

Urbana's Market at the Square



Strategic Plan



City of Urbana, Illinois
Community Development Services
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Urbana's Market at the Square



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Executive Summary

Urbana's Market at the Square has seen significant growth in recent years. In order to manage this growth and in response to the Urbana City Council's goal of incorporating the Market as part of the City's environmental sustainability goals, the Department of Community Development Services began a strategic planning process for the Market in 2010. This was also a response to growers' concerns about the direction of the market and the need for a formal voice in the decision making process.

A Steering Committee of stakeholders was recruited to help guide the planning process. As part of the data gathering stage, the City conducted 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. Using this information, a mission statement was developed:

Mission Statement

“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.”

Goals

The next step in the process was to formulate a set of Goals and Implementation Strategies. These statements set the framework for how the plan will be achieved. They also reinforce the elements of the mission statement and will help guide City staff, the City Council, appointed Boards and Commissions, and the community in making important decisions related to the Market.

1. Preserve and enhance the **character** of the Market.
2. Ensure that the provision of a variety of **fresh, healthy, local foods** remains the cornerstone of the Market.
3. Encourage a **dynamic, diverse, and quality** Market.
4. Promote the inclusion of stakeholders in the **decision making** process for the Market.
5. Consider future **growth** of the Market that is consistent with its mission.
6. Enhance the quality of life in Urbana by providing **community activities** which foster social gathering and interaction.

7. Promote the Market as an **educational** forum for consumers to learn the uses and benefits of quality, locally grown or prepared foods.
8. Ensure that the Market continues to have a stable **funding** source to ensure its long-term continuity and fiscal health.
9. Strengthen the Market's role in the City's **economic development** efforts in the downtown and elsewhere.
10. Enhance the Market's role in the **local food** system.

Implementation Strategies

The Market Strategic Plan further identifies ways the goals will be implemented through an Implementation Program Matrix. The Steering Committee recognizes that farmers and food anchor Urbana's Market at the Square. Therefore, the most significant implementation strategy is to create an Advisory Board that reflects the importance of food in commerce at the Market. The Board should include vendors, patrons, and downtown Urbana business representatives to assist staff and advise the Mayor and City Council regarding policy decisions and issues that may confront the Market. Detailed recommendations for the functions and makeup of this board can be found on page 23.

Other important strategies include considering providing additional opportunities for the Market by lengthening the season, lengthening the hours, or adding an additional Market day of the week; studying the feasibility of a permanent structure; promoting collaboration with downtown businesses; and considering rebranding the Market to reflect its core mission as a farmers' market and strengthen its role in the local food system.

The full Implementation Program Matrix identifies the responsible City agency, other responsible entities, the timing, and the type of strategy. The Implementation Program Matrix begins on page 25.

Introduction

Started in 1978 by a group of farmers, Urbana's Market at the Square has become a major attraction in the community and is one of the largest and most diverse farmers' markets in Illinois. The Market draws an average of nearly 7,000 people from Urbana-Champaign, the surrounding area, and further afield every Saturday morning from May to November. Through its location adjacent to Lincoln Square Village, the Market acts as a gateway to downtown. Not only does the Market contribute enormously to Urbana's identity, vitality, and "sense of place," but it is also an integral part of the local economy and a major component of being a viable sustainable community.

One of the seven goals adopted by the Urbana City Council and Mayor on February 1, 2010 is environmental sustainability. Strategy J under this goal discusses how the Market can help the City achieve this goal:

Strategy J: Promote production, accessibility and affordability of local farm and artisan products.

- ***Conduct a strategic planning process to explore the future vision, program goals and implementation steps for Market at the Square***
- *Consider creation of an advisory board for the Urbana Market composed of representatives from the City of Urbana, vendors, consumers, the Urbana Business Association and others as deemed appropriate.*
- *Implement use of Electronic Benefits Transfer cards at the Urbana Market.*
- *Encourage establishment of a "Friends of the Urbana Market" not-for-profit organization to provide fundraising for educational and artistic events, infrastructure and other needs.*
- *Grow the Urbana Market by establishing a year-round operation on a permanent location with commercial kitchen space that can be rented by vendors.*
- *Leverage the Urbana Market as an economic engine to drive development of a portion of downtown Urbana as a "food district."*

In response to this goal and requests made by growers, the Department of Community Development Services began a strategic planning process for Urbana's Market at the Square in February 2010. A Steering Committee of stakeholders was recruited to help guide the process. The Steering Committee is comprised of four Market vendors (two produce, one meat, and one arts and crafts), a representative of the Urbana Business Association, a Lincoln Square Village business owner, an Urbana City Councilmember, a representative of the local sustainable food movement, an expert in local sustainable agriculture from the University of Illinois, three members of the public representing differing community interests, and City staff.

Market History & Background

Market at the Square, established in 1978 by a group of farmers, is one of Urbana's strongest attractions. It is a large and popular farmers market running every Saturday, starting the first weekend in May, for a total of 28 weeks. The Market draws customers from both Urbana-Champaign and the surrounding area, as well as out-of-town visitors. It serves as an incubator for local business activity and is home to nationally-recognized, award-winning food producers. The Market also acts as a magnet for downtown businesses, bringing thousands of people downtown every Saturday during the Market season. While its economic impact is difficult to quantify, it is undeniably significant. In short, the presence and visibility of Market at the Square contributes enormously to Urbana's identity and economic vitality.



Farmers' markets, such as Market at the Square, are an integral part of a viable, sustainable community and its local food system. Everyone must eat, and the existence of farmers' markets encourages the purchase and consumption of healthy food that is grown locally and regionally. The definition of "local" for Urbana's Market is anything grown or produced within the state.

While sourcing food locally lightens the carbon footprint of a community, such sourcing also promotes economic sustainability by providing jobs to residents, supporting local farmers and their enterprises, incubating new businesses, and keeping financial resources in the community.

Market at the Square has existed in or near its current location for over thirty years. During its initial years, it was managed by a variety of entities, including the founding vendors, Lincoln Square staff, and the Urbana Business Alliance (now the Urbana Business Association). Starting in the spring of 1997, the City of Urbana took over management of the Market. Since that time, Community Development Services staff have planned, promoted, and operated the Market under the direction of the Mayor and City Council.

The City currently employs an Economic Development Specialist who serves as Market Director. The City also employs a Market assistant who works on Market days and Friday afternoons, and a groundskeeper to handle setup and teardown on Market days. A volunteer coordinates the monthly "Sprouts at the Market" educational program. On-site management activities include supervising setup and teardown, overseeing vendor/community group/performer placement prior to the Market opening, maintaining the Market's new credit/debit/Link card service, and selling Market merchandise to the public.

The Market is held in a City-owned parking lot at the northwest corner of Illinois and Vine Streets in downtown Urbana. The Market layout, which is currently under review, consists of 203 vendor spaces in five rows and 30 spaces for community groups (see map below). Each vendor space is 9.5 feet wide by 16 feet deep. The spaces for the community groups are 6 feet wide by 10 feet deep. Many vendors and community groups use more than one space.

Aerial of Market Area



Current Market Layout



Participants of Urbana’s Market at the Square include vendors, community groups, performers, and patrons. The vendors sell fresh fruits and vegetables, fresh flowers and plants, meat, dairy products, honey, baked goods, candy, prepared foods designed to be consumed both on- and off-site, and art and craft work such as photography, clothing, woodwork, pottery, furniture, soaps, and more. The community groups are local non-profit organizations looking to



connect with the Urbana-Champaign community. They include a wide range of organizations, such as political parties, animal rescue societies, a cooperative daycare, a countywide bicycle advocacy organization, and many more. The performers include acoustic folk, bluegrass, classical, and indie rock groups, as well as spoken word, balloon sculpture, and traditional busking performances.

The City has established Market rules and regulations for each of the participant groups. These include information about the following: dates and times of operation; booth location and rules; product regulations, such as a requirement that all products must be either grown or produced in Illinois; and Market policies on discrimination, disruptive behavior, sexual harassment, animals, and smoking. A copy of the current regulations can be found in Exhibit A.

An estimated 190,000 people visited the Market in 2010. Averaged across the season, the Market drew an estimated 6,955 visitors per week. Peak season, mid-June through the end of August, saw an estimated 9,000 to 10,000 visitors per day. A total of 162 vendors participated throughout the 2010 season, with weekly vendor attendance averaging 75 vendors. An average of 89% of vendor spaces were occupied per day, although peak season days were generally sold out and early and late season days generally had fewer vendors. There were a total of 92 Community Groups registered to participate in 2010, and 51 performers.



Urbana's Market at the Square uses both traditional and less-traditional marketing tools to attract and retain patrons. Traditional marketing tools include print and radio advertising, a page on the City website (www.urbanaininois.us/market), posters and handbills, banners, merchandise, and media coverage. Less-traditional marketing tools include internet-based social networking tools, such as Facebook, Twitter, a Market weblog, and Flickr (a photo hosting site). The Market also produces an annual report, which is presented to Urbana City Council in the off-season. Copies of the Market's annual reports can be found on the Market's page on the City website.

Economic Development Impact and Potential

Farmers markets have long been recognized as promoters of economic development. There are five ways Urbana's Market at the Square impacts and promotes local economic development:

- ***The Market helps promote and support local businesses.*** The Market brings large numbers of patrons to an already-concentrated business area every Saturday during the Market season, stimulating economic activity in the downtown area, in addition to the economic activity that takes place at the Market itself. Retailers adjacent to the Market site enjoy spikes in sales on Market days, and some have made adjustments to their businesses and/or business plans in order to accommodate this uptick in business, including conducting events of interest to Market patrons, adding staff on Market days, and considering renovation and expansion for their businesses. According to one downtown business owner, "the Market is what keeps us in Urbana." Sales at another double or triple on Market days, according to their general manager. Several businesses have also agreed to cooperative partnerships with the Market to promote Market events, such as Sprouts at the Market, thus attracting more market patrons to their businesses.
- ***The Market helps money stay in the community.*** The Market features local and regional businesses selling goods to local residents and Market visitors, many of whom will go on to spend more money in the immediate area. In addition, vendors re-circulate money in Urbana on Market days by purchasing food/meals, fuel, and other items.
- ***The Market facilitates business incubation and development.*** Several businesses getting their start at Market at the Square, such as A Toffee Tale, Prairie Fruits Farms, and Flatlander Chocolate, have become bona-fide brick and mortar businesses while also remaining loyal to the Market as a place to do business. Established brick and mortar businesses have been able to cultivate their clientele at the Market, drawing more people not just to their retail establishment, but also to the Market.
- ***The Market promotes job creation and supplements incomes.*** Several of the Markets larger vendors have employees or hire staff to work at the Market booth on Saturdays, including Blue Moon Farm, Prairie Fruits Farm, Pekara, and A Toffee Tale, among others. Also, Market businesses provide a source of part-time employment for some vendors.
- ***The Market provides a long-term, indirect economic impact by improving the quality of life for residents.*** The Market is a unique Urbana amenity that attracts people to the area to live and work. The Market has a positive impact on the quality of life of the community not just as a

source of fresh, healthy, local food, but also through the social experience it offers.

Further enhancement of the Market's economic development potential could include the creation of an advertising campaign by area businesses designed to capitalize on the Market's foot traffic, assisting vendors in their own marketing efforts in order to attract more business to their booth (and to the Market), and educating vendors considering opening a brick and mortar store about the City's business incentives.

Trends & Issues

In recent years, the Market has grown significantly due to its popularity as a well-established local attraction and to an increased national interest in farmers' markets. According to the United States Department of Agriculture's Agricultural Marketing Service figures for 2010, farmers' markets grew in number from 5,274 in 2009 to 6,132, an increase of 16%. Nearly 300 (5.69%) of those markets are located in Illinois.

As Market at the Square has grown in recent years, the needs of the Market have changed. Growth has brought along with it several major issues the Market faces as it plans its future. Among these issues are:

Governance

Currently, the Market has guidelines that assist in the day-to-day operation of the Market. Decisions on policy creation and enforcement, programming, and long-range planning are made by the Director in consultation with other City staff and with annual reports to City Council. As a result of Market growth in recent years, increasing interest in local food systems, the need for an avenue for stakeholder voices and a forum to handle concerns, and a number of policy-related concerns such as whether the Market should change its definition of "local", the question has arisen as to whether an advisory body would be useful in helping to provide guidance on the overall operations of the Market.

Possible Remedies

An advisory body could provide a chain of expertise that could assist with policy-creation in addition to serving as a formal method for stakeholders to participate in the decision-making process for the Market. As with all City Boards and Commissions, such a body would be appointed by the Mayor and City Council. Staff support to the advisory body would be provided by the Community Development Services Department with the assistance of other staff as appropriate.

A Market Advisory Board would ensure the application of the mission and goals outlined in the Strategic Plan, the long-term continuity of the Market, and a forum for all stakeholders to be given an appropriate opportunity to be heard. The creation of this Board, while included in the Implementation Program Matrix as fulfilling the fourth Goal of the plan, is fundamental enough to the remaining strategies to warrant a special description, which can be found on page 23.

Growth and Infrastructure

Responding to the Market's recent growth, as well as to the growing public interest in the role it plays in our local food system, requires a strategic approach.

Planning for the Market's continued growth and success and providing adequate infrastructure support are two steps vital to its future.

In recent years, the Market has grown in the number of customers attending each week as well as in the number of vendors, community groups, and performers applying for space and attending the Market. For the last two years, there has been a waiting list for both vendors and community groups for the peak-season Markets, generally mid-June through the end of August.

The Market has grown physically to accommodate this increasing participation, but is close to reaching its physical limits during peak season (see map on Page 9). This trend has highlighted the question as to whether there is an optimal size for the Market and how this should best be accommodated in the current physical location of the Market, or whether the possibility of a new location should be explored, as well as what infrastructure is needed to support it. While the growth of the Market is generally seen as positive by the community as a whole, some vendors have questioned whether the market can sustainably support more vendors. Additionally, there have been questions as to whether a different type of physical space or structure is needed, such as a dedicated space with permanent stalls, a structure that would provide shelter from the rain and sun, an indoor space that could extend the season further into the cold months, or a structure that could house a certified kitchen that vendors could use.

Aside from growth of physical space, growth can also mean an extension of hours of operation or length of season. Questions have been raised as to whether extended hours or season would be desirable from both the customer and vendor perspectives, and whether the Market's expansion can be supported from a fiscal and sales perspective.

Possible Remedies

Possible remedies for growth issues include optimizing the current site layout by considering traffic flow, congestion, and proximity to utilities, and creating subcommittees of the Farmers Market Advisory Board to study the desirability and feasibility of a permanent structure and location for the Market, the vendor selection process, and other subjects concerning the type and manner of the Market's growth.

Fiscal Concerns

The Market's budget is composed primarily of revenue from four sources: City redevelopment funds; vendor, farm inspection and community group fees; merchandise sales; and grant funds. The Market Director's salary is paid from Tax Increment Financing (TIF) redevelopment funds. Vendor fees are \$20 per week per stall. Farm inspections, performed for new growers, cost \$50. Community groups, whose spaces are smaller in size than vendor spaces, are \$7.50 per week. The Market's merchandising efforts, usually T-shirts and tote

bags, bring in a small amount of revenue compared with vendor and community group fees. The City has applied for and received grant funding for two marketing campaigns for the Market, one for general marketing and one to market a specific program.

The Market's expenditures include marketing/promotional expenses, supplies, insurance and Market day staffing costs. Additionally, the Market reimburses the City's General Fund a flat fee each year for City services rendered, such as use of vehicles and storage space, postal mailing costs, printing/copying costs, maintenance of Market site, and other expenses related to operating the Market. This fee, \$8,720 in 2010, is determined by the Comptroller and will be increased to \$17,960 in 2011 due to increased operating costs. Overall expenses were \$47,456 in 2010. The Market operates with a small surplus held for any unanticipated expenses. At this time, it is uncertain how any significant infrastructure projects, such as a move or building a new physical space or structure, would be funded.

Possible Remedies

Possible remedies for fiscal concerns include conducting a cost-benefit analysis for the Market, revisiting the Market's fee structure, establishing a non-profit organization to support the Market through volunteerism and fundraising efforts, applying for grant monies, and reducing costs.

In August 2011, the Market received a grant from LINK UP Illinois to double the value of Link card purchases up to \$20 per card per market day. \$2,000 of the \$10,000 grant was allocated to marketing and staff costs. Grant applications like this should remain an ongoing and encouraged aspect of Market management.

Public Input

An important part of creating this strategic plan was to conduct extensive outreach to inform the planning process. The goal of gathering public input was to collect information from a broad and diverse range of stakeholders that represent the community at large and to give voice to those with a direct stake in the Market. The approach to this outreach included the following activities:

- The Steering Committee prepared a survey to be used at public input meetings and to be sent out to the public via various other means. A copy of the survey can be found in Appendix B.
- City staff reached out to a number of key stakeholders, asking them about their relationship to the Market. This information was then used to create “stakeholder profiles” for display at the public input sessions to help inform the public about some of the issues facing the Market from the perspectives of the different stakeholders. A copy of the stakeholder profiles can be found in Appendix C.
- A public input session was held on February 23, 2010 and had 68 participants. The participants were divided into small groups and asked to discuss survey questions. The Steering Committee and City staff facilitated these discussions and took notes. Following the discussions, participants were given surveys to fill out. A copy of the surveys can be found in Appendix B and the notes in Appendix D.
- A second public input session attended by 31 participants was also held on February 23, 2010 at the City’s Developers’ Roundtable Luncheon, a forum that focuses on reaching the business community in Urbana. The format for this meeting followed the same public input session as that described above.
- A copy of the survey was posted on the Market at the Square’s webpage, Facebook page, and a link sent out via the Market’s Twitter page. People who were unable to attend either of the public input sessions were encouraged to mail, email, or fax a completed survey to the Department of Community Development Services. A total of 58 surveys were received.
- A stakeholder meeting was held on March 23, 2010 with 24 participants. Market vendors, musicians, and community groups were invited along with the downtown business community. The meeting began with a brainstorming session. Participants were then divided into small groups and asked to write a Market mission statement. Once each group had crafted a Mission statement, the participants came together into one group and reviewed the similarities and differences between each of the statements. The whole group then spent time brainstorming about the future of the Market.



Surveys

The survey asked respondents how often they attend the Market, about any barriers to attending, what they appreciate about the Market, what would make them come more often and what they would like to see changed at the Market. The survey questions were discussed in small groups at the Developers' Roundtable Luncheon (a quarterly luncheon hosted by the Community Development Services and Public Works Departments to discuss what is happening in the City with development professionals) and at the public input session on February 23, 2010. Steering Committee members and City of Urbana staff facilitated these small group discussions and recorded the groups' responses to the questions. At the close of both meetings, participants were asked to fill out an individual survey. The surveys were also gathered using the internet, mail, and fax.

A total of 58 surveys were received and the results are summarized below. This modest number of responses is by no means a comprehensive picture of all relevant opinions, but does provide a sample of the types stakeholder views about important issues concerning the Market. A complete list of responses to the survey questions can be found in Appendix B. Notes from the group discussions can be found in Appendix D.

Results Summary

Over half of the survey respondents were Urbana residents, Champaign residents being the next most common at almost 25 percent (Question 1). Most, over 60 percent, shopped at the Market every week (Question 2). Driving was the most common method of transportation by far, bicycling and walking splitting the remainder of responses (Question 3). No respondents took public transportation.

Weather was the most frequently cited reason for not shopping at the Market (Question 4). Having a place to rest and escape the sun and the rain was therefore unsurprisingly the most commonly desired change (Question 7). Time constraints, either conflicting plans or not being able to get to the Market at an early enough hour, was another significant obstacle for attendance (Question 4). Because of this, increasing the hours of the Market either by extending Market day, adding additional days, or lengthening the season was the most common change that would cause respondents to shop at the Market more often (Question 6). Other suggested changes included prohibiting dogs, increasing the amount and variety of available food, and solutions to reduce the congestion of patrons and parking.

The availability and variety of local produce as well as the social and community atmosphere were the most popular features of the Market (Question 5). A greater variety of produce was the most typical wish, and prepared and value-added foods were the most requested new item (Question 8). Visions for the Market in

five years revolved around existing strengths, primarily increasing the size and hours and improving the infrastructure (Question 9).

Stakeholder Meeting

On March 23, 2010, 24 key stakeholders attended a Market Mission & Vision meeting. The participants first held a group brainstorming exercise and then were divided into small interest groups to create mission statements. Finally, the participants regrouped to brainstorm on a vision or “preferred future” for the Market.

The group brainstorming was intended as a warm-up exercise to start participants thinking about a mission for the Market. The group was asked four questions and all responses were recorded. When the participants were divided into smaller groups, they were asked to keep the responses in mind while working on their mission statements.

Group Brainstorming Questions & Responses

Question 1. What does the Market do?

- A space for local food
- A community gathering place
- Community outreach
- Sales tax revenue
- Easy accessibility
- Creates lots of foot traffic
- Education
- Destination
- Free parking
- Central location
- Space for local crafts
- Small business venue
- Economic development
- Organic food

Question 2. Why does the Market exist?

- Because of growers and patrons
- Bring people downtown
- Venue for home bakers
- Because it's wanted
- Tradition
- Freshness of produce
- Allow community groups to explain themselves
- Successful event – bring people to city's core
- To sell local food, produce, crafts
- Community relations – get to know your neighbors
- Urbana supports environmentally friendly initiatives
- Multiple days ensures its success (every Saturday)

Question 3. For whom does the Market exist?

- Everyone
- Business owners
- Farmers
- Patrons
- Consumers

Question 4. Who does the Market serve?

- Urbana community
- Teenagers
- Patrons of fresh food
- Small businesses without shop
- Outlying communities
- Help local brick & mortar businesses

Question 5. What are the benefits of having the Market?

- Provides jobs
- Keeps revenue in the community
- Low-cost venue to sell
- Gets people outdoors
- Fresh flowers
- Market testing
- Exercise
- It's fun!
- A sense of community
- Allows growers/producers to sell directly to consumer
- Provides access to fresh wholesome delicious food
- Makes Urbana more attractive place to live
- Safe place for public to meet/socialize/be entertained
- Provide income for people between jobs
- Locally-grown food/products have health benefits
- Educate consumers about food systems
- Brings together diverse population
- Vendors have direct contact with customers

Mission Statements

The participants were then divided into small groups based on their relationship to the Market and asked to create a mission statement for the Market. Below are the mission statements created:

- *Vendors – Growers/Producers*
“The Urbana Farmers Market at the Square contributes to the success of local growers/producers by providing a sustainable venue in which the community/consumers have access to high-quality, healthy, local food.”
- *Vendors – Prepared Food*
“The Urbana Farmer’s Market is a dynamic exchange of Illinois goods, ideas and entertainment.”
- *Vendors – Arts & Crafts*
“Accessible venue to showcase, directly market, sell and purchase Illinois produce, food, plants, arts and crafts to the public and provide personal contact between producers and consumers.”
- *Community Groups/Musicians/Downtown Business Owners*
“Discover all the hidden gems in downtown Urbana. People getting in touch with people.”

Group Brainstorming on “Preferred Future” of the Market

Following the small group mission statement exercise, participants were brought together again to brainstorm on the “preferred future” of the Market. Below are the suggestions given for the future of the Market:

- Second day of week
- Permanent location in or near existing location
- No re-sale
- Home-grown in Illinois
- Handmade
- Board of Directors
- Do we want more food vendors?
- More food moving through the Market
- Identify way to improve parking
- Larger volume of produce
- Expand to downtown experience
- Board of directors
- Covered space?
- Market should be accessible (transport/income) to everyone
- One organization should run both markets – winter as well
- More education to community about importance of local food
- Need study on relationship between size of market and parking
- Permanent roof for consumer walkways
- Local growers (Illinois) – no resale; handmade or homegrown
- Market available to everyone who wants (transport, income)
- No fee increases
- Year round structure
- Improve parking and accessibility
- Permanent location
- Study trade-offs parking/vendor space

Market Mission

Following the public input and stakeholder meetings, the Steering Committee met to review the input gathered from the two meetings and to develop a common mission statement for the Market. The Steering Committee wanted the mission statement to be focused on the importance of local food, but also to recognize the community/social aspect of the Market as well as the arts & crafts vendors, musicians and community groups. The following is the mission statement the Steering Committee crafted for the Market:

Urbana's Market at the Square Mission Statement

"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."



Goals

One of the primary components of a strategic plan is the set of Goals and Implementation Strategies. These statements set the framework for how the vision of the plan will be achieved. They also reinforce the elements of the mission statement and will help guide City staff, the City Council, appointed Boards and Commissions, and the community in making important decisions related to the Market. The Market Strategic Plan further identifies ways the goals will be implemented through an Implementation Program Matrix.

Goals

1. Preserve and enhance the **character** of the Market.
2. Ensure that the provision of a variety of **fresh, healthy, local foods** remains the cornerstone of the Market.
3. Encourage a **dynamic, diverse, and quality** Market.
4. Promote the inclusion of stakeholders in the **decision making** process for the Market.
5. Consider future **growth** of the Market that is consistent with its mission.
6. Enhance the quality of life in Urbana by providing **community activities** which foster social gathering and interaction.
7. Promote the Market as an **educational** forum for consumers to learn the uses and benefits of quality, locally grown or prepared foods.
8. Ensure that the Market continues to have a stable **funding** source to ensure it long-term continuity and fiscal health.
9. Strengthen the Market's role in the City's **economic development** efforts in the downtown and elsewhere.
10. Enhance the Market's role in the **local food** system.

Advisory Board

The implementation strategy for the fourth Goal of the Market Strategic Plan is to create an Advisory Board that includes vendors, patrons, and Urbana business representatives to assist staff and advise the Mayor and City Council regarding policy decisions and issues that may affect the Market. Since this is the most important recommendation of the steering committee, the strategic plan includes a recommended provisional structure for the Board.

Powers and Responsibilities

The purpose of the Board is to advise the Mayor and City Council on significant issues regarding the Market, such as rule changes and budget reviews. Smaller policy issues, however, could be handled by the Market Director and the Board directly. These might include vendor selection guidelines and hearing of vendor grievances. Day-to-day operations would continue to be handled by the Market Director and staff.

Members

The participants at the Market vary widely, from vegetable growers to craftspeople to community groups. Because of the emphasis of the Market's mission, food related vendors should have a more prominent presence on the Advisory Board. The steering committee recommends a nine-member board comprised of:

- Four vendors of any of the following: fruit and vegetable growers, meat, dairy, flowers, and baked goods and other prepared foods;
- One artisan;
- One community group representative;
- One downtown business representative;
- One Market patron; and
- One City Councilmember.

In addition, a number of At-Large positions may be created to increase the board's flexibility, especially during the busy peak market season.

To ensure diversity among the board members, criteria for eligibility can be established. For example, three of the vendors should be full season Market participants of at least four years and the other should have fewer than four years as a vendor at the Market.

Potential board members would be able to nominate themselves or be nominated by another market participant or group of participants, but ultimate appointment to the Advisory Board would be done by the Mayor and City Council.

Operations

Like any other City advisory body, the bylaws of a Market Advisory Board would be created by the Board itself; however, the steering committee recommends the following:

Guaranteeing representation of all the diverse Market stakeholders implies a logical and fair composition of board members. Since certain interests are more central to the mission of the Market, however, a weighted system of voting may be appropriate, with gravity given to food-related vendors. The Board would vote on recommendations to the City Council and on smaller policy issues over which the Board has authority.

Board appointments should have clear term limits, three years being the City standard, with terms staggered so that multiple members from the same category would not be replaced in the same year.

Most board members, being participants at the Market, would by nature have the greatest difficulty being available for board business during the busy summer months. A meeting schedule that favored the winter months for the most time-consuming tasks would be ideal.

Implementation Program Matrix

Implementation Strategy		Type of Strategy	Related Goals & Obj.	Timing	Responsible City Agencies	Other Responsible Entities
Goal 1. Preserve and enhance the <i>character</i> of Urbana’s farmers market.						
Obj. 1.1	Preserve the essential components of the Market: direct access to fresh, healthy, local foods; a venue for social activity; and the presence of local artisans, community groups and local performers.	Policy		Ongoing	Mayor & City Council, Community Development Services, <i>Market Advisory Board</i>	
1.1.1	Conduct a patron survey to learn more about patron needs and wants.	Action	3	Near Term, Ongoing	Community Development Services, <i>Market Advisory Board</i>	
1.1.2	Provide comment cards to Market participants to provide an opportunity for vendor and patron feedback.	Action	3	Ongoing	Market Staff	
Obj. 1.2	Continue to enhance and improve the Market’s streetscape environment.	Special Study, Action	5	Ongoing Long Term	Community Development Services, Public Works, <i>Market Advisory Board</i>	
1.2.1	Improve shelter from the weather (rain, sun, heat) by studying the desirability and feasibility of a permanent structure for (part of) the Market (see strategy 6.2.1).	Special Study, Action	5	Long Term	<i>Market Advisory Board</i> , Community Development Services, Public Works	
1.2.2	Enhance social gathering spaces, in particular seating areas, by locating them in desirable areas within the Market (i.e., as opposed to on the edge of the Market) and ensuring the availability of shade. Also try to locate seating areas near vendors of food meant to be consumed at the Market.	Action	5	Short Term	Market Staff, <i>Market Advisory Board</i>	
Goal 2. Ensure that the provision of a variety of <i>fresh, healthy, local foods</i> remains the cornerstone of the Market.						
Obj. 2.1	Consider the importance of local food to our community when setting policies about the Market.	Policy	10	Ongoing	Mayor & City Council, Community Development Services, <i>Market Advisory Board</i>	
2.1.1	Prioritize fresh, healthy, local foods in vendor selection.	Action		Short Term	Market Director, <i>Market Advisory Board</i>	
2.1.2	Create an updated definition of ‘local’.	Special Study		Short Term	Community Development Services, <i>Market Advisory Board</i>	

Implementation Program Matrix

Implementation Strategy		Type of Strategy	Related Goals & Obj.	Timing	Responsible City Agencies	Other Responsible Entities
2.1.3	Consider modifying the name or rebranding <i>Urbana's Market at the Square</i> to reflect its core mission as a <i>Farmers Market</i> .	Special Study, Action		Short Term	Mayor & City Council, Community Development Services, <i>Market Advisory Board</i>	
Obj. 2.2	Promote continuity and stability for the Market to encourage the continued investment of growers and producers.	Policy		Ongoing	Community Development Services, <i>Market Advisory Board</i>	
Goal 3. Encourage a dynamic, diverse, and quality Market.						
Obj. 3.1	Continue to pursue an optimal ratio of food to craft vendors.	Special Study, Policy, Action	2	Ongoing	Market Director, <i>Market Advisory Board</i>	
Obj. 3.2	Promote a diverse range of quality goods within each of the vendor categories and retain quality vendors by continuing to attract a large number of patrons and giving vendors a voice on the Market Advisory Board.	Policy, Action		Ongoing	Market Director, <i>Market Advisory Board</i>	
3.2.1	Identify gaps in vendors and actively market to and recruit these types of vendors.	Special Study		Near Term, Ongoing	Community Development Services, <i>Market Advisory Board</i>	
3.2.2	Continue to promote the Market as a premier community gathering place that draws visitors to Downtown Urbana.	Action	6	Ongoing	Community Development Services, Economic Development Division	Urbana Business Association
3.2.3	Include the social aspects of the Market, including special events, in marketing plan.	Action		Ongoing	Market Director, Economic Development Division	
Obj. 3.3	Continue to promote a variety of events at the Market, including those related to public arts, bicycle safety, fire protection, and other community initiatives.	Policy, Action	6, 6.1, 6.2, 6.3	Ongoing	Market Director, Community Development Services, Fire Department, Public Works	Other organizations as appropriate

Implementation Program Matrix

Implementation Strategy		Type of Strategy	Related Goals & Obj.	Timing	Responsible City Agencies	Other Responsible Entities
Goal 4. Promote the inclusion of stakeholders in the decision making process for the Market.						
Obj. 4.1	Create an advisory board that includes vendors, patrons, and Urbana business representatives to assist staff and advise the Mayor and City Council regarding policy decisions and issues that may affect the Market.	Council Action, Policy, Action	2.1, 2.2	Short Term, Ongoing	Mayor & City Council, Community Development Services	
4.1.1	Periodically revisit Market Strategic Plan.	Action	2.1, 2.2	Long Term	Community Development Services, <i>Market Advisory Board</i>	
Goal 5. Consider future growth of the Market that is consistent with its mission.						
Obj. 5.1	Optimize the current site by considering aspects such as traffic flow, congestion, layout, and proximity to utilities.	Special Study		Near Term	Market Staff, Public Works, Community Development Services, <i>Market Advisory Board</i>	
Obj. 5.2	Consider providing additional opportunities for the Market by lengthening the season, lengthening the hours, or adding an additional Market day of the week.	Special Study		Long Term	Community Development Services, Public Works, <i>Market Advisory Board</i>	
Obj. 5.3	Ensure the Market has the ideal infrastructure for it to realize its potential into the future.	Special Study	1.2	Near Term	Community Development Services, Public Works, <i>Market Advisory Board</i>	
5.3.1	Create a subcommittee of the Farmers Market Advisory Board to study the desirability and feasibility of a permanent structure for (part of) the Market and to consider the possibility of a dedicated Market location.	Special Study	1.2	Long Term	Community Development Services, <i>Market Advisory Board</i>	
Obj. 5.4	Work with the Urbana Business Association and Lincoln Square Village to provide a smoother transition between the Market with the annual Holiday Market.	Action		Short Term	Community Development Services	Urbana Business Association Lincoln Square Village
5.4.1	Create an advertising campaign to inform patrons about differences between Urbana's Farmers Market and the Holiday Market.	Action		Short Term	Economic Development Division	Urbana Business Association

Implementation Program Matrix

Implementation Strategy		Type of Strategy	Related Goals & Obj.	Timing	Responsible City Agencies	Other Responsible Entities
Goal 6. Enhance the quality of life in Urbana by providing community activities which foster social gathering and interaction.						
Obj. 6.1	Continue to encourage community groups and performers to participate in the Market.	Policy Action	3.2.2	Ongoing	Community Development Services	
Obj. 6.2	Continue to promote family-friendly activities at the Market.	Policy Action	3.2.2	Ongoing	Community Development Services, Economic Development	
6.2.1	Ensure available space for special events such as those related to public arts, bicycle safety and fire protection.	Action	3.2.2	Ongoing	Market Director & Market Staff	
Obj. 6.3	Seek out new events for the Market.	Action		Near Term	Market Director, Community Development Services	
Obj. 6.4	Continue to work with the Urbana Arts Program on Arts programming at the Market.	Policy Action		Ongoing	Community Development Services, Public Art Coordinator	
Obj. 6.5	Partner with community health organizations such as the Champaign-Urbana Public Health District to enhance the Market's role in promoting community health.	Policy Action		Ongoing	Community Development Services	Other organizations as appropriate
Goal 7. Promote the Market as an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared foods.						
Obj. 7.1	Continue to develop educational programming for the Market.	Action	2, 10	Short Term	Community Development Services	Others as appropriate
Obj. 7.2	Include educational component in advertising.	Action	2, 3.2.2	Short Term	Market Director	
Obj. 7.3	Pursue special events such as a seasonal foods/ dish tasting and developing recipes highlighting foods available at the Market.	Action	2, 6	Short Term	Market staff	Volunteers
7.3.1	Partner with local restaurants and other food-related businesses to develop samplings/tastings.	Action		Short Term	Market staff	Restaurants Businesses

Implementation Program Matrix

Implementation Strategy		Type of Strategy	Related Goals & Obj.	Timing	Responsible City Agencies	Other Responsible Entities
Goal 8. Ensure that the Market continues to have a stable funding source to ensure its long-term continuity and fiscal health.						
Obj. 8.1	Establish a “Friends of the Market” not-for-profit organization to support the Market through volunteerism and fundraising efforts.	Action		Short Term	Community Development Services, <i>Market Advisory Board</i>	
Obj. 8.2	Seek out and apply for grants to support the Market’s marketing campaign and/or to fund new or existing programming at the Market.	Action		Ongoing	Market Director	
8.2.1	Seek out in-kind donations for marketing program.	Action		Ongoing	Market Director	Others as appropriate
Obj. 8.3	Conduct a cost-benefit analysis for the Market to ascertain:	Special Study Action		Long Term	Public Works, Finance, Community Development Services, <i>Market Advisory Board</i>	Others as appropriate
8.3.1	Whether the Market fees are appropriate and revisit fee structure if appropriate.	Special Study Action		Long Term	Public Works, Finance, Community Development Services	Others as appropriate
8.3.2	The economic impact of the Market on the City.	Special Study Action		Long Term	Public Works, Finance, Community Development Services	Others as appropriate
Goal 9. Strengthen the Market’s role in the City’s economic development efforts in the downtown and elsewhere.						
Obj. 9.1	Promote collaboration with downtown businesses.	Action		Short Term Ongoing	Economic Development Division	Urbana Business Association
9.1.1	Develop a program with the Urbana Business Association to feature downtown businesses at the Market.	Action		Short Term Ongoing	Economic Development Division	Urbana Business Association
9.1.2	Enhance the Market’s role as a link between Market patrons and downtown businesses.	Action		Short Term Ongoing	Economic Development Division	Urbana Business Association
Obj. 9.2	Work with the Urbana Business Association to develop a program which encourages Urbana businesses to take advantage of the Market’s local and regional draw.	Action		Ongoing	Economic Development Division	Urbana Business Association

Implementation Program Matrix

Implementation Strategy		Type of Strategy	Related Goals & Obj.	Timing	Responsible City Agencies	Other Responsible Entities
9.2.1	Encourage downtown businesses to take advantage of the Market's draw by being open during Market hours by developing an annual mailing campaign.	Action		Ongoing	Economic Development Division	Urbana Business Association
9.2.2	Encourage the Urbana Business Association to promote cross promotional opportunities by creating a program where the businesses would receive some advertising at the Market and then offer a sale/discount for customers with Market goods.	Action		Ongoing	Economic Development Division	Urbana Business Association
9.2.3	Investigate the possibility of the Market supplying transportation between the Market and downtown with a golf cart, trolley, or similar type of vehicle.	Special Study		Long Term	Economic Development Division, <i>Market Advisory Board</i>	Urbana Business Association
Obj. 9.3	Promote a "Buy Local" campaign which educates the community on how to strengthen the local economy by purchasing locally grown foods and artisan products.	Action	10.1	Ongoing	Economic Development Division	Urbana Business Association
Obj. 9.4	Encourage local restaurants and shops to buy from Market vendors.	Action	10.3.1	Ongoing	Economic Development Division	Urbana Business Association
9.4.1	Include a question about buying produce from the Market during Economic Development retention visits to restaurants.	Action		Ongoing	Economic Development Division	Urbana Business Association
Goal 10. Enhance the Market's role in the local food system.						
Obj. 10.1	Work with appropriate public agencies and elected officials to ensure the viability of local food.	Policy Action	2	Ongoing	City Council, Community Development Services, <i>Market Advisory Board</i>	Other organizations as appropriate
Obj. 10.2	Increase collaboration and coordination with the area's farmers markets.	Action	2	Ongoing	Market Director	Area farmers' markets
Obj. 10.3	Build and maintain relationships with food-related organizations, agencies, and businesses that contribute to the local food system.	Action	7	Ongoing	Community Development Services	Other organizations as appropriate
Obj. 10.4	Connect existing and potential vendors to existing certified kitchen resources to support local food entrepreneurs.	Action		Ongoing	Community Development Services	Potential Vendors

Appendices:

- A: Market Rules and Regulations
- B: Survey and Results
- C: Stakeholder Profiles
- D: Notes from Small Group Discussions

MARKET AT THE SQUARE

VENDOR

**REGULATIONS, POLICIES,
&
APPLICATION MATERIALS**

2010



MARKET AT THE SQUARE 2010 VENDOR RULES AND REGULATIONS



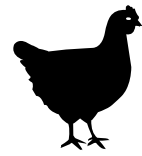
I. DATES/TIMES OF OPERATION

- A. Market at the Square runs for a 28-week season. In 2010, the Market begins May 1 and ends November 6, 2010.
- B. The Market takes place every Saturday from 7:00 A.M. until 12:00 noon, rain or shine.
- C. Vendors are asked to be in their assigned spaces by 6:30 A.M. Any space that does not have its assigned vendor present by 6:30 A.M. **may** be reallocated/reassigned by the Market Director. **All vendors are required to be set up and ready for business by 6:45 A.M.** Vendors arriving after 6:45 A.M. will not be permitted to enter the Market with their vehicle, but may park and walk their display materials into the Market. There are no exceptions.
- D. When Market staff removes safety barricades, vendors will be able to drive their vehicles into the Market (usually between 12:00 noon and 12:15 P.M.). Any vendor needing to leave the Market early must walk their items out of the Market. Vehicular traffic through the Market between 6:45 A.M. and noon is strictly prohibited.

II. LOCATION/VENDOR SPACES

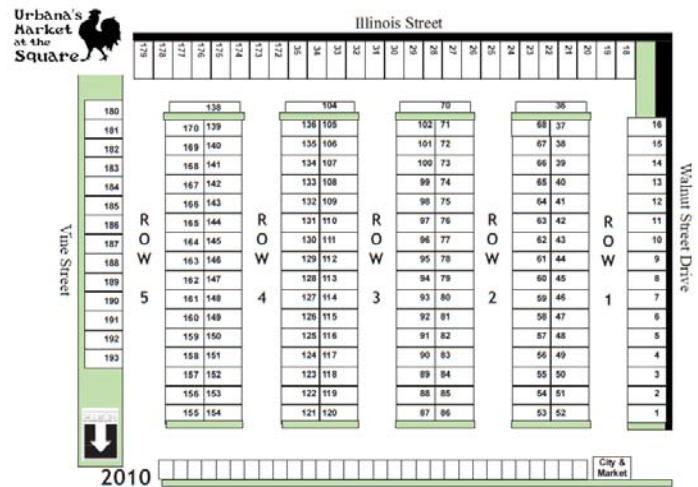
- A. Market at the Square is located in downtown Urbana, at the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
 - B. All vendor space assignments are issued by the Market Director upon application approval. Spaces are located in Rows 1 through 5, and along Illinois Street.
 - C. The highest priorities for assignment of permanent spaces is given to vendors who:
 - 1. Have committed to at least half the season (at least 14 weeks) and who have submitted payment for at least 4 Saturdays in advance **and/or**
 - 2. Have established an attendance record in past years for those weeks (seniority).Space changes adhere to the same priorities, based on available space. Vendors who commit to less than a half or full season **and** pay week-to-week may have a different space assignment each week that they attend.
- Please note that vendors utilizing generators will be placed around the perimeter of the Market along the south and east borders.**
- D. Any vendor who is absent for 3 or more committed Market days without giving advance notice by 3 PM Friday afternoons forfeits the right to his/her current space assignment and loses those days' fees. All single-day cancellations must be called in by 3 PM Friday afternoons, or that Saturday's fees will be forfeited.
 - E. Vendor space dimensions are approximately 9.5 feet wide by 17 feet deep. Vendors may use 10 x 10 tents, but should be aware of their neighbors and shift as needed.
 - F. Although the space markings are angled, vendors must set up perpendicular to the curb, positioning the booth closest to the non-curbed end of the parking space line.
 - G. **Booth space frontage should be consistently lined up with neighboring vendors along the row.** Clearance must be kept for crowds and accessibility.
 - H. Vendors who would like to use electricity must obtain approval from the Market Director in advance. Electricity is extremely limited in availability and is allocated on a seniority and need basis.
 - I. Market participant parking has been established in Lot 24, which is across Illinois Street just to the south of the Market site. Please use this lot for parking.
 - J. Vehicles in vendor spaces are discouraged. Vendors paying for a single space wishing to have a vehicle in their area with them must also be able to accommodate their display in that same single space. Vendors will be charged for an additional space each week to accommodate their vehicle, if necessary.





III. BOOTH REGULATIONS

- A. **Booth materials.** Products and goods may be sold from tables, carts, or other similar structures. All tables, chairs, tents, and other booth infrastructure will be supplied by the vendor.
- B. **Load in/out.** Vendors must load in/out of their spaces as quickly as possible, leaving clearance for other vehicles. Please do not unload vehicles and set up at the same time.
- C. **Liability.** The vendor is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation at the Market.
- D. **Tent weights.** All tents/canopies must be weighted down with at least 25 pounds per leg, regardless of forecast weather conditions.
- E. **Sidewalks and medians.** The City of Urbana prohibits vendors from driving over sidewalks and medians.
- F. **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.
- G. **Signage.** Signs prominently displaying the vendor name and price ranges of product are required. Please keep this signage within assigned booth space(s).
- H. **Electricity.** City-provided electricity is available on an extremely limited basis and is only available for use upon approval by the Market Director. All vendors using electricity will be charged a \$5 surcharge per plug per week of use, payable at the beginning of the season. Vendors using electricity must secure cords tightly and safely to the ground using 4" wide tunnel tape or plastic cord covers provided by the vendor. No duct tape or rubber matting will be allowed.
- I. **Vendor employees.** Vendors are responsible for the actions of their employees at the Market.
- J. **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.
- K. **Hawking and other disruptive conduct.** Vendors shall refrain from disorderly, impolite, or disruptive activities. Hawking of wares from inside or outside the assigned booth space is prohibited. Use of sound-amplifying or -producing equipment to attract patrons is also prohibited.
- L. **Relationship with community groups.** For reference, community groups are required to locate and remain along their designated row, which is at the north end of the Market.
- M. **Relationship with performers.** Vendors may request a performer to relocate if needed, but must notify the Market Director upon doing so.
- N. **Waste Disposal.** Prior to leaving the Market area, each vendor must take any and all leftovers or waste with them. Discarded boxes must be taken with the vendor or deposited into the City of Urbana recycling dumpsters behind the City building. Any large trash that is unable to be transported by the vendor must be taken to the City of Urbana dumpster behind the City building. These items are NOT to be left in the Market area, in Lincoln Square dumpsters, or at the Market trash barrels, which are provided for patron use. For information on dumpster locations, please contact the Market Director. A written warning will be issued the first time debris is left. A fine of \$50 will be levied if the infraction is repeated a second time. A vendor's lease will be revoked if the infraction is repeated a third time.





IV. ITEMS FOR SALE/VENDOR CATEGORIES

Market at the Square encourages the sale of a variety of goods. All items must be homegrown, handmade, and/or vendor-created from locally-owned operations within the state of Illinois. Examples of approvable items include homegrown fruits, vegetables, flowers, plants, baked goods, prepared foods, handmade art, and crafts.

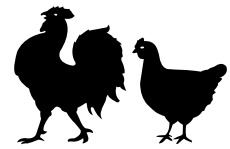
Currently, the Market's vendors are divided up into two categories—**grower** and **non-grower**. Some growers may sell non-food items that are handmade by themselves or persons who work for them; however, unless a non-grower is willing to pay to have their premise inspected, they may not offer produce from their gardens.

"Carrying": Occasionally a vendor will want to sell, or "carry", a product made or produced by someone else who is not a seller at the Market. This is permitted, but the producer must register as a vendor by filling out an application. An Illinois Business Tax ID number is required. If the producer is a grower, their premise will be inspected (see below). The application must be approved by the Market Director, and the Market Director reserves the right to reject any application for any reason.

A. GROWER:

- A **grower** sells products such as produce, meat, flowers, and/or plants, and must pay for at least six weeks in order to participate. All items must be grown by the vendor in Illinois. A grower is not allowed to purchase products from a supplier and resell the items at the Market. Growers found to be re-selling produce or any other items at the Market will receive one written warning by the Market Director; if the infraction is repeated, the vendor's lease will be revoked for the season. There will be no refunds.
- A new grower to the Market must have an inspection completed by the Market Director (one-time fee: \$50) prior to participation at the Market. To ensure coordination, new growers must apply at least two weeks prior to the first day that they wish to attend the Market.
- Additionally, **all established growers will be visited by the Director and/or an inspection team on a rotating basis throughout the seasons.** These visits will be free of charge. Farm inspections and visits are done to a) provide evidence to the Director that the products sold at Market are grown by the vendor on his/her designated property and b) to provide the Director with context regarding farmer operations and to help gather information that will help better market the Market to patrons. Vendors are not obligated to provide any trade secrets or personal growing methods to the Director or the inspection team.
- **All food items must comply with appropriate local, state, and federal health regulations.** All processed/prepared food vendors (including vendors selling meat, eggs, canned goods, baked goods and prepared foods) **must** contact Bree Guidi at the Champaign-Urbana Public Health District at (217) 531-2918 to get up to speed on current regulations. **All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.**
- **Scales.** 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. For a list of Illinois Registered Small Scale Service Companies, visit www.agr.state.il.us or call (217) 785-8466.
- **All growers must have an Illinois Business Tax (IBT) number before their first day of sales at the Market.** All growers are required to collect and pay all sales tax related to items sold at the Market. These taxes **MUST** be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application. Applications lacking the IBT will be considered incomplete.





IV. ITEMS FOR SALE/VENDOR CATEGORIES

B. NON-GROWER:

- A **non-grower** sells products such as baked goods, prepared food, art, crafts, fine craft, jewelry, and décor. *All items must be handcrafted/created by the vendor in Illinois. A non-grower is not allowed to purchase products from a supplier and resell the items at Market.* Non-growers found to be re-selling items at the Market will receive one written warning by the Market Director; if the infraction is repeated, then vendor's lease will be revoked for the season. There will be no refunds.
- New non-growers must apply **at least one week prior** to the first day that they wish to attend Market.
- Non-growers do not have to be inspected in order to attend the Market. However, if a product is questionable or becomes questionable, an inspection may be scheduled.
- All food items and food preparation must comply with appropriate local, state, and federal health regulations.** All processed food vendors (including those selling meat, eggs, canned goods, baked goods and prepared foods) must contact Paula Liles at the Champaign-Urbana Public Health District at (217) 531-2920 to get up to speed on current regulations. **All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.**
- Beverage allowance.** For vendors who create/prepare hot food on site at the Market, an allowance to sell beverages such as soda may be given by the Market Director.
- All non-growers must have an Illinois Business Tax (IBT) number before their first day of sales at the Market.** All non-growers are required to collect and pay all sales tax related to items sold at the Market. These taxes MUST be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application or your application will be considered incomplete and you will not be able to participate.

V. FEES

Due to increased operating costs, the Market is incurring its first fee increase to vendors in at least 17 seasons. Thank you for your understanding.

Growers

Prospective growers must apply at least two weeks prior to their first Saturday.

ALL growers must pre-pay for at least one quarter season, which covers 6 weeks (\$120). Additional weeks are \$20/space per week and must be paid in advance by 3 PM on the Friday prior to each Market Saturday; there are no exceptions.

Half season will hold same space for season. Fee per space (12 paid weeks): \$240.00.

Full season will hold same space for season. Fee per space (24 paid weeks): \$480.00.

Pre-pay by 4/1/10 and take a 10% discount. See Fee Schedule on page 7 for more information.

Non-growers

Prospective non-growers must apply at least one week prior to their first Saturday.

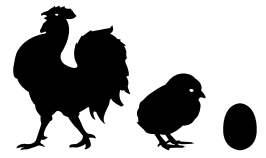
Non-growers are encouraged to pre-pay for as many weeks as possible to secure consistent space, though this is not guaranteed.

Any weekly payments must be submitted by 3 PM on the Friday prior to each Market Saturday; there are no exceptions.

Weekly fee: \$20/week per space.

Full season fee (24 paid weeks): \$480.00.

Pre-pay by 4/1/10 and take a 10% discount. See Fee Schedule on page 7 for more information. 4



POLICIES:

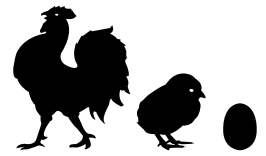
- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors 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.
- B. 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 when the Market Director determines that a vendor does not fit any of the criterion of the Market as set forth in the regulations. However, 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 class.
- C. 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.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor should be directed to the Market Director.

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

- E. 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.
- F. 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: a) unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions; b) verbal harassment of a sexual nature such as lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements; c) demeaning, insulting, intimidating or sexually suggestive comments to or about an individual; d) the display in the Market or vendor stall of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs; e) demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages; f) 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 of such occurrence. **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.



POLICIES (cont.)

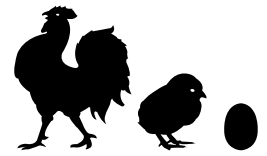
G. Dogs and other animals are welcome at the Market subject to the following:

1. Any persons bringing animals to the Market shall be personally responsible and liable for the actions of their animal.
2. All animals must be under the direct control of a person 14 years of age or older at all times and tethered to a leash that is no greater than 4 ½ feet in length.
3. Any animal left unattended is subject to immediate removal by the Urbana Police Animal Control.
4. No female dog that is in season (heat) shall be permitted at the Market.
5. Sale of any live animal is strictly prohibited.
6. Any dog with a history of aggression is prohibited from entering the Market.
7. Any dog that displays any form of aggression, including but not limited to growling, baring of teeth, snapping or biting while at the Market is prohibited from the Market shall be ordered immediately removed.
8. Any dog creating a disturbance such as continuous barking or whining shall be ordered removed from the Market.
9. Any dog that makes repeated unwanted contact with a patron, vendor or staff person at the Market shall be ordered removed from the Market.
10. Any dog that is not promptly and properly curbed shall be ordered removed from the Market.
11. Dogs shall not get closer than within six feet of any area where open containers or food are being vended or prepared.
12. With the exception of restrictions being placed upon aggression by dogs or the sales of dogs, none of the above limitations shall be placed upon dogs or animals acting as service dogs for handicapped individuals.
13. Because the Farmer's Market is concerned with the safety and well-being of animals, any persons leaving dogs in vehicles at the Marketplace in temperatures that jeopardize the health and well-being of the animal are subject to prosecution under the animal cruelty laws of the State of Illinois.

Any violation of these policies shall result in immediate eviction and/or permanent banning of the dog from the Marketplace at the discretion of the Farmer's Market Director or other staff of the City of Urbana.

H. Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn any tobacco products, weed, 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.

It is the vendor's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any vendor who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.



Fee Schedule-2010



May 1, May 8, October 30, and November 6 are free of charge to all registered vendors



Number of Weeks	Full Fee (Per Space)	Discounted Fee
1	20.00	18.00
2	40.00	36.00
3	60.00	54.00
4	80.00	72.00
5	100.00	90.00
6	120.00	108.00
7	140.00	126.00
8	160.00	144.00
9	180.00	162.00
10	200.00	180.00
11	220.00	198.00
12	240.00	216.00
13	260.00	234.00
14	280.00	252.00
15	300.00	270.00
16	320.00	288.00
17	340.00	306.00
18	360.00	324.00
19	380.00	342.00
20	400.00	360.00
21	420.00	378.00
22	440.00	396.00
23	460.00	414.00
24	480.00	432.00

Payments may be in the form of cash, check, or money order.

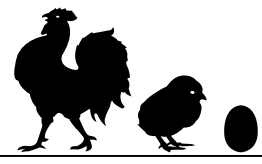
All checks/money orders must be made payable to the City of Urbana.

THERE ARE NO REFUNDS. FEES ARE NON-TRANSFERABLE.

If an application is denied, any payment made will be returned.

MARKET AT THE SQUARE 2010

VENDOR APPLICATION



PREPARED FOOD VENDORS:

Have your products been approved by the Champaign-Urbana Public Health District?
 YES NO

A copy of all applicable current food approvals for your products must be attached to this application, such as Public Health/Food Permit, State Inspection/Certification/Permit, USDA Inspection/Certification/Permit, Food License, etc. If your products are organic, please attach certification.

GROWERS:

If you use a scale, please list the registration number and/or the company name from which you purchased it: _____

Are you interested in donating produce for pickup after each Market by the Eastern Illinois Foodbank?
 Yes No

Are you interested in participating in our Sprouts at the Market and/or Eat Here programming? (see included information)?
 Yes No

Please attach the following for identification and proof of land ownership if your information has CHANGED or if you are a NEW vendor:

- Legal description of land and common address where items are grown/raised
 - Photocopy of the appropriate plat book page(s) that show the location of your farm/property
- Is this a land partnership? Yes No

ALL VENDORS:

Are you interested in having a musician/performer locate near your booth on various Saturdays in 2010? Yes No

Please initial below.

_____ I certify that all products listed above are made or grown in Illinois by me and/or my representatives.

_____ I have read, understand, and agree to abide by the Market's Participant Rules & Regulations (p 1-4) and Participant Policies (p 5-6).

CIRCLE THE DATES THAT YOU WOULD LIKE TO SELL AT THE MARKET:

(Failure to attend 3 committed days without advance notice will forfeit your space assignment. Any changes to your schedule must be sent to the Market Director.)

5/1	5/8	5/15	5/22	5/29	6/5	6/12
6/19	6/26	7/3	7/10	7/17	7/24	7/31
8/7	8/14	8/21	8/28	9/4	9/11	9/18
9/25	10/2	10/9	10/16	10/23	10/30	11/6

SIGNED _____ Date _____

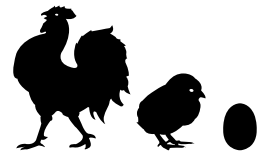
MARKET AT THE SQUARE

**COMMUNITY GROUP
GUIDELINES, POLICIES,
&
APPLICATION MATERIALS**

2010



MARKET AT THE SQUARE 2010 GROUP RULES AND REGULATIONS



While the mission of 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. Groups are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Homegrown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES/TIMES OF OPERATION

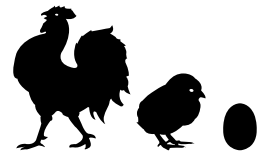
- Market at the Square's season for 2010 is 28 weeks, beginning May 1 and ending November 6.
- The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.
- Community groups must check in at the City of Urbana tent at the northwest corner prior to setup.
- Community groups that have been pre-approved to set up on specified dates are required to be present in their spaces by 8:00 AM (check in at the City of Urbana first). Any community group space that does not have its pre-approved and pre-assigned group present by 8:00 a.m. may be reallocated/reassigned by the Market Director.
- Driving through the Market between 7:00 AM and 12:00 noon is prohibited.

II. LOCATION/COMMUNITY GROUP SPACES

- Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
- All spaces are assigned by the Market Director upon approval of the application, and as space permits. Community group spaces are located along the east-west row at the northernmost end of the Market.
- The highest priority for assignment of community group spaces is given to groups who have shown long-term commitment by payment and attendance record in prior years, based on seniority, and have applied for long-term participation in the current Market season.
- Any group who is absent for 2 committed Market days without giving advance notice forfeits the right to their space assignment.
- An approved community group that would like to participate on a date in which there is a waiting list may check in at the City of Urbana tent after 8:00 AM on that date for space cancellations.
- Community group space dimensions are 6 feet wide by 10 feet deep. Multiple spaces may be leased based upon availability, as space permits.
- Booth space frontage should be consistently lined up with the space markings. Clearance must be kept for crowds and accessibility.
- Market participant parking has been established in lot 24, which is across Illinois Street just south of the Market site. Please use this lot for parking.

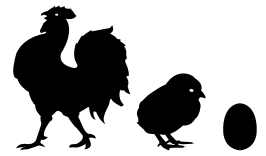
III. ITEMS FOR DISPLAY/SALES REGULATIONS

- Community groups must be non-profit organizations.
- Groups wishing to sell handmade goods as fundraisers may do so, but participation is at the discretion of the Director. Groups are required to rent at least two spaces for these events and are limited to 3 selling dates total throughout the season.
- Except in special situations (see above), items for sale must be created/produced by, directly linked to, and representative of the organization. *Any item not representing or directly linked to the organization shall not be sold at the booth. Groups are not allowed to purchase products from a store and resell the items at the Market.* Approval of all items will be determined by the Market Director.
- All food items and food preparation must comply with appropriate local, state, and federal health regulations. For local regulations, contact Paula Liles at the Champaign-Urbana Public Health District at (217) 531-2920. All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.



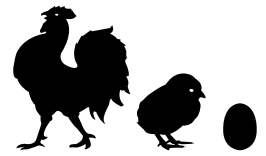
IV. BOOTH REGULATIONS

- **Booth materials.** Community groups shall provide all booth materials. Items and displays may utilize tables, tents, carts, or other similar structures supplied by the group. Single spaces cannot accommodate 10' x 10' canopies; please plan to rent two spaces if a tent larger than 6' x 6' will be used.
- **Load in/out.** Vehicles must load in/out of their spaces as quickly as possible, leaving clearance for other vehicles. Please do not unload vehicles and set up at the same time.
- **Group members.** All booth representatives are responsible for knowing Market community group regulations and abiding by them. Community groups are responsible for the actions of their employees and volunteers at the Market.
- **Setup/teardown.** During setup and teardown (before 7:00 AM and after 12:00 noon), groups must utilize caution at all times, respect neighboring spaces, and leave clearance for other vehicles.
- **Sidewalks and medians.** Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- **Tent weights.** All tents/canopies must be weighted down with at least 25 pounds per leg, regardless of forecast weather conditions.
- **Liability.** Each community group is liable for any incidents, accidents, or injuries resulting during its setup, teardown, and during the hours of operation at the Market.
- **Signage.** Signs displaying the group name and/or information must be kept within the boundary of the assigned booth space(s).
- **Disruptive conduct.** In order to provide a successful Market and pleasant shopping atmosphere, community groups shall refrain from disorderly, disruptive or impolite conduct, including refraining from hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned booth space is prohibited. Groups persisting in this activity after a verbal warning will be asked to leave the Market for the season. There will be no refunds.
- **Interference.** Community groups shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a group interfere with business of other groups or vendors.
- **Tips for booth success.** Closely monitoring products/items and utilizing safety precautions; refraining from keeping large amounts of cash within booth space; utilizing bright colors and creative, appropriate signage within booth space; engaging in positive conversation with patrons, networking with neighbors, keeping booth area clean and inviting, and implementing your own marketing in addition to the promotion that the City of Urbana coordinates all contribute to a successful booth.
- **Waste disposal.** Prior to leaving the Market area, it is each group's responsibility to take any leftovers or garbage with them. Any discarded boxes must be taken with the group or recycled in the City's recycling totes. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For additional information, contact the Market Director. A written warning will be issued if debris is left. A fine of \$50 will be levied if the infraction is repeated a second time and the group's lease will be revoked if the infraction is repeated a third time..
- **Electricity.** Electricity may be available to a select few booth spaces and, if available, may be used by the group upon advance approval by the Market Director. There is a \$5 per plug charge for use of power at the Market. Groups must secure cords tightly and safely to the ground using 4" wide "tunnel tape" or plastic covers. Please see Director for more information.
- Groups may request a performer to relocate if needed, but must notify the Market Director upon doing so.



V. POLICIES

- Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors, groups, and individuals 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 community groups 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 groups at the Market.
- A community group may be prohibited from participating in the Market when the Market Director determines that the group does not fit any of the criterion of the Market as set forth in the regulations. However, 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 class.
- Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the community group from the Market and possible legal action.
- Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor, group, or performer should be directed to the Market Director.
 - 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 privileges/cancellation of lease with the group.
- No group shall use any action or language to insult another group, vendor, performer, shopper, Market staff, or to intimidate a Market patron into purchasing or support the product/idea being sold/promoted.
- It is the community group's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any group that fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.
- 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 participants 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: a) unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions; b) verbal harassment of a sexual nature such as lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements; c) demeaning, insulting, intimidating or sexually suggestive comments to or about an individual; d) the display in the Market or vendor stall of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs; e) demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages; f) 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 of such occurrence. **Upon a determination by the Market Director that a participant has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said participant from the Market for the remainder of the day, without refund for the day's 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 participants or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, **with no refunding of 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.



V. POLICIES (CONT.):

- Dogs and other animals are welcome at the Market subject to the following:
 1. Any persons bringing animals to the Market shall be personally responsible and liable for the actions of their animal.
 2. All animals must be under the direct control of a person 14 years of age or older at all times and tethered to a leash that is no greater than 4 ½ feet in length.
 3. Any animal left unattended is subject to immediate removal by the Urbana Police Animal Control.
 4. No female dog that is in season (heat) shall be permitted at the Market.
 5. Sale of any live animals are strictly prohibited.
 6. Any dog with a history of aggression is prohibited from entering the Market.
 7. Any dog that displays any form of aggression, including but not limited to growling, baring of teeth, snapping or biting while at the Market is prohibited from the Market shall be ordered immediately removed.
 8. Any dog creating a disturbance such as continuous barking or whining shall be ordered removed from the Market.
 9. Any dog that makes repeated unwanted contact with a patron, vendor or staff person at the Market shall be ordered removed from the Market.
 10. Any dog that is not promptly and properly curbed shall be ordered removed from the Market.
 11. Dogs shall not get closer than within six feet of any area where open containers or food are being vending or prepared.
 12. With the exception of restrictions being place upon aggression by dogs or the sales of dogs, none of the above limitations shall be placed upon dogs or animals acting as service dogs for handicapped individuals.
 13. Because the Farmer's Market is concerned with the safety and well-being of animals, any persons leaving dogs in vehicles at the Marketplace in temperatures that jeopardize the health and well-being of the animal are subject to prosecution under the animal cruelty laws of the State of Illinois.

Any violation of these policies shall result in immediate eviction and/or permanent banning of the dog from the Marketplace at the discretion of the Farmer's Market Director or other staff of the City of Urbana.

- Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn any tobacco products, weed, 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.

It is the participant's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any participant who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.



**MARKET AT THE SQUARE 2010
COMMUNITY GROUP APPLICATION**

OFFICE USE ONLY:
Date rec'd:
Cash/check w/amt:
New/returning group:
Space assigned:

COMMUNITY GROUP NAME: _____

ADDRESS: _____ **CITY:** _____

STATE: IL **ZIP:** _____ **PHONE NUMBER:** () _____

EMAIL (optional): _____

WEBSITE (optional): _____

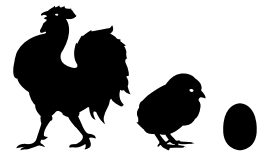
PRIMARY CONTACT PERSON: _____

LIST THE NAMES OF YOUR REPRESENTATIVES AT THE MARKET: (all representatives at the booth must know the Market regulations and abide by them):

**DESCRIBE EVERYTHING THAT YOU WOULD LIKE TO DISPLAY AT THE MARKET:
(All items must be listed. Attach additional sheets as needed.)**

DESCRIBE YOUR ORGANIZATION AND ITS MISSION (attach additional sheets as needed):

MARKET AT THE SQUARE 2010 COMMUNITY GROUP APPLICATION



COMMUNITY GROUP FEES:

- Prospective groups must apply at least 1 week prior to the first Saturday that they wish to attend.
- Community group participation fees must be paid prior to attending the Market.
- Space assignments are issued by the Market Director upon application approval, as space permits.
- The deadline for returning full-season community groups to maintain similar space assignment is April 23, 2010.
- Each space is 6 feet wide by 10 feet deep. Multiple spaces may be rented, depending upon availability, as space permits.
- Each 6-foot space is \$7.50, and must be pre-paid.
- A 10% discount can be taken on any pre-paid payment covering 5 or more Saturdays. For example, 10 weeks for 1 space would cost \$67.50; 10 weeks for 2 spaces would cost \$135.00.
- Payments are non-refundable and are non-transferable. However, payment may be applied to another date if a group cannot attend/needs to cancel.
- Payments may be in the form of cash, check, or money order. All checks/money orders must be made payable to the City of Urbana. There are no refunds. If an application is declined, the payment will be returned.

Are you interested in having a musician/performer locate near your booth on various Saturdays in 2010?
 Yes No

How many spaces are you applying for per week? (each space is 6 feet wide by 10 feet deep) _____

PLEASE INITIAL BELOW:

_____ I have read, understand, and agree to abide by the Market's Participant Rules & Regulations (p 3-4) and Participant Policies (p 5-6).

CIRCLE THE DATES THAT YOU WOULD LIKE TO SELL AT THE MARKET:

(Failure to attend 3 committed days without advance notice will forfeit your space assignment. Any changes to your schedule must be sent to the Market Director.)

5/1	5/8	5/15	5/22	5/29	6/5	6/12
6/19	6/26	7/3	7/10	7/17	7/24	7/31
8/7	8/14	8/21	8/28	9/4	9/11	9/18
9/25	10/2	10/9	10/16	10/23	10/30	11/6

SIGNED _____ Date _____

Please send completed applications to:
MARKET AT THE SQUARE, City of Urbana, 400 S. Vine St., Urbana, IL 61801
 For more information, contact Lisa Bralts, Economic Development Specialist/Director, Market at the Square
 Phone: 217-384-2319 email: ljbralts@city.urbana.il.us

MARKET AT THE SQUARE

PERFORMER

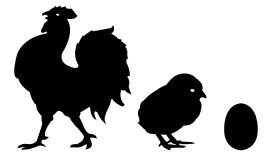
**GUIDELINES, POLICIES,
&
APPLICATION MATERIALS**

2010



MARKET AT THE SQUARE 2010

PERFORMER RULES AND REGULATIONS



While the mission of Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows acoustic performers to perform during Market hours as a service to the community. Performers are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Home-grown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES/TIMES OF OPERATION

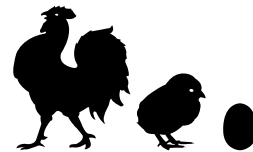
- A. Market at the Square's season for 2010 is 28 weeks, beginning May 1 and ending November 6.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.

II. LOCATION/PERFORMER SPACES

- A. Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square (Lot 10X).
- B. A performer application must be submitted and approved PRIOR to participating at Market. All applications are approved by the Market Director and as space permits.
- C. Performers must check in at the City of Urbana tent in the northwest corner of the Market each Saturday prior to setting up.
- D. Upon check-in, the Market Director and/or Market Staff will inform the performer of allowed, pre-approved locations within the Market that are available to performers that morning. Locations will be allocated on a first-come, first-served basis, and as space permits. These locations will vary each week, and performers may rotate throughout the morning as arrival times vary. If all spaces are utilized on a morning and additional performers arrive, existing performers should rotate on the hour (i.e., 9:00 AM, 10:00 AM, 11:00 AM) so that additional performers may have an opportunity to perform that day. If performers are unable to rotate amongst themselves and further assistance is needed, the Market Director will determine the rotations.
- E. If a performer desires to set up in a location that is not already on the pre-approved list, the performer must fulfill **each** of these requirements:
 - 1. The location must be located away from another performer already in place.
 - 2. The location must not prohibit accessibility for participants, staff, and patrons.
 - 3. The performer must obtain approval from immediately neighboring vendors and/or community groups of the desired performance location before entertaining.
 - 4. The location must be approved by the Market Director/Staff (at the City of Urbana tent).
- F. Vendors and community groups lease their spaces, and so have the right to relocate a performer if needed in order to ensure the success of patron interactions and transactions.
- G. All Market participants should park their vehicles in Lot 24, which is the lot across Illinois Street, just south of the Market. Parking within the Market lot is prohibited.

III. PERFORMANCE REGULATIONS

- A. All lyrics and actions must be kept "clean" and all sound must be kept at a low to moderate level. Entertainment must be appropriate for a family-oriented open-air market.
- B. Music and performances are required to be performed live and be acoustic/unplugged in nature. Amplification (microphone, bullhorn, amplifier, speaker, etc.) is not allowed, nor are instruments that have electronically controlled volume. Tape players and compact disc players are not allowed. Performances must enhance the environment, rather than overpower the activities of the Market.

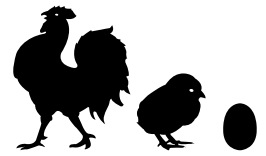


III. PERFORMANCE REGULATIONS (cont.)

- C. Performers may display a location for tips, informational brochures, and sale of their own recorded music. Any promotional information and/or signs about the performer must be kept within the performer's allowed space.
- D. The performer is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation of the Market.
- E. Performers are responsible for the actions of their ensemble at the Market. All members are responsible for knowing Market Performer regulations and abiding by them.
- F. Performers shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a performer interfere with business of other performers, groups, vendors, and staff.
- G. Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- H. In order to provide a successful Market and pleasant shopping atmosphere, performers shall refrain from disorderly, disruptive or impolite conduct, including refraining from hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned performance space is prohibited.
- I. Prior to leaving the Market area, it is each performer's responsibility to take any leftovers or garbage with them. Any refuse **must** be taken with the performer. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For additional information, please contact the Market Director. A warning will be issued if debris is left. A fine of \$50 will be levied if the infraction is repeated a second time. The performer's privileges will be revoked if the infraction is repeated a third time.

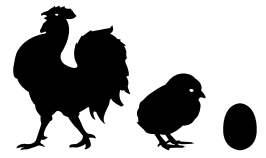
IV. POLICIES

- Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors, groups, and individuals 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 community groups 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 groups at the Market.
- A performer may be prohibited from participating in the Market when the Market Director determines that the performer does not fit any of the criterion of the Market as set forth in the regulations. However, 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 class.
- Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the community group from the Market and possible legal action.
- Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor, group, or performer should be directed to the Market Director.
 - 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 privileges/cancellation of lease with the group.
- No performer shall use any action or language to insult another group, vendor, performer, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold.



Y. POLICIES (CONT.)

- It is the performer's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any performer that fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.
- 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 participants 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: a) unwanted physical contact or conduct of any kind, including sexual flirtations, touches, advances or propositions; b) verbal harassment of a sexual nature such as lewd comments, sexual jokes or references, offensive personal references, and/or false and malicious statements; c) demeaning, insulting, intimidating or sexually suggestive comments to or about an individual; d) the display in the Market or vendor stall of demeaning, insulting, intimidating, or sexually suggestive objects, pictures, or photographs; e) demeaning, insulting, intimidating, or sexually suggestive written, recorded, or electronically transmitted messages; f) 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 of such occurrence. **Upon a determination by the Market Director that a participant has committed a violation of the sexual harassment policy articulated above, the Director shall have the authority to eject immediately said participant from the Market for the remainder of the day, without refund for the day's 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 participants or patrons of the Market, a suspension from the Market for the remainder of the season or a permanent ban, **with no refunding of 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.
- Dogs and other animals are welcome at the Market subject to the following:
 1. Any persons bringing animals to the Market shall be personally responsible and liable for the actions of their animal.
 2. All animals must be under the direct control of a person 14 years of age or older at all times and tethered to a leash that is no greater than 4 ½ feet in length.
 3. Any animal left unattended is subject to immediate removal by the Urbana Police Animal Control.
 4. No female dog that is in season (heat) shall be permitted at the Market.
 5. Sales of live animals are strictly prohibited.
 6. Any animal with a history of aggression is prohibited from entering the Market.
 7. Any animal that displays any form of aggression, including but not limited to growling, baring of teeth, snapping or biting while at the Market is prohibited from the Market shall be ordered immediately removed.
 8. Any animal creating a disturbance such as continuous barking or whining shall be ordered removed from the Market.
 9. Any animal that makes repeated unwanted contact with a patron, vendor or staff person at the Market shall be ordered removed from the Market.
 10. Any animal that is not promptly and properly curbed shall be ordered removed from the Market.
 11. Animals shall not get closer than within six feet of any area where open containers or food are being vended or prepared.
 12. With the exception of restrictions being placed upon aggression by animals or the sales of live animals, none of the above limitations shall be placed upon dogs or animals acting as service dogs for handicapped individuals.
 13. Because the Farmer's Market is concerned with the safety and well-being of animals, any persons leaving animals in vehicles at the Marketplace in temperatures that jeopardize the health and well-being of the animal are subject to prosecution under the animal cruelty laws of the State of Illinois.



Y. POLICIES (CONT.):

Any violation of these policies shall result in immediate eviction and/or permanent banning of the dog from the Marketplace at the discretion of the Farmer's Market Director of other staff of the City of Urbana.

- H. Whereas the City of Urbana is committed to making Market at the Square an environment that is safe, healthy, and pleasant for everyone, the emitting or exhaling the fumes of, or the carrying or holding of, a lighted pipe, cigar, cigarette, or any other lighted smoking product or equipment used to burn any tobacco products, weed, 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.

It is the participant's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any participant who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.

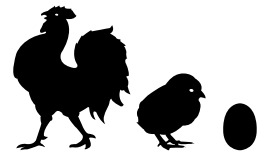


**MARKET AT THE SQUARE 2010
PERFORMER APPLICATION**

OFFICE USE ONLY:
Date rec'd:

PERFORMER/ENSEMBLE NAME: _____
ADDRESS: _____ CITY: _____
STATE: IL ZIP: _____ PHONE NUMBER: (_____)
EMAIL (optional): _____
WEBSITE (optional): _____
PRIMARY CONTACT PERSON: _____
LIST THE NAMES OF YOUR ENSEMBLE MEMBERS AT THE MARKET: (all members must know the Market regulations and abide by them):
DESCRIBE THE TYPE OF PERFORMANCE YOU WOULD LIKE TO PROVIDE: (examples: "indie rock", "juggling", "poetry reading", etc)
LIST ALL INSTRUMENTS, PROPS, DISPLAY ITEMS, ETC (Attach additional sheets as needed):

**MARKET AT THE SQUARE 2010
PERFORMER APPLICATION**



CIRCLE THE DATES THAT YOU WOULD LIKE TO TABLE AT THE MARKET:

(Locations will be allocated on a first-come first served basis each Saturday)

5/1	5/8	5/15	5/22	5/29	6/5	6/12
6/19	6/26	7/3	7/10	7/17	7/24	7/31
8/7	8/14	8/21	8/28	9/4	9/11	9/18
9/25	10/2	10/9	10/16	10/23	10/30	11/6

PLEASE INITIAL BELOW:

_____ I have read, understand, and agree to abide by the Market's Participant Rules & Regulations (p 3-4) and Participant Policies (p 4-6).

SIGNED _____

DATE _____

Please send completed applications to:
MARKET AT THE SQUARE, City of Urbana, 400 S. Vine St., Urbana, IL 61801
For more information, contact Lisa Bralts, Economic Development Specialist/Director, Market at the Square
Phone: 217-384-2319 email: ljbralts@city.urbana.il.us

Urbana's Market at the Square Strategic Planning Survey



Your Name (optional): _____

Contact Information (email or phone): _____

1. Where do you live?

Urbana Champaign Savoy Other _____

2. How often do you go to the Market?

Weekly Monthly Occasionally Never

3. How do you get to the Market?

Drive Walk Bike Public Transportation Other _____

4. Is there anything that prevents you from coming to the Market?

5. What do you appreciate about the Market?

6. What would make you come more often?

7. Is there anything you want to see changed at the Market?

8. Are there any other goods you would like to see at the Market?

9. What do you want the Market to look like in 5 years?

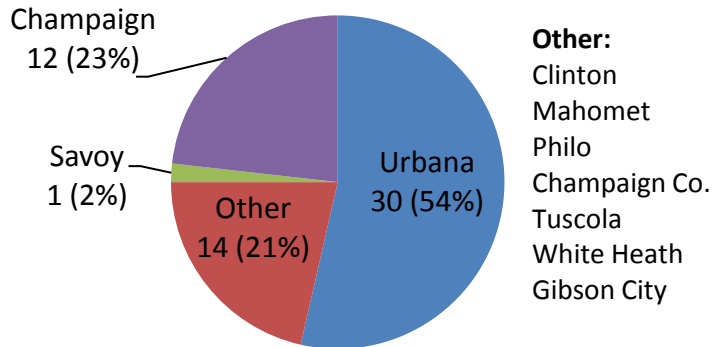
Contact: Rebecca Bird or Lisa Bralts
400 S. Vine St.
Urbana, IL 61801

Tel: (217) 384-2440 Fax: (217) 384-2367
Email: rlbird@city.urbana.il.us OR ljbralts@city.urbana.il.us

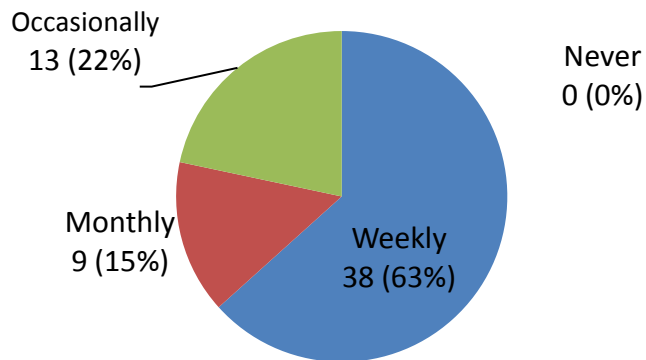


Survey Questions and Analysis

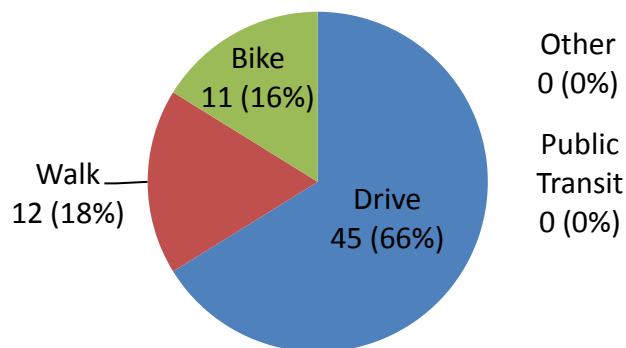
Question 1. Where do you live?



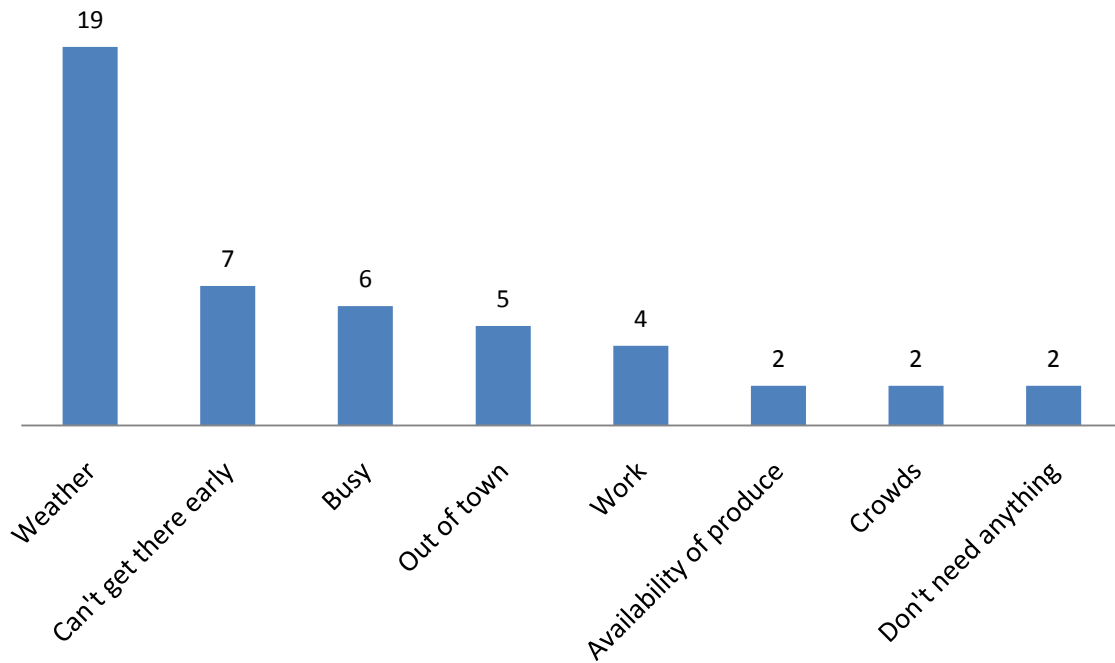
Question 2. How often do you go to the Market?



Question 3. How do you get to the Market?

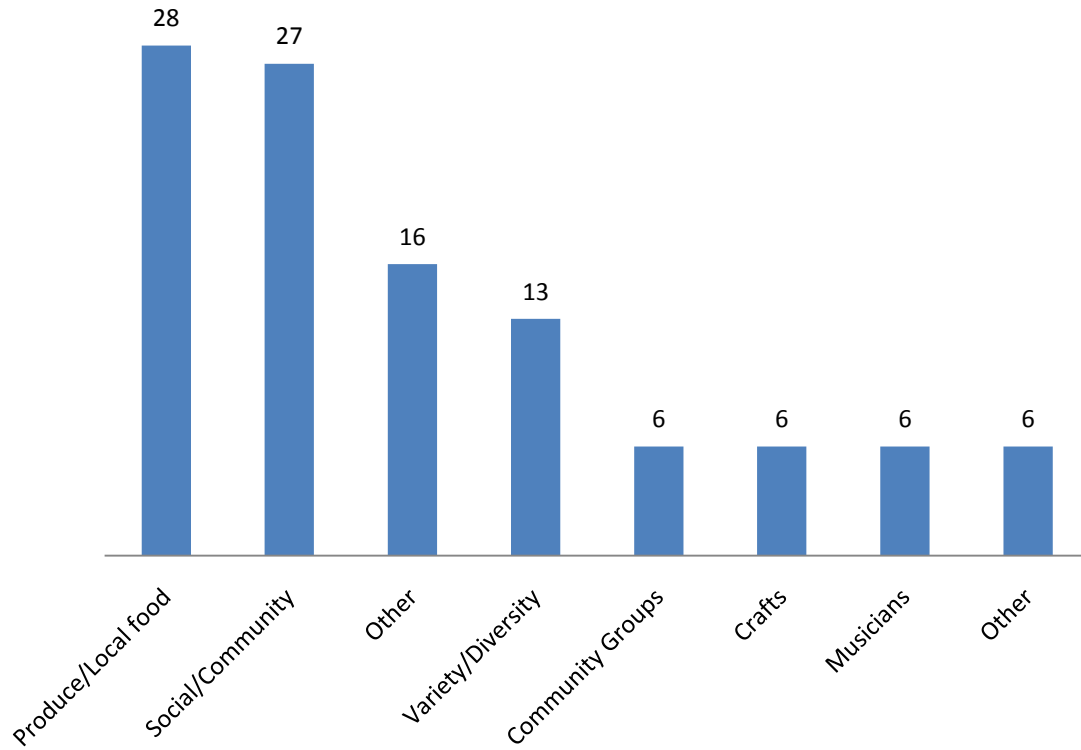


Question 4. Is there anything that prevents you from coming to the Market?

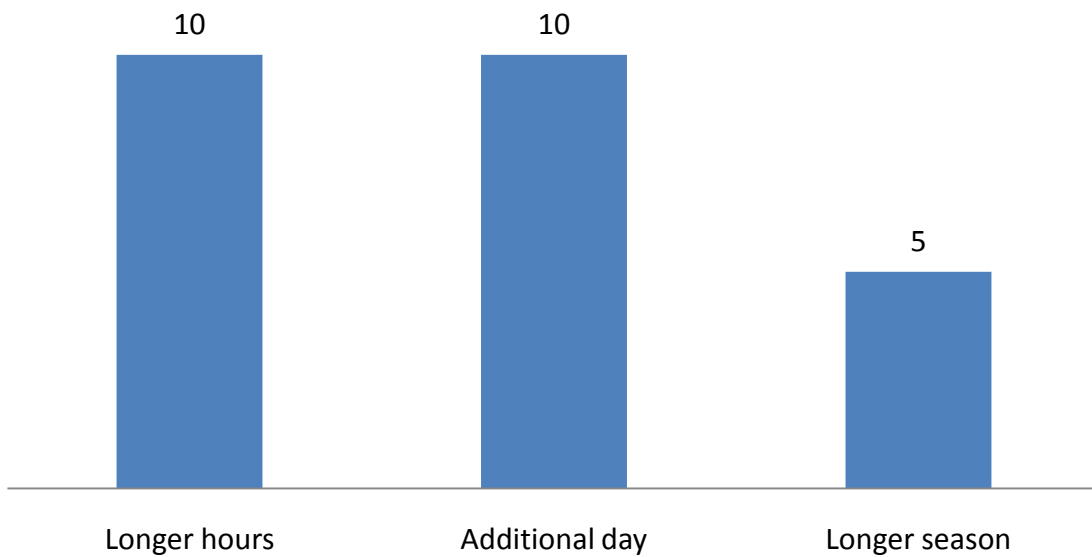


- Other responses include:
 - “Laziness” (2)
 - Health (2)
 - Parking (1)
 - Forgetting (1)
 - Lack of wheelchair accessibility (1)
- In the small group discussions of this question, the mix of vendors (both the percent distribution and the spatial distribution) at the Market was cited as a reason 10 times, weather 8 times, hours 7 times, parking 5 times, and congestion/crowds 5 times. Some of the other responses include having to carry things too far to the car, being too far from the bus, not liking dogs, not being able to find particular vendor, and not liking the political community groups.

Question 5. What do you appreciate about the Market?



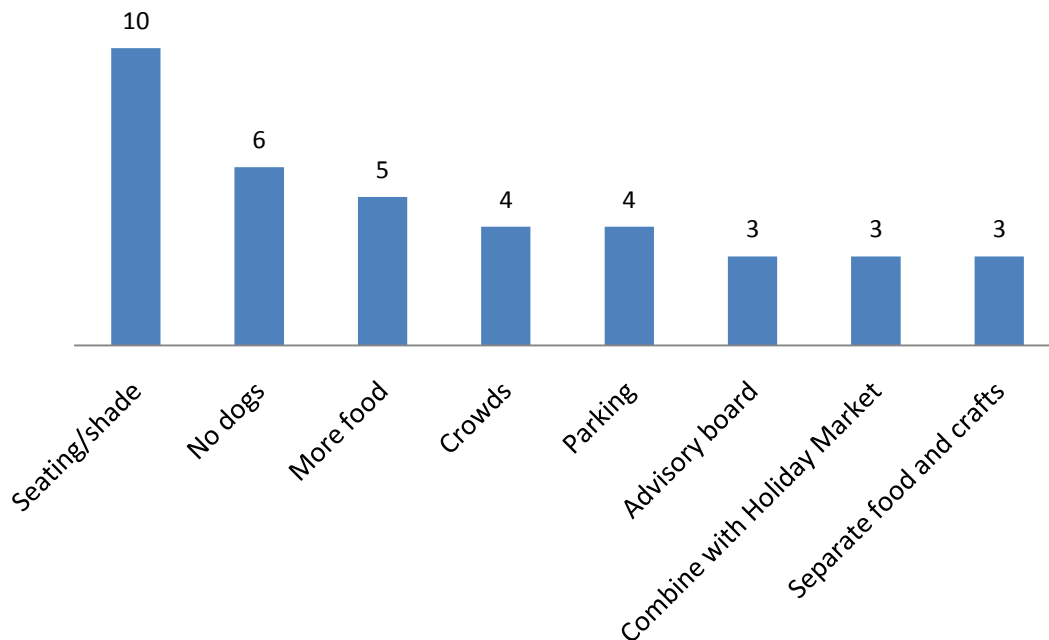
Question 6. What would make you come more often?



Other responses include:

- Shade
- Coffee
- More variety in foods/products
- To be able to eat something healthy & reasonably priced and listen to music
- Have a place to sit down and eat
- More prepared foods
- Lower prices
- Samples and recipes for unusual vegetables

Question 7. *Is there anything you want to see changed at the Market?*



Other responses include:

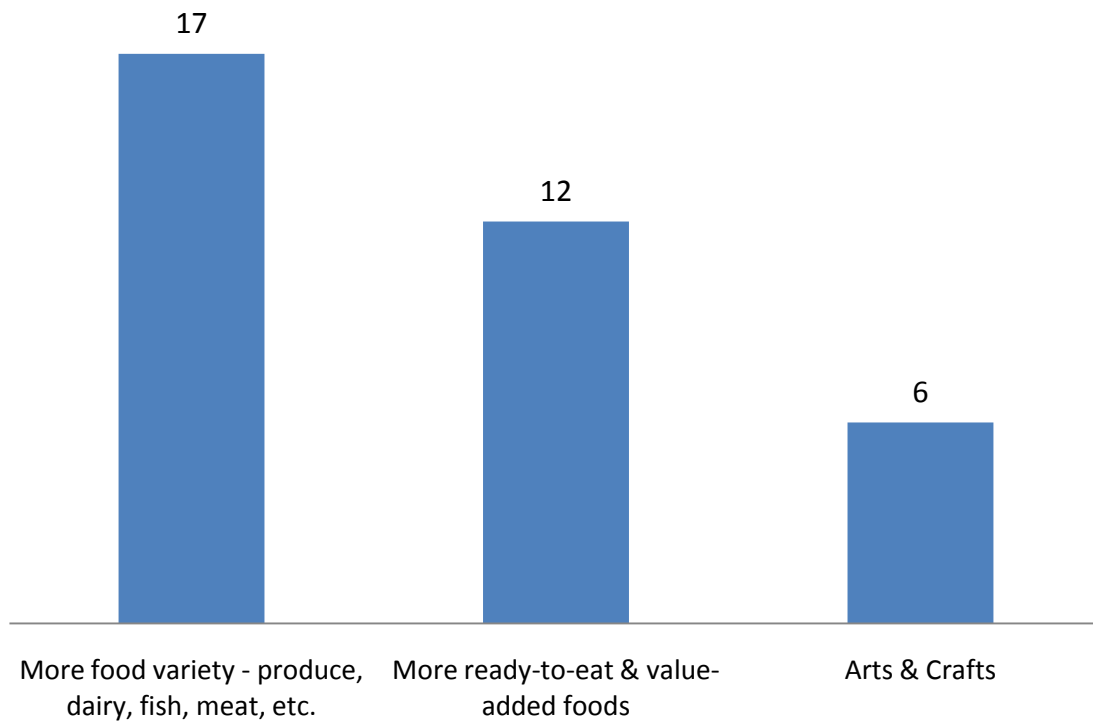
- More home-baked goods (3)
- Longer season (3)
- Having more information available on the vendors (2)
- Building a covered structure/roof (2)
- Closed streets (2)
- Low-income options (2)

The responses in the small group discussions varied somewhat, with 13 responses about keeping the Market focused on local food. In this group, having no or fewer

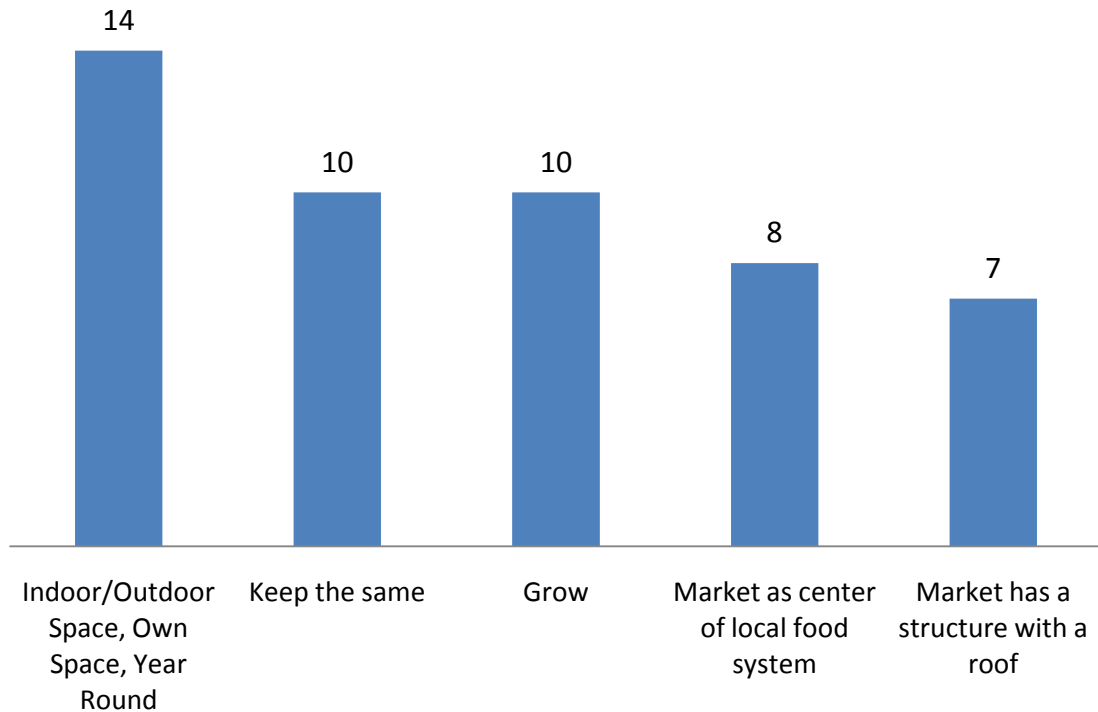
dogs was mentioned 6 times, but support for dogs was mentioned 3 times. Other responses include:

- Congestion in Market (8)
- Musicians – support for, a stage, scheduled performances (6)
- Covered structure/roof (6)
- Parking (5)
- More home-baked goods (3)
- Places to rest/socialize/shade (2)
- Creating an advisory board for the Market (1)

Question 8. Are there any other goods you would like to see at the Market?



Question 9. *What do you want the Market to look like in five years?*



Other responses include:

- Building a stage
- Having a commercial kitchen
- Having vibrant diverse entertainment
- Having a trolley to downtown
- Building a shelter with solar panels
- Having more community groups
- Having permanent stalls
- Being a daily showcase for local music, arts and food

In the small group discussions of this question, some different answers were given:

- Longer season/Longer hours (11)
- Creating an advisory board for the Market (3)
- Food tastings
- Business incubator
- Synergize with downtown

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Name	Where do you live?	How often do you go to the Market?	How do you get to the Market?
Judy Miller	Urbana	Occasionally	Drive
Jim, Diann & Wes Moore	Other	Weekly	Drive
Allison Jones	Champaign	Occasionally	Drive
Katrina Kotowski	Champaign	Weekly	Drive
Michael Jay	Champaign	Occasionally	Drive
Ian (Jon? Jan?) Dietrich	Urbana	Occasionally	Walk
Mike Little	White Heath	Occasionally	Drive
Robert M Kleiss	Tuscola	Weekly	Drive
Keifer Cramer	Gibson City	Weekly	Drive
Cassie Cramer	Gibson City	Weekly	Drive
Vendor	Urbana	*Weekly/Monthly	*Drive/Walk
Vendor	Philo	Weekly	Drive
Hector mandel	Philo	Occasionally	Drive
	Urbana	Monthly	*Drive/Walk
Larry Steinbauer	Champaign	Weekly	Drive
Tiffany Wang	Urbana	*Weekly/Monthly	*Drive/Walk/Bike
Rodney George Roacuk	Urbana	Weekly	Walk
Daniel Schreiber	Urbana	Weekly	Bike
Leslie Cooperband	*Champaign County	Weekly	Drive
Dean Rose	*Champaign County	Occasionally	Drive
Brian McKay	Champaign	Monthly	Drive
Rachel Hess	Urbana	Weekly	*Walk/Bike
Carol Spindel	Urbana	Weekly	Drive
Rory Nicholson	Champaign	Weekly	*Drive/Bike
John Kachoyneous	Champaign	Occasionally	Drive
	Champaign	Monthly	Drive
Tom Bassett	Urbana	Weekly	Drive
David Harley	Urbana	Weekly	Drive
	Urbana	Weekly	Walk
Sam Vandeorify	Urbana	*Weekly/Monthly	*Drive/Walk
Carloon Mills, Baha'I Center	Urbana	Monthly	Drive
Katie Leininger	Urbana	*Monthly/Occasionally	Drive

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Name	Where do you live?	How often do you go to the Market?	How do you get to the Market?
Gary Cziko	Urbana	Weekly	Bike
Cindy Sampson	Champaign	Weekly	Drive
Dennis Roberts	Urbana	Occasionally	Walk
mary Klein	Urbana	Weekly	Drive
James B. Reedy	Urbana	Weekly	Walk
Carol Toler	Urbana	Weekly	Drive
Aydo Parro	Urbana	Monthly	*Drive/Walk/Bike
Phil Bell, Grandpa's Millwork	Urbana	Weekly	Drive
Joyce Bell, Grandpa's Millwork	Urbana	Weekly	Drive
Becky Roach	Champaign	Weekly	*Drive/Bike
Kelly Oyer	Urbana	Weekly	Drive
Jeff Jones	Clinton	*Monthly/Occasionally	Drive
Wesley Schell	Mahomet	Weekly	Drive
	Urbana	Occasionally	Walk
Pattsi Petrie	Champaign	Weekly	Drive
Caty roland	Champaign	Weekly	Drive
Aviva Gold	Champaign	Weekly	Bike
Katie Sheridan			
Cheri Manrique	Urbana	Weekly	Drive
Rick Larimore	Urbana	Weekly	*Drive/Walk/Bike
Ed DeWan	Urbana	Weekly	Drive
Ming Kuo	Urbana	Weekly	*Drive/Bike
Annie Weisner	Urbana	Weekly	Bike
Nancy Pagaduan	Philo	Occasionally	Drive
Pat Piolette	Philo	Occasionally	Drive
Todd Sweet	Savoy	Weekly	Drive

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Is there anything that prevents you from coming to the Market?

Is there anything that prevents you from coming to the Market?

Crazy schedule and laziness

Nothing - the market is very important to the survival of our farm - it is what keeps us in business.

I work every Saturday at 9am, so I have to get up super early to make it to the Market.

The time and distance from my house. I like to be there early to get freshest produce and avoid big crowds.

No, just lazy.

Rain

Weather

Availability of produce, etc. -- popular items are gone quickly.

Weather

Out of town

Don't need anything that week

Bad weather - rain, wind

Weather

I work Sturdays often, as MANY lower income families do.

Special events that conflict timewise

Work constraints for hours.

Knowing if it's after 10AM it's too late for produce.

Weather

No, I'm a vendor.

Bad weather - rain, wind

Bad weather

I am busy 8 - 12 on Saturdays and I can't get to the Market in time.

I work on Market Saturdays at Common Ground, so I don't get out there other than on short breaks.

Parking

Sometimes late -- if open until 1PM helpful

Weather - sun, rain--concerned about baby

Weather -- sun & heat; rain

Weather -- hard rain

Forgetting

Weather - hot weather & no shade

The day usually gets away and when I notice the clock the Market is closed.

Hurricanes

I have heard that for people in wheelchairs, some pathways into the downtown need to be improved.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Is there anything that prevents you from coming to the Market?

Other plans

Health

Weather

Weather -- wet bad weather

Out of town

Sometimes when I'm really tired it's just too early to get up.

By 10:30-11, the produce is picked over.

Out of town.

Occasionally if it's raining hard, we won't go, but if it's just a sprinkle, we'll still come.

We travel to the market by bicycle every weekend that we're in town.

Weather or illness

A conflicting schedule sometimes.

Being out of town

Overbuying the week before

Not managing to wake up early enough to go when it's not so crowded

Bad weather

Early close time--a lot of us cyclists bike at 9am Saturday mornings, wrapping up at 11:30am, so it's hard to make it on time.

My own inability to organize myself and my family enough to get out in time.

Occasionally the weather.

Rain/Weather

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

What do you appreciate about the Market?

Definitely

The full season vendors are always in the same parking spaces year after year. Customers know where to find us. Most important the loyalty of the customers. Some are now like family.

The variety of vendors.

I like the row of community groups.

I like talking to the growers and other shoppers.

I like the music, crafts, and info booths.

The market feel.

Fresh produce and flowers.

Music, etc.

Fresh produce.

Diversity

Having the same people there every week.

City makes money on sales tax not from entry fees. (Vendor)

Wide variety

Price

Good advertising. (Vendor)

Variety

Price of booth. (Vendor)

Market Director's ability to help people, to be dependable--she's great, so helpful.

Atmosphere

The fabulous local food

The sense of being at the center of the community, finding out about artists, local political actions, etc.

Frequent faces

Something to do

Community feeling

Diversity

Good fresh produce

Socialization

Great patrons

a buyers' market

Community

I love the variety of goods

The vibrancy, support for local farmers and artisans.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

What do you appreciate about the Market?

Everything - community social space, local food, music

Local food

Community

Gets older daughter excited about healthy food

Organic, fresh food

Playing music. (Musician)

A chance to buy high quality local produce and plants.

Fresh food, diversity of produce, free range meat

An opportunity to socialize with my two dogs.

Community, people watching.

Local fresh delicious produce

Friendly

Families

Community feel, relaxing

Local food, art, music

Social interaction

Community

Local artists

Local growers

The social aspect

Great mix of people, food, events.

Locally grown food

Great mix of people, musicians, politics vendors - it is exciting.

Safe, accessible

Everything - people.

People, variety of products, opportunity to meet and talk to people

I appreciate the Market.

Vegetables, fruit, meat -- food, local food

I like supporting local farmers and the ability to buy local, safe foods

The variety of vendors/experiences

I can sell what I grow or make.

Variety of produce.

Small farm and fresh products.

Social aspects.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

What do you appreciate about the Market?

Serendipity.

The Sprouts at the Market has been great! Stuff for kids. Also, I like when they do crafts for kids at the front.

Peaches! Fresh veggies!

We love the fresh produce, the music, the social atmosphere and the dogs.

I appreciate the opportunity to share my photography with the public. I really like that it is smoke-free now. The market has greatly improved since Lisa took over. It is really easy to communicate with her. The number one thing is that booth locations are based on seniority. Lisa handles problems quickly and is very well organized. She seems to really care about individual vendors' needs.

Fresh produce and supporting local growers in an important but difficult business.

Almost everything.

The scene -- the liveliness, seeing people, kids, dogs, all the produce, flowers

The musicians

The chance to buy local, organic good -- Blue Moon and Triple S especially, but also Carrie, peaches, blueberries.

The community groups' stands

Particular vendors -- one that sells jewelry

Variety and quality of goods available.

Friendliness of sellers.

Bike friendliness.

Fresh, seasonal produce.

Ability to get to know the growers, vendors, etc.

Seeing friends.

Social scene.

Variety.

Sense of community

Local foods

26-week schedule

proximity to Art Mart & Common Ground Co-op

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

What would make you come more often?

I'll probably come more often this summer since I didn't renew my CSA this year

Longer market season - first Saturday of May to second Saturday of November.

Sunday hours.

Having it closer to my house!

I should plan better to come more often.

Wife free on Saturday.

Longer hours

Longer hours

I'd love to see an evening market and less chaos. When I come to really shop for groceries, I do not want to have to wander through craft booths, etc.

Larger, more produce, year-long

Longer season

Good weather

Prepared foods--ie, crepes, etc.

Longer hours and/or evening market

Longer season or 2 times per week

More days; longer hours

Events

More than one day a week

Shade trees

Not having pancakes

Having EBT as a way of paying for products will help

Possibly extending the hours

Lower prices

Extend market to 1PM

It would be hard to come more often as I already come weekly

Starting another (day) market

We are there every week

It would be nice to have one hour more

Already coming all weeks

Having another market on another day

Being closer to Champaign

Extended season

It if was open later with good produce left, I would come more.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

What would make you come more often?

I would come if there was another day (Tues or Wed) in the evening.

More variety in foods and products being sold

Already go as often as I can!

I am already there every week.

Perhaps another market day during the week?

It would *really* be nice to be able to eat something healthy and reasonably priced on site and listen to the musicians -- that would be fantastic.

Samples and recipes for vegetables I don't know what to do with (I know, health codes...).

It gets awfully crowded. I'm glad for the success, but maybe the aisles could be wider??

Extending hours by 1-2 hours. This is the only big reason I ever miss it--needing to do other things in the morning!

Extend the hours one more hour.

Have a place to sit down and eat.

Coffee.

Longer/later hours.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Is there anything you want to see changed at the Market?

There seems to be huge congestion in the two westernmost lanes. Perhaps spread them out more. I have heard it has naturally grown and expanded over the years.

A committee of vendors and City employees or Market staff that make Market rules. Let the full season vendors have a voice - one vote per space rented for full season.

More vendors would always be nice.

Tough question - a way to make lines more clear and payment easier. Perhaps a market card or market money.

I'd love to see more low income folks able to shop at the market.

No, I like it just as it is.

Sunday market? More diversity.

Yes. Refer to stockholder profile.

Less dogs.

I would like a solid committee created like Bob Kleiss' profile.

Age limit on performers (not pre-teen children who are being forced by parents)

Segregation of foods and crafts.

No change - fill in Kleiss' spaces when the isn't using them

Closing off Illinois Street between Vine and Illinois. More spread out across the lot. The east side gets very slow. North side--more produce since its prime real estate.

More food.

Combine with holiday market.

More fruit

Samples

Fight the health district!!

Spatial separation of food and crafts

Covered structure for inclement weather

More electrical outlets

More food and food diversity

Close off the streets surrounds market - make pedestrian walkway on Saturday morning

One governing body of Holiday Market and Market at the Square. More smooth transition at end of Market. season.

Longer season

No more dogs.

More resting places to socialize, rest, eat, enjoy the atmosphere.

More space, more tables with shade and chairs for older people to rest scattered around

Serving a broader market/demographic by operating on multiple days and times

70% food / 20% crafts / 10%entertainers

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Is there anything you want to see changed at the Market?

Traffic flow- use supermarket layout perimeter plan

Shade

Keep food vendors together

Dogs?

Shade

Holiday Market

More stalls

Grass

More tents for sitting and talking.

Reduce/eliminate plastic bags.

Provide permanent shade.

Provide electricity

Extend season

Make it year-round, find an enclosed location (Lincoln Square or another downtown location).

Parking

Winter market once/month

The policy about baking goods for small community participants

Get vendor vehicles out of sales area

No dogs

Open/close hours enforced

I would love this to be an affordable, good food source for low income families. I love the plans for WIC. I notice there aren't many people from that demographic here tonight. I wonder if there is a way to get more input from them.

Some way to address parking congestion.

Special parking for vendors.

A bit more price competition, not to the extent to harm the growers, but the price for the same item is uniform throughout the market. This is a bit troubling. As Cynthia Hoyle suggested at a public meeting, it might be useful to have handouts that put into perspective the reason prices are so much higher than like in grocery stores.

It gets very crowded if we come later than usual. And, sometimes the farmers run out of things if we come late. And parking gets difficult, too.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Is there anything you want to see changed at the Market?

I'd like this for all the vendors, but especially for the produce vendors, it would be really helpful if there was some kind of consistent sign, maybe required by the market, that had the name of the business, some basic contact information, and the kind of growing practices they use, like if they're USDA certified organic, organic practices, transitional or conventional. I think it's nuts that Jon Cherniss doesn't even let people know that he's certified, or maybe he does and I've just never noticed the sign. And I know I've asked farmers before and been surprised who is and who isn't organic, but then I forget the next year and sometimes I'm too embarrassed to ask again. But even for the other vendors, sometimes I like someone's work, but can't buy right then, but then I think of it later, and then it turns out they're not there every week, and I don't even know their name. If there was a sign, at least I'd have a chance of remembering them...

Maybe Port-a-potties? Maybe a cooling station? Oh yeah, we still have trouble with a specific musician's noise level drowning out our customer's ability to hear themselves speak to us. I wish we had the authority to tell him to move to another row. Otherwise, I completely enjoy all of the other musicians!

I would like to see a roof system that would provide shelter for most of the vendors.

I would like to see priority given to growers over other vendors. If necessary another date could be set for crafts, etc.

I would like to see a return of the 'no dogs allowed' rule before someone else gets bitten.

Yes. Get rid of the dogs!

I realize this is not something you have much say over, but for what it's worth, I wish people could bake in their own homes again--it's sad to lose Stewart's Artisanal Breads. And I like the community feel of people sharing things they made in their own homes.

More info provided on the farms and sellers.

Longer hours.

It would be great to have an area with tables and chairs where you could listen to music and sit and have a snack or something else to eat -- a place to chill while shopping.

I love the kid's activities and would continue that.

Fewer (none) political groups/protestors.

Perhaps more of an educational component, re: what we as a community can do to support local producers.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Are there any goods you would like to see at the Market?

The Market is large enough. Let a new vendor in only if they have something no one else is selling.

Anything local.

I'd like to see more info on how to use produce I may not be familiar with.

A fish and cheese vendor

More diverse always good

Something to eat while shopping

More value-added foods--jams, canned tomatoes, etc.

Fish, bison, dried herbs

Fruit, fish, milk, artisan food goods, more eggs, mushrooms

Dairy, fish, prawns, mushrooms, prepared foods

Broaden definition of who can bring good--perhaps some Indiana produce

Fruits, wines, beer, meats, cheeses

More art, more prepared food

More food (snack, lunch, etc.)

More produce--less arts and crafts

More creative art

More food for lunch

Milk, wine

Possibly food vendors

Handmade children's toys

More local fruits and vegetables.

Public performance stage?

More site preparation of foods

More ethnic foods

Fruits, hot drinks

Prepared food

Value-added food

I am not certain if there is a rule as to the distance sellers must live within to be part of the market. What I miss are the items that are grown in both Michigan and Wisconsin, such as apples, cherries, asparagus, etc. Do we have state health laws that prevent the selling of butter, hard cheeses, other dairy? I use as my model the Madison Farmers' Market, also the one in Evanston.

No. We are content with current offerings. In Germany, the cheese stands were always popular--but very smelly.

Maybe even more baked goods.

Can't think of anything offhand.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

Are there any goods you would like to see at the Market?

In Taiwan, they sell packages with the ingredients for various stirfry dishes all prepared, so you can just take it home and saute it and you're all set. It would be awesome if we had that.

More international flavors. Piroshki lady.

Great pottery. Have a stall set aside for a featured artist to do demos/sell higher end stuff.

Maybe set a stall aside for a featured, locally owned, locally run business to showcase their stuff (different business every week).

More meat!

More herbs.

More premade goods outside the realm of baked goods.

More non-food items.

Wine.

Hot food.

More baked/prepared foods.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

What do you want the Market to look like in 5 years?

The Market remains in the same parking lot - no larger.

One stage area for the performers, music, etc. They are assigned times to entertain. Not the battle of out-playing each other for volume all over the market. We can't hear our customers.

The full season anchor vendors have a vote in things happening to the market. It is our life and business that the changes effect.

As strong as ever.

I want it to be bigger and to last all day.

Less need for parking spaces by improving public transportation access.

I really like it as it is.

More cooperation to cross promote Lincoln Square events like the Disability Expo.

More parking

Smaller

Commercial kitchen for more value-added foods

To have its own space, maybe with shelter--roof, some kind of roof

As much as I love the random community groups/performers/arts--we need more focus on food and more standards for non-food booths

Same

A reflection of today's Market--safer and bringing more local businesses. All year long - Market in the Square.

More diverse, or more people

Lot becomes more like a park with permanent structures

Lobby health department to allow (in a reasonable manner) prepared food, like every other market

More permanent structure

Governing board with decision making authority

One unit managing outdoor and indoor market

Have vendors also in parking lot south of Illinois Street and close street for pedestrian use.

See that corner become a dedicated market location with signage, permanent structure/storage, extended season inside Lincoln Square Village.

Larger!

Indoor at Lincoln Square all year.

I want to see more balance and synergy with the First Street Market

Tighten up, better aesthetics, vibrant and diverse entertainment/arts & crafts

More shade trees

More organic food vendors

Much as it is but also more patrons

More social capital, more produce, more dogs, happy people.

Bigger, inclusive, able to help farmers grow.

Same, maybe a bit longer.

Individual Surveys

Developers' Luncheon, Public Meeting, Email/Fax

What do you want the Market to look like in 5 years?

Many foods to choose from, lower prices if possible.

Year-round local food, shelters with solar electric panels, main stage for performances, food to eat (healthy, local), food prep demos

Full year marketplace. Enlarge two aisles to the west--might be the location of the artists and craft vendors. Establish a commercial kitchen where food vendors and bakers can prepare their food wares. City sponsored or vendor fee sponsored.

If you have sidewalk paths etc a trolley from farmers' market to downtown would be nice. Avoid being like Tasts though. People come from so far that it changes the character--you don't see people you know and mix and talk.

Looks good now.

I want to see a food movement and also a community space to create relationships.

Under roof year round

In a covered structure 10 months/year

I really want it to stay a market for growers/vendors who would otherwise not have a market. I would like to be able to do most of my groceries at the Market.

Not get bigger.

Larger, more competitive, more product diversity, more space for social action groups. It is a great help to lower income citizens to be able to use food stamps at the Market. Though I wonder how comfortable they will feel in the market environment?

Same, with improvements to parking issues? Not sure.

I would like the City of Urbana to take over the Holiday Market. Please, please, please!!! This is extremely important to me and many other vendors. It used to be run fairly and efficiently by Mary Dennis, but the new Director & Coordinator have completely ruined it. Vendors have been forced in spaces they don't want for very arbitrary reasons. There is also no recourse for complaints. If the City ran it, vendors could voice their complaints at Council Meetings. (Although if Lisa ran it, I don't think there would be any complaints!)

Even more volume of produce and meats sold by more grower/vendors.

Still there. NO DOGS.

Same.

Maybe summer employment opportunities for local youth.

Maybe permanent stalls, like in Ann Arbor.

A gazebo with a stage for local talent (anyone can perform/present, with at least 10 signatures of local residents), with folding chairs around.

I'd love for it to continue to grow and expand, and for us to take up the whole lot!

My dream would be that it would move beyond the weekend and be daily. It would be great if you could find a location where it could be both indoors and outdoors. I imagine it as a place that could be one more shopping choice and gathering place that could showcase local music, arts, food, etc. for the region.

Just as popular as it is now.

Become not only a destination for local food and information, but more of an independent institution. There are few other entities in C-U with the same reach among citizens and producers who are passionate about certain issues.

Urbana's Market at the Square

Stakeholder Profile



Jody Endres
Urbana Resident



1. How are you involved with the Market?

I'm a customer at the market.

2. I'd purchase basic food supplies more regularly if ...

I actually do purchase food almost every day. . . after living in Europe for 3+ years, with a small refrigerator, I just got used to cooking food from scratch that is fresh. That's why I love the market (and the Coop and CSA, to supplement), which are only a few blocks from my house. I can ride my bike!

3. What could make the Market better for you?

Really nothing—except maybe to expand it.

4. What could make the Market better for all customers?

I think a mini dog park would be nice, that could be co-located. I don't mind the dogs, but I do get worried the small ones will get trampled while people are busy conversing. And, some children are very scared of dogs.



Urbana's Market at the Square

Stakeholder Profile



Bob Kleiss

Robert (Bob) Kleiss
Kleiss Produce Farm Tuscola, IL



Kleiss Hoop House

1. How are you involved with the Market?

Hello I am Robert (Bob) Kleiss of Kleiss Produce Farm Tuscola Illinois. I basically grew up at this market. I am 38 years old and this will be my 20th year as paying on my own to be selling here. I invest over 200 thousand dollars and 110 plus hours a week working and 60 hours a week working through the winter. I have 19 spaces at this market. My father was going to this market for years before that. I believe it was the second year of the market that he started going.

2. How does the Market affect your livelihood?

When this market started it pretty much allowed anyone to come in and sell anything if they grew it or not, in or out of state. My father and a few others thought this should be a local Illinois growers' Farmers Market. The original growers had to argue till they got red in the face to ever get anyone to understand what it takes to make a market work; that is when the URBANA FARMERS MARKET was born and thrived. It really has done well until it started turning away from a Farmers Market and then when the name even changed to Market at the Square, sales flattened out and have even fallen. I know it is not due to the economy because my other markets are gaining compared to Urbana. I do believe that all of your original growers could see this the only original vegetable growers left would be Jeff Meyer, Jim and Diane Moore, and myself.

3. What could make the Market better for you?

There are several things that could make this market better for everyone. What makes it better for me will make it better for everyone including me. The biggest problem is parking. I believe that you need to keep a balance in a market and we are falling into the flea market area now. You have way more craft and other things in the market than you have farmers. I have no problem with "crafts and other things" at a market but when you are limited on room and parking then you have to balance that and close the market to new people until others quit. This market has gotten to big for the available room. In my opinion everyone at that market should have their vehicle right there with them in their paid spots. That frees up the parking places for customers. My figures are that every place taken all day by a vehicle takes at least 10 customers away from the market a day. People want to come to a market to get fresh food and maybe look at a few other things. Markets are not really the place for politics either they add nothing to a market and make some customers hostile. (That is not good) I am sure NO customers go a Farmers Market to talk strictly to political parties. This market used to be able to take care of four families with my business and now I have to start other markets to just to try to support my own family. And that is NOT due to competition but to fewer people getting through the market. It is going to take some major changes to make this market get back to being one of the best in the state. It used to be one of the best. I know it can again if the city wants it to be. The biggest thing it needs is to go back to its roots, change it back to what you can be proud of " THE URBANA FARMERS MARKET" I would love to see my kids be able to grow up here and sell produce here. Before my father passed away he said it was time to start getting this market back in order. He could see it going downhill. I think the city is doing a great job at what they can. If it was changed back to a Farmers Market then they should be able to take care of all the problems. They got money from grants for a " Farmers' Market " time to go back to that. I really think you can get a handle on it just by changing the name back. That name change did slip by us when it was changed.



Kleiss Strawberries

Urbana's Market at the Square

Stakeholder Profile



Brian McKay
Art Mart



1. How are you involved with the Market?

I am a business owner who benefits from the additional foot traffic in downtown on Saturday mornings.

2. How does the Market affect your livelihood?

Because of the market, we are able to exist. The higher sales on those Saturdays allow our business to make the sales numbers that we set.

3. What could make the Market better for you?

I think that extended hours would benefit us. Either starting Friday night or going into Saturday afternoon.

4. What could make the Market better for customers?

Reaching out to people who don't come to the market. By increasing who shops, the entire CU community benefits from the market.



Urbana's Market at the Square

Stakeholder Profile



Kathy Wicks Urbana Free Library



Urbana Free Library Tent at the Market



Urbana Free Library Tent at the Market

1. How are you involved with the Market?

The Urbana Free Library has been appearing at the Market once per month for, I would say, 12 years. The Market is a community event that exudes energy - the place to see people and be seen. For the library, it creates an opportunity to engage with the community outside of the library building. At the Market, the library shares information about library services, makes people aware of The UFL and how one can take advantage of the resources the library provides, offers free balloons for children, and encourages literacy with a reading activity for children who attend the Market with their parents.

2. How does the Market affect your livelihood?

I would not say the Market affects the library's livelihood, but it does create a valuable opportunity for the library to connect with the community and inform them about a valuable community resource and how they might take advantage of its services and programs.

3. What could make the Market better for you?

The Market has always been so helpful, flexible, and accommodating to the library's needs and schedule. If I could say one thing, it would be that I have always hoped the library and the Market could work together on a grant/program that supports both the mission of the Market and the library.

4. What could make the Market better for customers?

I think the parking/traffic situation is getting a bit "scary." I have seen several "almost" serious accidents with people backing out of a parking space at the same time and/or people "almost" getting hit by a car by drivers not seeing not seeing a pedestrian.

Urbana's Market at the Square

Stakeholder Profile



The Williams-Moone Family

Urbana Residents



Tom Moone, Owen Moone, Margaret Moone, Lori Williams

1. How are you involved with the Market?

Our family visits the market as customers every week, if possible. It's a family ritual for us to visit late on Saturday morning, walk through the whole market, buy some produce, and then go inside Lincoln Square to shop a bit more and eat lunch at Art Mart. Our kids enjoy listening to music at the market or doing some of the special events such as talking to firemen or watching craftspeople make things. Sometimes we walk over to downtown Urbana to shop more, eat at La Gourmandise, look at art in the galleries, or check out books at the library.

2. I'd purchase basic food supplies more regularly if ...

My husband (the cook at our house) suggested he could plan meal purchases better if some sort of harvest report were posted online earlier in the week. Then he would know what the farmers were planning to bring that week.

3. What could make the Market better for you?

It's so good already! We would just enjoy more of all the good things--more vendors, more events. Any kinds of demonstrations would be fun for us, such as cooking or showing how crafts are made. We liked the events that drew people over to the rest of downtown and would enjoy more of the same.

4. What could make the Market better for all customers?

Transportation promotions that could bring more people in via bicycles or MTD might be good. We love the community feeling of the market and hope that people of all backgrounds would feel encouraged to come.

Small Group Discussions

Name	Where do you live	How often do you go to the Market?	How do you get to the Market?
Mike Little	Champaign 3	Weekly 1	Drive 4
Gale Jamison	Ranoul 1	Monthly 1	
Leah Pettit, UBA/Krannert Center Dist.	White Heath 1	Occasionally 2	
John Dabrowski			
Dan Kozubal	Champaign 1	Never (but wife & daughter go)	Drive 2
Bob Buchanan	Mahomet 1		
Mike Monson			
Libby Tyler			
Tim Bartlett	Champaign 3	Between weekly & monthly X 3	Drive 3
Michael Jay			
Jim Webster			
Jan Dietrich, National City Bank	Urbana 1	Occasionally 1	Walk 1
David Marley	Villa Grove	Weekly 6	Drive 7
Kelly Oyer	?????????	Monthly 1	
Jeff Jones			
Wesley Schell			
Bibi Schell			
Sam	Urbana 6	Weekly 2	Drive 3
Cindy	Champaign 1	Monthly 1	Walk 1
Dennis		Occasionally 3	Bike 2
Katie			
Carlton			
Katie			
Gary			
Mary Klein	Urbana 2	Weekly 3	Drive 5
Susan Toalson	Philo 1	Monthly 1	Walk 1
Padgot	Champaign 2	Once 1	
Gerry			
Bob Bradett			
Wendy			

Small Group Discussions

Name	Where do you live	How often do you go to the Market?	How do you get to the Market?
Bob Kleiss	Champaign 1	Weekly 6	Drive 6
Wes Moore	Tuscola 1		
Paula Erwin	Watseka 2		
Diane Moore	Gibson City 2		
Cassie Kramer			
Keifer Kramer			
Tiffany	Urbana 3	Weekly 4	Drive 4
Dean Rose	Rural Urbana 1	Occasionally 1	Walk 2
Rodney Peacock	Champaign 1	Monthly 1	Bike 2 (some provided multiple answers to this question)
Dan Schreiber	Rural Champaign 1		
Brian McKay			
Leslie Cooperband			
Rory	Urbana 4	Weekly 4	Drive 3
Erin	Champaign 3	Monthly 2	Bike 2
John			Walk 1
Tom			
Rachel			
Jeff B			
Carol			
Larry Steinbauer	Urbana - 2	weekly - 5	Drive - 4
Debbie Mandel	Champaign - 2	never - 1	Bike - 2
Julie Watkins	Philo - 2		(1 drives when vending)
Hector Mandel			
Becky			
Jill Miller			
Bill Gray	Urbana	Occasionally - 4	Drive - 4
Pat Pioletti	Philo		
Ron Eldridge	Danville		
Gordon Skinner			

Small Group Discussions

Is there anything that prevents you from coming to the Market?

Early hours

Out of the way (lives in Mahomet).

No, it is worth braving the crowds.

Weather (rain, etc.)

The market can be "picked-over" after a certain hour, and patrons might not want to wake up before that hour, so they do not come.

Have to carry many things out if there is not parking, do not want to travel a far distance to car.

Full season -- it's life and business. They are there all the time as they are vendors.

Illness.

Too far from bus.

Weather.

Parking.

Walkers--hard to carry

Forget handicapped.city at lodge. Sidewalks.

Other things to do on a Saturday.

Parking not an issue.

Do not like dogs. Should dogs be muzzled?

Vendor mix?

Market is large. Map of Market. Could not find vendor.Vendors should stay in same spot.Larger maps at entrances.

Likes current set-up. Some mix and scattering gets to see more by walking around.

Weather (rain, cold..)

Crowds, don't like them.

As a vendor, weather would prevent if there is a chance that product could be ruined.

Vendor has heard from patrons that parking is an issue especially at the peak-time of 10:00 a.m.

Mobility issues - finding "close" accessible parking, getting to and through the market and access to restrooms.

Parking

Crowds

Dislike aisle congestion

Don't like car/pedestrian interactions

Only the weather

Lack of spending money

as a business owner, I think the hours are too short

don't like first seeing community groups

don't like the rules

Don't like crafts and food mixed together willy-nilly.

Small Group Discussions

Is there anything that prevents you from coming to the Market?

if crafts were together, it'd be better.

Foods and crafts should be separated.

Crafts should be in back.

I sell my produce for a living, most craft vendors are part-time.

Ends at noon

Crowded, hard to park

market is good, it's accessible, good location

Rain, or too sunny

Not year round

CSAs show potential for year-round market

weather

out of town

Different art fair or event

Ends too early

Not often enough - it's only Saturday morning hours

Bad weather

political activity detracts

Small Group Discussions

What do you appreciate about the Market?

Variety of products

Homegrown

Fresh healthy

Prices good

Wife likes that there's fresh produce.

It is accessible, the hours are good (they like to come early), the open atmosphere, it is easy to get to and park. They enjoy connecting with and seeing people. They like that it is not strictly "programmed" (no regimented schedule of food sales). Convenient to go shopping at Lincoln Square (Art Mart) afterwards, or run errands downtown such as banking. They enjoy the performers.

Entertainment, something to do.

Supporting farmers

Variety of things there (food and entertainment)

Consistency of vendors and vendor location (very important). Anchor vendors are positive.

Likes that mix makes people walk through-likes having vegetable next to plants.

Looks forward to it.

Wish show appreciation for consistent customers. We are part of the customer's family.

Want to hand out stamp cards like coffee cards--by vendor. Or, Market booklet--you could figure out who your regular customers are. Customer appreciation day--City reimbursed. See who turns in coupons - see who regular customers are.

Community groups

Family atmosphere.

Social

Local produce.

Advertising community groups & vendors exposure

Educational

People watching

Spending locally is an asset.

Buy handmade and locally grown.

Like everything.

Variety.

Walk out with hands full.

Like circus.

Like energy, people, dynamics.

Show support and loyalty of customers.

All neighborhoods represented.

Small Group Discussions

What do you appreciate about the Market?

Diversity.

Exciting.

Community groups "political alley"

Low vendor fee, it is very affordable.

Freshness of produce.

Broad selection/variety of produce.

Socialization opportunity for dogs.

Successful market, great for vendors' business.

Friendliness of vendors.

Friendliness of patrons - like to talk to and get feedback.

Brings people to Urbana - patronize other establishments.

Social gathering place, place for social interaction- meet and talk with people. (NOTE - this was mentioned by almost everyone.)

Inclusion of social groups and other organizations (library cited) - good source of info that may otherwise not know about.

Makes me feel welcome and a part of the community - I consider myself an "outsider".

I appreciate produce and food. I'd like to see more food.

The produce/vendor community.

Variety

Good, fresh food, and socializing

fresh produce availability

great patrons and really loyal customers

The vitality and energy

It's people's first contact with local food

fresh food - use as shopping stop

good venue to perform

place where people can meet - community center

stop to catch up/share news

gets kids excited about fruits and veggies. Daughter likes Sprouts program.

So many people - gathering space.

foods ebd up in restaurants.

Like non-profits - they provide useful information. Unique way to get word out for groups.

opportunity for art/crafts sales - low investment.

Growth potential is an issue

Like coming to Urbana from Champaign - social element.

Vendor space is affordable

Small Group Discussions

What do you appreciate about the Market?

vendor cancellation

tourist destination

Lisa!

Fresh veggies

vendor to make \$ for advertising store

Fresh produce

Variety of products

social interaction

promotes downtown activity and expenditures

very well run

Small Group Discussions

What would make you come more often?

Three hours, need to get in and out. Two people drive 30 minutes each way.

Longer hours.

They would not come more often if it were later or on another day. They like the atmosphere on Saturday morning. Having it another day would dilute the atmosphere.

Different day

Hours til 2 or 3 pm

Outside market through December

Another market on a Tuesday evening because market food goes bad more quickly than a week and they do not want to go to a grocery. They would like to fully depend upon the market for their needs.

Cost wireless for EBT. Try to reduce cost.

Synergize Lincoln Square and Main Street with Market.

Relocate Market.

Shuttle from Sunnycrest.

Trolley from Market to Main Street

Evening Market

Champaign market 3-7 Thursday.

Not much support for longer hours. Longer hours may space people out longer.

Friday night? May not work.

Do not open earlier. Open later.

Cooking demonstrations.

Organize mix? Current mix is good.

Better weather.

Location is good.

Longer hours would = less competition from soccer, etc. extend for 1 hour as a trial?

San Francisco has a Tuesday/Thursday lunch market

Champaign has a Thursday market

Longer season - move indoors

Indoor market doesn't have the same feel

Saturday - more community/family. Another day needs a different theme, different crowd. Having a place to eat lunch would help extend hours

Bike paths - need better access

hazard - trees in island along IL St. at Vine

expand into Illinois Street

Events connect to market after need better promotion - bands, book sales, etc

People don't know how to get out of parking lot - exit here sign?

Small Group Discussions

What would make you come more often?

Nice to have flexibility for the performers.

Don't want regulation - ie, art prices to match galleries.

year round

indoor/shelter

More days of the week and at a different time, like evening

More farmers

Longer hours would help

Better weather

Longer hours.

More Market days during the week would water it down

Close off streets and provide pedestrian areas

Extended hours

Vendor says sales would not be significant in the last hour

Relax health department regulations

Alternative modes of transportation

I love the idea of longer hours, but they might not be useful.

Would be good to have more prepared foods that could be eaten out there.

Am bothered that the City runs the Farmers' market at the UBA runs the Holiday Market. Disconnect.

PHENOMENAL dropoff in foot traffic once it moves indoors. Stark difference in sales inside.

Don't use two names - one name for outdoor/indoor market.

Small Group Discussions

Is there anything you want to see changed at the Market?

No dogs. Dog area?

Big strollers?

Congestion in aisles.

Vegetables not all in one row to keep traffic moving?

More available sweet corn.

Would like to see scheduled performances for bands or plays, maybe on a stage. More people might come if they knew certain performances were happening at a specific time. Could showcase groups like high school jazz band or summer youth theatre.

Need more short activities for kids like plays, more arts and crafts. Could be moved inside the mall in bad weather.

They enjoy having dogs there, it contributes to the family atmosphere.

Not sure if alcohol sales are a good idea.

Would like to see a good coffee vendor at the market, if allowed (would it have to be grown in IL?).

No charge for groups promoting events that will bring crowds to LSV or Market, joint marketing for non-profits.

No barriers to who can be in the market (kitchen and baked goods issue).

Possibly not allow restaurants to participate, only home-made goods. Refrain from letting "brick and mortar" businesses in, because they compete already with other businesses on a daily basis.

Only expand if the market is there, shoppers-wise.

Not very concerned with dogs in the market, dogs bring their owners.

Make vendors park in their same spot (that they sell from) or park away from the market so there is more available parking for patrons.

Name changed to "Farmers' Market." Original attraction. Too big and out of balance. Trinket vs. food (include flowers, baked goods, produce). People will come weekly for food. If the food vendors left for other markets, people wouldn't come weekly for arts and crafts.

Want to minimize size.

Want more parking for customers.

Want political groups to leave.

Want vendors to park in space.

Keep cars out of first row if not in it.

Politics gets people riled.

Market has turned into glorified flea market.

Socializing is good.

Would be neat to get more farmers -- like fish farmers

Don't need more farmers--vendors can provide diversity. Asian veg. There is only so much money. More vendors = less \$ / week / vendor.

Bring more customers, not vendors.

Separate produce from crafts.

Vendors should have say where entertainers are. Can't hear when they are too close to stall. The musicians are competing with each other so they get louder. They could have scheduled times.

Small Group Discussions

Is there anything you want to see changed at the Market?

Don't like dogs!!! Could Health Dept enforce?

People need to be there by 6 not 7 am.

Plastic bags.

Dogs untrained -- keep on leash!

Loading and unloading.

Remake community sites.

Sometimes too much circus atmosphere.

Stage suggested.

Entertainment mixed - maybe reserved spots or rotate.

Elitist experience -- few minorities.

Mark down vegetables.

Food to eat.

Food demonstrations.

Eco bags.

More shade / shelter.

Access for groups to set up.

Expand to west for other events.

Should not be relocated. Co-op an asset and Lincoln Square.

Recruit more growers - grants

CSA

Support community gardens.

Encourage food literacy, especially for under privileged

No dogs.

Like current vendor mix. Do not want produce only. Want musicians, artisans

artisans seem to be outgrowing produce

Governing/advisory board? Involving all stakeholders including patrons/shoppers. Would make Lisa's job easier. Would make more people active. Carry more weight.

Trolley and public transportation. Orchard downs.

Second Saturday.

Other events.

Go earlier.

Parking

Make the Square bigger

Coupons for Main Street businesses at Market.

Small Group Discussions

Is there anything you want to see changed at the Market?

A policy concerning dogs would be OK, but it shouldn't be a "blanket" policy FOR or AGAINST and should be based on feedback from dog owners not just those opposed to having dogs at the Market.

More vendor input that is actually taken into account.

Provide for a way for patrons to provide comments during the market - i.e. comment box.

Have a different place for vendor parking, that doesn't take the prime locations that should be reserved for patrons.

Consider extending Market hours.

Provide for a additional seating areas.

Love dogs.

Extended hours?

Storage for vendors, rented from City? (tents, etc)

Covered walkway for visitors.

Temporary structures, like a pergola. Would improve property values.

Retractable covers?

Power/electricity is a huge issue

Dogs bad.

Strollers need lessons in politeness.

weather protection for sun and rain - reason to expand

more sheltered areas, plant more trees

Generators are too noisy - problem for performers

Need more electrical outlets

aesthetic cues between rows - tell what and who is where

Maybe have food on outer perimeter, crafts inside, keep flow moving better

Have more ads for special events (book sales, downtown events)

Higher age for performers (violin practice)

More garbage cans

Enforcement of hours (no coming early to snag all the berries)

CSA exchange location

No dogs or a dog-free zone

hours- longer

turn off Bloodmobile or move it!

less generator noise

maybe too crowded at times

seating area

Small Group Discussions

Are there any goods you would like to see at the Market?

Like variety spices, meat, fish, viggies, cheese

More prepared foods to eat on site.

No. More connectivity between food and arts--connect to downtown art galleries.

Fish would be good. More clothing vendors, more green/local products (along the lines of rainbarrels)

It's a good mix.

Not sure, would like to see a Tuesday evening market again, so there can be room for expansion of products. Right not, the market looks to be as big as it can given the location.

They are already diversifying. Not really anything.

Power -- eliminate generators.

Wine - not on-premise consumption

Seafood?

Likes that food comes from Illinois. Maybe Indiana?

Additional meats that are free-range such as beef, lamb, etc. that can't purchase elsewhere.

More prepared food that is "ready" to eat like street vendors.

Availability of produce/quantity so that it is not sold-out before the Market ends.

Bison man, like variety and diversity

More pedestrian friendly

Milk, fish, mushrooms

Cooking demonstrations - what to do with produce.

Chefs from a specific restaurant.

Books-special events - hook up with UFL through LSV

More organic food - more natural meats

larger % of food - more farmers

not enough parking for farmers - crafts take away space

more vairyty needed in artists rotation

crafts help draw during slow months, people from out of town need more shared (?) spaces

Clothing - more crafts made in front of you.

More art demos

More Urbana-specific things

Make Urbana the focus - branded

40 North - larger presence, doing art in vacant spaces

keep programming contained - have more special events

Wine!

More locally-provided things - value-added foods

Small Group Discussions

Are there any goods you would like to see at the Market?

Commercial kitchen

services - henna painting, massage chairs

more coffee sales, multiple locations

Small Group Discussions

What do you want the Market to look like in 5 years?

Bigger variety of product. Complement existing vendors. Such as vegetable. European farmers' markets. Weather not an impact as good-quality tents. Don't want to over regulate to detriment of spontaneity.

Promote restaurants which use farmers' market foods. Cross-promotion.

Suggested having local high school marching bands do a performance (Mahomet, Savoy, Rantoul, etc.). Would attract parents from outside CU.

Offer more vouchers for low-income families.

Overall they think continued growth would be good. Is the location ideal to allow it to grow and gain more customers from out of CU? A location like the county fairgrounds might provide more parking and facilities. At the same time they displayed concern that if the market grew too big (like four times current size) it would lose the leisurely, family-friendly atmosphere.

Could the space be used in a more efficient configuration?

Would like it to continue as a market, stay true to what it is, source of commerce for Lincoln Square.

Vendor parking regulated.

Need to sustain the market, for the local food movement.

Rating the popularity of products at the market at 1-produce, 2-baked goods, 3-arts

Juror-ing of vendors, so there is a variety instead of one type of vegetable from all vendors or one type of jewelry.

Fruits, vegetables, plants, edible

Like having a board and committee with authority. There has been discussion of this in the past but it has never happened. Need biggest stakeholders on Committee--weighted votes by number of spaces and longevity--one space per vote and consider longevity.

Take up same amount of space but fewer craft vendors. Juried crafts would be OK.

Season - two weeks in November, second week of April, first of May, earliest time would be end of semester, end first week of August.

Hours - Stay til 1pm -- support from 3 out of 6. Noon is too early. 7-3? If sold out, can you leave?

Location has to stay in that parking lot. Cannot expand. When moved from courthouse took 2 years to recover. Covering over top need total energy for trucks. Don't want cover--waste of money. Like atmosphere of tents.

Year round -- inside.

Continued support of locally grown.

Like it the way it is.

Want to see downtown synergized.

Evening market - may not work for vendors. Tuesday or Wednesday night?

Permanent structure

Like next to parking lot, but not on a parking lot.

Would like some shelter

Year round market. Grower will adapt to year round

Mesh cover.

Like outdoor, fresh air feel.

Cooling station?

Small Group Discussions

What do you want the Market to look like in 5 years?

Integrate with restaurants to use market vendors.

Keep local people coming.

Growth? Restrict and turn down vendors. Growth is OK. Restricting will force vendors to act early.

Add another day to the Market.

(Pros and cons were discussed and consensus was that it would need to be for instance mid-week to account for produce availability; however some noted that mid-week would not allow for them to participate because of work, etc.

Have a year round Market or at least once a month following the Holiday Market.

A larger location that could provide shelter in bad weather or colder months (fairgrounds cited).

Expand community section and have more community focused programs.

Look at ways to improve the market to increase sales volumes.

More "liberal", more interacting between patrons and others. Do more stuff.

Spread out across Illinois Street to new lot, then close IL Street temporarily for pedestrian movement.

Don't want to do too much too fast.

Could be more fruit.

More food tasting.

Move market to park in five years.

Corner turned into dedicated space for market.

More electricity.

Unsure.

Like in France, semi-permanent wooden boxes which fold out with tents. Not permanent but can click up.

Like to change the name back to Urbana Farmers' Market

Want advisory group - "governing board"

People with financial stake should provide input.

French farmers' markets are ringed by restaurants.

Detroit Farmers' market surrounded by restaurants.

taller trees

Be able to walk all around LSV

State fair in Urbana

Expand north - connect to downtown

Grow temporally - add days, not confined to Saturday

More conjunction to local businesses - Treasure Map may benefit local shoppers

Allowing local businesses at Market - ie, galleries

year-round market at LSV

More hours, days, longer season

Small Group Discussions

What do you want the Market to look like in 5 years?

Need support for farmers to come to the market, especially if year round

incubator model, help w/loans/grants for things like greenhouses

need community kitchen to help local bakers/artisans

Phase in extra day during peak season June-July, Wed 5-8?

Segregate cars from people

The Market changes/influences the local ag community

different space - a "market", not a parking lot

More centrally located between C and U

Also not suburban but more inner city

Lisa needs a board of directors

Keep high standards

good management

good variety

don't want to adversely impact Schnucks, the co-op
