to sell at the Market. Food license, permit, and certification copies must be attached to the Market application.**
- **Scales.** Products sold by weight **must** comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified prior to participation at the Market. For a list of Illinois Registered Small Scale Service Companies, visit [www.agr.state.il.us](http://www.agr.state.il.us) or call (217) 785-8301.
- **All growers must have an Illinois Business Tax (IBT) number before their first day of sales at the Market.** All growers are required to collect and pay all sales tax related to items sold at the Market. These taxes **MUST** be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit [www.revenue.state.il.us](http://www.revenue.state.il.us). The IBT number must be listed on the Market application. Applications lacking the IBT will be considered incomplete and you will not be able to participate.



## **IV. ITEMS FOR SALE/VENDOR CATEGORIES**

### **B. NON-GROWER:**

- A **non-grower** sells products such as baked goods, prepared food, art, crafts, jewelry, and body care items. *All items must be handcrafted/created by the vendor in Illinois. A non-grower is not allowed to purchase products from a supplier and resell the items at Market.* Non-growers found to be re-selling items at the Market will receive one written warning by the Market Director; if the infraction is repeated, then vendor's lease will be revoked for the season. There will be no refunds.
- New non-growers must apply **at least one week prior** to the first day that they wish to attend Market.
- Non-growers do not have to be inspected in order to attend the Market. However, if a product is questionable or becomes questionable, an inspection may be scheduled.
- **All food items and food preparation must comply with appropriate local, state, and federal health regulations.** Those wishing to sell foods as Cottage Food Operators must register with the Champaign-Urbana Public Health District and have a Food Sanitation Management certificate prior to being approved to sell their products at the Market (see attached information). All processed food vendors (including those selling meat, eggs, canned goods, baked goods and prepared foods) must contact the Champaign-Urbana Public Health District at (217) 373-7900 to get up to speed on current regulations. **All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.**
- **Beverage allowance.** For vendors who create/prepare hot food on site at the Market, an allowance to sell beverages such as soda may be given by the Market Director.
- **All non-growers must have an Illinois Business Tax (IBT) number before their first day of sales at the Market.** All non-growers are required to collect and pay all sales tax related to items sold at the Market. These taxes MUST be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit [www.revenue.state.il.us](http://www.revenue.state.il.us). The IBT number must be listed on the Market application or your application will be considered incomplete and you will not be able to participate.

## **V. FEES**

### **Growers**

- + **Prospective growers** must apply at least two weeks prior to their first Saturday and arrange for an inspection of their premises. An inspection carries a \$50 fee. **There are no inspections after 7/13/2012.**
- + ALL growers must pre-pay for at least one quarter season, which covers 6 weeks (\$120 for single space). Additional weeks are \$20/space per week and must be paid in advance by 5 PM on the Friday prior to each Market Saturday or **a late fee of \$5** will be charged. There are no exceptions.
- + **Half season** will hold same space for paid dates. Fee per space (12 paid weeks): \$240.00.
- + **Full season** will hold same space for season. Fee per space (24 paid weeks): \$480.00.
- + Pre-pay for the full season by **3/31/2012** and take a 10% discount. See Fee Schedule for more

### **Non-growers**

- + Prospective non-growers must apply at least one week prior to their first Saturday.
  - + Non-growers are encouraged to pre-pay for as many weeks as possible to secure consistent space, though this is not guaranteed.
  - + Any weekly payments must be submitted by 5 PM on the Friday prior to each Market Saturday or **a late fee of \$5** will be charged. There are no exceptions.
  - + Weekly fee: \$20/week per space.
  - + Full season fee (24 paid weeks): \$480.00.
- Pre-pay for full season by **3/31/2012** and take a 10% discount. See Fee Schedule for more information.





## **CONDUCT:**

- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the vendors at the Market.
- B. Market at the Square is a public market, and as such is a special event. A vendor may be prohibited from participating in the Market when the Market Director determines that a vendor does not fit any of the criterion of the Market as set forth in the regulations. However, in no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected class.
- C. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the vendor and possible legal action.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor should be directed to the Market Director, who will investigate the complaint.

**1st Offense/Complaint: Verbal Warning issued by the Market Director**

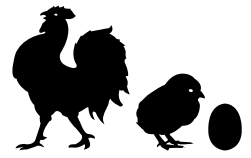
**2nd Offense/Complaint: Written Warning issued by the Market Director**

**3rd Offense/Complaint: Suspension of Market vendor privileges/cancellation of lease with vendor**

- E. No vendor shall use any action or language to insult another vendor, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold.
- F. The City of Urbana's Market at the Square is committed to providing a marketplace that is free from harassment in any form. No harassment will be tolerated, including harassment based upon sex, race, national origin, ethnicity, sexual orientation, religious or political convictions, or any other way of categorizing individuals. All Market staff, vendors and patrons shall take any and all reasonable steps to ensure that such harassment does not occur. Special attention should be taken to avoid sexual harassment. The Market defines sexual harassment as any unwanted conduct of a sexual nature. Such conduct includes: a) unwanted physical contact or conduct of any kind (i.e. sexual flirtations, touches, advances or propositions); b) verbal harassment (i.e. lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements); c) demeaning, insulting, intimidating or sexually suggestive comments to or about an individual; d) the display of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs; e) demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages; f) any other conduct or words that creates a hostile or unwholesome environment for any staff, vendors or patrons.

**If the Market Director determines that a vendor has violated this policy, the vendor will be ejected for the remainder of the day, without refund. Any vendor (1) who engages in repeated violations of this policy or any Market policy, (2) engages in any conduct of an egregious nature or (3) engages in any conduct that could present a threat to the safety of others, will be subject to indefinite suspension without refunding of vendor fees.** After such a determination, a written appeal may be submitted to the Market Director for review in consultation with the Legal Division.

**Suspected violations of any federal, state or local laws shall be reported immediately to the police.**



## **ANIMALS:**

**G.** For the safety of our patrons, dogs and other animals **are not permitted** within Lot 10X at the Market. Animal rescue groups are permitted to bring animals to the community group space on Walnut Street, the barricaded area located immediately to the west of the main Market lot (Lot 10X). These animals' presence will be limited to the Walnut Street area.

## **SMOKING:**

**H.** Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn any tobacco products, weed, plant, or any other combustible substance is **prohibited** inside the perimeter of the Market. Any violation of this policy may result in eviction from the Market at the discretion of the Market Director or his/her designee.

**It is the vendor's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any vendor who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.**



## Fee Schedule-2012



**May 5, October 27, and November 3 are free of charge to all registered vendors**



Number of Weeks	Full Fee (per space, in dollars)	Discounted Fee (per space, in dollars)
1	20	18
2	40	36
3	60	54
4	80	72
5	100	90
6	120	108
7	140	126
8	160	144
9	180	162
10	200	180
11	220	198
12	240	216
13	260	234
14	280	252
15	300	270
16	320	288
17	340	306
18	360	324
19	380	342
20	400	360
21	420	378
22	440	396
23	460	414
24	480	432

Payments may be in the form of cash, check, or money order.

All checks/money orders must be made payable to the City of Urbana.

**THERE ARE NO REFUNDS.** FEES ARE NON-TRANSFERABLE (fees cannot be transferred to someone else, nor can they be transferred from one season to the next)

If an application is denied, any payment made will be returned.

# MARKET AT THE SQUARE 2012

## VENDOR APPLICATION

<b>OFFICE USE ONLY:</b>
Date rec'd: _____
Cash/check w/amt: _____
New/returning vendor: _____
Space assigned: _____

LAST NAME: \_\_\_\_\_ FIRST NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: IL ZIP: \_\_\_\_\_ PHONE: (\_\_\_\_) \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

ILLINOIS BUSINESS TAX NUMBER (REQUIRED): \_\_\_\_\_

ARE YOU A NEW VENDOR? [ ] YES [ ] NO

If yes, how did you hear about the Market? \_\_\_\_\_

Do you require City-provided electricity (\$5 per outlet per week)? [ ] YES [ ] NO

If "yes", please list all appliances using electricity and estimated draw below. Please remember that electricity is available on an extremely limited basis and is not guaranteed.

\_\_\_\_\_

\_\_\_\_\_

**PLEASE LIST YOUR EMPLOYEES/REPRESENTATIVES AT MARKET:**

\_\_\_\_\_

Describe, in detail, each item you intend to sell at the Market (e.g., yellow squash, Green Zebra tomato, handmade hula hoops, English muffins, etc.) Provide additional sheets as needed.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

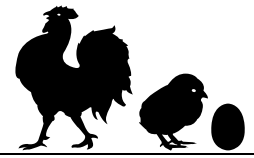
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# MARKET AT THE SQUARE 2012

## VENDOR APPLICATION



### PREPARED FOOD VENDORS:

Have your products or cottage food operation been approved by the Champaign-Urbana Public Health District?  YES  NO

A copy of all applicable current food approvals for your products must be attached to this application, such as Public Health/Food Permit, State Inspection/Certification/Permit, USDA Inspection/Certification/Permit (includes organic certification), Food Sanitation Manager License, etc. More information about Cottage Food Operations is attached.

### GROWERS:

If you use a scale, please list the registration number and/or the company name from which you purchased it: \_\_\_\_\_

Are you interested in donating produce for pickup after each Market by the Eastern Illinois Foodbank?  Yes  No

Are you interested in participating in our Sprouts at the Market programming? (see included information)?  Yes  No

Please attach the following for identification and proof of land ownership if your information has CHANGED or if you are a NEW vendor:

- Legal description of land and common address where items are grown/raised
  - Photocopy of the appropriate plat book page(s) that show the location of your farm/property
- Is this a land partnership? Yes  No

### ALL VENDORS:

Are you interested in having a musician/performer locate near your booth on various Saturdays in 2012?  Yes  No

#### Please initial below.

\_\_\_\_\_ I certify that all products listed above are made or grown in Illinois by me and/or my representatives.

\_\_\_\_\_ I have read, understand, and agree to abide by the Market's Participant Rules & Regulations and Participant Policies.

### CIRCLE THE DATES THAT YOU WOULD LIKE TO SELL AT THE MARKET:

(Failure to attend 3 committed days without advance notice will forfeit your space assignment. Any changes to your schedule must be sent to the Market Director.)

5/5	5/12	5/19	5/26	6/2	6/9	6/16
6/23	6/30	7/7	7/14	7/21	7/28	8/4
8/11	8/18	8/25	9/1	9/8	9/15	9/22
9/29	10/6	10/13	10/20	10/27	11/3	

SIGNED \_\_\_\_\_ Date \_\_\_\_\_

**Please send completed applications to:**  
**URBANA'S MARKET AT THE SQUARE, City of Urbana, 400 S. Vine St., Urbana, IL 61801**  
 For more information, contact Lisa Bralts, Economic Development Specialist/Director, Urbana's Market at the Square  
 Phone: 217-384-2319 email: ljbralts@urbanaininois.us

**Urbana's Market at the Square**  
**Vendor Agreement for EBT/LINK & Credit/Debit Service Program**

Urbana's Market at the Square is implementing a new Electronic Benefit Transfer (EBT) and Credit/Debit card service program. EBT will enable the Market to accept LINK cards from customers in payment for eligible food items, under the USDA's Supplemental Nutrition Assistance Program (SNAP) – formerly known as Food Stamps. The Credit/Debit card program will enable the Market to accept credit and debit cards from customers as payment for any items sold at the Market, including art, flowers, plants, and decorative items.

One goal of the Market is to provide a value-added revenue source for vendors and to provide customers with alternative methods of purchasing fresh, locally produced foods. Based on the experience of other markets, we anticipate this program will contribute to an increase in overall vendor revenues. Program costs will be covered by a small fee charged to credit/debit users.

The Market will promote this program through on-site signage, brochures, press releases, and advertising. **To ensure consistency and clarity for customers, the Market is requiring that all vendors participate in the LINK and debit/credit service program.** All vendors, including those selling items not eligible for LINK purchases, must be familiar with this program and comply with the requirements in this Agreement. Vendors selling items eligible for LINK will be provided with a "We Accept LINK Tokens" sign, which must be displayed at their booth.

There is no fee for vendors to participate in this program. The Market will sell wooden tokens to customers using a point-of-sale (POS) machine located at the Market tent. Two different types of tokens will be sold and will have different redemption requirements:

- o **LINK** tokens will be imprinted in **GREEN** and have a value of \$1.00.
- o **GREEN** LINK tokens can only be used to purchase fruits, vegetables, meats, fish, poultry, dairy products, seeds and plants intended for growing food.
- o LINK tokens MAY NOT be used to purchase non-food items, foods intended for consumption at the Market, or hot foods.
- o You may NOT set a minimum purchase requirement for these tokens.

NO CHANGE can be provided for LINK tokens; however, you may offer the customer additional food items to make up the difference.

- o **CREDIT/DEBIT** tokens will be imprinted in **ORANGE** and have a value of \$5.00.
- o **ORANGE** credit/debit tokens can be used to purchase any items at the market, including arts/crafts, other non-food items, flowers and non-food plants, and foods intended for consumption at the Market.
- o You may NOT set a minimum purchase requirement for these tokens.

**CHANGE CAN BE PROVIDED** for these tokens.

Market customers will use these tokens to purchase vendors' products. At the end of the day, vendors will count the tokens, place them in an envelope provided by Market staff, and turn the envelope in at the Information Booth before leaving the Market. At the beginning of the next market, the Market Director will return the envelope, along with a check for the total value of tokens turned in at the end of the previous week's market.

Vendors will benefit from this program as if they had individual wireless machines without the additional equipment and service expenses or bookkeeping responsibilities.

To ensure consistency and compliance with regulations, vendors participating in Urbana's Market at the Square must sign this agreement to confirm their agreement to participate in the LINK & credit/debit service program and to certify they are aware of the rules of the program.

I, \_\_\_\_\_ on behalf of my business, \_\_\_\_\_ agree to abide by the rules described herein as they relate to the processing LINK and debit/credit card transactions. I agree to follow all USDA SNAP rules, as outlined in this agreement, and I will also require all individuals transacting business at the Market on my behalf to follow these rules. I understand the Market reserves the right to remove vendors from the Market who do not comply with these rules.

\_\_\_\_\_  
Vendor Signature

\_\_\_\_\_  
Date

**Please sign and return with your application, and please make a copy for your records.**

# Attachment 2:

---

Cottage Food Information for Vendors

# The New Cottage Food Law and You

**On January 1, 2012, the Illinois Cottage Food Law** went into effect. This new law allows the return of home producers of non-hazardous foods to farmers markets in Illinois, provided they and their products meet certain criteria.

## **Are you a cottage food producer? You are if:**

- You produce and/or package food in your kitchen (located at your primary residence) to sell directly to a consumer;
- The food you are producing or packing is considered "non-potentially hazardous" (see reverse);
- You are planning only to sell at farmers markets.

## **You do not meet cottage food regulations and must pursue different permits if:**

- You plan to sell more than \$25,000 of product per calendar year;
- Your product is considered "potentially hazardous";
- You plan to sell to retail and other outlets.

Every county and health department regulates activity in their area based on interpretation of a document from the Illinois Department of Public Health called Technical Information Bulletin #44 (<http://c-uphd.org/documents/eh/TIB-44-Cottage-Food-Operations.pdf>), which is based on the actual legal language in the law (<http://c-uphd.org/documents/eh/Cottage-Food-Operation-Section.pdf>).

## **To sell at Urbana's Market at the Square, a potential cottage food operator must:**

- **Register their contact information in person with the Champaign-Urbana Public Health District.** If the operator is from another county, they must register with their own county. There is no inspection of an operator's kitchen, no fee for registration, and there is no permit given, but the operator's name will be published on a page at the C-UPHD's website so Market staff may perform due diligence.
- **Take and pass a Food Service Sanitation Manager's course.** The Market's management requires a copy of this certificate prior to being approved for a space at the Market.
- **Label all food** with: 1) the name and address of the operation; 2) the common name of the product; 3) all ingredients (listed in descending order by weight); 4) production date; 5) whether the product contains any allergens (milk, eggs, wheat, peanuts, fish, or tree nuts); and 6) the following statement: "This product was produced in a home kitchen not subject to public health inspection that may also process common food allergens."
- **Display a sign** with the following statement: "This product was produced in a home kitchen not subject to public health inspection that may also process common food allergens." The Market will provide this sign.

Please note: While the C-UPHD will be out from time to time inspecting the Market, Market staff will also be monitoring cottage food operations to make sure they're in compliance with these new regulations. **(please see other side)**



**217-384-2319 [www.urbanaininois.us/market](http://www.urbanaininois.us/market)**



## What Foods are Permitted to be Manufactured for Sale by a Cottage Food Operation?

Only non-potentially hazardous (according to the FDA Food Code or subsequent amendments) baked goods, jams, jellies, fruit preserves, fruit butters, dry herbs, dry herb blends, and dry tea blends that are intended for end-use consumption are permitted.

- **Jams, Jellies, and Preserves:** Only high acid jams, jellies, and preserves are permitted. The following high acid fruits are explicitly permitted: apple, apricot, grape, peach, plum, quince, orange, nectarine, tangerine, blackberry, raspberry, blueberry, boysenberry, cherry, cranberry, strawberry, red currants, or a combination of those fruits.

- o Any other jams, jellies, or preserves not listed may be produced by a cottage food operation provided their recipe has been tested and documented by a commercial laboratory as containing a pH equilibrium of less than 4.6.

- **Fruit Butters:** Only high acid fruit butters are permitted. The following fruit butters are explicitly permitted: apple, apricot, grape, peach, plum, quince, and prune.

- o Any other fruit butter not listed may be produced by a cottage food operation provided their recipe has been tested and documented by a commercial laboratory as containing a pH equilibrium of less than 4.6.

- **Baked Goods:** Baked goods, such as, but not limited to, breads, cookies, cakes, pies and pastries are permitted. The following high-acid fruit pies are explicitly permitted: apple, apricot, grape, peach, plum, quince, orange, nectarine, tangerine, blackberry, raspberry, blueberry, boysenberry, cherry, cranberry, strawberry, red currants, or a combination of those fruits.

- o Fruit pies not listed may be produced by a cottage food operation provided their recipe has been tested and documented by a commercial laboratory as containing a pH equilibrium of less than 4.6.

## What Foods are NOT Permitted to be Manufactured for Sale by a Cottage Food Operation?

Any potentially hazardous food (as defined by the FDA Food Code or subsequent amendments) is prohibited from being produced and sold under the cottage food law. That includes, but is not limited to, meat products, dairy products, canned vegetables, pickled products, raw seed sprouts, and generally any food item that requires time and temperature control for food safety.

- **Jams, Jellies, and Preserves:** Rhubarb, tomato, and pepper jellies or jams are NOT permitted

- **Fruit Butters:** Pumpkin, banana, and pear butters are NOT permitted.

- **Baked Goods:** Pumpkin pie, sweet potato pie, cheese cake, custard pies, crème pies, and pastries with potentially hazardous fillings or toppings are NOT permitted.



Urbana's  
Market  
at the  
Square 

217-384-2319 [www.urbanaininois.us/market](http://www.urbanaininois.us/market)

# Attachment 3:

---

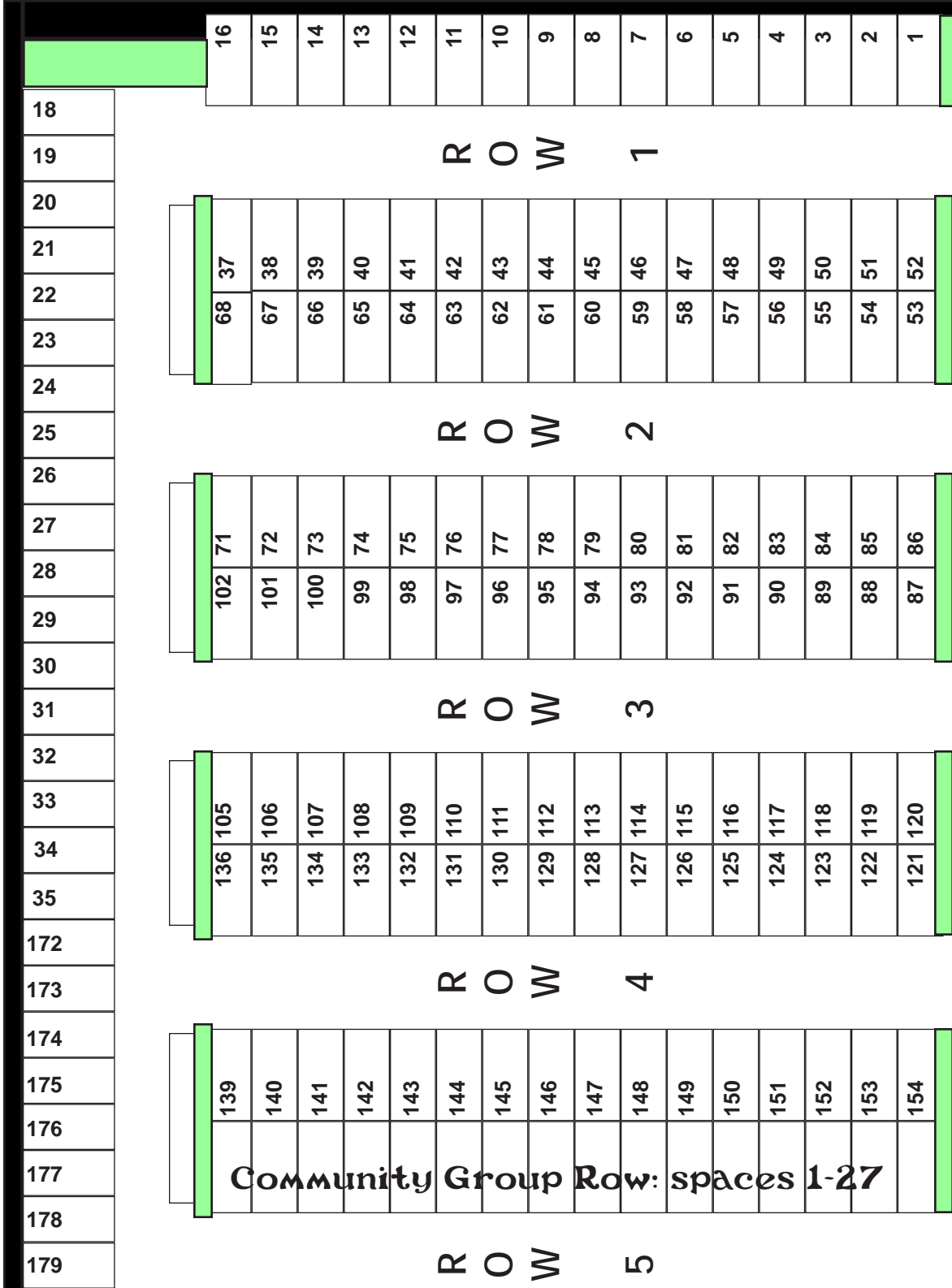
2012 Market Map

2012



Illinois Street

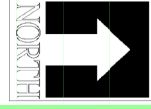
Walnut Street



Seating Area

Water Tent

City/Info Tent



Vine Street

# Attachment 4:

---

2012 Community Group Guidelines, Policies &  
Application Material

**MARKET AT THE SQUARE**

**COMMUNITY GROUP  
GUIDELINES, POLICIES,  
&  
APPLICATION MATERIALS**

**2012**





# Urbana's MARKET AT THE SQUARE



Welcome to the 2012 season of Urbana's Market at the Square! This year's season will run a full 27 weeks—we'll get underway on Saturday, May 5, and will run through Saturday, November 3.

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s, and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois and its vitality is very important to the City.

The Market's mission:

***Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering space.***

To that end, the Market aims to:

- **Provide** a venue for local and regional growers, producers, and artisans to sell their products to the public;
- **Showcase** the variety and diversity of locally-grown produce, locally-produced food items, and art available in and around Urbana-Champaign;
- **Promote** the sale of Illinois-grown/Illinois-made products;
- **Encourage** direct interaction and conversation between producers and consumers, fostering mutual appreciating and understanding;
- **Serve** as an incubator for small, local enterprise;
- **Furnish** an educational forum for consumers of all ages and economic backgrounds to learn about the uses for and benefits of quality, locally-grown or – prepared food products; and
- **Enhance** the quality of life in the Urbana-Champaign area by providing a venue for area residents and visitors to socialize, network, and connect.

The rules and regulations that follow have been developed to ensure the Market runs smoothly for all parties. Market at the Square is widely considered to be one of the state's best farmers' markets, and we're dedicated to making sure it remains a quality experience for all participants.

## **MARKET AT THE SQUARE**

Director: Lisa Bralts  
City of Urbana  
400 South Vine Street  
Urbana, IL 61801

**Phone:** 217-384-2319

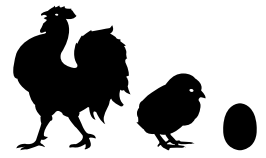
**Fax:** 217-384-0200

**Email:** [ljbralts@urbanaininois.us](mailto:ljbralts@urbanaininois.us)

**Web:** [www.urbanaininois.us/market](http://www.urbanaininois.us/market)



# MARKET AT THE SQUARE 2012 GROUP RULES AND REGULATIONS



While the mission of Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows tables for non-profit community groups during Market hours as a service to the community. Groups are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Homegrown and hand-crafted/created items from vendors all across Illinois are sold at the Market.

## I. DATES/TIMES OF OPERATION

- Market at the Square's season for 2012 is 27 weeks, beginning May 5 and ending November 3.
- The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.
- Community groups must check in at the City of Urbana tent at the northwest corner of Lot 10X prior to setup.
- Community groups that have been pre-approved to set up on specified dates are required to be present in their spaces by 8:00 AM (check in at the City of Urbana first). Any community group space that does not have its pre-approved and pre-assigned group present by 8:00 a.m. may be reallocated/reassigned by the Market Director.
- Driving through the Market between 7:00 AM and 12:00 noon is prohibited.

## II. LOCATION/COMMUNITY GROUP SPACES

- Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X). For the 2012 season, groups will be located in row 5, the easternmost row of the Market (adjacent to Walnut Street).
- All spaces are assigned by the Market Director upon approval of the application, and as space permits. Community group spaces will be located in row 5. Booths will face east.
- The highest priority for assignment of community group spaces is given to groups who have shown long-term commitment by payment and attendance record in prior years, based on seniority, and have applied for long-term participation in the current Market season.
- Any group who is absent for 2 committed Market days without giving advance notice forfeits the right to their space assignment.
- An approved community group that would like to participate on a date in which there is a waiting list may check in at the City of Urbana tent after 8:00 AM on that date for space cancellations.
- Community group space dimensions are 6 feet wide by 16.5 feet deep. Multiple spaces may be leased based upon availability, as space permits.
- Booth space should be consistently lined up with the space markings. Clearance must be kept for crowds and accessibility.
- Market participant parking has been established in lot 24, which is across Illinois Street just south of the Market site. Please use this lot for parking.

## III. ITEMS FOR DISPLAY/SALES REGULATIONS

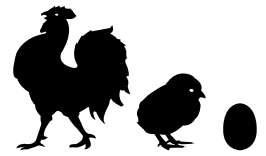
- Community groups must be non-profit, charitable, educational, or government organizations.
- Groups wishing to sell handmade goods as fundraisers may do so, but participation is at the discretion of the Director. Groups are required to rent at least two spaces for these events and are limited to 3 selling dates total throughout the season.
- Except in special situations, items for sale must be created/produced by, directly linked to, and representative of the organization. ***Any item not representing or directly linked to the organization shall not be sold at the booth. Groups are not allowed to purchase products from a store and resell the items at the Market.*** Approval of all items will be determined by the Market Director.
- All food items and food preparation must comply with appropriate local, state, and federal health regulations. For local regulations, contact the Champaign-Urbana Public Health District at (217) 352-7961. All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.



## **IV. BOOTH REGULATIONS**

- **Booth materials.** Community groups shall provide all booth materials. Items and displays may utilize tables, tents, carts, or other similar structures supplied by the group. Single spaces cannot accommodate 10' x 10' canopies; please plan to rent two spaces if a tent larger than 6' x 6' will be used.
- **Load in/out.** Vehicles must load in/out of their spaces as quickly as possible, leaving clearance for other vehicles. Please do not unload vehicles and set up at the same time.
- **Group members.** All booth representatives are responsible for knowing Market community group regulations and abiding by them. Community groups are responsible for the actions of their employees and volunteers at the Market.
- **Setup/teardown.** During setup and teardown (before 7:00 AM and after 12:00 noon), groups must utilize caution at all times, respect neighboring spaces, and leave clearance for other vehicles.
- **Sidewalks and medians.** Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- **Tent weights.** All tents/canopies must be weighted down with at least 25 pounds per leg, regardless of forecast weather conditions.
- **Liability.** Each community group is liable for any incidents, accidents, or injuries resulting during its setup, teardown, and during the hours of operation at the Market.
- **Signage.** Signs displaying the group name and/or information must be kept within the boundary of the assigned booth space(s).
- **Disruptive conduct.** In order to provide a successful Market and pleasant shopping atmosphere, community groups shall refrain from disorderly, disruptive or impolite conduct. Such conduct includes hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned booth space is prohibited. Groups persisting in this activity after a verbal warning will be asked to leave the Market for the season. There will be no refunds.
- **Interference.** Community groups shall not interfere with pedestrian traffic to or from and within Urbana's Market at the Square, nor shall a group interfere with business of other groups or vendors.
- **Tips for booth success.** Closely monitoring products/items and utilizing safety precautions; refraining from keeping large amounts of cash within booth space; utilizing bright colors and creative, appropriate signage within booth space; engaging in positive conversation with patrons, networking with neighbors, keeping booth area clean and inviting, and implementing your own marketing in addition to the promotion that the City of Urbana coordinates — these all contribute to a successful booth.
- **Waste disposal.** Prior to leaving the Market area, it is each group's responsibility to take any leftovers or garbage with them. Any discarded boxes must be taken with the group or recycled in the City's recycling totes. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For additional information, contact the Market Director. A written warning will be issued if debris is left. A fine of \$50 will be levied if the infraction is repeated a second time and the group's lease will be revoked if the infraction is repeated a third time.
- **Electricity.** Electricity may be available to a select few booth spaces and, if available, may be used by the group upon **advance approval** by the Market Director. There is a \$5 per plug charge for use of power at the Market. Please contact Director for more information.





## **V. CONDUCT**

- A. Urbana's Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All community groups agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the groups or vendors at the Market.
- B. Urbana's Market at the Square is a public market, and as such is a special event. A group may be prohibited from participating in the Market when the Market Director determines that a group does not fit any of the criterion of the Market as set forth in the regulations. However, in no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected class.
- C. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the group and possible legal action.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor or group should be directed to the Market Director, who will investigate the complaint.

**1st Offense/Complaint: Verbal Warning issued by the Market Director**

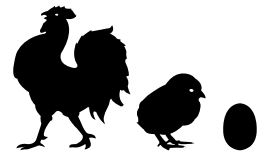
**2nd Offense/Complaint: Written Warning issued by the Market Director**

**3rd Offense/Complaint: Suspension of Market vendor privileges/cancellation of lease with vendor**

- E. No group shall use any action or language to insult a group, vendor, shopper, Market staff, or to intimidate a patron.
- F. The City of Urbana's Market at the Square is committed to providing a marketplace that is free from harassment in any form. No harassment will be tolerated, including harassment based upon sex, race, national origin, ethnicity, sexual orientation, religious or political convictions, or any other way of categorizing individuals. All Market staff, vendors and patrons shall take any and all reasonable steps to ensure that such harassment does not occur. Special attention should be taken to avoid sexual harassment. The Market defines sexual harassment as any unwanted conduct of a sexual nature. Such conduct includes: a) unwanted physical contact or conduct of any kind (i.e. sexual flirtations, touches, advances or propositions); b) verbal harassment (i.e. lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements); c) demeaning, insulting, intimidating or sexually suggestive comments to or about an individual; d) the display of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs; e) demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages; f) any other conduct or words that creates a hostile or unwholesome environment for any staff, vendors, groups, or patrons.

**If the Market Director determines that a group has violated this policy, the group will be ejected for the remainder of the day, without refund. Any group (1) who engages in repeated violations of this policy or any Market policy, (2) engages in any conduct of an egregious nature or (3) engages in any conduct that could present a threat to the safety of others, will be subject to indefinite suspension without refunding of booth fees.** After such a determination, a written appeal may be submitted to the Market Director for review in consultation with the Legal Division.

**Suspected violations of any federal, state or local laws shall be reported immediately to the police.**



## **V. CONDUCT (cont):**

### **ANIMALS:**

For the safety of our patrons, dogs and other animals **are not permitted** within Lot 10X at the Market. As community groups are now located in Row 5, animals will not be permitted to attend with community groups, including animal rescue organizations, UNLESS the group is registered with the Market, is scheduled to appear that day, and clearance has been provided by the Market Director.



### **SMOKING:**

Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn any tobacco products, weed, plant, or any other combustible substance is **prohibited** inside the perimeter of the Market. Any violation of this policy may result in eviction from the Market at the discretion of the Market Director or his/her designee.



**It is the participant's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any participant who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.**



**MARKET AT THE SQUARE 2012  
COMMUNITY GROUP APPLICATION**

**OFFICE USE ONLY:**

Date rec'd:  
Cash/check w/amt:  
New/returning group:  
Space assigned:

COMMUNITY GROUP NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: IL ZIP: \_\_\_\_\_ PHONE NUMBER: ( \_\_\_\_\_ )

EMAIL (optional): \_\_\_\_\_

WEBSITE (optional): \_\_\_\_\_

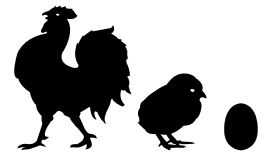
PRIMARY CONTACT PERSON: \_\_\_\_\_

LIST THE NAMES OF YOUR REPRESENTATIVES AT THE MARKET: (all representatives at the booth must know the Market regulations and abide by them):

DESCRIBE EVERYTHING THAT YOU WOULD LIKE TO DISPLAY AT THE MARKET:  
(All items must be listed. Attach additional sheets as needed.)

DESCRIBE YOUR ORGANIZATION AND ITS MISSION (attach additional sheets as needed):

# MARKET AT THE SQUARE 2012 COMMUNITY GROUP APPLICATION



## COMMUNITY GROUP FEES:

- Prospective groups must apply at least 1 week prior to the first Saturday that they wish to attend.
- Community group participation fees must be paid prior to attending the Market.
- Space assignments are issued by the Market Director upon application approval, as space permits.
- The deadline for returning full-season community groups to maintain similar space assignment is April 13, 2012.
- Each space is 6 feet wide by 10 feet deep. Multiple spaces may be rented, depending upon availability, as space permits.
- Each 6-foot space is \$10.00, and must be pre-paid.
- Through April 13, 2012, A 10% discount can be taken on any pre-paid payment covering 5 or more Saturdays. For example, 10 weeks for 1 space would cost \$90; 10 weeks for 2 spaces would cost \$180.00
- Payments are non-refundable and are non-transferable. However, payment may be applied to another date if a group cannot attend/needs to cancel.
- Payments may be in the form of cash, check, or money order. All checks/money orders must be made payable to the City of Urbana. There are no refunds. If an application is declined, the payment will be returned.

## PLEASE INITIAL BELOW:

\_\_\_\_\_ I have read, understand, and agree to abide by the Market's Participant Rules & Regulations (p 3-4) and Participant Policies (p 5-6).

## CIRCLE THE DATES THAT YOU WOULD LIKE TO APPEAR AT THE MARKET:

(Failure to attend 3 committed days without advance notice will forfeit your space assignment. Any changes to your schedule must be sent to the Market Director.)

5/5	5/12	5/19	5/26	6/2	6/9	6/16
6/23	6/30	7/7	7/14	7/21	7/28	8/4
8/11	8/18	8/25	9/1	9/8	9/15	9/22
9/29	10/6	10/13	10/20	10/27	11/3	

SIGNED \_\_\_\_\_ Date \_\_\_\_\_

Please send completed applications to:  
**MARKET AT THE SQUARE, City of Urbana, 400 S. Vine St., Urbana, IL 61801**  
 For more information, contact Lisa Bralts, Economic Development Specialist/Director, Market at the Square  
 Phone: 217-384-2319 email: ljbralts@urbanaininois.us

# Attachment 5:

---

2012 Performer Guidelines, Policies & Application  
Materials

**MARKET AT THE SQUARE**

**PERFORMER**

**GUIDELINES, POLICIES,  
&  
APPLICATION MATERIALS**

**2012**





# Urbana's MARKET AT THE SQUARE



Welcome to the 2012 season of Urbana's Market at the Square! This year's season will run a full 27 weeks—we'll get underway on Saturday, May 5, and will run through Saturday, November 3.

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s, and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois and its vitality is very important to the City.

***Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.***

To that end, the Market aims to:

- **Provide** a venue for local and regional growers, producers, and artisans to sell their products to the public;
- **Showcase** the variety and diversity of locally-grown produce, locally-produced food items, and art available in and around Urbana-Champaign;
- **Promote** the sale of Illinois-grown/Illinois-made products;
- **Encourage** direct interaction and conversation between producers and consumers, fostering mutual appreciating and understanding;
- **Serve** as an incubator for small, local enterprise;
- **Furnish** an educational forum for consumers of all ages and economic backgrounds to learn about the uses for and benefits of quality, locally-grown or – prepared food products; and
- **Enhance** the quality of life in the Urbana-Champaign area by providing a venue for area residents and visitors to socialize, network, and connect.

The rules and regulations that follow have been developed to ensure the Market runs smoothly for all parties. Market at the Square is widely considered to be one of the state's best farmers' markets, and we're dedicated to making sure it remains a quality experience for all participants.

## **MARKET AT THE SQUARE**

Director: Lisa Bralts  
City of Urbana  
400 South Vine Street  
Urbana, IL 61801

**Phone:** 217-384-2319

**Fax:** 217-384-0200

**Email:** [ljbralts@urbanaininois.us](mailto:ljbralts@urbanaininois.us)

**Web:** [www.urbanaininois.us/market](http://www.urbanaininois.us/market)



# MARKET AT THE SQUARE 2012

## PERFORMER RULES AND REGULATIONS



While the mission of Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows acoustic performers to perform during Market hours as a service to the community. Performers are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Homegrown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

## I. DATES/TIMES OF OPERATION

- A. The Market's season for 2012 is 27 weeks, beginning May 5 and ending November 3.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.

## II. LOCATION/PERFORMER SPACES

- A. Urbana's Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square (Lot 10X).
- B. A performer application must be submitted and approved PRIOR to participating at Market. All applications are approved by the Market Director and as space permits.
- C. Performers must check in at the City of Urbana tent near the northwest corner of the Market each Saturday prior to setting up.
- D. Upon check-in, the Market Director and/or Market Staff will inform the performer of allowed, pre-approved locations within the Market that are available to performers that morning. Locations will be allocated on a first-come, first-served basis, and as space permits. These locations are the same each week, and performers will rotate throughout the morning on two-hour cycles. If all spaces are utilized on a morning and additional performers arrive, existing performers should rotate on the hour (i.e., 9:00 AM, 10:00 AM, 11:00 AM) so that additional performers may have an opportunity to perform that day. Market staff will determine the rotations.
- E. All Market participants should park their vehicles in Lot 24, which is the lot across Illinois Street, just south of the Market. Parking within the Market lot is prohibited.

## III. PERFORMANCE REGULATIONS

- A. All lyrics and actions must be kept "clean" and all sound must be kept at a low to moderate level. Entertainment must be appropriate for a family-oriented open-air market.
- B. Music and performances are required to be performed live and be acoustic/unplugged in nature. Amplification (microphone, bullhorn, amplifier, speaker, etc.) is not allowed, nor are instruments that have electronically controlled volume. Tape players, compact disc players, or MP3 players are not allowed. Performances must enhance the environment, rather than overpower the activities of the Market.
- C. Performers may display a location for tips, informational brochures, and sale of their own recorded music. Any promotional information and/or signs about the performer must be kept within the performer's allowed space.
- D. The performer is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation of the Market.
- E. Performers are responsible for the actions of their ensemble at the Market. All members are responsible for knowing Market Performer regulations and abiding by them.
- F. Performers shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a performer interfere with business of other performers, groups, vendors, and staff.
- G. Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- H. In order to provide a successful Market and pleasant shopping atmosphere, performers shall refrain from disorderly, disruptive or impolite conduct, including refraining from hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned performance space is prohibited.





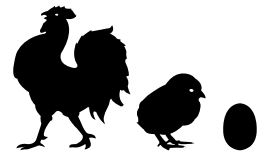
## **IV. CONDUCT**

- Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors, groups, and individuals who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All community groups agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the groups at the Market.
- A performer may be prohibited from participating in the Market when the Market Director determines that the performer does not fit any of the criterion of the Market as set forth in the regulations. However, in no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected class.



- Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the community group from the Market and possible legal action.
- Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor, group, or performer should be directed to the Market Director.
  - 1st Offense/Complaint:** Verbal Warning issued by the Market Director.
  - 2nd Offense/Complaint:** Written Warning issued by the Market Director.
  - 3rd Offense/Complaint:** Suspension of Market privileges/cancellation of lease with the group.
- No performer shall use any action or language to insult another group, vendor, performer, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold.

# MARKET AT THE SQUARE 2012 PERFORMER POLICIES



## Y. CONDUCT (CONT.)

The City of Urbana's Market at the Square is committed to providing a marketplace that is free from harassment in any form. No harassment will be tolerated, including harassment based upon sex, race, national origin, ethnicity, sexual orientation, religious or political convictions, or any other way of categorizing individuals. All Market staff, vendors and patrons shall take any and all reasonable steps to ensure that such harassment does not occur. Special attention should be taken to avoid sexual harassment. The Market defines sexual harassment as any unwanted conduct of a sexual nature. Such conduct includes: a) unwanted physical contact or conduct of any kind (i.e. sexual flirtations, touches, advances or propositions); b) verbal harassment (i.e. lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements); c) demeaning, insulting, intimidating or sexually suggestive comments to or about an individual; d) the display of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs; e) demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages; f) any other conduct or words that creates a hostile or unwholesome environment for any staff, vendors or patrons.

**If the Market Director determines that a vendor has violated this policy, the vendor will be ejected for the remainder of the day, without refund. Any vendor (1) who engages in repeated violations of this policy or any Market policy, (2) engages in any conduct of an egregious nature or (3) engages in any conduct that could present a threat to the safety of others, will be subject to indefinite suspension without refunding of vendor fees.** After such a determination, a written appeal may be submitted to the Market Director for review in consultation with the Legal Division.

**Suspected violations of any federal, state or local laws shall be reported immediately to the police.**

## ANIMALS:

For the safety of our patrons, dogs and other animals **are not permitted** within Lot 10X at the Market. Animal rescue groups are permitted to bring animals to the community group space on Walnut Street, the barricaded area located immediately to the west of the main Market lot (Lot 10X). These animals' presence will be limited to the Walnut Street area.

## SMOKING:

Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn any tobacco products, weed, plant, or any other combustible substance is **prohibited** inside the perimeter of the Market. Any violation of this policy may result in eviction from the Market at the discretion of the Market Director or his/her designee.

**It is the participant's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any participant who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.**

**MARKET AT THE SQUARE 2012  
PERFORMER APPLICATION**

**OFFICE USE ONLY:**

Date rec'd:

PERFORMER/ENSEMBLE NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: IL ZIP: \_\_\_\_\_ PHONE NUMBER: ( \_\_\_\_\_ )

EMAIL (optional): \_\_\_\_\_

WEBSITE/FACEBOOK (optional): \_\_\_\_\_

PRIMARY CONTACT PERSON: \_\_\_\_\_

LIST THE NAMES OF YOUR ENSEMBLE MEMBERS AT THE MARKET: (all members must know the Market regulations and abide by them):

\_\_\_\_\_

DESCRIBE THE TYPE OF PERFORMANCE YOU WOULD LIKE TO PROVIDE:  
(examples: "indie rock", "juggling", "poetry reading", etc)

\_\_\_\_\_

\_\_\_\_\_

LIST ALL INSTRUMENTS, PROPS, DISPLAY ITEMS, ETC (Attach additional sheets as needed):

\_\_\_\_\_

\_\_\_\_\_

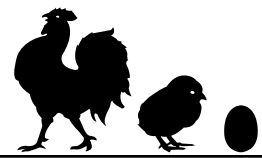
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# MARKET AT THE SQUARE 2012 PERFORMER APPLICATION



**CIRCLE THE DATES THAT YOU WOULD LIKE TO PLAY THE MARKET:**

5/5	5/12	5/19	5/26	6/2	6/9	6/16
6/23	6/30	7/7	7/14	7/21	7/28	8/4
8/11	8/18	8/25	9/1	9/8	9/15	9/22
9/29	10/6	10/13	10/20	10/27	11/3	

## PLEASE INITIAL BELOW:

\_\_\_\_\_ I have read, understand, and agree to abide by the Market's Participant Rules & Regulations (p 3-4) and Participant Policies (p 4-5).

**SIGNED** \_\_\_\_\_ **DATE** \_\_\_\_\_

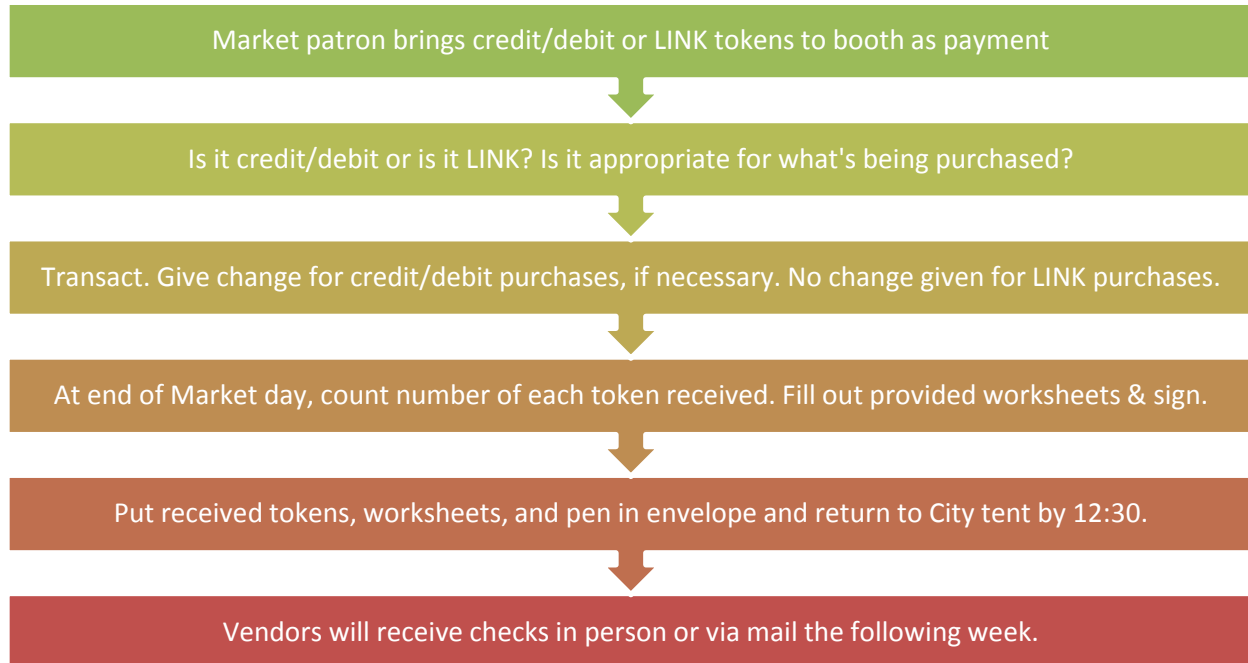
**Please send completed applications to:**  
**MARKET AT THE SQUARE, City of Urbana, 400 S. Vine St., Urbana, IL 61801**  
For more information, contact Lisa Bralts, Economic Development Specialist/Director, Market at the Square  
Phone: 217-384-2319 email: [ljbralts@urbanaininois.us](mailto:ljbralts@urbanaininois.us)

# Attachment 6:

---

Credit/Debit/LINK Token Information

# Tokens: How The Program Works



## OTHER TIPS:

- **DO NOT ACCEPT THE GREEN LINK TOKENS FOR INELIGIBLE ITEMS.** A list of what can be bought with each token has been provided.
- Tokens are good forever. There is no expiration date.
- Tokens are the same as money. Please keep an eye on them the same way you keep an eye on your cash.
- You may find that you're giving extra change out with credit/debit tokens. Please plan accordingly and bring more change with you – for accounting reasons, the City cannot accept your tokens to make change.
- You do not have to submit your tokens for reimbursement every week. However, the City is not responsible for any lost tokens or other materials that may result if materials are not turned in on a weekly basis.
- Please make sure that you write token amounts LEGIBLY on your reimbursement form, or you run the risk of being reimbursed incorrectly.
- Please drop tokens off at the City tent, with your paperwork and envelope, by 12:15 PM. Any envelopes not dropped off by then will have to wait until the following week. **PLEASE DO NOT BRING THEM TO THE CITY BUILDING DURING THE WEEK.**
- You will receive your reimbursement for tokens a week later. For example, on 5/12 you will receive a check for tokens turned in on 5/5. A check will be delivered to you in person or, if you will not be at the Market, mailed to you at the address you provided on your application.
- If you ever have a question about token redemption at the Market or the reimbursement process at the Market, please come to the City tent and staff will be able to help you. If you need information at any other time, please contact Lisa directly at 217-384-2319 or [ljbralts@urbanaininois.us](mailto:ljbralts@urbanaininois.us).



**This is what the tokens look like.**

**LINK = GREEN**

**CREDIT/DEBIT = ORANGE**

**ACCEPT NO SUBSTITUTES!**



MARKET copy

Vendor:

**Credit/debit:** Every vendor may accept **ORANGE \$5 credit/debit** tokens.

**LINK: GREEN \$1 tokens** we purchased using LINK and may only be used to purchase food that is NOT hot and ready to eat. These items include fruit, vegetables, meat, poultry, cheese, bakery items, snacks, AND seeds and plants intended for growing food. Please see the enclosed Vendor Redemption Guide for more information.

**NOTE:** Please complete # of tokens and "Total \$" columns ONLY. Thanks.

## TOKEN REIMBURSEMENT FORM

	DEBIT/CREDIT (\$5 TOKENS)			LINK CARD (\$1 TOKENS)			
DATE	# TOKENS	TOTAL \$	MARKET COUNT	# TOKENS	TOTAL \$	MARKET COUNT	MARKET VERIFICATION
5/5/2012							
5/12/2012							
5/19/2012							
5/26/2012							
6/2/2012							
6/9/2012							
6/16/2012							
6/23/2012							
6/30/2012							
7/7/2012							
7/14/2012							
7/21/2012							



7/28/2012							
8/4/2012							
8/11/2012							
8/18/2012							
8/25/2012							
9/1/2012							
9/8/2012							
9/15/2012							
9/22/2012							
9/29/2012							
10/6/2012							
10/13/2012							
10/20/2012							
10/27/2012							
11/3/2012							

## LINK, the Market, and You

When SNAP benefits went from being issued as paper coupons to a debit-style plastic card several years ago, the convenience of the card also meant that most growers at farmers markets—the best place to purchase fresh fruits and vegetables directly from the person that grew them—were not able to accept SNAP as a method of payment.

That has changed! Urbana's Market at the Square now accepts LINK cards at the City tent. See inside for more details!

**NEW:** Thanks to a grant from LINK Up Illinois, Urbana's Market at the Square is currently doubling LINK token purchases up to \$20 per card, per Market day. This means LINK users are able to stretch their benefits further, can buy more fresh fruits, vegetables, and other locally-produced foods, and help support the local economy.

Benefits will be doubled as long as funds are available. For more information:

**217-384-2319**

**[www.urbanainillinois.us/doublevalue](http://www.urbanainillinois.us/doublevalue)**



**Urbana's Market at the Square** is one of the largest and best-attended markets in the state of Illinois, with over 150 registered vendors in 2011 and an average of 6000 visitors each week. The Market's vendors offer Illinois-grown fruits and vegetables, farm-raised meats, eggs, cheeses, and honey, baked goods, and a wide variety of other foods in addition to plants and flowers. The Market's vendors also offer an array of art, crafts, and other handmade products.

The Market starts the first weekend in May and runs through the first weekend in November. Hours of operation are every Saturday, rain or shine, from 7 AM—noon.

### Urbana's Market at the Square

City of Urbana  
Economic Development Division  
400 South Vine Street  
Urbana, Illinois 61801

Phone: 217-384-2319  
Fax: 217-384-0200  
E-mail: [ljbralts@urbanainillinois.us](mailto:ljbralts@urbanainillinois.us)  
[www.urbanainillinois.us/market](http://www.urbanainillinois.us/market)



## Using Your LINK Card at Urbana's Market at the Square



# How to Use LINK Cards at Urbana's Market at the Square

LINK can be used at the Market to purchase all LINK-eligible foods at the Market. These foods include:

**Fresh fruits and vegetables, meats, cheese and dairy products, eggs, honey, baked goods, and seeds and plants which produce food for you and members of your household to eat.**



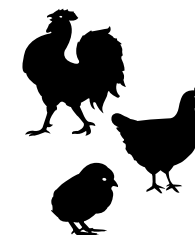
## Here's How It Works:

1. The Market is open every Saturday, rain or shine, May through early November, from 7 AM until noon. It is located outdoors at the corner of Illinois and Vine Streets in Urbana. Bring your LINK card to the City tent, located at the northwest entrance of the Market. A Market staff person will ask you how much you would like to have your card swiped for.
2. Once the card is swiped, your PIN has been entered, and the transaction has been approved, the Market staff person will give you the number of \$1 tokens you requested to spend in the Market on LINK-eligible items, plus a match of up to \$20 per card, per day. The tokens, which are printed in green and are only in \$1 amounts, look like this.
3. After you get your receipt, go ahead and spend your tokens on any LINK-eligible foods sold by any vendor within the Market. Vendors are not able to make change—make sure you get as close as you can to a round dollar amount with your tokens.
4. That's it! It's very easy to use your LINK card at Urbana's Market at the Square.



## WHY USE THE LINK CARD AT THE MARKET?

- Fresher, tastier, and possibly more healthful produce and other foods
- Local food travels less of a distance, which is easier on the environment
- Buying from local producers helps support your local economy
- Buying from local producers helps establish relationships between producers and eaters



## QUESTIONS?

Call: 217-384-2319

Email:  
ljbralts@urbanaininois.us

# Attachment 7:

---

Sprouts at the Market



# sprouts at the market



**seed planting fun for kids**  
saturday, may 19th, 9am-11am

**it's summer, sprouts!**  
try some fresh fruits & veggies!  
do our trivia scavenger hunt!  
meet a farmer!

Parents:  
The June 16th  
Summer Sprouts  
event will have  
special emphasis  
on farms & farmers,  
along with in-season  
produce sampling &  
nutrition/health  
information.

**Saturday, June 16, 9-11 AM**  
**Free for kids ages 3-8**  
[www.urbanillinois.us/sprouts](http://www.urbanillinois.us/sprouts)

# sprouts at the market

the ABCs of healthy eating



what's on  
MY plate?

Sat. July 21st  
9-11 AM for kids ages 5-8  
Produce samples,  
stickers & more!



Choose **MyPlate**.gov

More info at [www.urbanaininois.us/sprouts](http://www.urbanaininois.us/sprouts) or 217-384-2319



we say...

# TOMATO!

sprouts at the market  
saturday, august 18

at urbana's market at the square

9-11 am. for kids ages 3-8

it's free & there will be free samples



for more info check out  
[www.urbanaininois.us/sprouts](http://www.urbanaininois.us/sprouts)  
or call: 217-384-2319



# sprouts at the Market

## "eat your colors"

saturday, september 15th, 9-11 am



kids ages 3-8 can try different fruits & veggies  
learn about the local farmers who grow them  
participation certificate for kids who it all 5 stations  
info: call 217-384-2319 or [www.urbanaininois.us/sprouts](http://www.urbanaininois.us/sprouts)



Urbana  
Community & Engagement Center  
100 W. Washington

# sprouts at the Market

## "from dirt...to dessert and beyond!"

Saturday, October 6th, 9am-11am at Urbana's Market at the Square



FREE FOR KIDS AGES 3-8 \* FOR MORE INFO CALL (217) 384-2319

One Family - Three Missions



# Attachment 8:

---

Art at the Market and Performance at the Market





# 2012 Art Events at the Market

The City of Urbana Public Arts Program offers arts programming during the regular season of Urbana's Market at the Square. All arts events are FREE, open to all ages, and require no registration to participate. Workshops and performances will be held on Walnut Street near the City of Urbana tent at the northwest entrance to the Market at the Square. Further descriptions are available online at: [www.urbanaininois/artworkshops](http://www.urbanaininois/artworkshops).

## Art Workshops at the Market

Saturdays from 8:00 AM - 12:00 PM

- May 26 : Self-Portraits with Kathryn Fitzgerald
- June 30 : Letterpress Postcards, Soybean Press
- July 28 : Land/Art Lab with Urbana Land Arts
- August 25 : Re-Use, Re-Purpose, Re-Create with The I.D.E.A. Store
- September 29: Design Eco-Friendly Cloth Napkins with Traci Pines
- October 13: T-Shirt to Tote Bag with Rose Kaczmarowski of Shared Threads Workspace

## Performances at the Market

Saturdays from 9:30 AM – 11:30 AM

- May 26, 2012: C4A Music Faculty & Friends
- June 30, 2012: Ryan Groff of Elsinore
- July 28, 2012: The Michael Fenoglio Trio
- August 25, 2012: Anasazi String Quartet
- September 29, 2012: The Turinos
- October 13, 2012: Los Guapos



This program is partially supported by a grant from the Illinois Arts Council, a state agency.



urbana  
public  
arts  
program



# 2012 Art Events at Urbana's Market at the Square

The City of Urbana Public Arts Program offers arts programming during the regular season of Urbana's Market at the Square. All arts events are free, open to all ages, and require no registration to participate. Events will be held on Walnut Street near the City of Urbana tent at the northwest entrance to the Market at the Square. More information about this and other Urbana Public Arts Program initiatives can be found at: <http://www.urbanaininois.us/arts>.

## **May 26, 2012: Self-Portraits with Kathryn Fitzgerald, 8:00 AM - 12:00 PM**

Draw your own beautiful self-portrait by looking in a mirror and using simple steps even young artists can follow. Then color your portrait with your choice of oil pastels, paint, or soft chalk pastels.

## **June 30, 2012: Letterpress Postcards, Soybean Press, 8:00 AM - 12:00 PM**

Print some letterpress postcards on antique hand presses. Learn about handmade paper and the original art form of texting. More information about Soybean press at: [go.illinois.edu/soybeanpress](http://go.illinois.edu/soybeanpress)

## **July 28, 2012: Land/Art Lab with Urbana Land Arts, 8:00 AM - 12:00 PM**

Learn about the possibilities of making and using low impact art supplies through experimenting with the Land/Art Lab's stock of homemade, locally sourced inks, charcoal, and prairie themed stickers. Make a card or personalized sticker with the materials at hand. When finished, printed instructions are available for those wanting to continue beyond the Art at the Market workshop! Learn more about Urbana Land Arts at [www.urbanalandarts.com](http://www.urbanalandarts.com)

## **August 25, 2012: Re-Use, Re-Purpose, Re-Create with The I.D.E.A. Store, 8:00 AM - 12:00 PM**

Bring your imagination and re-create something new with us using a treasure trove of materials from the I.D.E.A. Store. Jewelry? Sculpture? With your IDEAs and our materials, who knows what you can make! Learn more about the I.D.E.A. store at <http://the-idea-store.org/>

## **September 29, 2012: Design Eco-Friendly Cloth Napkins with Traci Pines, 8:00 AM - 12:00 PM**

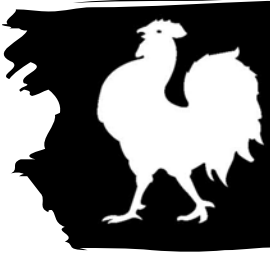
Make the switch: Ditch your paper napkins for breakfast, lunch and dinner! Go green and cut down on household expenses by cutting your use of paper napkins. Use stamps, markers, and fabric paints to make your very own custom designed and eco-friendly cloth napkins to use at your next family meal and even in your school lunch!!

## **October 13, 2012: T-Shirt to Tote Bag with Rose Kaczmarowski of Shared Threads Workspace, 8:00 AM - 12:00 PM**

Expand your collection of re-usable shopping bags by converting an old t-shirt into a tote. No sewing skills required, pick a shirt and we will show you how to make the adjustments. Then, be on your way to fill it with a harvest of Market goodies! Shared Threads is interested in providing a communal sewing workspace, access to sewing equipment, and sewing courses. For more information, email [sharedthreadsworkspace@gmail.com](mailto:sharedthreadsworkspace@gmail.com).



This program is partially supported by a grant from the Illinois Arts Council, a state agency.



# 2012 Art Events at Urbana's Market at the Square

The City of Urbana Public Arts Program offers arts programming during the regular season of Urbana's Market at the Square. All arts events are free, open to all ages, and require no registration to participate. Events will be held on Walnut Street near the City of Urbana tent at the northwest entrance to the Market at the Square. More information about this and other Urbana Public Arts Program initiatives can be found at: <http://www.urbanaininois.us/arts>.

## **May 26, 2012: C4A Music Faculty & Friends, 9:30 AM – 11:30 AM**

Tango? Hoedown? Sonata? C4A has it all! A variety of music styles performed by the ever-diverse music faculty from the Community Center for the Arts (C4A.) Find out more about C4A at [www.c-4a.org](http://www.c-4a.org).

## **June 30, 2012: Ryan Groff of Elsinore, 9:30 AM – 11:30 AM**

Ryan is the singer/songwriter/guitarist for the nationally touring Champaign band Elsinore. He also teaches private music lessons and is about to open a brand new recording studio, Perennial Sound Studio. More information about Elsinore is available at [www.elsinoremusic.net](http://www.elsinoremusic.net) and [www.facebook.com/elsinoremusic](http://www.facebook.com/elsinoremusic).

## **July 28, 2012: The Michael Fenoglio Trio, 9:30 AM – 11:30 AM**

A jazz trio (sax, drums, and bass) performing a mix of jazz standards and original compositions/arrangements.

## **August 25, 2012: Anasazi String Quartet, 9:30 AM – 11:30 AM**

The Anasazi String Quartet, the graduate quartet in residence at the University of Illinois at Urbana-Champaign, is composed of members Veronica Pigeon, Amanda Ramey, Kelly Moore and Samuel Araya. Praised by audiences for their passionate and engaging performances, the quartet has been playing together since the fall of 2009. Find more information online about them at <http://anasazistringquartet.com/>.

## **September 29, 2012: The Turinos, 9:30 AM – 11:30 AM**

Son and father duo Matt and Tom Turino have been performing old-time, Cajun, and country blues music as well as their original tunes and songs on fiddle, banjo, guitar, and button accordions throughout the Midwest and Upper South over the last ten years. Currently they also play with the Cornstalkers Cajun Band, the U-Four String Band; Matt performs with the Mean Lids; and Tom performs Andean Music with the Hathaways. They have been regulars at the Urbana Farmer's Market since Matt was ten.

## **October 13, 2012: Los Guapos, 9:30 AM – 11:30 AM**

Los Guapos is comprised of Chad Dunn on percussion, Brad Decker on upright bass, and Michael McLoughlin on electric guitar. The music is a combination of Afro Cuban, Brazilian, Chicha, and Cumbia rhythms with surf and dub effects that come together to create sometimes ambient and often danceable sounds. Listen to their music and find out about upcoming performances at <http://los-guapos.tumblr.com/>.



This program is partially supported by a grant from the Illinois Arts Council, a state agency.

# Attachment 9:

---

Examples of Market at the Square Marketing and  
Branding Efforts



**sprouts**  
at the market  
**fun stuff for kids**  
at urbana's market at the square  
click for more information

We'll be bawk.



May 5, 2012

[www.urbanaininois.us/market](http://www.urbanaininois.us/market)

**Urbana's  
Market  
at the  
Square**

**Saturday  
Mornings**



**Early May  
through  
Early Nov**



**sprouts at the market**  
fun stuff for kids @ urbana's market at the square  
click for more info

**PUT  
A  
BIRD  
ON  
IT  
MAY 5**



[www.urbanaininois.us/market](http://www.urbanaininois.us/market)



**I MY  
FARMERS  
MARKET**

**URBANA'S  
MARKET AT THE SQUARE**

**MAY 5TH THRU NOV 3RD**

**[WWW.URBANAILLINOIS.US/MARKET](http://WWW.URBANAILLINOIS.US/MARKET)  
PHONE: 217-384-2319**

**I**



**MY**

**FARMERS  
MARKET**

**URBANA'S**  
**MARKET AT THE SQUARE**

**MAY 5TH**  
**THROUGH**  
**NOV 3RD**

**[WWW.URBANAILLINOIS.US/MARKET](http://WWW.URBANAILLINOIS.US/MARKET)**  
**217-384-2319**