

Upper King Street Fresh Farmers' Market

1806 King St. - Old Town Alexandria, VA

2009 Application

Please complete the following Application and Producer-Vendor Certificate, if appropriate. Information should be mailed to *UKSNA Market Committee*, 128 N Payne St., Alexandria, VA 22314 or, emailed to UKSNAMarketCom@gmail.com

Vendor/Participant Name: _____

Applicant address: _____

City: _____ State: _____ Zip: _____

Telephone(s): _____

Email Address/Website: _____

List of Products to be sold/distributed:

Describe display/presentation, type of shade/cover device:

Market Fee: Based on June 3 thru October 28, 2009 - 22 market days.

Check one: **Single (80-100 SqFt) \$132** **Double (180-200 SqFt) \$264**

Make checks payable to "UKSNA Market" and can be mailed to UKSNA Market Committee, 128 N Payne St., Alexandria, VA 22314

The above named agrees to:

- Observe the rules and regulations of the Market
- Make advance payment of market fee
- Be responsible for the safety and purity of all products offered for sale.
- Make proper collection and payment of taxes and fees required by the State of Virginia and the City of Alexandria.
- Comply with all applicable health codes and regulations.
- Cooperate with the Market Master
- Not transfer or assign this agreement

Market Master (signature/date)

Vendor (signature/date)

Email: UKSNAMarketCom@gmail.com

www.upperkingstreet.org

Upper King Street Fresh Farmers' Market

1806 King St. - Old Town Alexandria, VA

2009 Producer-Vendor Certificate

I, _____, do certify on _____, 2009 - that products described as: _____

Are grown or produced by me and/or members of my household at my farm, home, or garden located at (address) _____

(City/County/State) _____

I understand that if this attestation is false, I will lose my license to sell at the Fresh Farmers' Market (1806 King St.) and may be charged with fraudulently averting City of Alexandria taxation.

Signed: _____

*Please mail completed application and fee (payable to "UKSNA Market") to:
UKSNA - Market Committee, 128 N. Payne St., Alexandria, VA 22314*

Questions, please call Kathy Murphy at 703-824-8252

Upper King Street Fresh Farmers' Market
1806 King St. - Old Town Alexandria, Virginia

Market Rules and Regulations
V 1.1 2009

1.0 GENERAL INFORMATION

The following market rules and regulations are provided to ensure that the Upper King Street Fresh Farmers' Market provides a positive and enjoyable experience for both participating vendors and the public.

**The 2009 Upper King Street Fresh Farmers' Market will be held weekly
Wednesday, rain or shine
3:00 PM to 7:00 PM
June 3 through October 28, 2009**

The market will be held at 1806 King Street – King Street Gardens Park, Alexandria, Virginia, 22314. The park is the gateway to the City's most prominent main street and largest mass transit commuting hub. The location serves a large pedestrian population of residents, commuters, visitors and businesses.

2.0 ORGANIZATION AND MANAGEMENT

The market is a partnership between the Upper King Street Neighborhood Association (UKSNA) and the City of Alexandria. The UKSNA has established a market committee to coordinate and provide guidance for the support of a neighborhood fresh farmers' market. The market committee will work with vendors, the local community, advertise, solicit funds and provide liaison with the Department of Recreation, Parks and Cultural Activities on matters related to use of the King Street Gardens Park and the management of the market.

A market manager will be onsite for each market day, and will coordinate parking, assign vendor space, collect fees, assist vendors and enforce City regulations. The market committee will act as the final decision body to resolve conflicts between vendors, to rule on final eligibility of products, applications, address issues with local businesses, residents, and City concerns.

The King Street Gardens Park is a unique space. The triangular-shaped park is covered by an extensive arbor and contains several public art elements (inscribed paving bricks, plantings and a fountain.) Configuration of tables may be adjusted by the market manager to allow for safe, attractive display, visitor access and comfortable accommodation within the boundaries of the market zone.

The market manager controls all spaces within the market zone for the use by approved market vendors during the market hours.

3.0 HEALTH, SAFETY AND ORDER

In an emergency, the market manager has authority to secure the market area to maintain health, safety and order. Any problems will be reported to the market manager. In cases of public nuisance, by vendor or member of the public – the market manager will take immediate action, to include contacting local law enforcement.

In the event that a vendor violates the rules of the market and disregards the verbal warnings of the market manager, the vendor may be suspended for a length of time that is dependent upon the severity of the offense, or be removed from future markets. These actions can be appealed and reviewed by the UKSNA Market Committee.

Pets – all interior park space is reserved for the use by the Market. At the discretion of the market manager, he/she may restrict pets to the eastern end of the park (water fountain) and the perimeter sidewalks outside of the market zone.

4.0 ELIGIBLE PRODUCTS

The mission of this market is to provide "**Local Farm or Domestic Products**" as defined (section 10.0). Resale vendors must limit their items to local farm and garden produce. The market committee may include other types of products if they support the mission of the market and provide consumer diversity, or if products are not available from local sources.

No foods shall be sold which could be classified as "potentially hazardous food" as defined by Section 11-2-5 (25) of the City Code.

Vendors who wish to sell cheese, canned goods (fruits, vegetables, juices, etc.), or baked goods shall first obtain the approval of the Alexandria Health Department, and have evidence of that product approval in their possession, whenever they are selling these products.

No products sold can be used or second-hand.

5.0 DISPLAY OF PRODUCTS

Prices of all products must be clearly marked.

All packaged or canned food must include the name of the preparer, the contents, and the address of the place of manufacture.

All eligible products except fresh produce, flowers, plants, and canned goods shall be wrapped.

Produce not clearly declared on the vendor application is not allowed and must be removed at the direction of the market manager.

6.0 MARKET OPERATIONS

Market operates each week during the season, **rain or shine**.

Vendor set up must be done by the start of the market at 3 p.m. Parking is reserved for the market beginning at 1:30 p.m. Vendors must plan to have sufficient produce to fully support the advertised hours of market operation. At 7:00 p.m., vendors will immediately clean up their assigned area and leave in an orderly fashion.

No vendor shall be permitted more than one space (single or double) at a time.

Due to parking limitations, only one vehicle, no larger than 20 feet long, can be parked in reserved spaces adjacent to the market site. Reserved parking for "Farmers/vendors" will be identified and coordinated by the market manager. Vendors will park in designated areas.

No part of the King Street Gardens Park arbor, trellis, superstructure, etc. may be used as a display support. Ground stakes are not allowed. Any shade or covering device must use weighted base and, be independently and securely supported.

Each market farmer/vendor is responsible for maintaining the cleanliness of his/her assigned area; no containers will be provided for vendor refuse. Vendors must remove any trash from their areas.

All signage must be keep on his/her assigned area or on their vehicle.

No selling area will be permitted to use any fuel burning or electric devices to heat products, except for coffee/hot water urns when approved by the market manager. No generators.

7.0 ROLES AND RESPONSIBILITIES

City of Alexandria -- co-sponsor of the market. The city maintains and operates the King Street Gardens Park. During the market, a "community table" space for non-vendor, non-profit use is coordinated by the Recreation, Parks and Cultural Activities Department, Mr. Jack Browand, (703-838-5095 X273).

Upper King Street Neighborhood Association (UKSNA) – UKSNA is the neighborhood civic association for the Upper King Street area.

Market Committee -- Created by UKSNA to develop and support the goal of a fresh farmers' market in the upper King Street area. The market committee and the market manager will determine the selection of participating vendors from applications received. A waiting list will be maintained. Phone and email list are provided on last page.

Market Manager -- The market manager represents the UKSNA market committee, attends each market and is responsible for enforcing the market rules. The market manager responsibilities include:

- Coordination of reserved parking
- Assignment of display and selling areas to vendors
- Collect fees from vendors
- Direct the removal of ineligible products
- Direct vendors to comply with health and sanitation rules
- Receive vendor input (ideas, complaints, etc.) for consideration by the market committee

The market manager shall make space assignments in a manner that best assures the safe and successful operation of the market.

Vendor -- Participating vendors have the following responsibilities:

- Comply with these regulations as well as all other regulations, codes, and statutes that govern the growing, preparation, and sale of products defined in this regulation.
- The vendor will comply with the Upper King Street Fresh Farmers' Market rules, the City of Alexandria Codes and Laws, and conform to all Virginia laws related to health standards.
- Cooperate with the market manager regarding the assignment of space, use of city property, use of parking spaces, etc.
- Maintain a clean vending area, remove all refuse and trash at the direction of the market manager, and take care not to deface or damage City property.
- Pay the market fee to the market manager.
- Vendors are responsible for the safety of the products being sold, and shall hold the Upper King Street Neighborhood Association and the City of Alexandria harmless from any liability whatsoever that results from their activities at the market.
- Payment of Taxes. All vendors are responsible to the State of Virginia for collecting and reporting Virginia sales tax. In addition, resale vendors are responsible for obtaining business licenses from the City of Alexandria and submitting reports of revenue as required of a City of Alexandria business.

8.0 VENDOR ATTENDANCE

Due to the small size of this market – it is very important for vendors to be present at all market dates.

If a vendor cannot attend a market date – they must contact the Market Manager or member of the market committee, **no later than 48 hours before the start of the market** with valid reasons such as illness or other extenuating circumstances.

If a vendor is absent without notice, their space will be assigned to a waiting list vendor for the remainder of the season.

9.0 FEES

The 2009 market fee to participate and reserve space is \$132 for single (80-100 Sqft) or \$264 for double (180-200 Sqft) – for the season. Due to the shape of the park and interior columns, some vendor spaces may be irregular in shape. The 2009 season will run from June 3 through October 28, 2009, for 22 market days.

Full payment is due before the start of the market. Checks should be payable to "UKSNA Market."

Vendors may not sublet or "loan" their assigned space to another person.

10.0 DEFINITIONS

Local – produced within 250 miles of Alexandria, Virginia.

Local Fresh Farm or Domestic Products: Defined as, products that are grown or produced on farms or in homes or gardens. Products include vegetables, fruits, grains, plants, plant cuttings, flowers, seeds, nuts, and herbs. Prepared foods are processed in some way by the

vendor and are approved by the Health Department. These items are also created within the local area and include (but not limited to) cured meats, baked goods, preserves, pickles, juices, home canned products, and cheeses.

Market Zone: The physical area over which the market manager has authority to regulate physical tables/chairs/displays, pedestrian spaces and all commercial and non-commercial activities within this zone to ensure the safety, health and environment of the market. The market zone at 1806 King Street includes: the King Street Gardens Park interior, static benches, mobile chairs/tables belonging to the park, electrical and water outlets, the water bubbler, and all areas between and around assigned vendor sites.

Producer Vendors: Vendors who sell products which are grown or produced by themselves or members of their households at their own farms, homes or gardens.

Resale Vendors: Vendors who sell produce which has been grown by persons other than themselves or members of their households.

Vendors: Persons who have paid their market fee, agreed to comply with the farmers' market regulations, and agree to sell only "local farm or domestic products," defined above.

11.0 COMMUNICATION

Suggestions, complaints and recommendations may be provided to the market manager in writing or submitted to the mailing address of the market committee. All issues will be reviewed by the UKSNA market committee. Vendors may appeal the interpretations of these regulations or the decisions of the market manager by submitting a written appeal. The appeal will be considered within three days by the market committee and a written response returned to the appealing vendor. Decisions by the market committee will be final.

Mailing address: USKNA Market Committee, 128 N Payne St., Alexandria, VA 22314
Web site: www.upperkingstreet.org
Email: UKSNAmarketcom@gmail.com
General information: 703-824-8252

(Note: as a volunteer organization – it is often fastest to contact us by email.)

Upper King Street Neighborhood Association Market Committee contacts:

Jim Melton	105 Harvard St.	703.549.2592	meltonjim@aol.com
Kathy Murphy	128 N. Payne St.	703.824.8252	kmm_dc@yahoo.com
Debra Monaghan	108 N. Patrick St.	703.683.1696	debra@shoplamuse.net
Laura Campbell	109 Harvard St.	703.535.8191	camp_bell@post.harvard.edu

City of Alexandria:

Department of Recreation, Parks and Cultural Activities
Jack Browand 703.838.5095, x 273 jack.browand@alexandriava.gov

Mission of the Upper King Street Neighborhood Association - Market Committee, established in 2008

Vision: To create sustainable community activities along the Upper King Street area which provide healthy, quality-of-life services to both neighborhood and business communities.

Goal: To establish a weekday, fresh produce Farmers' Market along upper King Street Metro area during the afternoon commuting hours. The market will provide area residents and workers the opportunity to shop for fresh locally grown vegetables during the summer and fall months.

Benefits:

- Fresh, local produce markets provide a cost effective and nutritious option for residents and commuters.
- This will not duplicate existing weekend markets.
- The market will provide a welcoming pedestrian activity along upper King Street.
- Supports local fresh producers.
- Supports neighborhood social networking.
- Engages the community in the Eco-city principles of environmental, social and economic sustainability.