

Wallingford Garden Market 2023 Rules and Regulations

The purpose of the Wallingford Garden Market is to provide quality locally grown and produced agricultural products, prepared foods and limited crafts, for the benefit of both consumers and producers. The Wallingford Garden Market benefits the community by building a “sense of community,” local economic development and preservation of local agriculture.

Garden Market Information:

The location of the Wallingford Garden Market is located at Doolittle Park, 78 S Elm St. Saturdays 10am-1pm, starting May 13th and running through October 28th.

Application Process:

Every vendor must submit an application. Vendor fees must be received by due dates stated on the application or as agreed with the market supervisor. Participation is solely at the discretion of the market supervisor.

Vendor Spaces – Availability of full-time vendor and part-time spaces are given to the prior year’s roster of vendors in good standing. Guest vendor spaces are filled via selection from annual applications, which are accepted on a rolling basis throughout the Market season. The number of guest vendor spaces each week is determined by a desire to maintain a diverse assortment of product categories. All applications are reviewed by the market supervisor and space is determined by individual market dates. Vendor spaces are 10x10 unless you are a food truck. If you need an additional space, a fee for another 10x10 space will be assessed.

Licenses and Permits:

Each vendor must ensure compliance with all licensing and permitting specified by local health department, and/or the State of Connecticut. Each vendor, not the Wallingford Garden Market, is responsible for following, obtaining, and maintaining the appropriate licenses or permits needed for their business. All produce must be grown in CT by the Vendor. Meats should come from the vendors herd in CT and be processed in a licensed facility. Dairy and Cheese must come from a CT farm when available. Fish and Shellfish must be caught/harvested in CT waters. Prepared foods, baked goods and preserves are expected to source as many local ingredients as possible and make their own products. All baked goods require a CT bakery license or cottage food license. Jams, jellies and syrup must follow state of CT guidelines.

Quality at the Market – Customer expectations are for high-quality products and experiences. Vendors will have high-quality products/ingredients such as minimally processed, healthy products per FDA standards, and a high-quality presentation (clean tent, neat display, clear signage, easy access). All product prices must be clearly marked. Vendors are required to display their business name, and/or farm with a sign so patrons can identify you.

Approval and Termination - The market reserves the right to approve or deny any vendor application at its discretion. If a vendor is approved to participate but cannot operate as a member of the community in good faith, they will be asked to leave. Vendors are expected to behave in a professional and courteous manner at all times. Name calling, yelling, undermining and aggressiveness toward anyone will not be tolerated. Any vendor who challenges the authority of the market supervisor, the park and rec superintendent or other staff member, and who behaves in a rude, violent, threatening, or intimidating manner toward any person at the market may be immediately expelled by the market supervisor. The market supervisor may permanently ban an offender from the market at their sole and unlimited discretion. Vendor concerns should be directed to the market supervisor or the park and rec superintendent. The

market supervisor may take any action it deems necessary to preserve the integrity of the market, including vendor suspension and/or permanent vendor termination. In any of these cases, the vendor fee is non-refundable. It is within the sole discretion of the market supervisor and park and rec superintendent, to determine if a vendor has violated any provision of these rules and regulations or otherwise undermines the operations of the market.

Conduct at the Garden Market - All vendors act as representatives of their own businesses and also of the Wallingford Garden Market and the Town of Wallingford and are expected to act in a professional manner for the entire time at the market. Unprofessional and inappropriate behavior, including misuse of language, yelling, aggressive behavior towards patrons or fellow vendors and general disruption to the market will not be tolerated and may result in immediate removal and termination.

Conduct, continued - The market recognizes and encourages the use of social media to create a vibrant business marketplace and sense of community. It acknowledges that all vendors and staff have the right under the First Amendment, under certain circumstances, to speak out on matters of public concern. However, the market will consider it a violation of the vendor agreement when such use interferes with the good will of the work of the market, its vendors or the Town of Wallingford; is used to harass fellow vendors, market staff, or other members of the community; creates a hostile market atmosphere; harms the goodwill and reputation of the market or the Town of Wallingford; violates the law and/or Market rules.

Complaints and Resolution - Resolving matters pertaining to interpretation of and compliance with the market rules and regulations is within the sole authority of the Market Supervisor and the Park and Rec Superintendent (in absence of the market supervisor). Any complaints between vendors for any matter, must be directed to the Market Supervisor. At no time shall an altercation take place if there is a disagreement.

Tents, Tables, etc. Tents are required for all vendors. All tables and displays must fit within the assigned space. Tents must be properly anchored and secured on all four corners.

Weather – The Wallingford Garden Market is a rain or shine market. All vendors are expected to be at the market as long as it has not been canceled. Reasons for cancellation would include extreme weather conditions. Vendors will be contacted in the event of a cancellation. Certain types of products, such as apparel and soaps, may qualify for a weather exemption. If a vendor feels their products qualify for an exemption, please make note of on your application.

Vendor Fees

- There is a \$260 fee to participate in the market for the entire regular season (price limited to 20 vendors). Vendors accepted past the 20 will be subject to a \$15 per week rate. The regular season will consist of up to 25 weeks. The drop-in rate is \$15 per week. Food Truck rate will be \$20 per week, \$400 for the season. Fees preferred to be paid in advance. If you cannot make payment ahead of time, contact the market supervisor to discuss. Checks can be made out to: Treasurer-Town of Wallingford and mailed to- Park and Rec. attn. Garden Market 6 Fairfield Blvd. Wallingford, CT 06492

Market Day Procedures

Setup: Begins at 8:30 a.m. and must be completed by 9:50 a.m., including all signage, displays and tents.

Selling: Vendors shall start selling promptly at the 10:00 a.m. Early sales are permitted once you are setup as you are there to make sales. Advertising of selling prior to the market opening is prohibited.

Breakdown: Begins at 1:00 p.m. not before. All tents, signage, tables, and displays must remain up until the end of the market.

Motor Vehicle Safety: Motor vehicle traffic is not allowed in the field from 10:00 a.m. to 1:00 p.m. All vendors must drive slowly during entrance into and exit from the field.

Clean Up –The Garden Market has some trash barrels around the park. Vendors are responsible for maintaining sanitary conditions around their space including properly cleaning up at the end of each market, including trash left behind by

customers around the field. Trash bags should be placed next to the trash barrels should they all be filled.

Parking

Vendors are allowed one vehicle at their space on the field. All others must park in the parking lot as far away as possible to allow patrons the premium parking spots.

Cancellation/No Show at the Market

Customers rely on vendors to be committed to providing products on a reliable schedule. Every full-time vendor is expected to attend the entire market season and guest/part-time vendors are expected to attend every accepted market date. Full-time vendors are permitted two scheduled market days off, which must be submitted on the application and approved by the market supervisor.

Modifications to Regulations - The Market reserves the right to revise this document at any time deemed appropriate.

Help the Market Grow and get Noticed

You can email the Market Supervisor updates or specials for your products by Monday of each week to be included in marketing efforts. This will help you stand out and keep customers excited and up to date on new and additional products. Vendors are expected to share the Wallingford Garden Market Social Media weekly on your own pages and let friends and family know when you will be at our market.

Suggestions: Do you have a thought that may help add to or improve the market? Do you know of another vendor that may compliment the already stellar list of vendors we have? Please share via email or in person with the Market Supervisor. You can reach the Market Supervisor by emailing Jon at: jdscags@yahoo.com