



245 Main Street, Wellington, ON  
Saturdays 8:00 am – 1:00 pm  
May 16 to October 10, 2020 (22 Days)

Naz Karsan, Market Manager  
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### Wellington Farmers' Market

- Spaces are 10' x 10'
- Vendors are to provide their own tents, tables, chairs, and display items (if generators are being used, they must be quiet, so as not to disturb fellow vendors and customers)
- Hydro and Water hook-ups are not available to any Vendor
- Vendors are invited to sell a variety of goods and services (these goods and services will be described below, in the space provided, and any addition of goods and services must receive approval by Market Management prior to being added to your booth)
- The Wellington Farmers' Market will run rain or shine
- **The market does not provide exclusivity to vendors, but we strive to ensure all parties have the opportunity to be successful**

Participating in **Wellington Farmers' Market** has many advantages for vendors:

- Increased face to face time with customers
- Build brand recognition
- Reach hundreds of customers each day
- Form professional relationships with likeminded vendors
- Build a client base to draw from during the off-season
- Promotion of products on Social Media
- Be a part of the larger Prince Edward County community

The Wellington United Church has leased their space to us for the 2020 **Wellington Farmers' Market**. The vendor fees collected are used to sustain and promote the activities of each market. This includes, but is not limited to:

- Cost of Entertainment
- Listing on PECWA map
- Professionally Produced Marketing Material
- Insurance
- Signage on Site
- Website Enhancement
- Membership to the Wellington BIA and the Ontario Farmers Market Association
- Social Media Advertising
- Market Management
- Administration Costs
- Printing and Distribution of Rack Cards

## **EXPECTATIONS**

The **Wellington Farmers' Market** will actively promote and advertise the market within the Prince Edward County community. Through marketing materials, social media and networking, these efforts are designed to attract both tourists and local consumers.

The **Wellington Farmers' Market** will endeavor to source as diverse a market place as the community will provide. We will seek vendors who create, make, fashion, construct, and produce the goods which they sell. Including, but not limited to, produce, art, prepared food, crafts, textiles and similar items. By offering a diverse grouping of products, we hope to provide customers with a unique experience that they will return to regularly.

**The Wellington Farmers' Market will support the Wellington United Church by ensuring the venue is respected and returned to its original state at the end of each market day.**

1. Pylons will be placed at each entrance at the opening of the market day and removed at the close of the market day. This provides a safe site for vendors and customers alike.  
NO VEHICLE TRAFFIC IS PERMITTED WITHIN THE MARKET DURING HOURS OF OPERATION.
2. Vendors are asked to complete set-up by the start of the market day. Please park your vehicle outside the market area. We recommend the parking lot at the Old Arena or at the elementary school parking lot.  
PLEASE REFRAIN FROM PARKING ON THE STREET. The easier it is for customers to find parking, the easier it is to attract more customers to the Market.
3. As a courtesy to fellow vendors, please do not remove your site earlier than the close of the market day. If you are unable to stay a full day, please make arrangements for someone else to staff your space until closing. No vehicles are permitted in the market during hours of operation.
4. Public Garbage/Recycling receptacles are provided and are **not** to be used by Vendors for disposal of product or bulky items. **Vendors are responsible for taking their own garbage away with them for disposal at the end of the Market day** (you may not dispose of your garbage in the public park). If a vendor is found to have disposed of their garbage in any Public Garbage bins, they will be charged a removal fee.
5. As a courtesy to fellow vendors and customers, smoking is not permitted on the market grounds.
6. The goal is to create a market environment that is suitable to all participants, as such; spaces are allocated at the beginning of the season in a fair and reasonable manner based on receipt of market fees. *It is at the discretion of the market coordinators to rearrange spaces if extenuating circumstances require that adjustments be made.*
7. Each market day space will be available for the use of a non-profit organization within the Prince Edward County area at no charge. Space is first-come, first-served, and can be arranged through the Market Manager.
8. Each vendor is required to obtain any necessary licenses and to comply with all regulations and by-laws – copies of these documents must be available to the Market Manager. When required, sanitary procedures must be followed and health/safety requirements met.
9. All Food Vendors, be it on-site or off-site food preparation, must contact Pat Doyle ([pdoyle@hpeph.ca](mailto:pdoyle@hpeph.ca)) at Hastings Prince Edward Public Health to make sure all required documents and forms have been complied with.
10. After your Registration Form (Full Season Vendor) has been received and you have been accepted to the WFM, a 50% deposit is required to secure a spot at the Market. The 50% balance will be due June 1, 2020.
11. Vendors who disrespect fellow vendors, volunteers, or associated service providers will be asked to leave the market and will forfeit their fees. One warning will be issued in writing. This policy is at the discretion of the market coordinator.
12. The Wellington Farmers' Market does not allow vendors to sublet or share their Space at the Market.
13. If a Vendor is unable to attend a Market date, 72 hours' (3 days) notice must be given to the Market Manager. At the request of Customers and fellow Vendors we are trying to avoid empty spaces at the Market. In case of emergency, please inform the Market Manager as soon as possible. Your cooperation is appreciated. If possible, make arrangements to have someone manage your booth if you are not available.

## **FULL SEASON RATES – United Church Parking Lot**

Vendor – Saturday May 16 – October 10 (8am – 1pm)	\$480.00 (HST Incl)
Student Vendor – Saturday May 16 – October 10 (8am – 1pm)	\$250.00 (HST Incl)

### **Please note:**

Full Season Registration is NOT complete until you receive confirmation from the WFM and a 50% deposit has been received.

If a Full Season Vendor cancels 30 days prior to the start of the 2020 Market, a \$50 Admin Fee will be charged.

If a Full Season Vendor cancels within 30 days of the start of the 2020 Market Season, the 50% deposit fee will be non-refundable.

Occasional Vendors will be saved space at any of the Market days once payment has been received in full. If an Occasional Vendor has pre-booked space at the Wellington Farmers' Market and cancels within 30 days of the start of the 2020 Market Season, fees will be non-refundable.

## **ADDITIONAL INFORMATION**

**Occasional Vendors** – New and Occasional Vendors are encouraged to participate in the Market whenever possible. The Wellington Farmers' Market strives to foster entrepreneurship within the greater community, and provides a daily rate to New and Occasional Vendors who would like to sell at the Market.

### **Rates for Occasional Vendors are as follows:**

Saturday Daily Rate - \$30 (HST Incl) - Long Weekend Rate - \$45 (HST Incl)

Saturday Daily Rate (Student) - \$15 (HST Incl) - Long Weekend Rate - \$25 (HST Incl)

**Unloading** – Vehicles will be permitted in the Market Area to unload one hour prior to the opening of the Market day. Once your vehicle is unloaded, we encourage you to park at the Old Arena (off Maple St.), in the CML Snider Schools Parking Lot (off Maple St.), leaving Wellington Main St. parking for your customers. After parking your vehicle, you may return to the Market Area to complete your set-up of your space and be ready for Market Opening. We encourage unloading your vehicle, then parking, so as to allow other Vendors space for their vehicles and to avoid congestion in the Market Area.

Vendors who have not arrived 30 minutes prior to Market Open will have their space given to another Vendor (for that day) and will be allocated another space upon their arrival, unless the Market Manager has been informed of your late arrival at least 24 hours prior to the Market Day.

Cones will be placed to block off the Market Area at the start of the Market and Vendors arriving after the Market being blocked off will have to walk their equipment and product into the Market.

## **PAYMENT**

Preferred – EMT (electronic money transfer) sent to [info@countymarkets.ca](mailto:info@countymarkets.ca) - please send another email with the password

Cheques can be made to **PEC Markets Inc.**, and mailed to:

Wellington Farmers' Market  
4 Lake St, Picton, ON, K0K 2T0

