



## 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:** February 23, 2012

**SUBJECT:** Urbana's Market at the Square 2011 Annual Report

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## **Introduction and Background**

Farmers' markets continue to enjoy exceptional popularity throughout the United States. According to the United States Department of Agriculture's Agricultural Marketing Service, the number of farmers' markets grew between 2010 and 2011 from 6,132 to 7,175 – an increase of 17%. As of 2010 (the most recent year for which figures are available), Illinois claimed nearly 300 of those markets, ranking third nationwide behind New York and California, respectively. 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.

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 2011 season for Urbana's Market at the Square began on Saturday, May 7, 2011 and ended on Saturday, November 5, 2011, running for a total of 27 weeks. 2011 saw several changes to the Market, among them increased vendor space, relocation of community organizations, grant money awarded to double the dollar amount of LINK transactions, and many new participants. The following summary analyzes the year's data regarding Market participants, operations, programming, marketing, and financial expenditures, and identifies proposed changes for the 2012 Market.

## **Discussion**

### **Market at the Square Participants**

The Market's patrons are its primary economic and social force. Market participants include vendors, community groups, and performers. Each season, these participants receive guidelines and applications to complete prior to participating at the Market. Guidelines and applications are typically modified each year to improve clarity and to respond to any outstanding issues from the previous season. [See Attachment 1]

### **Vendors**

A total of 147 vendors participated at the Market in 2011, down from 162 in 2010 and a peak of 172 in 2010. Of these vendors, 25% had never participated in the Market prior to 2011. Weekly vendor attendance at the Market averaged 66 vendors in 2011, down from 75 in 2010. The Market date with the highest vendor attendance was June 25, 2011, with 89 vendors, and the lowest vendor attendance was recorded on November 5, 2011, with 35 vendors.

An average of 175 spaces (out of approximately 200) were used by vendors per week, an increase of 5 spaces used over 2010. This indicates that while the number of registered vendors has decreased, some vendors have expanded their Market day operations.

There are a few possible reasons for the decline in vendor registration and attendance in 2011. Several vendors mentioned the Market was not as lucrative for them as it had been in previous years, perhaps due to the economy. A few vendors were lost due to retirement. Generally, vendor participation and attendance has remained relatively steady for the last five years.

Similar to previous years, just under 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.

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 the Market Director before they may participate in the Market. Existing vendors are inspected when a complaint or question (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** (21 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** (85 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 58% of the Market's vendors fitting into this category.

While vendor fees (\$20 per week, per space) 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. Vendor revenues in 2011, including inspection fees and fees charged for electricity, totaled **\$62,878**, a decrease of 3.8% over the 2010 total of \$65,393. [See Attachment 2, Charts A, B and C]

### **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 2011 averaged out to 14 groups per week using an average of 27 spaces per week. A total of **\$4,301** in fees was collected from community groups in 2011, down somewhat from the \$4,719 collected during the 2010 season. Some possible reasons for the reduction in fees collected could be the relatively large number of cancellations by groups in 2011 due to weather, lack of booth staffing, and the relocation of community groups (see below). The Market does not charge groups for weather-related cancellations or cancellations made in advance. A total of 88 groups registered for space at the Market in 2011, just a 4% decrease from 2010's 92. 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.

For many years, community groups were placed at the north end of the Market. Over the past several seasons, the Market experienced an increase in the number of vendors requesting space, access to electricity, and an increase in the number of vendor days for some existing vendors. This has occasionally resulted in sold-out days for vendors. Market staff wished to accommodate the Market's growth by maximizing the space available in Lot 10X. The proposed solution was to move the Market's community groups, located at the north end of the Market in 2010, to the barricaded area on Walnut Street, just to the west of the Market site, to free up additional food vendor space on the north side of the Market and provide dedicated space for community groups and their activities. The change in location was implemented with the first Market day, May 7, 2011.

While many groups had questions initially and made adjustments accordingly, several individuals and groups were dissatisfied with the relocation of community groups. Patrons also provided feedback, with some preferring the new arrangement, especially for the improved access to food vendors, with others feeling the groups should be integrated within the "official" Market space. Through the month of September, community organizations remained on Walnut

Street, with changes in layout and other arrangements being made as requested by City Council.

When the Market contracted in size in October (as it does every Fall), community organizations were moved back into the Market space, occupying Row 5 (the row closest to Vine Street) along with prepared food vendors. This arrangement was more satisfactory to the groups. Staff proposes that the end-of-season arrangement remain in place and that community groups be located in Row 5 for 2012. [See Attachment 2, Chart D]

### **Performers**

Performers remained a popular component of the Market experience. 2011's performers ranged in genre from folk and bluegrass and indie rock acts to spoken word, balloon sculpture, and traditional "busking", or street, performances. A total of 46 performers registered in 2011, down from 51 in 2010.

Although performers are not required to pay fees to participate at the Market, they are required to follow the guidelines related to performers and to fill out an application prior to performing. Performers are required to perform without amplification, and in 2011, all performers adhered to this guideline. There are few conflicts between vendors and performers, and occasionally performers set up too close to each other. Both situations of this type are easily resolved, with minimal intervention by the Director. [See Attachment 2, Chart E]

Due to envisioned space constraints within the Market area for the 2012 season and a new partnership with the Urbana Public Arts Program, busking performers within the Market will have more direction from staff regarding designated playing areas and amount of time spent in one playing area. There have also been discussions regarding an increased public art presence at the Market in 2012 via booking of local talent to perform monthly at the Market on Walnut Street. These proposals are discussed further under "2012 Market Season Changes" below.

### **Patrons**

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

Possible reasons for this dip in attendance could include economic conditions discouraging patrons from shopping at the Market, a ban on pets at the Market, competition from other outlets offering local produce, and errors or inconsistencies in estimating patron attendance across Market years. On-site staff observed that there appeared to be a slight decline in patrons attending the Market in 2011 from 2010. These qualitative observations do not match the estimated numbers arrived at via on-site patron counts. For 2012, the Market Director will look at new/additional methods of counting to see if this dip in attendance is a trend or an anomaly.

Patron feedback was collected on Market days by City staff both at the City tent and as the Director and other staff made rounds. The Director also fielded phone calls and email during the week. The feedback was overall quite positive, both in favor of and not in favor of the changes to the Market regarding the presence of animals and the relocation of community organizations. Positive feedback was also provided to the American Farmland Trust's "America's Favorite Farmers Market" contest, where the Market was voted one of the Top 20 Large Markets in the United States by its patrons.

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. There continues to be major 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 credit, debit, and LINK card acceptance program, "Market Scratch". In addition to giving several commercial and trade media interviews in 2011, the Director was invited to speak at conferences in Springfield, Carbondale, and Bloomington, IL about social media, alternative currencies at markets, and best practices for new vendors in 2011. The Director currently serves on the steering committee of the Illinois Farmers Market Association and has been appointed to the Illinois Task Force on Farmers Markets.

## **Operations**

Operations are the behind-the-scenes engine of Market at the Square. In 2011, 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 2011, the Assistant to the Director worked most Saturdays, functioning as an on-site manager of all participants and activities. The Market Director worked one to two Markets per month and was on site most Saturdays for shorter periods of time. On-site management worked with two 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 2012, the Market Director will work an increased number of Saturdays. Most staff from 2011 have committed to returning in 2012. Additionally, Christina McClelland, Public Arts Coordinator, will be working with the Market Director on the management and augmentation of

performance on Market days.

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

2011 marked the second year of the Market's acceptance of 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. As in 2010, patrons brought their cards to the City tent, where they were 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 to each credit/debit transaction. Upon transaction approval, patrons were given the number and type of tokens corresponding to their request. The tokens could then be spent with any vendor within the Market. LINK tokens were accepted only by farmers or vendors selling approved foods, while credit/debit tokens were accepted by all vendors.

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 light 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 offset some of the administrative costs of running the program, such as paying to produce additional tokens, pay for some promotional costs, and pay a portion of a staffer's salary (\$2,000). Funds not used in the 2011 season are eligible for carryover to the following season. The Market will apply for additional funding in March 2012.

Word of mouth about the credit/debit/LINK program in its second season was very strong. The Market sold \$59,069 in credit/debit tokens during the 2011 season (a 34% increase over 2010), while paying vendors \$56,320 for tokens paid to them by patrons. The Market also sold a total of \$8,450 in LINK tokens (an increase of 58% over 2010). Because of the grant funding to match LINK token purchases up to \$20 per day, \$5,779 additional LINK tokens were distributed to patrons and circulated into the Market at no cost to patrons, for a total of \$14,229 in LINK being sold/distributed. This was second in Illinois behind the City of Chicago – Daley Plaza Market. The Market paid vendors a total of \$13,427 for tokens paid to vendors by patrons; \$5,217 of this came from LINK Up grant funds.

This program is not without cost. Total expenses to operate the program, including equipment rental fees, transaction fees, and other service charges, totaled \$2,873. \$1,648 in token management charges helped offset these costs, but still left \$1,225 in unrecovered costs. The Market has sufficient funds to cover this shortfall, but staff are considering the possibility of raising the token management fee in order to avoid further shortfalls in 2012. [See Attachment 3]

### **Programming**

The Market's nutrition/farm-linkage programming for young children, **Sprouts at the Market**, continued in 2011. This programming was co-developed by the Director and a volunteer, University of Illinois dietetics student Jennifer Hewitt in 2008. This partnership will continue in 2012 while Ms. Hewitt completes a masters' degree in dietetics and nutrition from Eastern Illinois University. The primary goal of Sprouts programming is to provide opportunities for children to taste fresh produce or other whole foods in season, and to receive nutrition information about these foods while simultaneously meeting the farmer/producer responsible for the food. Education regarding other aspects of the food system is considered as well. In 2011, a total of six events were held. These events were held in May, June, July, August, September, and October and were very successful, averaging 70 registered participants per event, with September's event drawing nearly 100 participants. Three Sprouts events were held with community partners – the University of Illinois Extension Master Gardeners in May, the University of Illinois Family Resiliency Center in September, and the Eastern Illinois Foodbank in October. Businesses adjacent to the Market, such as ArtMart and Common Ground Food Co-op, helped promote these events in their stores, offering discounts or other rewards for Sprouts participants. Several vendors also participated, donating food for sampling to the project. Feedback was overwhelmingly positive from all participants, including farmers. Sprouts at the Market was featured on WCIA's morning show during the season.

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. During peak season 2011, almost 7,000 pounds of produce was donated by participating vendors to the Foodbank, who then distributed it to their agencies and programs for distribution to their clients. The Foodbank is planning to increase its presence at the Market in 2012.

Other programming included continued collaboration with the Urbana Free Library, U-Cycle, and the Urbana Public Arts Commission. [See Attachment 4]

### **Marketing**

In 2011, 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, several 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 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, 4,027 people receive regular updates from the Market, a 30% increase over 2010. 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 5]

### **Financial**

Primary expenditures for the Market in 2011 included marketing, supplies, and staff. In addition, 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. The Market reimburses the General Fund each season with a flat fee for this overhead. This fee, \$17,960 in 2011, will be increased to \$32,702 in 2012 due to increased operating costs for the Market and the use of additional City staff to promote and work with the performance portion of the Market.

Overall income for the 2011 Market, including vendor participation fees, community group participation fees, grant income, management fees for the credit/debit/LINK system, and merchandise, totaled **\$76,468**, a 15% decrease over 2010. Overall expenses for the Market, including part-time staff, marketing expenditures, insurance, credit card fees, new electrical infrastructure, and supplies, were **\$83,119**, a significant increase over the 2010 season expenditures of \$47,456.

Working with the City’s Public Works Department, previously existing electrical infrastructure was upgraded in 2011 to provide more outlets for value-added food producers to use for refrigeration, freezing, etc. Four power boxes were added to two locations in the medians between rows 3 and 4 and rows 4 and 5 within the Market, as well as at two locations on the east side and south side of the Market’s perimeter. The Market assumed the full cost of this project, which was \$27,879. This capital expense, a 105% increase in overhead reimbursement to the General Fund (\$17,960 from \$8,720 in 2010), and a 108% increase in payroll in order to better manage the Market day workload (\$13,280 from \$6,383 in 2010) accounted for the large increase in expenses in 2011. When the capital expense for electrical infrastructure is separated out, the Market’s operating expenses total \$55,240, which yields a net profit of **\$21,229** for the season.

Expenditures related to Market-day staff are expected to remain steady or decrease slightly in 2012, and expenditures related to General Fund reimbursement are expected to continue to rise to accommodate staff costs and the increasing costs of City services. There are no further



expenditures related to infrastructure planned at this time. Despite the increase in expenses, the Market continues to have a healthy budget carryover, which will continue to be invested, when appropriate, on further improvements to Market infrastructure, programming, and/or marketing, as the need arises. [See Attachment 2, Charts F and G]

## **2012 Market Season Changes**

There are several changes and improvements to the Market planned for 2012. They are:

### **Strategic Planning Effort**

In February 2010, City staff began work on the Market's first strategic planning effort. This planning exercise was designed to create 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. The creation of an ordinance creating a Market Advisory Commission, per the final document, is currently in progress. The plan can be found on the City's website at <http://urbanaininois.us/sites/default/files/attachments/market-strategic-plan-complete.pdf>.

### **Community Group Re-relocation**

As previously mentioned, the relocation of community groups to Walnut Street in 2011 was a concern for some participants and patrons due to lack of foot traffic and other constraints. For this reason, toward the end of the season, the groups were moved to Row 5 (the Market's easternmost row) within the "vendor" area as the number of vendors decreased and space opened up. Market staff proposes continuing the use of Row 5 for the 2012 season. The groups would share the row with several prepared food vendors, who would face west, while community organizations would face east. Community organizations will also have access to electricity.

In order to accommodate community groups in this location, several vendors will need to be moved to alternate locations within the Market. To account for this loss of vendor space, which is rented at \$20/space per week, it is proposed that the cost of renting a 6' x 10' space for community groups be raised to \$10/week from \$7.50 per week. Community groups have not had a fee increase since 2006.

## **Relocation of City, Programming, and Partner Agency Booths**

The intersection of Walnut and High Streets in the Lincoln Square parking lot, near the northwest entrance to the Market, is very busy on Market Saturdays, especially with the high traffic between the Market and Common Ground Food Co-op. Walnut Street, going south, does not have a “stop” sign, while High Street, going east, does.

For this reason, it is proposed that the intersection of Walnut and High be barricaded off, disallowing through traffic. This would allow easier, safer access to Common Ground and other retailers in Lincoln Square, and would allow the City tent, programming, and partner agency (Urbana Park District, Urbana Free Library, etc) booths to be moved to this higher-visibility location. The City booth, in particular, is an important resource for Market patrons, but many people attending the Market do not realize the City operates the Market, sells credit/debit/LINK tokens for use at the Market, sells market merchandise, and can provide information about vendors within the Market as well as other City-related initiatives. Having the City’s booth function as a “welcome” area would help us serve our patrons better by being able to direct them to certain areas of the Market as they enter, and patrons would remember where to go if they had questions.

This move would also afford the Market’s programming activities, such as Sprouts at the Market, and its partner agencies, such as the Urbana Park District and Urbana Free Library, higher visibility at the Market. [See Attachment 6]

## **Scheduled Musical and Other Performance**

Christina McClelland, Urbana’s Public Arts Program Coordinator, was recently moved to full-time status. Part of her new job duties will include working with the Market Director to better manage musical and other performances at the Market. There are two components to this:

- Booking local talent to play at the Market once per month in the Walnut Street space. This could include musical performance, dance, drama, or other types of performance. Pending approval of this proposal by the Urbana Public Arts Commission, the performers would be compensated by the Urbana Public Arts Program, who would sponsor the series.
- Improved management of the performers within the Market – currently, all performers are “buskers”, or street performers, though they are required to fill out applications. The performers would still be classified as buskers (as opposed to booked performers), but would perform in designated spaces within the Market for two-hour segments. This will allow Market staff to maximize vendor space, allow new entertainment to be rotated through designated spaces, and would prevent conflict between performers and vendors who do not wish to have

performers adjacent to them. Also, performers who a) indicate their desire to perform at the Market via the “date-circling” option on the application and b) have websites or social media accounts will be promoted more heavily by the Urbana Public Arts Program and Urbana’s Market at the Square.

### **Cottage Food Law**

In August 2011, Governor Pat Quinn signed the Cottage Food bill into law, and the law went into effect on January 1, 2012. This law will allow home food producers to return to the Market to sell, with some conditions. Market staff have been working closely with the Champaign-Urbana Public Health District as well as prospective vendors to make sure everyone understands these new conditions. While the guidelines will be enforced by C-UPHD, Market staff will be requiring some paperwork of vendors and will bring any infractions of the guidelines during the Market day to the vendor’s attention. [See Attachment 7]

### **Operations**

Several small improvements in the Market’s day-to-day and on-site procedures will make a significant difference in the Market season’s flow and will allow more time to be spent on programming, marketing and promotion, and other Market-boosting activities. These improvements include:

- Increased number of on-site Market days for Market Director
- Reviewing and redevelop the Market guidelines and procedures as needed
- Continue work with City of Urbana Legal Division, Champaign-Urbana Public Health District, and other agencies to clarify and improve policies regarding health permits, insurance, liquor licensing, and tax information
- Continued recruitment of more produce and prepared food vendors

### **Programming and Marketing**

In response to the decline in patron attendance noted in 2011, the Market Director expects to augment programming initiatives and develop a more targeted marketing campaign for the Market to help increase numbers of participants, participant buy-in, and further support for the Market. The following ideas are under consideration for 2012:

- Continuing to promote the credit/debit/LINK program with the Champaign-Urbana Public Health District and the Eastern Illinois Foodbank
- Maintaining “Sprouts at the Market” programming at six scheduled events, promoting heavily with C-U schools with bilingual materials
- Working closely with vendors to encourage improved on-site marketing practices
- Continue to increase City- and partner-centered special events (e.g., Urbana Free Library, U-Cycle, Public Arts Commission, University of Illinois Extension, and others)

- Continue use of social networking tools to reach out to current and potential patrons
- Redirect Market advertising dollars to maximize return on investment (e.g., increasing the amount of local, targeted web advertising for special events)

## **Conclusion**

The 2011 season for Urbana's Market at the Square continued to be very 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 2012. The Market Director and staff welcome feedback, questions, and ideas from the Mayor and City Council to help us continue this success into the 2012 season and beyond.

Prepared by:

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Lisa Bralts, Economic Development Specialist/Market at the Square Director

## **Attachments:**

1. 2011 Market Map and Regulations
2. Market at the Square Charts for 2011
3. Market at the Square Credit/Debit/LINK Program Materials
4. Examples of Market at the Square Programming
5. Examples of Market at the Square's Marketing and Branding Efforts
6. Walnut Street & High Street Intersection Aerial Photograph
7. Cottage Food Information for Vendors

Attachment 1:

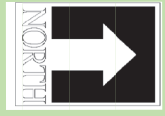
2011 Market Map and Regulations



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71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	

R O W 3

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105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	

R O W 4

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2011

# MARKET AT THE SQUARE 2011

## VENDOR RULES AND REGULATIONS

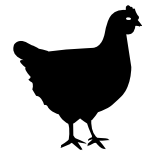


### **I. DATES/TIMES OF OPERATION**

- 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 2011, the Market begins May 7 and ends November 5, 2011. 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.

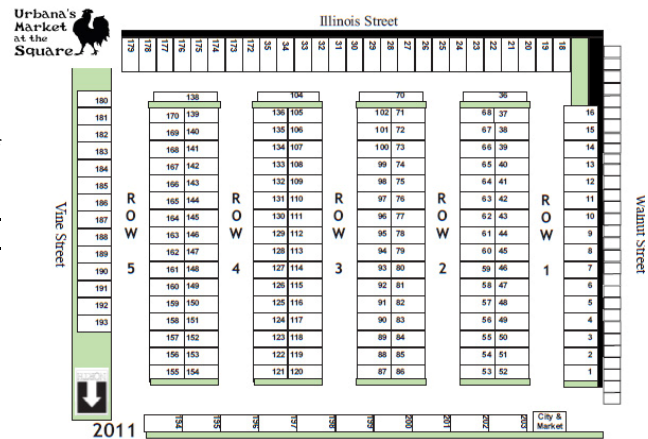
### **II. LOCATION/VENDOR SPACES**

- 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 committed to half the season (at least 12 weeks), who have submitted payment for at least 4 Saturdays in advance (preferably more), have established an attendance record in past years for those weeks (seniority), **and** 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.



### III. BOOTH REGULATIONS

- A. **Booth materials.** Products and goods may be sold from tables, carts, or other similar structures. All tables, chairs, tents, and other booth infrastructure will be supplied by the vendor.
- B. **Load in/out.** Vendors 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.**
- C. **Liability.** The vendor is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation at the Market.
- D. **Tent weights.** All tents/canopies **must** be weighted down with at least 25 pounds per leg, regardless of forecast weather conditions.
- E. **Sidewalks and medians.** The City of Urbana prohibits vendors from driving over sidewalks and medians.
- F. **Generators.** Vendors using generators will be placed on the south and east perimeters of the Market. Generators must be kept to minimum noise level, with deflectors/enclosures used as needed.
- G. **Signage.** Signs prominently displaying the vendor name and price ranges of product are required. Please keep this signage within assigned booth space(s).
- H. **Electricity.** City-provided electricity is available on a limited basis and is only available for use upon approval by the Market Director. All vendors using electricity will be charged \$5 per plug per week of use, payable at the beginning of the season. Vendors using electricity must secure cords tightly and safely to the ground using 4" wide tunnel tape or plastic cord covers provided by the vendor. Duct tape and/or rubber matting will be allowed **ONLY** with the Director or Manager's approval.
- I. **Vendor employees.** Vendors are responsible for the actions of their employees at the Market.
- J. **Interference.** Vendors shall not interfere with pedestrian traffic to or from or within the Market, nor shall a vendor interfere with the business of other vendors.
- K. **Hawking and other disruptive conduct.** Vendors shall refrain from disorderly, impolite, or disruptive activities. **Hawking of wares from inside or outside the assigned booth space is prohibited.** Use of sound-amplifying or -producing equipment to attract patrons is also prohibited.
- L. **Relationship with community groups.** For reference, community groups are now located on Walnut Street, the barricaded area immediately to the west of the Market area.
- M. **Relationship with performers.** Vendors may request a performer to relocate if needed, but must notify the Market Director or Manager upon doing so.
- N. **Waste Disposal.** Prior to leaving the Market area, each vendor must take any and all leftovers or waste with them. Discarded boxes must be taken with the vendor or deposited into the City of Urbana recycling dumpsters behind the City building. Any large trash that is unable to be transported by the vendor must be taken to the City of Urbana dumpster behind the City building. These items are NOT to be left in the Market area, in Lincoln Square dumpsters, or at the Market trash barrels, which are provided for patron use. A written warning will be issued the first time debris is left. A fine of \$50 will be levied if the infraction is repeated a second time. A vendor's lease will be revoked if the infraction is repeated a third time.







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

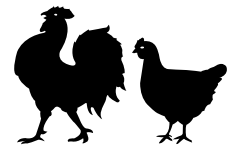
Market at the Square encourages the sale of a variety of goods. All items must be homegrown, handmade, and/or vendor-created from locally-owned operations within the state of Illinois. Examples of approvable items include homegrown fruits, vegetables, flowers, plants, baked goods, prepared foods, handmade 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 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 products 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 15, 2011.
- 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.** All processed/prepared food vendors (including vendors selling meat, eggs, canned goods, baked goods and prepared foods) **must** contact Paula Liles at the Champaign-Urbana Public Health District at (217) 531-2920 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.**
- **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) 785-8466.
- **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.** All processed food vendors (including those selling meat, eggs, canned goods, baked goods and prepared foods) must contact Paula Liles at the Champaign-Urbana Public Health District at (217) 531-2920 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.

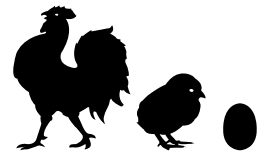
## **V. FEES**

### **Growers**

- + **Prospective growers** must apply at least two weeks prior to their first Saturday and arrange for an inspection of their premises.
- + 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 3 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 **4/7/11** and take a 10% discount. See Fee Schedule on page 7 for more information.

### **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 3 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 **4/7/11** and take a 10% discount. See Fee Schedule on page 7 for more information.



## **CONDUCT:**

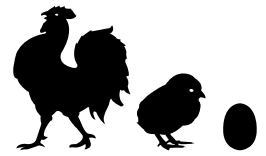
- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors 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. It is the policy of the City of Urbana's Market at the Square to afford a marketplace that is free from harassment of a sexual or provocative nature. All vendors and staff shall project the necessary attitudes and behaviors to ensure that sexual harassment does not occur. The following acts are deemed to constitute sexual harassment: a) unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions; b) verbal harassment of a sexual nature such as 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 in the Market or vendor stall 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 are deemed to effectively create a hostile work or shopping environment for any employees or patrons. If the Market Director believes that any violations of any criminal statute have occurred, the police shall be notified immediately of such occurrence. **Upon a determination by the Market Director that a vendor has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said vendor from the Market for the remainder of the day, without refund for the day's vendor fees.** If multiple incidents have occurred or in the event that the nature of the violation was either deemed egregious or one that could present a threat of safety to either other vendors or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, **with no refunding of vendor fees**, from the Market may be imposed by the Market Director after consultation with the Legal Division of the City of Urbana. After such a determination, letters of appeal may be submitted to the Market Director for review in consultation with the Legal Division.



## **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.

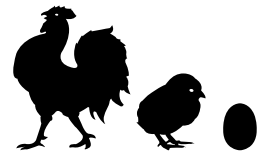


## **SMOKING:**

**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-2011

May 7, October 29, and November 5 are free of charge to all registered vendors



Number of Weeks	Full Fee (Per Space)	Discounted Fee
1	20.00	18.00
2	40.00	36.00
3	60.00	54.00
4	80.00	72.00
5	100.00	90.00
6	120.00	108.00
7	140.00	126.00
8	160.00	144.00
9	180.00	162.00
10	200.00	180.00
11	220.00	198.00
12	240.00	216.00
13	260.00	234.00
14	280.00	252.00
15	300.00	270.00
16	320.00	288.00
17	340.00	306.00
18	360.00	324.00
19	380.00	342.00
20	400.00	360.00
21	420.00	378.00
22	440.00	396.00
23	460.00	414.00
24	480.00	432.00

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

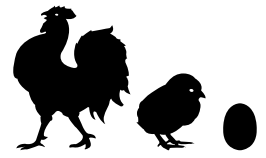
All checks/money orders must be made payable to the City of Urbana.

**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 2011

## 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

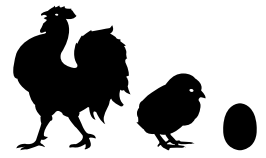
- Market at the Square's season for 2011 is 27 weeks, beginning May 7 and ending November 5.
- The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.
- Community groups must check in at the City of Urbana tent at the northwest corner of Lot 10X prior to setup.
- Community 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). Starting with the 2011 season, groups will be sited on Walnut Street, the barricaded area immediately west of the Market site.
- All spaces are assigned by the Market Director upon approval of the application, and as space permits. Community group spaces will be located on Walnut Street, between the two main Market entrances. Booths will face west.
- 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 10 feet deep. Multiple spaces may be leased based upon availability, as space permits.
- Booth space frontage should be consistently lined up with the space markings. Clearance must be kept for crowds and accessibility.

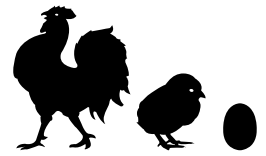
## III. ITEMS FOR DISPLAY/SALES REGULATIONS

- 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.
- 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 (see above), 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 Paula Liles at the Champaign-Urbana Public Health District at (217) 531-2920. 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**

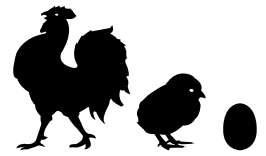
- **Booth materials.** Community groups shall provide all booth materials. Items and displays may utilize tables, tents, carts, or other similar structures supplied by the group. **Single spaces cannot accommodate 10' x 10' canopies**; please plan to rent two spaces if a tent larger than 6' x 6' will 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, 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 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. **Groups must secure cords tightly and safely to the ground using 4" wide "tunnel tape" or plastic covers.** Please see Director for more information.
- Groups may request a performer to relocate if needed, but must notify the Market Director upon doing so.



## **V. 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 community group may be prohibited from participating in the Market when the Market Director determines that the 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.
- 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 group shall use any action or language to insult another group, vendor, performer, shopper, Market staff, or to intimidate a Market patron into purchasing or support the product/idea being sold/promoted.
- It is the community group's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any group that 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.
- It is the policy of the City of Urbana's Market at the Square to afford a marketplace that is free from harassment of a sexual or provocative nature. All participants and staff shall project the necessary attitudes and behaviors to ensure that sexual harassment does not occur. The following acts are deemed to constitute sexual harassment: a) unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions; b) verbal harassment of a sexual nature such as 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 in the Market or vendor stall 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 are deemed to effectively create a hostile work or shopping environment for any employees or patrons. If the Market Director believes that any violations of any criminal statute have occurred, the police shall be notified immediately of such occurrence. **Upon a determination by the Market Director that a participant has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said participant from the Market for the remainder of the day, without refund for the day's fees.** If multiple incidents have occurred or in the event that the nature of the violation was either deemed egregious or one that could present a threat of safety to either other participants or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, **with no refunding of fees**, from the Market may be imposed by the Market Director after consultation with the Legal Division of the City of Urbana. After such a determination, letters of appeal may be submitted to the Market Director for review in consultation with the Legal Division.





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

### **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 2011

## 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. Home-grown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

## I. DATES/TIMES OF OPERATION

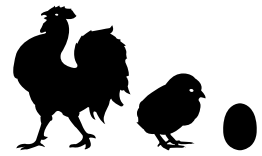
- A. Market at the Square's season for 2011 is 27 weeks, beginning May 7 and ending November 5.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.

## II. LOCATION/PERFORMER SPACES

- A. 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 in 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 will vary each week, and performers may rotate throughout the morning as arrival times vary. 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. If performers are unable to rotate amongst themselves and further assistance is needed, the Market Director will determine the rotations.
- E. If a performer desires to set up in a location that is not already on the pre-approved list, the performer must fulfill **each** of these requirements:
  - 1. The location must be located away from another performer already in place.
  - 2. The location must not prohibit accessibility for participants, staff, and patrons.
  - 3. The performer must obtain approval from immediately neighboring vendors and/or community groups of the desired performance location before entertaining.
  - 4. The location must be approved by the Market Director/Staff (at the City of Urbana tent).
- F. Vendors and community groups lease their spaces, and so have the right to relocate a performer if needed in order to ensure the success of patron interactions and transactions.
- G. 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 and compact disc players are not allowed. Performances must enhance the environment, rather than overpower the activities of the Market.



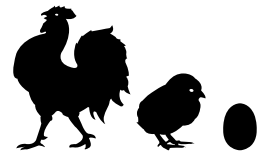
### **III. PERFORMANCE REGULATIONS (cont.)**

- 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.
- I. Prior to leaving the Market area, it is each performer's responsibility to take any leftovers or garbage with them. Any refuse **must** be taken with the performer. 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, please contact the Market Director. A warning will be issued if debris is left. A fine of \$50 will be levied if the infraction is repeated a second time. The performer's privileges will be revoked if the infraction is repeated a third time.

### **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 2011 PERFORMER POLICIES



## Y. CONDUCT (CONT.)

- It is the performer's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any performer that 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.
- It is the policy of the City of Urbana's Market at the Square to afford a marketplace that is free from harassment of a sexual or provocative nature. All participants and staff shall project the necessary attitudes and behaviors to ensure that sexual harassment does not occur. The following acts are deemed to constitute sexual harassment: a) unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions; b) verbal harassment of a sexual nature such as 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 in the Market or vendor stall 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 are deemed to effectively create a hostile work or shopping environment for any employees or patrons. If the Market Director believes that any violations of any criminal statute have occurred, the police shall be notified immediately of such occurrence. Upon a determination by the Market Director that a participant has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said participant from the Market for the remainder of the day, without refund for the day's fees. If multiple incidents have occurred or in the event that the nature of the violation was either deemed egregious or one that could present a threat of safety to either other participants or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, with no refunding of fees, from the Market may be imposed by the Market Director after consultation with the Legal Division of the City of Urbana. After such a determination, letters of appeal may be submitted to the Market Director for review in consultation with the Legal Division.

## 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.

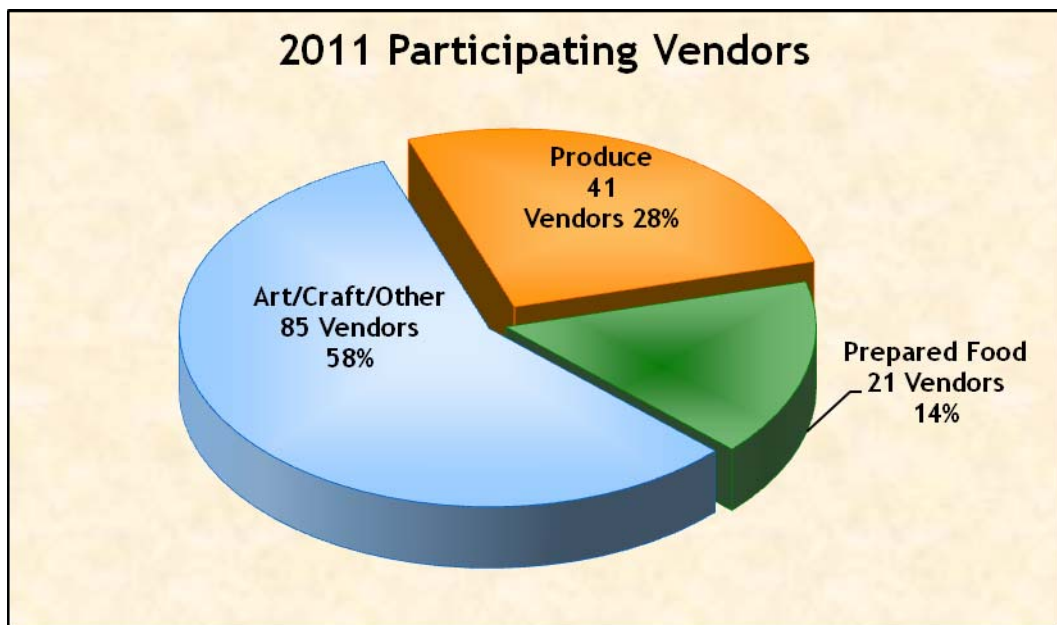
**It is the participant's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any participant who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or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

# Market at the Square

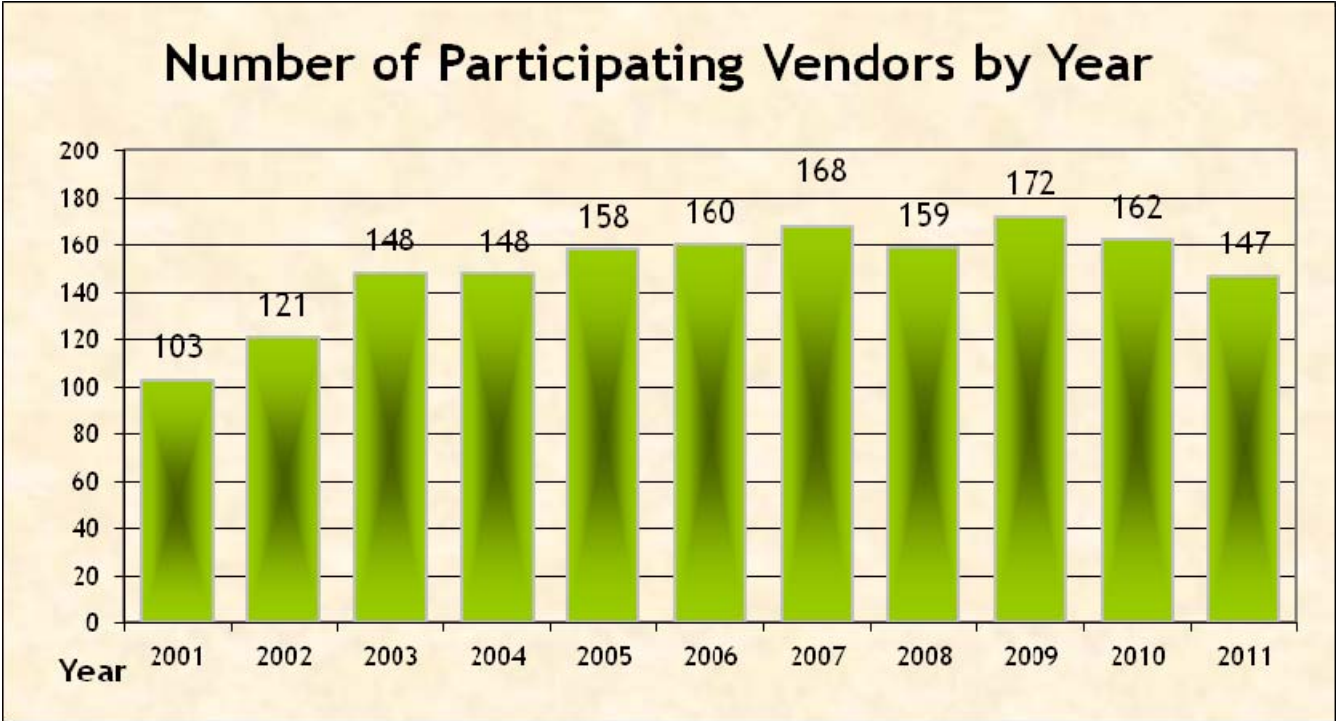
# CHARTS

## 2011 Season

Chart A



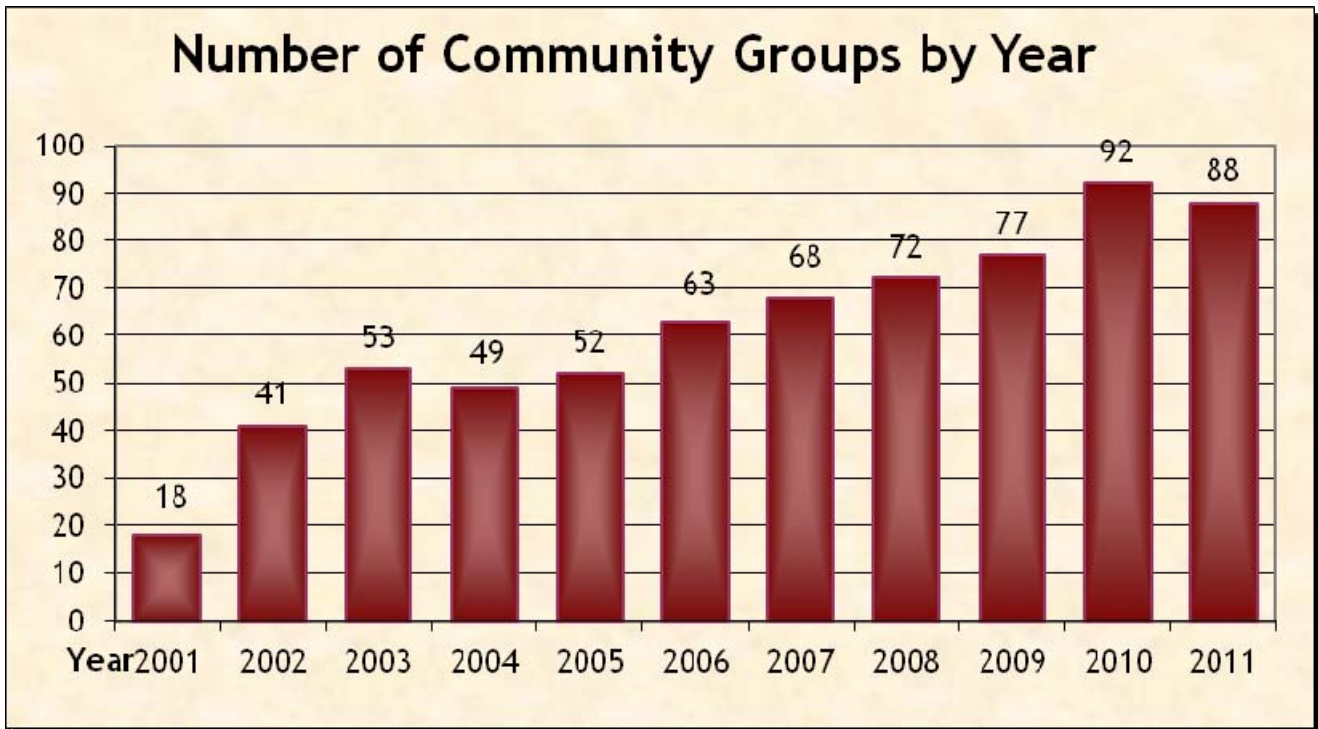
# Chart B



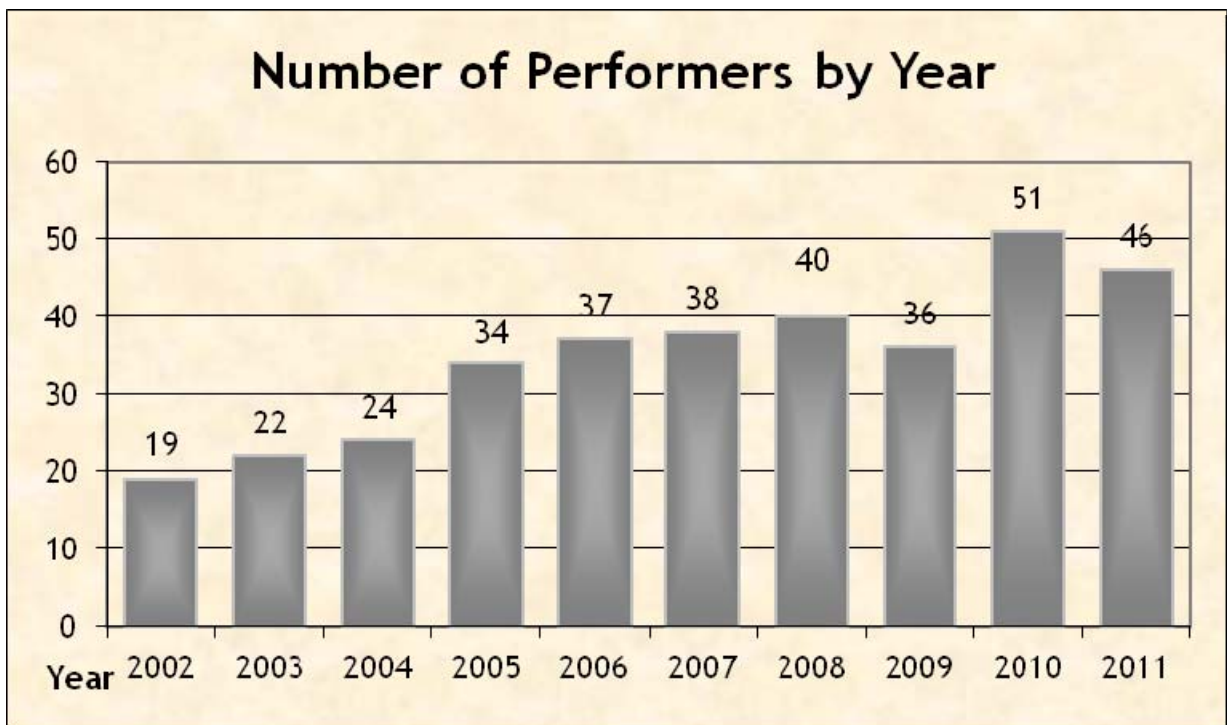
# Chart C



# Chart D



# Chart E





# Chart F



# Chart G

REVENUES 2011	
Vendor Fees	\$62,878.00
C. Group Fees	\$4,300.50
Grant Income	\$6,803.08
Credit Card Revenue	\$1,700.02
Merchandise	\$787.00
<b>TOTAL REVENUE:</b>	<b>\$76,468.60</b>
EXPENSES 2010	
Marketing	\$8,546.07
Staff/Admin.	\$31,240.00
Supplies	\$1,965.80
Insurance	\$3,812.00
Credit Card Fees	\$2,872.84
Infrastructure	\$27,879.62
LINK Up Grant Expenses	\$6,803.08
<b>TOTAL EXPENSES:</b>	<b>\$83,119.41</b>



## Attachment 3:

Market at the Square  
Credit/Debit/LINK Program Materials

## 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.

Now, in 2010, persons receiving SNAP may use their benefits at the Market! Please see inside this brochure for more details.



Urbana's  
**Market**  
at the  
**Square**  
is now accepting  
**Credit, Debit**  
**and Link cards!**

Call for more info  
217-384-2319  
www.city.urbana.il.us/market



**Urbana's Market at the Square** is one of the largest and best-attended markets in the state of Illinois, with over 170 registered vendors in 2009 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@city.urbana.il.us](mailto:ljbralts@city.urbana.il.us)  
[www.city.urbana.il.us/market](http://www.city.urbana.il.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.**



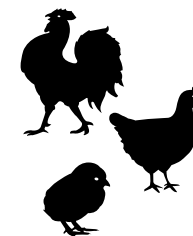
## Here's How It Works:

1. The Market is open every Saturday, rain or shine, may—early November from 7 AM – 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. 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@city.urbana.il.us](mailto:ljbralts@city.urbana.il.us)



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.

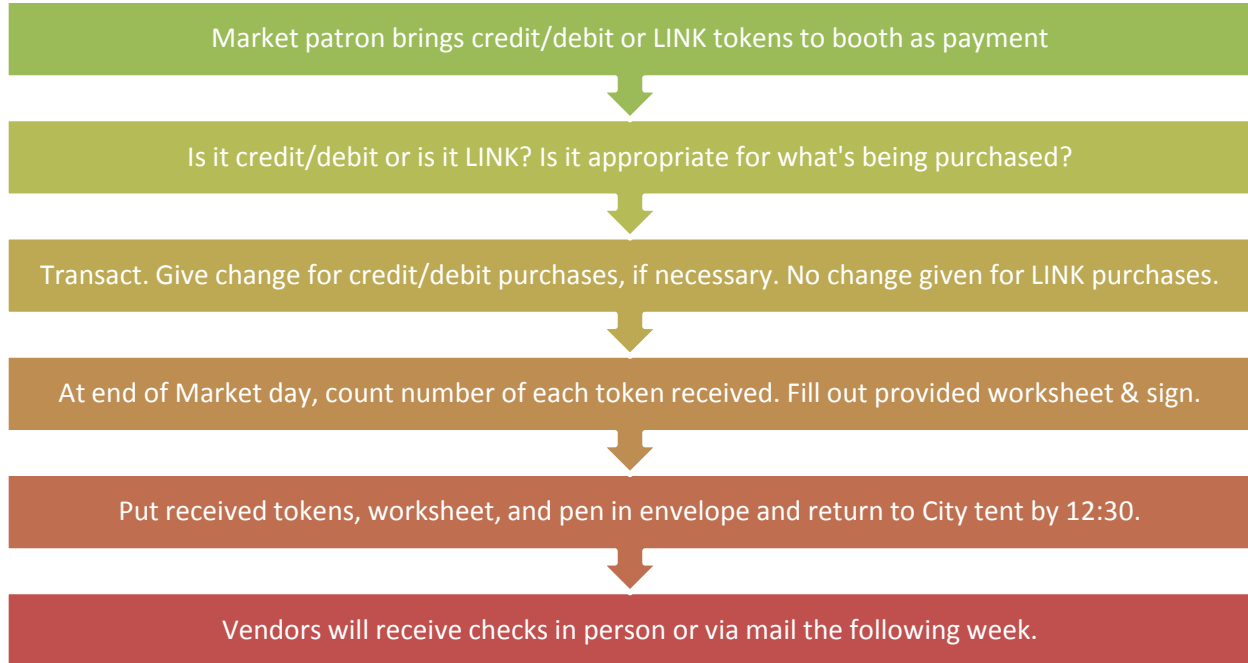
**NOTE:** Please complete # of tokens and "Total \$" columns ONLY. Thanks.

## TOKEN REIMBURSEMENT FORM

	DEBIT/CREDIT (\$5 TOKENS)			LINK CARD (\$1 TOKENS)			
DATE	# TOKENS	TOTAL \$	MARKET COUNT	# TOKENS	TOTAL \$	MARKET COUNT	MARKET VERIFICATION
5/7/2011							
5/14/2011							
5/21/2011							
5/28/2011							
6/4/2011							
6/11/2011							
6/18/2011							
6/25/2011							
7/2/2011							
7/9/2011							
7/16/2011							
7/23/2011							

7/30/2011							
8/6/2011							
8/13/2011							
8/20/2011							
8/27/2011							
9/3/2011							
9/10/2011							
9/17/2011							
9/24/2011							
10/1/2011							
10/8/2011							
10/15/2011							
10/22/2011							
10/29/2011							
11/5/2011							

# Tokens: How The Program Works



## OTHER TIPS:

- **DO NOT ACCEPT 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, with your paperwork and envelope, by 12:30 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 5/22 you will receive a check for tokens turned in on 5/15. 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).

## Attachment 4:

# Examples of Market at the Square Programming



# sprouts at the Market

wants you to

## "eat your colors"

saturday, july 16th, 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 hit all 5 stations  
info: call 217-384-2319 or [www.urbanaininois.us/sprouts](http://www.urbanaininois.us/sprouts)

Sprouts at the Market poster, July 2011

# sprouts at the Market 101

help!

It's finally time for a taste of SUMMER!

June 18  
9AM-11AM  
Cost: FREE!

Sprouts at the Market is Market at the Square's nutrition & farm linkage programming geared toward kids ages 3-8

what is "local food"?

are peaches in season?

hey! what does "organic" mean?

you gonna eat that?

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

The poster features a large green outline of the state of Illinois in the background. Several small, colorful chickens are scattered around the text, each with a speech bubble containing a question or exclamation related to food and farming.

Sprouts at the Market poster, June 2011



# sprouts at the market



seed planting fun for kids  
saturday, may 21st, 9am-11am

Sprouts at the Market poster, May 2011



Food & Family  
PROGRAM



Choose **MyPlate**.gov

Family Resiliency Center | Strengthening families for life's challenges.

# sprouts at the market

The ABCs of healthy eating

what's on MY plate?

Sat. Sept. 17th  
9-11 AM for kids ages 3-8  
Produce samples & special giveaways!

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



Sprouts at the Market poster, September 2011

## Attachment 5:

### Examples of Market at the Square's Marketing and Branding Efforts

# sprouts at the market

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

**sprouts** at the **Market**  
wants you to  
**"eat your colors"**  
saturday, july 16th, 9-11 am

what the heck is kohlrabi?  
tomatoes! wait, is that a peach?

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

*get happy!*  
saturday  
**5.7.2011**  
[www.urbanainillinois.us/market](http://www.urbanainillinois.us/market)



**sprouts** at the **market 101**

help!

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Info: 217-384-2319 [www.urbanainillinois.us/sprouts](http://www.urbanainillinois.us/sprouts)



Urbana's **Market** at the **Square**  
is now accepting Credit, Debit and Link cards!

Call for more info  
217-384-2319  
[www.cityofurbana.il.us/market](http://www.cityofurbana.il.us/market)



## Attachment 6:

Walnut Street & High Street  
Intersection Aerial Photograph





E High St

## Attachment 7:

# 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 (provide link), which is based on the actual legal language in the law (provide link).

## 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.



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.



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