



March 2017

Dear Perspective Vendor:

Welcome to the New Genoa Market! We are excited to introduce *The Genoa Homegrown and Handmade Market*, all made in the USA! The market will be organized by the Genoa Area Chamber of Commerce. The market will be held in the City Lot as well as on South Genoa Street, on the following dates: **5/20, 6/24, 7/22, 8/26, 9/23**.

The market will run from **9:00 am to 2:00 pm**. Set-up time will begin at **7:30 am**. It is imperative that you arrive on time and be set up by 9:00 am each month. All vendors must be out of the city lot no later than **4:00 pm**. No vehicles will be allowed in lot after 8:30. After 8:30 all items must be drop off and carry in. If you have questions or need to make special arrangements please contact The Chamber of Commerce.

Included in this packet you will find:

- 2017 Genoa Market Guidelines
  - Please read through these guidelines carefully and contact the Chamber with any questions.
- 2017 Genoa Market Application

Also, if you are a food vendor please familiarize yourself with the DeKalb County Health Department Guidelines. You are responsible for following these guidelines. Failure to do so can result in a fine or removal from the market with no refund of fees. If you have any question regarding these guidelines please contact the DeKalb County Health Department at 815-758-6673 or visit [www.dekalbcounty.org/Health/environmental/industry.html](http://www.dekalbcounty.org/Health/environmental/industry.html).

**Applications and payments need to be returned to our office by May 6, 2017.** Application approval confirmations will be sent out after May 13th.

We are looking for upbeat individuals who love to showcase their talent! We are anticipating a great year and are looking forward to May 20th! If you have any questions please contact Cortney Strohacker at [cstrohacker@genoaareachamber.com](mailto:cstrohacker@genoaareachamber.com) or 815.784.2212.

Cortney Strohacker  
Executive Director



## 2017 Genoa Market Rules and Regulations

The guidelines cover all products sold at the 2017 Genoa Market. Please read the rules and regulations carefully. Complete only those sections of the application that apply to your products. When the application is complete, make a copy for yourself and send one initialed copy back with payment.

### **Date, Time & Location:**

The 2017 Genoa Farmers' Market will be held once a month, beginning on May 20<sup>th</sup> and running through September 23<sup>rd</sup> from 9:00 am - 2:00 pm, Downtown Genoa in the City parking lot and South Genoa Street, located on the corner of Main Street and South Genoa Street. The Market dates are as follows: **5/20, 6/24, 7/22, 8/26, 9/23.**

### **Application Approval:**

Applicants will be approved based on their ability to provide handmade, homegrown and made in the USA. Preference will be given to vendors whose goods are complementary to other goods offered at the market; and vendors whose goods offer variety and supply the needs of the market.

When an application is approved, ***only the items listed on that application are approved for sale.*** Changing or adding to your products requires an amendment to your application and approval of the amendment by the Genoa Area Chamber of Commerce prior to any sale.

Upon approval of your application vendors will receive notification from the Market Manager with vendor space number as well as a map of the site showing your location. Applicants that are not approved will receive notification from the Market Manager with returned payment. The Genoa Market reserves the right to approve all applications and assign all spaces.

### **Space Rental and Fees:**

To reserve a space, full payment must accompany this application. Payment will not be processed until application is approved. If application is not approved, payment will be returned. The Genoa Farmers' Market Committee reserves the right to approve all applications and assign all spaces. A map showing location will be sent to vendors following approval.

The Genoa Market is located in a parking lot on a side street. Booth space will be rented based on the number of spaces requested. Please pay special attention to sizes listed below and request spaces accordingly.

**One Space (10' wide x 12' deep unless width is noted otherwise)**

**Full Season \$120.00**

**Monthly \$30.00 per space**

**\*\*\*\*\* Vendors are responsible for all booth needs. Electricity is available on limited basis \*\*\*\*\***

**Insurance:**

Business insurance is strongly encouraged by the Genoa Market. The Genoa Area Chamber of Commerce and the City of Genoa will not be held responsible for any damaged or loss to your goods or equipment.

**Food Sales:**

All food items sold must comply with local, state, and federal health regulations. If selling as a Cottage Food Operator you must register with the DeKalb County Health Department, Environmental Health Division. All processed/prepared food vendors (including those selling meat, eggs, canned goods, potentially hazardous baked goods and prepared foods) must contact the DeKalb County Health Department, Environmental Health Division to ensure that the proper licenses have been acquired. The Environmental Health Division of the DeKalb County Health Department can be reached at 815-758-6673. All food permits, certifications and licenses must be submitted with the Genoa Farmers' Market application. Applications submitted without these will be considered incomplete.

**Scales:**

If goods are sold by weight, the producer's scales must comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified. For more information regarding this visit [www.agr.state.il.us](http://www.agr.state.il.us).

**Tents:**

All tents and coverings must be adequately secured for winds. A total of **100 pounds in weights** are required on all tents and coverings. Tents and coverings without adequate weights will be required to be dismantled and removed from the market regardless of weather conditions.

**Set-up:**

The official market times are 9:00 am to 2:00 pm. Vendors may choose to begin set-up as early as 7:30 am, but vendors must leave clearance for other vendors to get through. **For the safety of all, no vehicles will be allowed in the lot after 8:30. No exceptions.** All vendors should be set-up and ready by 9:00 a.m. (unless you have made special arrangement with the Market Manager). **Set-up will not be allowed before 7:30 a.m. or after 9:00 a.m.** Please be prepared to stay the entire length of the market. Vendors arriving late or leaving early will receive one warning and a \$10.00 fee per market for further infractions (at the discretion of the Market Manager).

**Parking:** To give market customers easy access to the market we ask that after you unload your items you park in the lot located on the east side of Genoa Street behind Corner Grill. Please do not park on Main Street, you will be asked to move.

**Attendance:**

All vendors attending on a full season basis shall attend all markets. If a vendor is unable to attend during a scheduled market day, the Market Manager must be notified 24 hours in advance of the market. Two unexcused absences will forfeit your market spot for the remainder of the season without reimbursement of market fees paid. Please be prepared to stay the entire of the market. Vendors arriving late or leaving early will receive one warning and a \$10.00 fee per market for further infractions (at the discretion of the Market Manager). The Market Manager can be reached at 815.784.2212. **Your booth fee must be paid by the Friday BEFORE the market, no exceptions.**

**Market Etiquette:**

Vendors and sellers are expected to wear attire that maintains the wholesome atmosphere of a Genoa Farmers' market (i.e., must wear appropriate shirts with no holes, no explicit language, etc.). Vendors are not permitted to yell, taunt, or aggressively pursue sales with customers, vendors or market staff. In the interest of fair trade, vendors disparaging other vendors' goods and/or selling items not at fair market value during any time of the market are not permitted and vendors doing so will result in the removal from the market and forfeiture of their space rental fees including full season fee payments. **Smoking by vendors is prohibited in the Market and surrounding areas during sales hours.** Concerns about other vendor's products/actions should be kept confidential and directed to the Genoa Farmers' Market Manager.

**Advertisement:**

The Genoa Area Chamber of Commerce advertises the Genoa Market and its vendors on many social media streams, local paper and radio stations. As participate, you are required to advertise your products on your social streams. The success of the market is a partnership between the vendors and the Genoa Area Chamber of Commerce. Marketing is the key to success. We will provide you with flyers to hand out at your other events, please let us know how many you will need, you can pick them up at the Genoa Area chamber at 113 N. Genoa St. Genoa, IL.

**Enforcement of Rules:**

Vendors at the Genoa Farmers' Market must at all times respect the Market Guidelines. The Market Manager has full authority to enforce all rules; any vendors failing to comply can be removed from the market without reimbursement of market fees. Any behavior deemed by the Market Manager to be disruptive in any way shall be cause for eviction of the vendor with forfeiture of rental fees.

This is an outdoor market and will be open rain or shine so dress appropriately for all weather conditions. In the case of severe weather the Market Manager will comply with the severe weather requirements of the city of Genoa.

Please initial here to accept the rules and regulations of the Genoa Market.

# 2017 Genoa Market Application

Market Dates: 5/20, 6/24, 7/22, 8/26, 9/23. In the City lot from 9 am to 2 pm beginning May 20<sup>st</sup> through September 23.

Business/Farm Name: \_\_\_\_\_

Name of primary seller: \_\_\_\_\_

Names of additional Sellers: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Facebook and/or website: \_\_\_\_\_ if you don't have one or the other please provide photos

How did you hear about the Genoa Farmers' Market? \_\_\_\_\_

Name of Emergency Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Please indicate the type of products you are applying to sell as a vendor. Select all that apply.

Produce  Plants /Herbs/Flowers  Wine  
 Processed Foods: baked goods, beverages, candy, pickles, etc.  Handmade  
 Other (please describe, must be made in the USA): \_\_\_\_\_

Circle: **Full Season**    **Monthly**    Number of Spaces Requested: \_\_\_\_\_    Total Due: \$ \_\_\_\_\_  
Circle:        5/20                6/24                7/22                8/26                9/23.

*I have read and understand all rules, regulations, and guidelines of the Genoa Farmers' Market and agree to abide by these rules.*

Signature of Primary Seller: \_\_\_\_\_ Date: \_\_\_\_\_

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**Please make check payable to Genoa Area Chamber of Commerce**

All Chamber expenses are tax deductible as a business expense, as permitted under prior Law (1098). Pursuant to the Revenue Act of 1987, we are required to advise you that your Genoa Area Chamber of Commerce fees are not deductible as a charitable contribution for federal income tax purposes.

Check# \_\_\_\_\_ Bill my Credit Card  VISA  Mastercard

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

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

RETURN TO: Genoa Area Chamber of Commerce, 113 N Genoa St. Genoa, IL 60135  
phone: 815.784.2212 | fax: 815.784.3453 | email: cstrohacker@genoaareachamber.com

**Processed Foods:**

All food items sold must comply with local, state, and federal health regulations. If selling as a Cottage Food Operator you must register with the DeKalb County Health Department, Environmental Health Division. All processed/prepared food vendors (including those selling meat, eggs, canned goods, potentially hazardous baked goods and prepared foods) must contact the DeKalb County Health Department, Environmental Health Division to ensure that the proper licenses have been acquired. The Environmental Health Division of the DeKalb County Health Department can be reached at 815-758-6673. All food permits, certifications and licenses must be submitted with the Genoa Farmers' Market application. Applications without these will be considered incomplete.

**Farm Vendor:**

**Licensed By:**      **License #:**  
 USDA    FDA    Dept of  
    Health


**Flee Vendor:**

Give a detailed description of the items you plan to sell at the Genoa Farmers' Market. All items must be hand made by the vendor. **A Photo needs to be submitted of what you would like to sell at the Market, with your application.** Applications without photos will not be considered.

**Flee Vendor:**

**Homemade?**      **Description of items:**  
 Yes    No


Please list additional items on the back of this sheet