

# *Garfield Park Farmers Market*

## *Community Group/Not-for-Profit Guidelines*

*2017 Season*

*Supporting local sustainable farmers and producers while creating a gathering place for community interactions*

Thank you for your interest in participating in the Garfield Park Farmers Market! Every group will be carefully considered to best represent a variety to our neighborhood and surrounding community.

### **Market Dates & Location**

The GPFM is open every Saturday from 9am to 12:30pm, May 1 through October 31. It will be located in Garfield Park (street address 2505 Conservatory Dr, Indianapolis, IN 46203) in the parking lot near the tennis courts. When entering the park, use the entrance on E Southern Ave, turn right and the parking lot will be straight ahead.

### **Allowed Groups**

GPFM is a food focused market. We offer booth space to the the following groups:

- ★ Not-for-Profits
- ★ Community Groups

We do **not** offer booth space for the following:

- ★ Politicians or Political Campaigns
- ★ Vendors selling Art or Crafts
- ★ Groups promoting religious affiliations

### **Group Selection**

We place a very high standard of quality on the groups represented at GPFM. To participate in the market, your group **MUST** be Indiana based. We strive to help make local initiatives available to local people, so no out of state groups will be admitted.

The GPFM does not allow any group the exclusive rights to promote any particular idea. Variety is important to allow customers to choose from a variety of organization options. That being said, we have limits on how many groups of each type we allow.

Final selection will be made by the GPFM Advisory Board on a rolling basis. You will be notified of your acceptance to participate in the market.

## **Selection Priority**

Priority will be give to the following groups:

- ★ Groups with a food based mission
- ★ Groups with a mission involving Garfield Park and surrounding neighborhoods
- ★ Groups with an environmental or sustainability mission
- ★ Groups with a health based mission

## **Group Expectations**

GPFM expects the people manning your booth to be well acquainted with the mission, operations, and policies of your group. We believe it is crucial for every attendee to have the opportunity to ask specific questions about how the group operates, and every person should be able to answer.

All groups must be in compliance with the state and federal laws. Any groups providing food must be in compliance with Marion County Health Department regulations.

Your group is required to provide your own pop-up tent and tables. We expect your booth display to be clean, engaging, and well thought out. We highly encourage you to have a way to engage more directly with people at your booth. Examples include games, giveaways, and creative activities.

Groups must provide signage for your booth stating the name of your organization. Signage should be easily read at a distance.

## **Fees**

All applicants will pay a \$20 non-refundable fee for booth space. Fees must be paid in advance to hold your place at the market, before the 1st of the month in which you wish to attend. Cash, check and credit card payments are accepted for fees. Credit card payments will be an additional \$1 per week. Receipts will be given for all payments.

## **Booth Space**

Groups will be assigned a booth space by the market master. All location requests will be taken into consideration, and we will do our best to accommodate them. Your group will be asked for possible dates, and the community group coordinator will contact you before assigning a permanent date for you to attend the market.

## **Attendance**

Groups are expected to attend for all weeks they have signed up for. If you must miss a market, notify the community group coordinator at the earliest possible time and at least two weeks in advance. It is vital to maintain consistency in order to build the customer base at our market. If you do need to miss a market because of an emergency, notify the community group coordinator immediately. We strive to have a full market every single week. Missing a market without notification will be grounds for dismissal from the market indefinitely.

All groups are expected to be in their booth space no later than 8:30am. Groups must be completely set up and ready by 9:00am. Groups who arrive after 8:30am may lose their space for the day.

All groups are expected to stay in their booth space until the end of the market at 12:30pm. Breaking down and packing up early, even if you've run out of materials, is not acceptable.

## **Safety**

Groups must take all possible measures to ensure the safety of customers entering their booth.

- ★ All Groups must provide weights on each leg of their tents/canopies/umbrellas.
  - Weights must be a minimum of 40 pounds
  - Weights must be attached to canopies with ropes/bungee cords/straps etc.
- ★ Groups cooking onsite are required to have an appropriate fire extinguisher
- ★ Groups with trip hazards, such as electrical cords, must provide floor mats to cover them
- ★ Groups are solely responsible for the safety of the items at their booth.

## **Trash & Recycling**

Groups are required to dispose of their own trash. Do not use park or market trash bins for booth trash. A public recycling dumpster is located in the park and groups are encouraged to use it for recyclables.

## **Weather**

The GPFM will operate rain or shine, and at any temperature. In case of dangerous weather conditions, all groups will be notified by 6:30am on Saturday morning if the market is canceled or not. Groups are encouraged to contact the community group coordinator if there are any questions or concerns about weather.

## **Donations**

GPFM will permit the collection of donations for groups. All groups must manage their own donations, and GPFM will not facilitate the collection of any donations. GPFM will not take a percentage, so groups will keep 100% of their accepted donations.

## **Noise**

The GPFM is conscious of the problems associated with loud noises for neighbors and vendors alike. We will provide only acoustic music at the market. Groups are not permitted to use sound systems or music in their booths. Generators are permitted, but if noise becomes an issue, generator usage may be limited at the discretion of the market master.

## **Marketing**

All groups are encouraged to participate on social media, including linking and sharing posts from the GPFM to their own pages. GPFM will gladly share any group posts as well. Photos taken of any booth at the market may be used in marketing projects for the GPFM. We want to help groups promote their organization, so please make us aware of any opportunities to do so.

## **Conduct & Complaints**

The GPFM expects all groups to conduct themselves in an appropriate manner at all times. Politeness to customers, other vendors, and market volunteers is extremely important. If anyone experiences behavior they are uncomfortable with from any individual at the market, please inform the market master and the situation will be addressed promptly.

Complaints of any kind will be documented and investigated by the GPFM staff. Depending on the nature of the complaint, this may include an inspection of your operations.

Please email the GPFM Board President with any questions or concerns at:  
[garfieldparkfarmersmarket@gmail.com](mailto:garfieldparkfarmersmarket@gmail.com)



