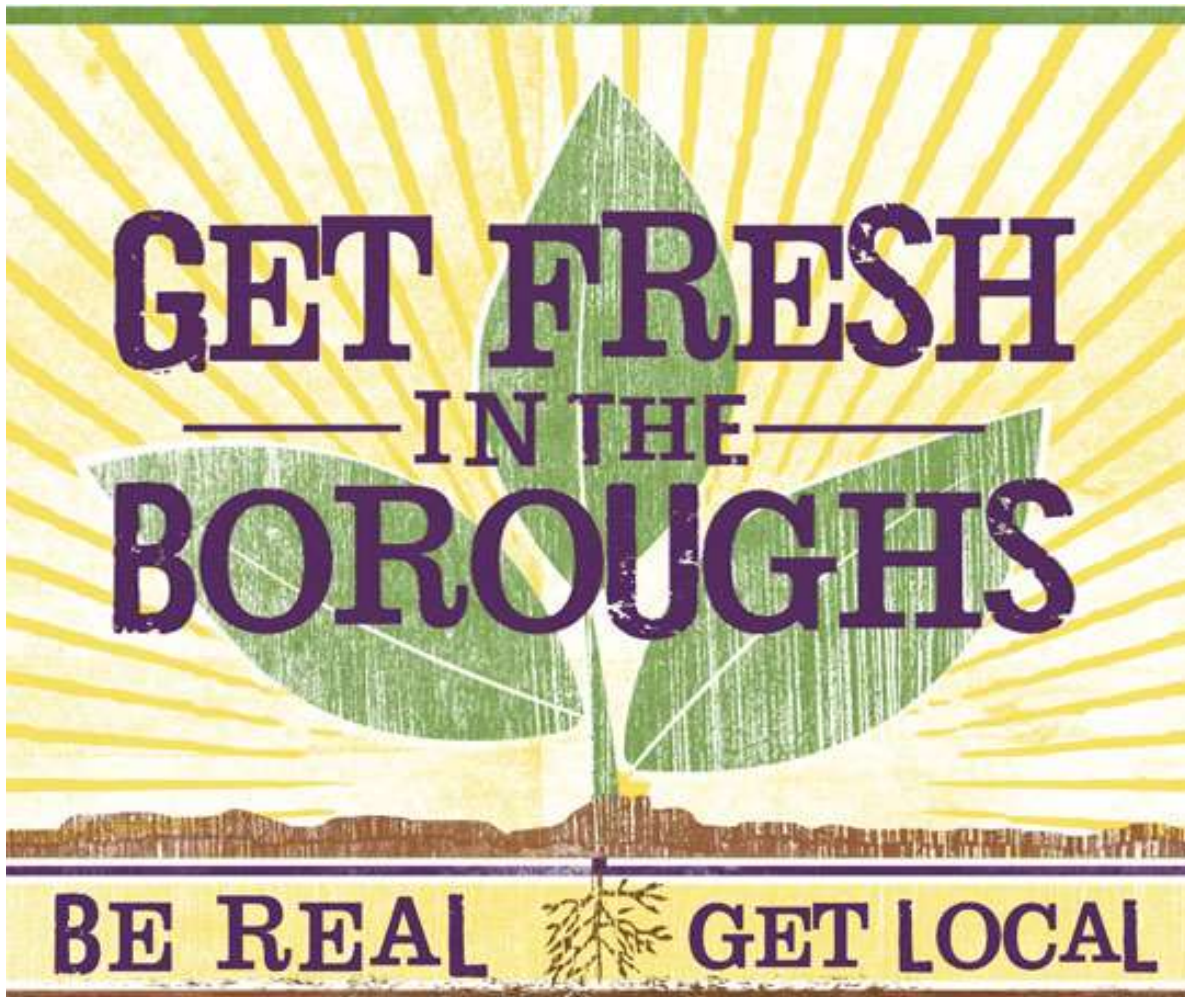




# Wilkesboro Open Air Market Guidelines & Application



2017

# Wilkesboro Open Air Market

The Wilkesboro Open Air Market provides consumers, farmers, and artisans an opportunity to buy and sell **fresh from the farm** and **handcrafted** artisan products in Historic Downtown Wilkesboro. We take great pride in supporting and sustaining the local and regional farm and artisan communities, therefore we limit the items available for sale to those categories.

We are committed to growing and cultivating the local food and artisan market while advancing Historic Downtown Wilkesboro as the heart and soul of our community. The Open Air Market is made possible through community sponsorships and funding from the Town of Wilkesboro.

Find us on Facebook @ **Wilkesboro Open Air Market**



## 2017 Season Schedule

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**Season Dates:** Every Friday from April 28<sup>th</sup> – October 27<sup>th</sup>

**Market Hours:** 4 p.m. – 7 p.m.

**Locations:**

April 28<sup>th</sup> – August 25<sup>th</sup>: **Intersection of Main Street and Wilkesboro Avenue**

September 1<sup>st</sup> – October 27<sup>th</sup>: **Open Air Market – 102 West Main Street**

**Concerts:** Due to construction for Phase I, concerts will resume in September 2017. Regular markets will feature live music throughout the season as scheduling permits.

## 2017 Open Air Market Guidelines

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Welcome to the Wilkesboro Open Air Market! To permit fair and equal opportunity for all vendors and to ensure quality products for buyers, the following guidelines have been developed. We welcome your ideas and suggestions at any time; the guidelines will be revised and updated as needed during the market season. To achieve maximum benefits and provide the best Market atmosphere, everyone – vendors, customers, and management – must share and work together. Thank you for choosing the Wilkesboro Open Air Market!

- Market Manager:** The Wilkesboro Planning & Community Development Director, or his/her designee, serves as the Market Manager and Steering Committee Chair. The Market Manager may deny the privilege of operating at the Market to any vendor who violates these guidelines, or who otherwise takes actions which are determined to be detrimental to the Market. The Market Manager reserves the right to request additional information before making a decision to allow, deny, or limit access to the Market, but is not required by these guidelines to do so. The privilege of selling on the Market site is not an entitlement. In utilizing his/her discretion to suspend, revoke, or otherwise terminate a vendor's privilege to sell at the Market, the Market Manager may consider a vendor's history of cooperation with Market staff and the vendor's good faith effort to obey the Market guidelines. The ultimate determination for eligibility belongs to the Market Manager, and determinations are final once they are rendered.
- Market Application:** Each vendor must submit a completed application along with the yearly registration fee (\$20) before he/she will be considered for the Market. The completed application must be submitted a minimum of ten (10) days before vending at the market will be allowed. A

vendor may be a farmer as well as an artisan; a separate application form is required for each category.

Vendor selection is managed each year through a jury process. Privilege of selling at the Open Air Market is **NOT** based on previous season's participation. A vendor's past cooperation with other vendors and market staff will be taken into consideration. Unless the vendor exclusively sells fresh farm products, photos of **ALL** products proposed for sale at the market are required to be submitted with the application. If the vendor would like for the photos to be returned, please include a self-addressed and stamped envelope with the application. Electronic submittal of application and photos is encouraged.

If provisional approval is granted after the application and the photos are reviewed by market management, final jurying and approval of products will occur during the vendor's first appearance at the market site. Upon finding a non-compliant product, the vendor responsible for the product will be asked to immediately remove it. If the issue occurs again, the vendor will be asked to leave the Market for the remainder of the season. Items for sale may be added through ongoing approval of the Market Manager and amendment of the vendor application.

- 3. Handcrafted Product Eligibility:** The Wilkesboro Open Air Market provides a venue for artisan vendors who produce fine goods handcrafted using traditional materials, tools, and techniques. The Market seeks a varied group of vendors who will teach patrons about the methods and tools used as well as the finished products. The Open Air Market invites patrons to enjoy the process as much as the product. Approval of products is based on the craftsmanship and the skill required. Allowable handcrafted products, for the purpose of the Wilkesboro Open Air Market, shall be determined to be:

"An item which an observer of the craft can appreciate the technique and employment of manual skill in the production of the product. To be considered 'handmade,' the item must show evidence of manual skills obtainable only through a significant period of experience and dedication. All work must be original and executed by the vendor or a member of the vendor's farm or craft unit. All products, as well as the majority of components making up the product, must be handcrafted."

- 4. Booth Space Rental:** Market management will provide the vendor a booth space upon arriving at the market. Each vendor will be responsible for providing their own tent, tables, chairs, and display items as well as for the safety and security of their products. The Market does not accept responsibility for the loss or theft of any products. Booth spaces cannot be transferred from one vendor to another. A vendor who wishes to claim a space must have products and be prepared to sell. Spaces cannot be reserved when the vendor is not present, unless the vendor has paid for an assigned space. Each vendor will be charged for all spaces being utilized, including display and storage spaces. Special exemptions can be approved by the Market Manager at his/her discretion. All items (e.g., tables, storage trailers, racks, boxes, refrigeration equipment, etc.) belonging to each vendor at the Market must be kept within the rented space(s). If deemed appropriate, demonstration space will be provided by Market management at no cost. Demonstrations are highly encouraged within the market area.

The number and location of available booth spaces may be limited depending upon the type and variety of products being sold, the season, and the type of event (Regular Market vs. Third Friday Festival). Booth spaces are 12' x 12' in dimension and delineated with green paint. If tents are used, they shall be 10' x 10' in dimension. Vendors cannot use any space beyond their rented 12'x12' booth space(s). This includes the hawking of goods – everyone gets the same opportunity to sell their goods.

5. **Assigned Booth Spaces:** An upfront market season fee of \$120 (\$56 savings) is required in order to be awarded an assigned space. This fee includes all registration and booth space fees for the entire season. Vendors interested in applying for an assigned space must contact Market staff. Assigned space selection is available on a first-come, first-served basis.

Assigned space vendors who do not confirm their participation by Thursday at 12:00 p.m. will lose assigned space rights and the Market Manager may give that space (first-come, first-served) to any non-assigned space member for that day. Any assigned space member who arrives late will be directed to a space on the outer ends of the market, subject to availability. The Market Manager has the discretion to allow an assigned space member to extend arrival time for a good cause. Assigned spaces that become available during the current market season will be offered first to other vendors with assigned spaces, and then made available to all vendors on a first-come, first-served basis.

6. **Payment and Fee Schedule:** After booth setup is complete, the Market Manager will request payment from participating vendors. Payment may be made by cash or check to the Town of Wilkesboro. Payment is made the day of the event and is collected onsite. All payments are final; no refunds. If a receipt for payment is needed, the vendor must visit Wilkesboro Town Hall and request said receipt. **Please make checks payable to:** Town of Wilkesboro - Open Air Market  
P.O. Box 1056  
Wilkesboro, NC 28697

OPEN AIR MARKET FEE SCHEDULE  
*Effective January 1, 2017*

Yearly Registration Fee.....	\$20.00
Weekly Booth Fee.....	\$6.00

7. **Vendor Parking:**

**Temporary Market Site – Intersection of Main Street and Wilkesboro Avenue:** Parking for vendors and patrons at this site will be located adjacent to the market space.

**Open Air Market Site – Main Street:** Vendors must park offsite during market operation; the parking lot adjacent to the Market site is open for customer parking only. Special exemptions for produce and/or farm vendors can be approved by the Market Manager at his/her discretion. All vendors must display an Open Air Market window cling on the dashboard of their vehicle. Window clings will be provided by the Market Manager at the vendor’s first market appearance. Vendors who have a vehicle parked in the customer parking area after 3:45 p.m. will lose their next scheduled market date after one warning. All unapproved vehicles and vehicles parked in restricted locations are subject to be towed at owner’s expense. Vendors with rented space may restock their product if necessary. No moving vehicles are allowed in the market during hours of operation. Vehicles must be driven only by licensed drivers who observe the speed limit and posted signs.

8. **Confirming Participation:** To facilitate advertising of market goods and improve record keeping for the market, vendors must confirm participation by phone or email EACH WEEK no later than Thursday at 12 p.m. Contact Christina Walsh at 336.838.3951 ext. 1011 or [cwalsh@wilkesboronc.org](mailto:cwalsh@wilkesboronc.org) for confirmation. Confirming participation is the responsibility of the vendor. Vendors not confirmed to participate by Thursday at 12 p.m. will not be allowed to sell at the Market during that week’s operation.
9. **Set-up Times:** Set up for vendors begins at 2:30 p.m. for regular markets. On Third Fridays Festival dates, set up begins at 12:00 p.m. All vehicles must be removed from the market site by 3:45 p.m. and all vendors must be ready to sell at 4 p.m. The Market operates every Friday from 4 p.m. to 8

p.m. Break down and vacating of Market is not to occur until market closure; doing so is considered a violation of these guidelines.

10. **Contact Information Display:** All vendors must display their name, or business name, and contact information on an appropriately sized sign. Vendors must have at least one (1) sign and are encouraged to provide adequate information for customers. Use of price cards is required for fresh from the farm products. All printed materials are subject to review by Market management; if deemed inappropriate and/or misleading, the materials will be removed.
11. **Product Standards:** Vendors may not offer for sale any product that is unsound, unwholesome, or which fails to meet the requirements of federal, state, or local laws. Vendors may sell only "fresh from the farm" food or plant items produced by the vendor or individuals listed on application. To verify product standards, farm visits may be initiated at the discretion of the market manager. Artisan vendors may only sell handcrafted items produced by the vendor or individuals listed on the application. Vendors are not to use a false pack (facing or topping of containers with the best products exposed and poor products underneath) or to knowingly pack products that are short in weight.
12. **Baked Goods, Canned Items, and Organic/Pesticide Free Items:** In order for vendors to sell homemade baked goods and canned items, vendors must label products and acquire certification approval from the North Carolina Department of Agriculture. For information on certification and the approval process, please visit [www.nchomeprocessing.com](http://www.nchomeprocessing.com) or contact the Food Regulatory Specialist at (919) 608-9205. Certification is the responsibility of the vendor. Vendors that plan to use the words "organic" or "pesticide free" must meet with the Market Manager to discuss their intentions and provide supporting information prior to using the words on signs in their booths.
13. **Meat, Seafood, and Poultry:** In order to sell meats, fish, and poultry at the Market, vendors must meet with Market management and the Wilkes County Health Department to discuss the methods intended for transporting, handling, storing, and displaying of the products. Certification and safety standards are the responsibility of the vendor.
14. **Price Agreement Prohibition:** No user(s) of the Market shall enter into price agreements to raise, lower, or fix prices for products at the Market. Vendors are not to influence other vendors to sell lower or higher. Each vendor sells as they wish without interference. Use of price cards is required for fresh from the farm products.
15. **Electricity:** Check with Market Manager regarding any use of electricity. Electrical hookups are provided on a first come, first served basis. Demonstration needs are given priority. Televisions and salamander heaters will not be permitted.
16. **Garbage and Unsold Produce:** Garbage shall be disposed of in proper containers. Unsold produce shall be carried home for disposal, donated to food programs, or offered to livestock feeders. Vendors' produce, plants, packaging, or other trash shall not be placed in dumpsters or trashcans at the Market. Aluminum cans and plastic bottles are not to be mixed with other trash. North Carolina State law requires that aluminum cans and plastic bottles be stored separately and recycled. Recycling containers are provided at the market site.
17. **Offensive Behavior, Pets, and Children:** No person shall deface or damage the Market area. Market vendors, customers, or users are not to use profanity or abusive language, or verbally abuse other Market users, customers, and/or management. Gambling, the use of alcohol (except during special events), tobacco, or other controlled substances is prohibited and persons under the influence of intoxicants or exhibiting disorderly conduct will be removed with the assistance of the Wilkesboro Police Department. Unsupervised pets, or those that are misbehaving, are prohibited in the Market. All dogs must be on a leash. Children must be supervised and not allowed to roam or interfere with other vendors or customers.

18. **Miscellaneous:**

- Vendors are not to possess firearms or fireworks at the Market.
- Users must keep their areas clean, sanitary, and orderly.
- Upon using provided restrooms, all produce and food vendors MUST wash hands before returning to booth.
- Honor boxes are not to be used.
- Vendors in the market area are not to use the coolers of wholesale or enclosed retail tenants.
- Notify the management if you discover product is missing and appears to have been stolen.
- Vendors are responsible for accidents or injuries that occur within their rented space or involving their displays or equipment and may want to purchase a liability insurance policy. Vendors may be asked to sign a statement about their use of and acceptance of responsibility for potentially dangerous items used in their spaces. Example: Use of chain saws for Christmas trees.

19. **Conflict Resolution:** If Market management finds that any of these guidelines are not being followed, the penalties will be:

- 1<sup>st</sup> Offense: Verbal warning
- 2<sup>nd</sup> Offense: Banned from all use of the Market for 30 days.
- 3<sup>rd</sup> Offense: Banned from all use of the Market until January 1<sup>st</sup> of the following year.
- 4<sup>th</sup> Offense: Banned from Market indefinitely

20. **Customer Complaints:** It is the responsibility of the Market vendor(s) to satisfy customer complaints. Upon receipt of numerous complaints about the same vendor, the vendor may be denied privilege to participate in the Market. If anyone has a complaint about another vendor, please contact the Market Manager in writing.

21. **Advertising:** Market staff and organizers utilize many different advertising platforms for the promotion and advancement of the market, including but not limited to: social media, banners, newspaper, press releases, radio, television, billboards, and merchandise. These different platforms are prioritized by the Open Air Market Steering Committee and utilized when funding allows.

Please be good neighbors to each other  
as well as Market staff and adhere closely to each of these guidelines in  
order that we may continue to offer this program and provide an opportunity  
for you to sell.



# Wilkesboro Open Air Market

## Farm and Value-Added Food Vendor Application

Application #:
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Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business/Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please mark all items planned for sale at the Open Air Market:**

- |                                   |                                   |   |
|-----------------------------------|-----------------------------------|---|
| <input type="radio"/> Asparagus   | <input type="radio"/> Eggplant    | <input type="radio"/> Radish                          |
| <input type="radio"/> Apples      | <input type="radio"/> Garden Peas | <input type="radio"/> Snap Beans                      |
| <input type="radio"/> Blueberries | <input type="radio"/> Grapes      | <input type="radio"/> Spinach                         |
| <input type="radio"/> Beets       | <input type="radio"/> Lettuce     | <input type="radio"/> Squash                          |
| <input type="radio"/> Broccoli    | <input type="radio"/> Lima Beans  | <input type="radio"/> Strawberries                    |
| <input type="radio"/> Cabbage     | <input type="radio"/> Onions      | <input type="radio"/> Tomatoes                        |
| <input type="radio"/> Cantaloupe  | <input type="radio"/> Peaches     | <input type="radio"/> Baked Goods: <i>list below</i>  |
| <input type="radio"/> Cauliflower | <input type="radio"/> Pears       | <input type="radio"/> Canned Goods: <i>list below</i> |
| <input type="radio"/> Collards    | <input type="radio"/> Pecans      | <input type="radio"/> Flour: <i>list below</i>        |
| <input type="radio"/> Corn        | <input type="radio"/> Peppers     | <input type="radio"/> Meat/Fish: <i>list below</i>    |
| <input type="radio"/> Cucumbers   | <input type="radio"/> Potatoes    | <input type="radio"/> Other: <i>list below</i>        |

**Please list all other items to be sold at the Market (Use additional page if needed):**

1. \_\_\_\_\_
2. \_\_\_\_\_

**Assigned Spaces:**

If you are interested in applying for an assigned booth space, please contact Market staff and submit a payment of \$120 to cover all registration and booth fees for the 2017 season.

- Yes, I would like to apply for an assigned booth space.       No, I'm not interested at this time.

**Vendor Parking Information:**

In order to better facilitate parking for vendors, Market staff will provide window clings to each vendor at their first market appearance. Vendors may park in any public parking area, except the lot adjacent to the Market unless permission is given by the Market Manager.

License Plate #: \_\_\_\_\_ License Plate #: \_\_\_\_\_

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**Acknowledgement of Market Guidelines:**

*I have received, read, understood, and agree to abide by all Market rules, regulations, guidelines, and schedule of fees. I understand that my failure to follow the guidelines set forth will result in loss of selling privileges on the Market.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return application and registration fee to:

*By Mail or In Person:*

**Town of Wilkesboro**  
Attn: Open Air Market  
203 West Main Street  
Wilkesboro, NC 28697

*Electronically (Applications & photos only):*

[cwalsh@wilkesboronc.org](mailto:cwalsh@wilkesboronc.org)

Subject: Open Air Market Application

**For Market Staff Use:**

<b>Application Received:</b>	<b>Date:</b> _____	<b>Staff Initials:</b> _____
<b>Yearly Registration Fee (\$20.00):</b>	<b>Date Paid:</b> _____	<b>Staff Initials:</b> _____
<b>Application Approval:</b>	<b>Approved:</b> _____	<b>Denied:</b> _____
<b>Assigned Space Application:</b>	<b>Date Paid:</b> _____	<b>Staff Initials:</b> _____
	<b>Space #:</b> _____	



# Wilkesboro Open Air Market

## Artisan Vendor Application

Application #:

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business/Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please describe all handcrafted items to be sold at the Market (*Use additional page if needed*):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

### Demonstration Space:

If you plan to demonstrate your artisan technique during the market, please provide details about the proposed demonstration program and need for additional booth space:

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### Assigned Spaces:

If you are interested in applying for an assigned booth space, please contact Market staff and submit a payment of \$120 to cover all registration and booth fees for the 2017 season.

Yes, I would like to apply for an assigned booth space.       No, I'm not interested at this time.

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### Vendor Parking Information:

In order to better facilitate parking for vendors, Market staff will provide window clings to each vendor at their first market appearance. Vendors may park in any public parking area, except the lot adjacent to the Market unless permission is given by the Market Manager.

License Plate #: \_\_\_\_\_ License Plate #: \_\_\_\_\_

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**Acknowledgement of Market Guidelines:**

*I have received, read, understood, and agree to abide by all Market rules, regulations, guidelines, and schedule of fees. I understand that my failure to follow the guidelines set forth will result in loss of selling privileges on the Market.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return application and registration fee to:

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<b>Assigned Space Application:</b>	<b>Date Paid:</b> _____	<b>Staff Initials:</b> _____
	<b>Space #:</b> _____	