



## Dubuque Winter Farmers' Market 2023 - 2024 Application

### MARKET POLICIES

Please read this entire policy section before applying for this season's market. The following policies will be required of all market vendors.

1. **COVID-19:** We are constantly monitoring local, state, and federal requirements and recommendations for COVID-19 precautions. At this time, Kennedy Mall allows tenants to abide by their own mask and vaccination policies.
  - a. If you have a fever, cough or any flu-like symptoms, stay at home.
  - b. Masks are optional for vendors and shoppers.
  - b. Product sampling is allowed this season.
  - d. Please disinfectant your table at the end of every market. We will provide 2-3 spray bottles of disinfectant solution. Bring your own rags or bleach wipes.
  - e. Market staff will provide hand sanitizer at the market entrance.
  - f. Should there be significant changes in the risk level of the pandemic, market staff will revise and communicate any policy changes.
  
2. **Full Season Stall Fees:** One-time fee of \$125 per table.
  - a. The Mall's rent is significantly higher than our previous venues. However, the increased sales should make up for the higher table fee.
  - b. Market provides 1 table and approximately 15 ft. of booth space. Vendors may request two tables for a double booth, which will result in a double-fee of \$250 for the season. Vendors are allowed to bring additional tables for the back or side of their booths for product or packaging storage. All front-facing tables will be considered additional customer sales space and will result in a double-booth fee.
  - c. Full payment is due by Tuesday, October 31st. Accepted vendors will be provided with payment instructions upon approval.

- d. There is no additional charge for electrical outlets, but access is limited and not guaranteed. Please indicate in this application if electricity is required for your products.
3. **Fill-in Stall Fees:** Weekly fee of \$15 per table.
  - a. We have a limited number of tables and may not have space for everyone. Priority is given to returning full-time vendors and frequent fill-in vendors from last year.
  - b. Vendors who wish to take up more than 15 feet of stall feet will be asked for additional payment.
  - c. Please complete the application, but please wait and bring payment with you the week that you vend.
  - d. There is no additional charge for electrical outlets, but access is limited and not guaranteed. Please indicate in this application if electricity is required for your products.
4. **Attendance:** If you plan to be a regular vendor, please plan to attend for the entire season. If you will miss more than 6 weekends throughout the season, apply as a fill-in vendor instead.
  - a. Full-season vendors are expected to attend every week. Please indicate in this application any dates you *already know you cannot attend*.
  - b. For unexpected absences, please notify market staff no later than the Wednesday before so we can notify fill-in vendors. Contact Danielle [atanager@wintermarketdbq.com](mailto:atanager@wintermarketdbq.com) or 563.581.9688.
  - c. Since we do charge fill-in vendors, vendors are not allowed to sublet their booth space for weeks they do not attend. If you would like to share a booth with another vendor, please ask market staff for an exception.
  - d. Market staff will make every attempt to notify fill-in vendors one week in advance if space is available. If you need more time than that, please let us know.
  - e. Severe Weather: Winter Market will be open rain, snow, or shine, unless Kennedy Mall is unable to open due to extreme weather. Market staff will notify all vendors via email if the mall requires us to close.
    - i. If you are unable to travel due to weather, contact Danielle ASAP at [manager@wintermarketdbq.com](mailto:manager@wintermarketdbq.com) or 563.581.9688.
5. **Setup & Teardown:** Vendors are responsible for setting up and tearing down all of their own products and displays.
  - a. Doors open for vendors at 7:30 am. *Enter from the north parking lot.* A map will be provided for new vendors before the first market of the season.
  - b. Vendors must be ready to sell no later than 8:45 am. *Tardiness will not be tolerated and repeat late arrivals may result in expulsion from market.*
  - c. Doors open to the public at 9:00 am.
  - d. If you need more than 1 hour 15 minutes to set up, please ask market staff for an exception.
  - e. Doors close to the public at 12:00 pm. *Teardown may not begin prior to 12:00pm unless you have sold out of products.*
  - f. Vendors must complete teardown no later than 1:00 pm.
  - g. Carry in - carry out: Waste and recycling bins are provided *for market shoppers only*. Vendors are responsible for providing their own waste receptacles and removing any

- waste generated by their products (packaging, wrappers, boxes, etc.). Market staff will not dispose of vendor waste.
- h. Layout: Vendors are requested to be flexible with booth assignments for the betterment of market flow. Market staff reserves the right to relocate vendors for any reason.
6. **Licenses & permits:** *It is the vendor's responsibility* to make sure you are in compliance with all local, state and federal health regulations, licensing, inspection, and permit requirements. If you have questions about these, please contact Tim Link – City Health Services at 563.589.4102 or [tlink@cityofdubuque.org](mailto:tlink@cityofdubuque.org).
7. **Product Standards:** Locally produced foods that are grown/raised/made by the vendor selling them at Market will be the main products sold.
- a. Items that potentially compete with other mall stores are prohibited – we do not accept crafts, jewelry, clothing, or home décor. Exceptions may be made near the holiday season, with prior approval from Kennedy Mall. Contact market staff if you are interested in special holiday exceptions.
  - b. Approved products include: in-season produce and storage-type produce, greenhouse produce, cheese, eggs, jams, pies, breads, cookies, juice, salsa, wine, meat, honey, canned goods, prepared foods, house plants, and personal body care products.
  - c. Vendors *are required to display signage* to alert shoppers about any products that meet those criteria but are not grown or produced by the vendor. For example: fresh fruits or vegetables that are not commonly grown in the midwest, but that are sourced from small-scale or organic farms (citrus, peaches, etc.). Contact market staff for guidance if you plan to re-sell any products.
  - d. The Winter Farmers Market Committee, an affiliate of the Four Mounds Foundation, has exclusive rights to accept, limit, and decline products to be sold at the Winter Farmers Market.
8. **Conduct:** Respect everyone.
- a. All vendors, customers, volunteers, and staff of the market are to be treated respectfully and courteously. Vendors are expected to conduct themselves professionally and honestly. We strive for a safe and comfortable environment for everyone.
  - b. No Discrimination. Market staff will not tolerate discrimination of race, color, sex, age, religion, sexual orientation, nationality, or physical ability.
  - c. All vendors are required to comply with The City of Dubuque ordinances, regulations, and rules along with state and federal laws. *Failure to abide by these regulations could be grounds for removal.* This includes, but is not limited to: assault or abuse directed toward other vendors, customers, market management, market staff, volunteers, or the general public.
9. **Refunds:** Refunds will not be issued for any reason, unless the market runs out of space or tables for vendors who have been accepted.

## FREQUENTLY ASKED QUESTIONS

### **When will I be notified if my application is accepted?**

Applications are due Friday, October 20, 2023. Notification of acceptance will be communicated no later than Friday, October 20, 2023.

### **What happens next if I am accepted?**

You will receive payment instructions upon acceptance to Winter Market. Payments must be made in full via cash or check *before you attend your first market date*.

Vendors will also be required to attend one of two pre-season market meetings. The purpose of this meeting will be to meet the market manager, go over market expectations, and ask any questions you may have. Vendors may choose one of the following:

- Sunday, October 29th at 2:00pm in-person at Kennedy Mall
- Monday, October 30th via Zoom at 6:00pm

### **What are the Winter Farmers Market dates and times?**

Dates: Every Saturday November 2023 through April 2024

Time: 9:00 AM to 12:00 PM

Holiday closures: December 30th for New Years Eve weekend. We will be open December 23rd before Christmas.

### **Where will the Winter Farmers Market be located?**

Kennedy Mall – 555 JFK Rd, Dubuque, IA – west concourse, across from Planet Fitness (former Younkers home store).

### **What is included with my stall payment?**

Each vendor will be provided with one 8' table and approximately 15" of stall space. We have a limited quantity of additional tables/space for purchase. There are a limited number of chairs for vendors. If you want to guarantee yourself a seat, please bring your own chair.

### **How will the Winter Market be promoted?**

We provide signage made for interested vendors to display at other farmers markets through the end of October and flyers to distribute to their current market customers. Large vinyl signs will hang on the window of the Kennedy Mall store front. We will request that the mall promote WFM with smaller signs and door clings throughout the mall. A press release to local media will promote our opening weekend and any special events. A weekly e-newsletter is distributed to our market email list (over 2,500) and Facebook & Instagram pages (3,000+ followers). Dubuque365 lists Winter Market as an on-going event on its website and in the bi-weekly print 365Ink. Posters will be distributed to local businesses.

**Who do we contact with questions/concerns?**

This season's market manager is Danielle Stowell. You can reach her at [manager@wintermarketdbq.com](mailto:manager@wintermarketdbq.com) or 563.581.9688. Danielle has been a Winter Market volunteer greeter since 2011, and is one of the co-founders of Millwork Night Market.

**VENDOR APPLICATION**

**Name of Business:**

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**Business Owner:**

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**Mailing Address:**

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**City, State, and Zip:**

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**Telephone:**

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**Email Address:**

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**Website:**

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**Social media @ handles:**

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**List the names of all responsible persons working at your stall(s):**

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**Describe the products you intend to sell. When describing products grown by you, please note special methods, type of product, etc.; for example – free range, state certified organic, organic methods but not certified, chemical free, heirloom, green house, hydroponics, etc. For import / resale: If the product you intend to sell is not produced by you, please specify who makes it and where it comes from. You will be required to display signage with this information.**

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<b>Applying for (circle one):</b>	Full-season	Fill-in
	\$125/season	\$15/week
<b>Additional Space (optional):</b>	\$125/season	\$15/week

*Vendors are required to bring your own table covers, displays, and booth supplies. One table per space purchased is provided. Chairs cannot be guaranteed, vendors are encouraged to bring your own. Vendors must wipe down tables, sweep/vacuum around their booth, and remove all waste (packaging, wrappers, boxes, etc.) each week.*

**Full-season vendors - you are expected to attend every week unless communicated ahead of time. List dates for any known absences:**

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**Fill-in vendors - list dates for any specific weeks that you want to participate (if open to any dates all season, leave blank):**

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**Insurance:** Vendors are expected to carry appropriate levels of liability and product insurance as per the industry standard for their business, and list Four Mounds Foundation, 4900 Peru Road, Dubuque, IA 52001 as an *Additional Insured* on their general liability policy. Four Mounds Foundation does not hold or provide any insurance coverage for our vendors. In doing so, vendors assume all responsibility for damages, loss, or liability that might be incurred during participation in the Winter Farmers Market. **Upon acceptance, please send a copy of your current certificate with your payment.** Alternatively, you may have your agent email it to Danielle at [manager@wintermarketdbq.com](mailto:manager@wintermarketdbq.com).

- I have a liability insurance certificate with Four Mounds Foundation, 4900 Peru Road, Dubuque, IA 52001 listed as an *Additional Insured*. The certificate expires on \_\_\_\_/\_\_\_\_/\_\_\_\_ and: I confirm that a copy of the certificate will be forwarded to Danielle Stowell by October 31, 2023.
- I do not have a liability insurance certificate. Additionally, as I do not have a valid insurance certificate, by initialing this paragraph I therefore accept all responsibility for any issues or claims that may result from participating as a vendor in the Winter Farmers Market. These issues or claims are limitless, and could include: product quality or claim issues, food poisoning, interactions with the public or other vendors, and accidents that may happen at my booth or as a result of my participation.

\_\_\_\_ Initials

**Hold Harmless:** By signing this agreement and initialing this paragraph, I agree to indemnify and hold harmless Four Mounds Foundation, the City of Dubuque, Wicked River, LLC, Kennedy Mall, and all organizations' staff, volunteers, agents, board members, and representatives, from responsibility for any **loss, damage, or any legal liability**.

\_\_\_\_ Initials

**Marketing:** By signing this agreement and initialing this paragraph, I agree to a photo and media release, allowing market promoters, the public, and the media the opportunity to promote the market through a variety of means, including photography, video, social media, vendor listing on the Four Mounds website, and other means.

\_\_\_\_ Initials

**If you agree to all of the responsibilities above, please sign and date below:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

## TO SUBMIT THIS APPLICATION

Scan/email electronically to Danielle Stowell at: [manager@wintermarketdbq.com](mailto:manager@wintermarketdbq.com)

OR

Mail to: Danielle Stowell  
210 Jones Street  
STE 200  
Dubuque, IA 52001

*The Dubuque Winter Farmers' Market is a program of [Four Mounds Foundation](#). Our mission is to provide access to regional foods, offer economic opportunity to farmers and growers, and contribute to a vibrant community and healthy economy. Our dedicated staff and volunteers are driven by the objective to provide a greater public understanding of the broader food system.*