



## **DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

### *Administrative Division*

#### **Urbana's Market at the Square Staff Report**

**April 19, 2017**

Prepared by Natalie Kenny Marquez, Director, Market at the Square

#### **Introduction**

The following Market at the Square Staff Report describes activities of Urbana's Market at the Square. The report includes information regarding projects which are in progress, recent requests and recommendations from the public, staff activities, and upcoming events.

- **2016 Annual Report**

- Market Staff presented the 2016 Annual Report to the Urbana City Council on January 23<sup>rd</sup>. A copy of the annual report is attached.

- **SNAP/EBT and WIC Update**

- The LINK Up Double Value funds awarded to Urbana's Market at the Square in the amount of \$4,862 were not completely expended during the 2016 season. The grant went into circulation beginning on September 10<sup>th</sup>, leaving only 9 market dates to distribute the produce incentives to Market customers. Based on our sales throughout the season, 2016 proved to be the most successful season for our SNAP program to date. We are confident that the funds would have been exhausted had they come earlier in the season. The Market Director has submitted a request to extend funding to the 2017 in order to carry over the \$2,088 in unspent funds.
- Staff is exploring opportunities to find additional funds to support SNAP incentives during the 2017 season. This includes additional grant opportunities with LINK Up Illinois as well as other organizations from the Urbana community.

- **Conferences and Presentations**

- The Market Director co-presented at two sessions during the Illinois Specialty Crops, Agritourism and Organic Conference on January 13<sup>th</sup> in Springfield. The sessions were titled: "The Need to Know at Selling at Farmers Markets" and "Market Advisory Boards – It Takes a Team to Build a Successful Farmers Market".
- The Assistant Market Director attended the Routes to Farm Summit at Starved Rock Lodge & Conference Center on January 18-19<sup>th</sup>.
- The Market Director gave a presentation regarding marketing principles and branding at The Land Connection's workshop entitled "Marketing Strategies for Specialty Crops and Diversified Farms" on January 26<sup>th</sup> at Prairie Fruits Farm and Creamery in Champaign.
- The Market Director and Assistant Market Director attended the Illinois Farmers Market Association Conference on March 29<sup>th</sup> in Chicago. The Market Director co-

presented a session titled “Revamping Your Marketing and Branding Strategy”. Both the Market Director and Assistant Market Director also sat on a panel to discuss the Manage My Market online system.

- **Website**

- The new Market at the Square website was launched the week of March 13<sup>th</sup>. Visit the new website at [www.urbanamarket.org](http://www.urbanamarket.org).

- **Promotional Events**

- Urbana’s Market at the Square was accepted by the Farmers Market Coalition to takeover their Instagram Account September 11-24, 2017. An Instagram takeover means that Urbana’s Market at the Square staff will produce photos and captions for the Farmers Market Coalition to post from their account. This offers Urbana the opportunity for enhanced exposure and a great way to attract new Instagram followers.
- Market staff will be present at the Hobbico Health and Wellness Fair for employees on April 19th. If anyone from the Advisory Board would like to attend to hand out information about the farmers market, please get in touch ASAP with Natalie!
- Urbana’s Market at the Square will host a “Market at the Square Tasting Tent” on June 10<sup>th</sup> as part of the Urbana Business Association’s Uncork Urbana Wine Festival. Market staff will coordinate with local chefs to feature seasonal ingredients sourced by Urbana market vendors during three cooking demo and sampling opportunities at 4, 5 and 6 p.m. More details to come.

- **Programming**

- The Third Annual CSA Fair took place on Friday, March 3<sup>rd</sup> from 4-7 p.m. at the Urbana Civic Center, 108 West Water Street. The event was a success with great foot traffic coming from other programs/events occurring simultaneously in the downtown area as part of Urbana First Fridays.
- First Federal Savings Bank of Champaign-Urbana has committed to co-hosting three Sprouts at the Market events during the 2017 season (May, June and September).
- To keep up on market programming please visit the calendar located on the new website [www.urbanamarket.org](http://www.urbanamarket.org).

- **2017 Planning**

- **Pre-Season Meeting:** There was a very well-attended pre-season meeting on Thursday, January 26<sup>th</sup> from 3-5 p.m. at the Urbana Civic Center, 108 West Water Street.
- **2017 Applications:** 2017 application were made available on February 1, 2017. To date there have been 130+ applications received.
- **Market Handbook:** The updated Market Handbook is now available online and is being distributed to both new and returning vendors.



# 2017 MARKET HANDBOOK



FOR VENDORS & COMMUNITY GROUPS

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**Instagram:** [@urbanamarket](https://www.instagram.com/urbanamarket)

**Every Saturday from May 6 -November 4, 2017 | 7 a.m. to 12 p.m. | RAIN OR SHINE.**

The farmers market takes place in the City of Urbana parking Lot 10X located at the corner of Illinois and Vine Streets in downtown Urbana.

# OVERVIEW

## Statement of Purpose

Urbana's Market at the Square has been operated by the City of Urbana since the late 1990s and has grown into a significant economic, social, and educational opportunity for its patrons, vendors, community groups, and performing artists. It's a tremendous asset to central Illinois, and its vitality is very important to the City of Urbana.

## Mission of Urbana's Market at the Square



Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.

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## Definition of Producer-Only

Urbana's Market at the Square encourages the sale of a variety of goods and emphasizes fresh, local foods. All items must be directly and personally homegrown, handmade, and/or created from locally-owned operations within the state of Illinois. Examples of approvable items include produce, flowers/plants, meat, dairy, baked goods/prepared foods, art/crafts, wine, beer, and spirits.

## Participant Categories and Definitions

A vendor is an owner/operator of a business entity approved to sell at Urbana's Market at the Square from May 6 to November 4, 2017. The categories and definitions of products to be sold at Urbana's Market at the Square are below.



**A Grower** is a person actively involved and invested in the planting, growing and harvesting of agricultural products. We define agricultural products as fresh fruits and vegetables, meat, nuts, honey, eggs, fresh herbs and flowers. Certain certificates/licenses/permits may be required.



**A value added food vendor** sells products in which the physical state or the manner in which the agricultural products has been altered. Products may be cooked, canned, dried, baked, preserved such as flour, cheese, ice cream, breads, pastries, chocolates, jams and jellies. Certain certificates/licenses/permits may be required.



**A mobile food vendor** sells food that is freshly made and available for immediate consumption on-site at Urbana's Market at the Square. The Market encourages this category of vendors to source ingredients locally, especially from Market at the Square growers and producers. Certain certificates/licenses/permits may be required.



**An arts, crafts and handmade goods vendor** sells products designed, fabricated and hand-crafted by the artisan vendor. Acceptance is based on originality of design, materials and production techniques. All crafts must be of excellent workmanship both in quality and design. The items must show evidence of manual skills obtainable through a significant period of dedication and experience.



**A community group** must be a non-profit, charitable, educational, or government organization. While the mission of Urbana's Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows tables for non-profit community groups during Market hours as a service to the community.

## OVERVIEW (CONT.)



### Additional Participant Details

- All items must be directly and personally homegrown, handmade, and/or created from locally-owned operations within the state of Illinois.
- A current product list must be submitted by each vendor at the time of applying. Only items listed in the application and approved by the Market Director may be sold at Urbana's Market at the Square. Adding additional products after the initial application must first be approved by Market Staff before they can be brought to Market. Market Staff has the right to require a vendor to remove any products that have not been approved if he or she brings them to Market without prior approval.
- No vendor is allowed to purchase products from a supplier and resell the items at the Market. Carrying is not permitted unless approved by the Market Director.
- Urbana's Market at the Square does not offer exclusive rights to any one vendor to sell any one product. Customers generally benefit from having a choice, however, if the Market Director believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry.
- New **growers** to Urbana's Market at the Square must have an inspection prior to participation at the Market. There is a one-time fee of \$50 for the inspection. Contact the Market Director for details.
- Established growers may be inspected, at no cost to the grower, on a rotating basis throughout the seasons.
- Prepared/processed food items must comply with appropriate local, state, and federal health regulations.
- Products sold by weight must comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified prior to participation at the Market.
- Urbana's Market at the Square allows for the packaged sale of wine, beer and spirits. All products must be made, processed, and bottled in Illinois. A City of Urbana temporary liquor license is required (obtained through the Mayor's Office) in addition to the completion of a Market application and any vendor fees.
- All vendors must have an Illinois Business Tax (IBT) number. NO EXCEPTIONS.
- Mobile Food Vendors may be given an allowance by the Market Director to sell beverages (such as soda). Approval must be granted prior to selling these types of beverages.
- Community Groups MAY NOT sell products or offer services while at Market, however, groups wishing to sell items for a fundraiser may do so ONLY with advanced approval by the Market Director. If allowing groups to sell items for a fundraiser becomes competitive with the vendors sales, the Market Director retains the right, at any time, to prohibit all fundraising in the Community Group row.



# GENERAL APPLICATION ACCEPTANCE – LISTED IN ORDER OF PRIORITY

## Agriculture

- Farmers and growers who bring product to market must be 100% grown and harvested on farmland in Illinois that they own and/or operate
- Farmers and growers have priority over all other vendors
- Farmers who use environmentally responsible and sustainable methods will also have priority

## Product Quality

- Consistently high product quality
- Clean and attractive displays
- Visible signage and transparent product labeling

## Product Balancing

- Products that are unique or unusual
- Products not already represented in the market
- Product not readily available through national distribution channels
- Duplicate products MAY be denied entry
- Products that include ingredients that are sourced locally, especially from growers and producers from the Market at the Square.
- Priority will be given to value added and mobile food vendors that source local ingredients, especially from growers and producers at the Market at the Square.

## Conduct, Compliance & Customer Service

- History of compliance with market rules and federal, state, and local regulations
- Positive vendor conduct toward customers, fellow vendors, market staff and volunteers
- Courteous, strong customer service and knowledgeable staff
- Timely submission of application, licenses and other market correspondence
- Billing and payment history

## Record as a Previous Market Vendor

- Number of years vendor has sold at Urbana's Market at the Square
- Attendance record
- History of compliance with market rules



## REQUIRED CERTIFICATES, LICENSES & PERMITS

All products must comply with local, state, and/or federal health ordinances and the vendor must supply documentation of such compliance to Urbana's Market at the Square. An application is not considered complete without the inclusion of all applicable permits for all listed products. All permits and licenses must have been submitted prior to attending Market and must be kept current for the entire Market season.

The following is a summary of permits and licenses that may be required to sell certain products. It is provided as an example and is not all-inclusive. A helpful contact for our Market is the Environmental Health Division at the Champaign-Urbana Public Health District. Visit [www.c-uphd.org](http://www.c-uphd.org) or call 217/352-7961 for more information.

- Bakers must provide certificate for approved baking facility or Cottage Food Operator notation from the Champaign-Urbana Public Health District, Environmental Health Division.
- Cottage Food Operator is a business person who produces or packages non-potentially hazardous food in a kitchen at their residence for direct sale at a farmers market. To make things easier for potential cottage food operator, visit the website for the Illinois Stewardship Alliance to access their Cottage Food Guide that describes what the law does and doesn't allow and what you have to do to qualify as a cottage food operation.
- An egg license issued by the IDOA is required for anyone who transports and sells eggs anywhere except on the farm where the eggs were produced.
- Herbs that are chopped, blended, packaged, or otherwise processed must be prepared in an inspected facility. Dry herbs, dry herb blends, or dry tea blends are allowed under the Cottage Food Act if they are intended for direct to consumer sale.
- Honey from a producer selling more than 500 gallons must be extracted and bottled in an inspected facility.
- Maple Syrup must originate from an inspected facility.
- Meat and Poultry Producers are regulated by the IDOA, Bureau of Meat and Poultry Inspection and USDA, Food Safety and Inspection Service. For information please visit [www.agr.state.il.us](http://www.agr.state.il.us).
- Milk and Cheese Products must be processed in an IDPH-licenses facility. For specific information visit <http://www.idph.state.il.us/local/map.htm>.
- Mobile Food Vendors must provide any licenses that may be required by the city/state/county where they will be preparing food on-site.
- Mushrooms that are commercially-raised must have documentation detailing their source. "Wild mushrooms" picked in the wild shall not be offered for sale.
- Pasta Maker must provide certificate for approved processing facility.
- Value Added Food Vendors must provide all local and state licensing, certificates & permits required to sell value added products. Value added food products include: Canned goods, dried products, fermented products, fruit butters, jellies and jams, herb vinegars, garlic-in-oil and other flavored oils.
- Winemaker, Distiller, Brewer must provide an Illinois license to produce wine, beer, and/or spirits, and engage in packaged retail sales. In addition to the Illinois licenses, a City of Urbana liquor license is required. To obtain an Urbana liquor license, please call the Mayor's office at 217/384-2456.

# SNAP/EBT AT URBANA'S MARKET AT THE SQUARE

Farmers markets and direct marketing farmers are a great source of fresh fruits, vegetables, and other healthy foods. The United States Department of Agriculture (USDA) has made it a priority to expand access to such food for Supplemental Assistance Nutrition Program (SNAP) participants.

In Illinois, SNAP benefits are loaded onto a card called LINK. Urbana's Market at the Square is proud to provide a program that allows SNAP participants to use their benefits on healthy, locally-grown produce and SNAP-eligible products at the farmers market. Market Staff provide wooden tokens to use same as cash at SNAP-eligible Market vendors. The tokens come at no cost to customers.

To ensure consistency and clarity for customers, the Market requires that all vendors selling SNAP-eligible items participate in our SNAP program. **There is no fee for vendors to participate in this program.** However, all vendors, including those selling items non-eligible for SNAP purchases, must be familiar with this program and comply with the requirements in this Agreement. To ensure consistency and compliance with regulations, vendors participating in Urbana's Market at the Square must certify in the vendor application that they are aware of and agree to the rules of this program.

All SNAP-eligible vendors will receive a special packet of information on their first day of Market that includes a more detailed overview of our SNAP program, details on how to account for and reconcile wooden tokens, the reimbursement process, and more. Vendors also will be provided with a "We Accept LINK Tokens" sign, which must be displayed at their booth at all times. If any of these documents or signs are misplaced please let Market Staff know right away and they'll provide duplicates.

The Market promotes this program through on-site signage, brochures, press releases, and advertising. The Market also seeks out opportunities to incentive our SNAP program through double value grants. These grants help to extend SNAP participants purchases, meaning, stretch their dollar at the farmers market. In 2016 over \$21,000 in SNAP and SNAP Double Value funding was distributed at Urbana's Market at the Square.

Our SNAP program is a very important part of our farmers market and we are dedicated to providing this opportunity to the community. Please let Market Staff know if you have any questions.



## WHAT TOKENS LOOK LIKE:

**LINK = GREEN**

**CREDIT / DEBIT = ORANGE**

*Credit/Debit tokens were no longer distributed after 2012. If any still exist by customers they are still valid and may be used.*

**ACCEPT NO SUBSTITUTES!**



# APPLICATION PROCEDURES



- Applications are available on the Market's website at [www.urbanaininois.us/application](http://www.urbanaininois.us/application).
- There is a one-time \$15 per application fee charged for all approved applications.
- Applications will not be considered approved until an approval notification, typically sent via email, is given by the Market Director.
- 2017 season applications will be available beginning February 1, 2017.
- Returning vendors are encouraged to apply before February 28, 2017 in order to receive a location comparable to the 2016 season (although this is pending space availability, past attendance records, and if the vendor's account is in good standing, and with priority given to vendors committing to and paying for the entire season in advance).
- Any application received after February 28, 2017 may be placed on a waiting list pending space availability.

## FEE SCHEDULE & PAYMENT INFORMATION



**After approval to participate in the Market please view your invoice(s) and check your account balance by logging in to your vendor profile and clicking on the ACCOUNT tab. All payments must be made in advance and there are no refunds. Fees are non-transferable without the approval of the Market Director.**

### **Vendor Fee Schedule:**

Application fee: \$15

Electricity: \$5 per plug per day

Full season pre-payment (27 weeks): \$607 per single space

Daily drop-in rate: \$25 per single space

*If a vendor requires more than one space, multiply by rate noted above.*

### **Community Group Fee Schedule:**

Application fee: \$15

Electricity: \$5 per plug per day

Full season pre-payment (27 weeks): \$243 per single space

Daily drop-in rate: \$10 per single space

*If a community group requires more than one space, multiply by rate noted above.*

### **How to make a payment:**

- **If paying by mail:** please remit payment the City of Urbana, ATTN: Market at the Square, 400 S. Vine St. Urbana, IL 61801.
- **If paying in person:** Please do so at the Community Development Services Office at the City of Urbana Building, 400 S. Vine St. Urbana, IL 61801). Office hours are Monday-Friday, 8 AM-5PM.
- **If paying by credit/debit card:** Payments may be made by credit/debit card using the PayPal function accessible through the ACCOUNT tab of your vendor profile.

If you have questions about making a payment or using the online PayPal function please contact Market Staff directly at 217/384-2319.

# MARKET OPERATIONS

**INFORMATION BOOTH:** Booth is located at the northwest corner of the Market. The booth is set-up and operated by Market Staff and has someone available from 5:45 a.m. to 12:30 p.m.

**ATM:** An ATM is located against the brick wall at the main east entrance to Lincoln Square Mall, roughly 75 yards away from the northwest corner of the Market.

**ARRIVAL & SET-UP:** Please arrive NO LATER THAN 6:30 a.m. Arrivals *after 6:30 a.m. will not be permitted to enter the Market with their vehicle, but may park and walk their booth materials into the Market.* Vehicular traffic is prohibited from 6:30 a.m. to 12 p.m.

**PARKING:** Vendor parking is in Lot 24, across Illinois Street just to the south of the Market site. Please use this lot for parking. Vendor parking in “patron” spaces is discouraged and bad for business.

**TRAFFIC CONTROL:** Please see the traffic control map on the last page of this handbook which indicates how vehicles may enter and exit the Market site, both at arrival and departure of the Market. This route will be strictly enforced by Market Staff.

**TEAR DOWN & DEPARTURE:** Vehicles will be allowed to drive into the Market after 12 p.m. but only after the safety barricades at the Market entrances/exits have been removed by Market Staff. Anyone wishing to leave the Market prior to 12 p.m. must walk their items out of the Market. Please do not bring your vehicle into the Market until your booth is broken down and you are ready to load out.

**SPACE ASSIGNMENTS:** All space assignments are issued by the Market Director upon application approval. Spaces are located in Rows 1 through 5, along Illinois Street at the south end, and along the north end of the Market. The Market Director reserves the right to adjust space assignments at any time for any reason. Please confirm your space assignment each week, prior to arriving at the farmers market.

**VENDOR SPACE DIMENSIONS:** Most vendor spaces are approximately 9.5 feet wide by 17 feet deep. There are some vendor spaces that measure 18 feet wide by 10 feet deep. Vendors may use 10 x 10 tents, but should be aware of their neighbors and shift as needed. Space will be assigned at the discretion of the Market Director. If a vendor wishes to sell out of their vehicle they must rent two consecutive spaces or have the advance approval of the Market Director prior to parking the vehicle within the market area.

**COMMUNITY GROUP SPACE DIMENSIONS:** Community Group spaces are approximately 6 feet wide by 17 feet deep and can accommodate a 6 foot table. Use of a tent requires the purchase of 2 spaces.

**TENT AND SPACE DETAILS:** All tents must be set-up perpendicular to the curb, spaced according to the spray painted markings at the curb line. Booth space frontage should be consistently lined up with neighboring vendors along the row. Aisles must be kept clear for crowds and access. All tents and canopies must be weighted down with at least 30 pounds per leg. Market Staff may require a tent to be removed if not properly weighted.

**RESTROOMS:** Public restrooms are located in the City of Urbana building across Vine Street from the Market. Doors to the City building open at 6 a.m.

**BOOTH MATERIALS:** Tables, chairs, tents, and other booth infrastructure must be supplied by the vendor. Urbana's Market at the Square does not provide and is not responsible for the set-up of any tables, tents, chairs for vendors or community groups.

**SIGNAGE:** Urbana's Market at the Square requires that all participants must prominently display signage noting their business/organization name and, for growers, their product origin. We suggest signage be at least 11"x17" in size. Signage is important not only for promotional purposes but for tracking vendor attendance and location. Please keep signage within assigned booth space(s).

## MARKET OPERATIONS (CONT.)

**ABSENCES:** Any vendor absent for two or more assigned Market days without providing 48 hours advance notice forfeits the right to his/her current space assignments for the season and loses those days' pre-paid fees. Vendors who cancel providing 48 hours advance notice to the Market Director will not be invoiced for the fees associated with that Market day. Vendors who cancel without appropriate notice (at least 48 hours) or by not showing up at the Market on their assigned day will still be charged in full for any fees associated with that Market day.

**SAMPLES:** Samples are allowed and encouraged. However, before producing samples please be sure that you are familiar with and abide by any and all Champaign-Urbana Public Health District regulations regarding food sampling. For questions about sampling procedures for your product(s), please call the Champaign-Urbana Public Health District, Environmental Health Division at 217/373-7900.

**GENERATORS:** Vendors using generators will be placed on the south and east perimeters of the Market. Generators must be kept to minimum noise level, with deflectors/enclosures used as needed.

**ELECTRICITY:** City-provided electricity is available on a limited basis and only in specific areas within the Market. Vendors who would like to use electricity must obtain approval from the Market Director in advance. Electricity will be charged \$5 per plug per week of use. Cords must be tightly and safely secured to the ground using 4" wide tunnel tape or plastic cord covers provided by the vendor. Duct tape and/or rubber matting will be allowed ONLY with the Market Director's approval. Cords must be kept clear from any aisle or walkable areas.

**EMPLOYEES/STAFF:** Vendors and community groups are responsible for the actions of their employees at the Market. Vendors should remind staff about preferred parking locations and to not park in spaces reserved for Market patrons.

**NO INTERFERENCE:** Vendors shall not interfere with pedestrian traffic to or from or within the Market, nor shall a vendor interfere with the business of other vendors.

**NO HAWKING AND OTHER DISRUPTIVE BEHAVIOR:** Vendors shall refrain from disorderly, impolite, or disruptive activities. Hawking of wares is prohibited. Use of sound-amplifying or sound-producing equipment within vendor space is prohibited without prior approval by the Market Director.

**NO SMOKING:** The emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, e-cigarette, vaping, or any other smoking product or equipment used to burn any tobacco products, marijuana, plant, or any other combustible substance is prohibited inside the perimeter of the Market. Any violation of this policy may result in eviction from the Market at the discretion of the Market Director or his/her designee.

**NO ANIMALS:** For the safety of our patrons, dogs and other animals are not permitted within Lot 10X at the Market. There are two exceptions to this rule. Service Dogs are allowed. Subject to market Director approval, animal rescue community groups are permitted to bring animals to their assigned community group space located in row #5 of the Market space.

**WASTE DISPOSAL:** Before leaving the Market area, all participants must take all leftovers and waste with them. Discarded boxes must be taken with the vendor or deposited into the City of Urbana garbage or recycle barrels. For oversized items, please take them to the appropriate dumpsters behind the City building at 400 S. Vine Street. Please DO NOT USE THE DUMPSTERS located in the loading dock of Common Ground Food Co-op. Any vendor caught leaving trash in the Market area will receive a written warning for a first offense. A \$50 fine will be levied if the infraction is repeated a second time. Third time results in suspension from the farmers market. Mobile food vendors must provide at least one trash barrel and are responsible for taking that barrel with them for disposal.

**LIABILITY:** The vendor is liable for any incidents, accidents, or injuries resulting during setup, tear-down, and during the hours of operation at the Market.



# EMERGENCY PROTOCOL



As with any large public event, it is necessary to establish an emergency/crisis management plan and ensure that all vendors and community groups are aware of this plan. Here are some examples of an emergency situation:

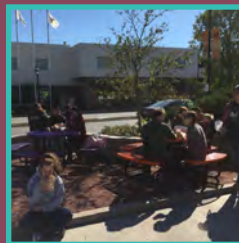
- There is an explosion or an accident involving multiple victims and there is potential danger to the public
- A firearm(s) being discharged
- A suspicious package is found
- There is fire that is not under control
- There is a chemical spill with fire or fumes
- Severe weather is imminent (i.e. tornado)

The Market does not have a speaker system. Therefore, it is necessary that there is open communication with Market staff regarding any potential emergency situation. As always, please call 9-1-1 if an emergency situation is taking place. Our evacuation plan at Urbana's Market at the Square in case of an emergency is the following:

- Remain calm.
- EVERYONE must immediately evacuate the Market site through the nearest exit/gateway.
- In the event of severe weather, please immediately evacuate the Market and go inside the nearest entrance of Lincoln Square Mall. Market staff will assist in directing individuals indoors. This is not to set-up booths for sale during inclement weather. This is only to act as an indoor location for physical protection from severe weather.
- Do not return to the Market site until directed by public safety officials.

## HOLD HARMLESS AND IDEMNIFICATION

Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the vendors at the Market.





# CONDUCT

Market at the Square is a public market, and as such is a special event. A vendor may be prohibited from participating in the Market if the Market Director determines that a vendor does not fit any of the criteria of the Market as set forth in this handbook. In no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected status. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the vendor and possible legal action. Common courtesy and mutual respect are essential for a successful Market. No vendor shall use any action or language to insult another vendor, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold. Any complaints regarding a vendor should be directed to the Market Director, who will investigate the complaint.

- 1st Offense/Complaint: Verbal Warning issued by the Market Director
- 2nd Offense/Complaint: Written Warning issued by the Market Director
- 3rd Offense/Complaint: Suspension of Market vendor privileges/cancellation of lease with vendor

It is the policy of the City of Urbana's Market at the Square to afford a marketplace that is free from harassment of a sexual or provocative nature. All vendors and staff shall project the necessary attitudes and behaviors to ensure that sexual harassment does not occur. The following acts are deemed to constitute sexual harassment:

- Unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions
- Verbal harassment of a sexual nature such as lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements
- Demeaning, insulting, intimidating or sexually suggestive comments to or about an individual
- The display in the Market or vendor stall of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs
- Demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages
- Any other conduct or words that are deemed to effectively create a hostile work or shopping environment for any employees or patrons.

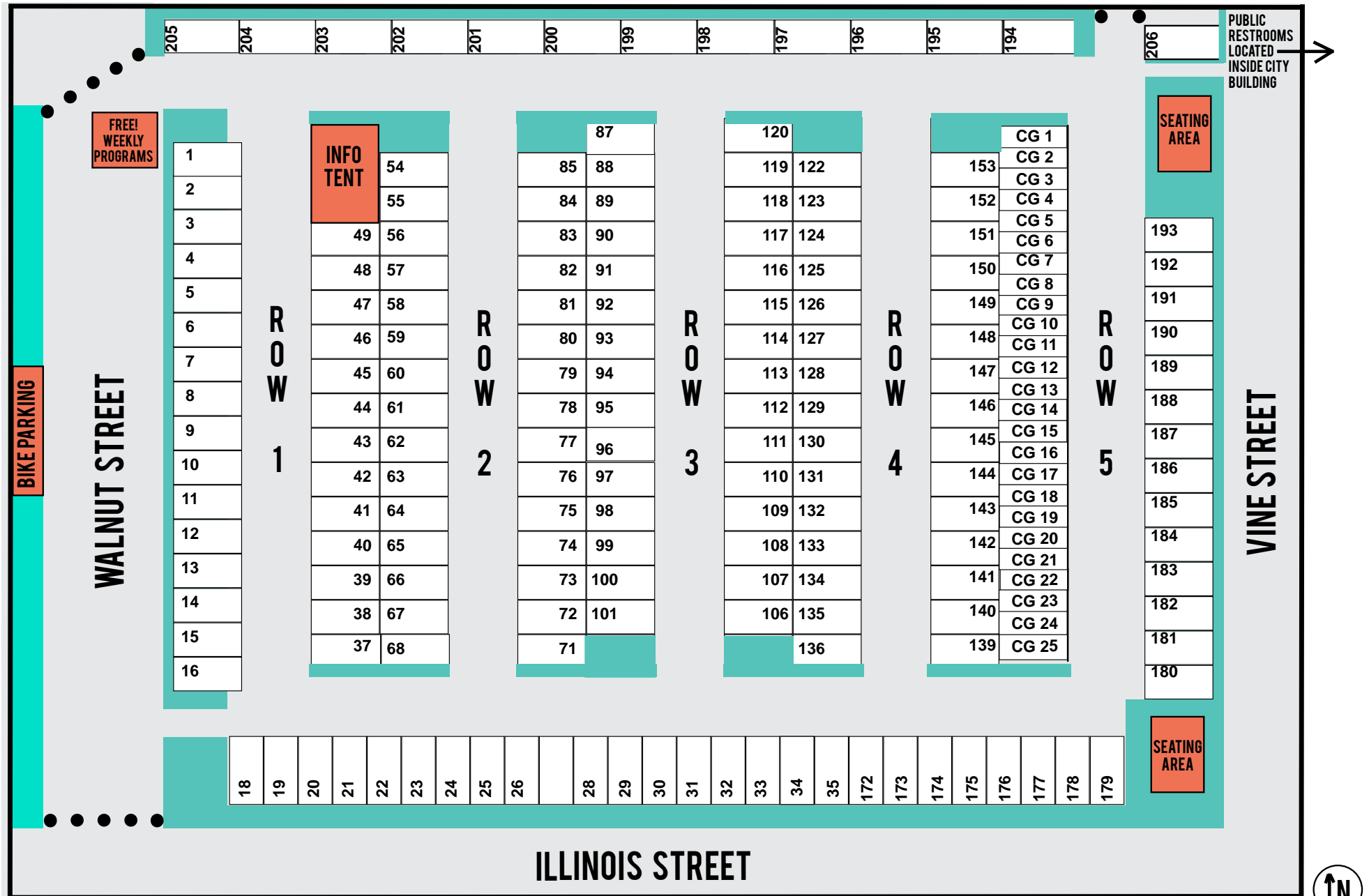
If the Market Director believes that any violations of any criminal statute have occurred, the police shall be notified immediately. Upon a determination by the Market Director that a vendor has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said vendor from the Market for the remainder of the day, without refund for the day's vendor fees. If multiple incidents have occurred or in the event that the nature of the violation was either deemed egregious or one that could present a threat of safety to either other vendors or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, with no refunding of vendor fees, from the Market may be imposed by the Market Director after consultation with the Legal Division of the City of Urbana. After such a determination, letters of appeal may be submitted to the Market Director for review in consultation with the Legal Division.







# MAP OF MARKET AT THE SQUARE



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

### *Economic Development Division*

#### **memorandum**

**TO:** Urbana's Market at the Square Advisory Board

**FROM:** Natalie Kenny Marquez, Director, Market at the Square

**DATE:** April 19, 2017

**SUBJECT:** Market at the Square Strategic Plan Update

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#### **Introduction**

The Community Development Services Department completed a strategic planning process for the Market in 2011. This effort was in response to the Urbana City Council's goals to incorporate the Market as part of the City's environmental sustainability and economic development goals and in response to community interest in the future of the Market. A Steering Committee of stakeholders was recruited to help guide the planning process. As part of the effort during the data gathering stage, the City conducted extensive outreach, including several public meetings, a survey, and an open house. The Steering Committee studied the history of the Market as well as recent trends and issues. From this information, a mission statement for the Market was developed and a set of goals and implementation strategies were formulated. The Market at the Square Strategic Plan was approved in late 2011 and many of its recommendations have been implemented, including the formation of the Market at the Square Advisory Board.

#### **Background**

In 2016 it was an appropriate time to undertake a review and update of the goals and implementation strategies as outlined in the 2011 Market at the Square Strategic Plan. A survey was implemented the first full week of January 2016 in order to gain feedback on the Market's current strategic goals and to determine if they are still relevant and whether there are new goals that should be pursued. The survey was directed to past and present Market at the Square vendors, community groups, and patrons. The survey closed on January 28, 2016 and over 300 responses were received. The survey results were shared with the Market at the Square Advisory Board and discussed at the February 18, 2016 special meeting.

At the March 17, 2016 Special Meeting, the Market at the Square Advisory Board was joined by a facilitator, Deborah Cavanaugh-Grant of New Leaf Consulting, to review the current Market at the Square mission statement and goals. The Market at the Square Advisory Board members affirmed the Market at the Square mission at this meeting, and proceeded to refine the 10 goals from the 2011 Strategic Plan into seven, new draft priorities.

At the March 17, 2016 Special Meeting, staff asked that the Market at the Square Advisory Board members review the seven new draft priorities. The priorities were then affirmed at the April 28, 2016 meeting and include the following:

1. Ensure that the provision of a variety of fresh, healthy, local, high-quality foods remains the cornerstone of the Market
2. Enhance the quality of life in Urbana and the surrounding community by providing community activities which foster social gathering and interaction.
3. Promote the Market as an educational forum for consumers to learn about the uses and benefits of quality, locally grown and/or prepared foods.
4. Enhance the Market's role in the local food system, vendor profitability, and in the local economy.
5. Consider the future growth of the Market and ensure that the Market remains consistent in its mission and remains as a financially self-sufficient program of the City of Urbana.
6. Encourage a dynamic, high quality growers Market.
7. Promote the inclusion of stakeholders in the decision-making process for the Market.

As a final step in the Strategic Plan Update process, the Market at the Square Advisory Board drafted a series of initiatives to supplement the Market's seven priorities. Attached is a complete draft of the updated Strategic Plan for review and affirmation at the April 19<sup>th</sup> meeting.

### **Recommendation**

Staff recommends that the Market at the Square Advisory board affirm the attached updated Strategic Plan at the April 19<sup>th</sup> meeting. This will conclude the Strategic Plan Update Process.



# MARKET AT THE SQUARE

*strategic plan update 2016*





# MISSION

**Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.**

## URBANA'S MARKET AT THE SQUARE ADVISORY BOARD

Shea Belahi - Blue Moon Farm

Paris Baldarotta - Urbana Business  
Association

Brion Kerlin - Antique Sterling Spoon  
Rings

Robert Kleiss - Kleiss Produce Farm

Diane Marlin - Urbana City Council

Kent Miles - Illinois Willows

Stan Schutte - Triple S Farm

Carey Welter, Urbana Resident

## URBANA'S MARKET AT THE SQUARE STAFF

Natalie Kenny Marquez, Director

Sterling Bollman, Assistant Director





# KEY PRIORITIES

## 1 Ensure that the provision of a variety of fresh, healthy, local, high quality foods remains the cornerstone of the Market.

- Encourage prepared food vendors to source local ingredients, especially those ingredients grown or produced by vendors that participate in Urbana's Market at the Square.
- Improve the availability of a diverse range of high-quality foods.
- Promote a healthier community by offering sustainably and organically raised produce and products.



# KEY PRIORITIES

## 2 Enhance the quality of life in Urbana and the surrounding community by providing community activities which foster social gathering and interactions.

- Expand relations with surrounding businesses, restaurants and neighborhood groups.
- Increase community engagement and attract new customers through targeted media and increased brand awareness.
- Customize vendor offerings and programs for shopper base, such as: tourists, families, seniors, children and students.
- Seek out opportunities to coordinate events and partner on programs that enhance the customer experience.



# 3 Promote the Market as an educational forum for consumers to learn the uses and benefits of quality, locally grown and/or prepared foods.

- Educate consumers about high-quality food and its source.
- Offer opportunities to sample food sourced by market vendors.
- Offer farm linkage and nutrition programming for children.
- Educate customers on how to prepare and preserve seasonal and local food.





# KEY PRIORITIES

## 4 Enhance the Market's role in the local food system, vendor profitability, and in the local economy.

- Support and encourage the preservation of sustainable farmed land.
- Connect local producers and farmers to chefs, restaurateurs, food organizations and the public.
- Offer a pathway for farmers and producers to help them grow from incubation to independent success based on their individual needs.
- Increase outreach to entrepreneurs in underrepresented culture groups to vend at Urbana's Market at the Square.
- As a resource to vendors in need, establish a scholarship fund and emergency fund program.



# 5 Consider future growth of the Market and ensure that it remains consistent with the Market's mission and remains as a financially self-sufficient program of the City of Urbana.

- Partner with local economic development departments to research and understand market trends and data.
- Determine methods for engaging and building stakeholder loyalty, such as: surveys, sponsorships, partnerships, etc.
- Seek and remain open to opportunities such as pop-up markets, new markets, and expanding Urbana's Market at the Square.





# KEY PRIORITIES

## 6 Encourage a dynamic, high-quality growers Market.

- Incentivize vendors that source local ingredients for their products as a way to nurture partnerships and collaboration.
- Curate the market with vendors that bring a balance of variety and competition while reflecting vendor and customer needs.



# 7 Promote the inclusion of stakeholders in the decision-making process for the Market.

- Exchange ideas with vendors to curate the ideal market composition.
- Engage the Market at the Square Advisory Board in the end-of-season review process and in the development of the annual report.





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