

APPENDIX K

2011

Vendors Package



M. Scotty Lamkin-Market Manager

Wasilla City Market

4/30/2011



Wasilla City Market » 300 North Willow » Wasilla, Alaska 99654
(907) 376-0150 » slamkin@mtaonline.net

April 20, 2011

Dear Growers and Vendors:

It's that time again! This is the first year of the Wasilla City Market, and we're hoping it will be a great year! The Wasilla City Market is committed to being a grower- producer-and artisan only market.

The Wasilla City Market will be located at the parking lot on 300 North Willow, behind Key Bank and will operate, rain or shine, each Saturday and Sunday from 10am to 4pm, June 4, 2011 through August 28, 2011. This market is unique in that there will be a permanent overhead roof structure for the primary farmers/produce section with 4'x10' slant back tables and a large 60'x80' tent to cover the 3'x8' tables for the secondary farmers/produce section.

Enclosed is a copy of our application, rules and regulations, a marketing letter for you to share with any prospective vendors that you may know, as well as the layout of the grounds. Please return your completed application no later than May 20, 2011.

If you have any questions, please call the Market Manager, Scotty Lamkin, at (907)376-0150 or slamkin@mtaonline.net I look forward to meeting and working with you all this year; it's going to be a great summer!

Sincerely,

M. Scotty Lamkin
Market Manager

Wasilla City Market 2011 Vendor Application

I. Information

Business/Farm Name _____
Owner/Contact Name _____
Mailing Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Cell _____
Email _____
Website _____

II. Permits and Products

What kind of permit would you like?

Reserved *before May 20*: _____ Seasonal _____ Monthly _____ Weekly _____

Reserved *after May 20*: _____ Seasonal _____ Monthly _____ Weekly _____

Provide a **complete list** of the products you will sell at the market and the quantity you intend to bring. Include produce, value-added products, flowers, bakery or other non-produce items you will sell and the degree to which they contain local ingredients, if applicable. Attach extra sheets or photographs, if needed. The more information you provide the better we will reach our customers. If you do not include some products on this list, you may be asked to remove them from your booth if they are found to be questionable or create a surplus of any one item during the market day.

Vegetables: _____

Fruits: _____

Flowers: _____

Baked Goods: _____

Meat: _____

Plants: _____

Other goods: _____

Which of the following best describes your farming practices? Explain your use of pesticides and fertilizer: (For example, is everything sprayed? Insect invasion? Partly organic? Routine? Etc.)

Conventional

Pesticide Free

Minimum Chemical

Certified Organic

Other (explain) _____

III. Vendor Space: Each space is 8'x 3': if you extend beyond that, please reserve 2 spaces.

1. Do you require electricity at your stall (circle)? Yes _____ No _____

2. Please look at the attached map and pick out your top three choices for booth locations.

My choices: 1. _____ 2. _____ 3. _____

The Wasilla City Market Begins June 4 and runs through August 28th. Please check the dates you will attend the market.

I plan to attend all markets (fulltime vendor) --Or--

June 4

June 25

July 10

August 6

August 27

June 5

June 26

July 16

August 7

August 28

June 11

July 2

July 23

August 13

June 12

July 3

July 24

August 14

June 18

July 4

July 30

August 20

June 19

July 9

July 31

August 21

Please include a summary of your business, for inclusion in the Wasilla City Market newspaper ads (or attach):

V. Agreement

Hold Harmless Agreement

The undersigned, individually and as authorized signatory for the below-listed organization (hereinafter referred to as the "Undersigned"), in consideration for the benefits to be derived from participation in the 2011 Wasilla City Market, hereby release and hold harmless the Wasilla City Market, the Wasilla Market Manager, his assigns, Husky Electric Supply, organizers of the Wasilla City Market, their agents, officers, servants and assigns (hereinafter referred to as the "Released") from any and all liability, claims, demands, and causes of action, whatsoever, arising out of any claim, express or implied, and/or related to any loss, damage or injury, that may be sustained or incurred by the Undersigned, its employees, agents, heirs, assigns or property, whether directly or indirectly caused by, or through the negligence of, the Released in connection with the 2011 Wasilla City Market and/or the Undersigned's participation in, or association with, the event. The Undersigned further agrees to indemnify and hold harmless the Released from any loss, liability, damage or judgment, including all costs and attorneys fees associated with the defense of any claim arising from the 2011 Wasilla City Market and/or the Undersigned's participation in, or association with, the event. This Agreement to Indemnify and Hold Harmless shall be binding upon the Undersigned, its agents, heirs, successors and assigns. Individually, and on behalf of _____ (name of organization), I _____ (name of authorized signatory) have read and fully understand the above and by my signature below do hereby intend to be bound by the same.

Date: _____

Participant's Signature: _____

Organization Name: _____

Phone Number: _____

Rec'd by, Market Manager: _____

Any Vendor serving food for onsite consumption or to go, including fish and fresh produce, shall maintain general and product liability insurance in an amount not less than \$500,000 and shall include the Wasilla City Market & Market Manager, as "additionally insured parties" in its product liability insurance and other applicable policies. Copies of these policies or appropriate certificates of insurance shall be delivered or faxed (907-373-4918) to the Wasilla City Market & Market Manager before Vendor first occupies leased space.

Without payment and proof of insurance, your booth will not be reserved.

** Please attach all copies of applicable inspection forms, licenses or other required documents to this application prior to submission.

** Please include payment of seasonal, monthly or weekly fee in the form of a check or money order, made payable to Wasilla City Market, with this application.

Please mail completed application and any additional paperwork to: Wasilla City Market, 300 North Willow St. Wasilla, Alaska 99654. For further information or if you have questions call Market Manager Scotty Lamkin at 907-376-3829 or 376-0150



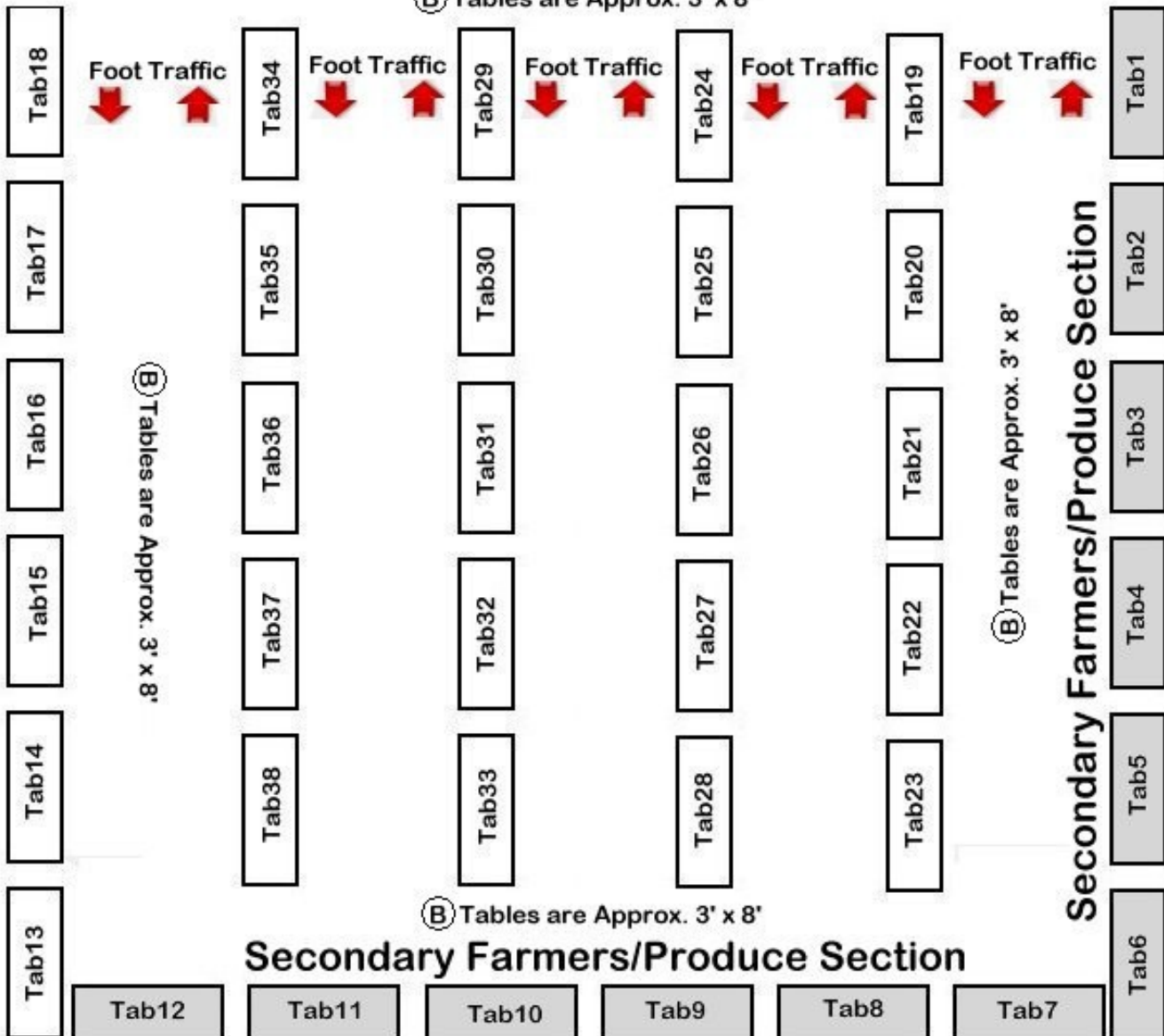
Primary Farmers/Produce Section
Permanent Roof Overhead

(A) Tables Slant backs Approx. 4' x 10'



61' x 78'

(B) Tables are Approx. 3' x 8'

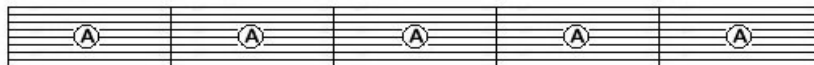




Booth Reservation Price Sheet

Primary Farmers/Produce Section Permanent Roof Overhead

(A) Tables Slant backs Approx. 4' x 10'



\$40./day

Secondary Farmers/Produce Section (B) Tables are Approx. 3' x 8'

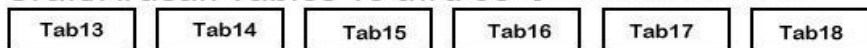


\$30./day



Some Shaded Tables have power options.

Craft/Artisan Tables 13 thru 38 (B) Tables are Approx. 3' x 8'



\$25./day

\$5. additional per day for power where available.

Price include weekly advertising of the Wasilla City Market in the Frontiersman.

Each Vendor is responsible for their 2% Wasilla City Sales Tax. Market Manager will collect at the end of each day.

Wasilla City Market 2011 Rules and Regulations

Please review the Application and Rules and Regulations carefully prior to submitting. Applications are due by **May 20, 2010** and can be mailed to:

Wasilla City Market
300 North Willow St.
Wasilla, Alaska 99654

Applications can also be faxed to (907) 373-4918, attention: Wasilla City Market. For more information, please contact the Market Manager, Scotty Lamkin at (907)376-0150 or 376-3829 or you may email me at slamkin@mtaonline.net

I. Dates, Hours of Operation, Operating Guidelines, and Locations

The Wasilla City Market is an outdoor market located in the fenced warehouse lot just behind Wasilla Key Bank, just off the Parks Highway in downtown Wasilla.

The market will open Saturday, June 4, 2011 and will run every Saturday and Sunday through August 28, 2011. Market hours are from 10 a.m. to 4:00 p.m., rain or shine. The number of market stalls available is limited by the space available. Priority for market spaces will be as follows:

1. Vendors who have submitted an application with their paid fees and proof of insurance by May 20, 2011 subject to compliance with market rules as set forth below and the Wasilla City Market Manager to review products sold.
2. New vendors who have submitted their application and membership fees by May 20, 2011, subject to compliance with market rules and subject to the needs of the market for various products as determined by the Wasilla City Market Manager.
3. In case of conflict over priority, Wasilla City Market Manager may prioritize applications by any method, which may include drawing lots or accepting good exceptions to priority based upon good faith and circumstances beyond the vendor's control. Vendors agree by submitting this application that the decision of the Wasilla City Market Manager in these matters shall be final.
4. If the number of applicants exceeds the number of spaces available, the Wasilla City Market Manager shall publish a waiting list, which shall establish priority for new vendors as spaces become available.
5. Additional applicants will be considered after May 20, 2011 as space permits.

II. Market Rules

The Wasilla City Market is managed and operated by Husky Electric Supply, Inc. Vendors are the growers and producers of the fruits, vegetables, plants, herbs, flowers, eggs, baked goods, meats, dairy products, jellies, jams, honey, syrup and/or other approved products they intend to sell at the market. The Wasilla City Market supports local, small-scale farmers' and gardeners by providing a marketing opportunity to sell produce and farm-related items directly to consumers. All value-added products and handcrafted items are to be made by the vendor, except as allowed by the consignment rules set forth below. The Wasilla City Market Manager shall review and approve all items prior to acceptance of the vendor to the market. Any disputed issue may be appealed in person to the Market Manager. The decision of the Market Manager shall be final.

Sellers must have all applicable State of Alaska, Alaska Department of Agriculture, USDA and any other federal, state or local licenses. The Alaska Department of Environmental Conservation will monitor the market for health code compliance. All vendors should contact the ADEC at (907) 376-1857 **before** the start of the market to ensure compliance. The Wasilla City Market is *not responsible* for the enforcement of USDA, ADOA or any other federal, state or local regulations. Should any enforcement agent inspect our market, each vendor is responsible for the compliance of his/her merchandise.

All produce and products sold at the market must be grown and/or produced by market vendors, excepting a small quantity of consigned products. For consignment policy, see below.

By submitting an application, vendors agree that the Wasilla City Market Manager or an Appointee may inspect their farm or facilities to insure compliance.

III. Consignment Policy

A vendor may sell up to 20 percent of their booth's produce or value-added products on a Consignment basis for another grower or producer. *Under no circumstances may a grower sell produce that was purchased at wholesale for resale at the Wasilla City Market.* The purpose of consignments is two-fold. First, it allows participation in the market by a local grower with a limited number of products. Second, it widens the variety of products available at the Market, which benefits the consumer and promotes the success of the market. The following guidelines apply:

1. Before bringing the consigned product to market, the vendor will request approval from the Wasilla City Market Manager.
2. Consigned produce or products must be brought to the market without vendor prepayment for those items.
3. The product must be grown or produced by the consignor on his or her own farm or facility.
4. The consignor will be subject to all rules of the market, including inspection for compliance with grower requirements.
5. Consignment arrangements as to quantity and price are between the vendor and the grower/producer of the item.
6. No items may be offered for sale that are not produced by vendors or consignors, except by written permission of the Wasilla City Market Manager, which may be granted if such items are determined to be for the good of the market as a whole and do not detract from other grower/vendors.
7. Non-farm art, crafts and value-added food products produced by a vendor may also be sold with the approval of the Wasilla City Market Manager. Farmers who produce value-added and craft items will receive preference over non-farmer artisans in selling these items at the Market, dependent on market needs.
8. Value-added products – jams, jellies, salsas, hot sauces and similar products – should use ingredients grown by the vendor or locally grown whenever possible. All value added products must follow local, state and federal labeling guidelines.

IV. Approved Products

1. All vegetables, flowers, sprouts or herbs grown by the vendor from seed, sets or seedlings.
2. Any fruits, nuts or berries grown by the vendor from trees, bushes or vines on the vendor's property.
3. Any vegetable or berry plant grown by the vendor from seed, seedling, cuttings or division bulbs and seeds propagated by the vendor. Cut flowers or flowering plants may be sold, subject to the Market Managers decision on limiting the number of such market stalls and the amount of flowering plants that can be accommodated at the market. The Wasilla City Market Manager will not allow the sale of split plants from a homeowner's landscape.
4. Fresh eggs produced by the vendor's poultry.
5. Honey produced by the vendor's bees.
6. Fresh baked goods made by the vendor. Vendors who sell home-baked goods must have a home baking registration license obtained by calling the Alaska Department of Environmental Conservation at (907)269-7644. In addition, pre-packaged baked goods must be labeled with ingredients to meet applicable federal, state and local laws, ordinances and requirements.
7. Value-added agricultural products such as jams, salsas, cheese, dried tomatoes and sauces. Value-added products and prepared food items must meet all applicable federal, state and local health regulations.
8. Chicken, beef, pork, lamb, fish or other types of meat raised by the vendor, must be processed and handled in accordance with applicable regulations. Vendor must have appropriate licenses and adhere to all applicable federal, state and local laws, ordinances and requirements.
9. Booths for taking orders for animals or animal products (such as a booth taking orders for quantities of meat.)
10. Plant and animal products grown and crafted by the vendor (soaps, garlic braids, herb salves, wreaths, etc.)
11. Indigenous wild crafts made or gathered by the vendor (bark baskets, etc.)
12. Wool, yarn or goods crafted from wool from vendor's own animals.

13. Art or craft items – each vendor's items will be admitted on a case-by-case basis.
14. Other such products that may be approved by the Market Manager.
15. All products and vendors require advance approval by the Market Manager.

V. Value-Added Product Vendors

Value-added products sold at the Wasilla City Market should employ as many local, ingredients as possible. Application approval is dependent upon the needs of the market for variety and balance (too many bread bakers, not enough salsa vendors, etc.). *Please describe on your application your product, where and how you make it, and what quantities you produce. (i.e., do you use locally grown ingredients?)*

Vendors must submit a copy of all inspection forms, business licenses (if required) and other documents with their application. All such forms, licenses and other documents must be available for inspection at any time by the Wasilla City Market Manager or any other appropriate representative. If at the time of application a vendor has not yet received the proper forms but is in the process of obtaining them, the vendor may provide proof that he/she has applied for the required forms.

All inspection forms, business licenses and other applicable documents must be obtained and presented to the Wasilla City Market Manager for review at least one week before the market day the vendor wishes to attend. Please note that a delay in providing the appropriate documentation may result in the vendor being excluded from the market.

Labels, where required, must be of a type approved by the Alaska Department of Agriculture. The ADOA/ADEC will visit the market so it is critical that you keep a copy of your papers in your booth, as well as in our files, or they will likely shut down your booth for the day.

All products must be raised, harvested, prepared for resale, packaged and displayed in accordance with federal, state and local regulations.

Artisan applicants: Art and hand crafted items are a valued part of the Wasilla City Market. Artisan vendors will be included as space permits but will typically not exceed 50 percent of participating vendors. Artisans should be prepared to show work or slides of their work to the Market Manager for approval.

VI. Fees and Reservations

All fees will be used to support the promotion and operation of the market including, but not limited to, the market management and administration, public relations and marketing expenses, Market supplies, market fixtures and customary business expenses. Vendors that submit their application and payment before May 20, 2011 with a valid postmark will receive a 10% discount of their fees.

1. See attached Fee Schedule page for costs.
2. Weekly market participation is available to vendors who have limited product but would like to participate in the market on an occasional basis. Such participation will be possible only if there is space available and their inclusion would not throw off the balance of vendors at the market, as determined by the Wasilla City Market Manager.
3. It is the responsibility of the vendor to make the payment of their weekly fees to the Wasilla City Market Manager before 8 a.m. each market day. Personal checks are not accepted for weekly fees.
4. All vendors are independent entities and as such are responsible for compliance with local codes and for paying all applicable taxes and/or federal, state and local fees. Wasilla City taxes will be collected by the market manager, from each vendor, based on sales for that day. Wasilla tax rate is 2%. Check the local state and other applicable regulations and see how they apply to you. *Each full time vendor must carry his or her own personal and product liability insurance.*

VII. Reservations and Booth Assignments

1. See attached map for dimensions of booth space. Vendor's canopy and display tables or booths must stay within the allotted space.
2. Vendors may not spill into another space.
3. Every effort will be made to ensure season-long reservations receive the same space each week. If vendors cannot attend a particular market, they should notify the market Manager as soon as possible, but no later than 5 p.m. the Thursday before the market, except for emergencies, in which case they should notify the Wasilla City Market Manager as soon as possible at (907) 376-3829. Requests to transfer to an open booth may be granted at the discretion of the Market Manager.

4. Week-to-week assignments are to be made by calling the Market Manager. The assignments will be made on a first come, first served basis, subject to the right of the Market Manager to arrange the various booths for maximum positive impact and to accommodate the needs of vendors and customers.
5. Subsequent year reservations are subject to assignment based upon seniority and Market needs. Seniority is determined by previous year attendance. Ties will be broken by total market attendance. Ties from this will be broken by lottery.
6. Absence Policy: If a vendor has reserved a weekly space at the market and cannot attend, he or she is expected to notify the market manager 72 hours in advance. In the event no notice is given the booth fee must be paid before the vendor may resume market attendance. Exceptions to this rule are illness, accidents, family crisis and other instances deemed to be a legitimate emergency by the Market Manager.

VIII. Setup and Parking (Absolutely, no exceptions!)

1. Vendors must be on site and set up no later than *8:30 a.m.* *Vendors are required to clean up after the close of the market. A \$25.00 fee will be imposed if a vendor area is not cleaned at the close of the market each week. This fee is assessed per infraction!*
2. Vendors agree to park in a designated vendor parking area.
3. Vendors are independent entities and as such are liable for all applicable insurance.
4. Vendors must clearly display all applicable licenses.
5. Vendors are responsible for their own scales if needed. Vendors selling by the pound must use and provide their own certified scale. You must follow the guidelines set forth by the State of Alaska, Division of Weights and Measures. If you use a scale, it must bear the seal of inspection from that office.
6. Each vendor is responsible for keeping his or her booth space clean, and to tidy up before leaving. Vendors must remove all trash and dispose of it properly.
7. Vendors must post prices for all items. All products must be clearly labeled and in compliance with any federal, state or local regulations or requirements.
8. Sellers are encouraged to present their product in the best light and offer the highest quality fresh produce and/or handcrafted items.
9. Vendors, their employees and associates shall dress and act in a professional manner with customers, vendors and staff.
10. *Vendors must maintain their display set up until the close of the market and may not begin breaking down until 4pm.*
11. The Market Manager has the right to require a vendor to change his or her display if it is deemed to present a safety risk or otherwise does not comply with market rules.
12. Wasilla City Market will provide a trash container as necessary for Market related trash only!

IX. Compliance with Market Standards

Enforcing the above rules will be the responsibility of the Wasilla City Market Manager or Staff. After giving the vendor an opportunity to be heard, the Market Manager will determine whether there has been a violation and if necessary, escalate the issue. If the Market Manager determines that there has been a violation, they will take whatever action it, in its sole discretion, deems appropriate and just. The Wasilla City Market Manager retains the right to limit or revoke any vendor's participation in the Wasilla City Market. Wasilla City Market reserves the right to settle all situations not covered by the above rules, based upon its sole discretion as to what is best overall for the market.

The following items are prohibited under all circumstances: smoking, weapons of any kind, alcoholic beverages, pets or items not approved by the Wasilla City Market.