



Wildwood Business Improvement District
Management Corporation

January 22, 2018

Dear Vendor:

Happy New Year from Downtown Wildwood! *The Wildwood Business Improvement District is pleased to announce that our new event space, Byrne Plaza, is open for business! Located at 3400 Pacific Avenue, Byrne Plaza offers vendors and visitors a beautifully landscaped venue that is sure to please our existing visitors and attract many more to the Downtown area. Byrne Plaza represents a huge commitment to Downtown Wildwood and several new businesses have already moved to the block! They are excited for the Farmers Market opening on Memorial Day weekend and we expect interest to continue to build as people discover Byrne Plaza and the many events that are planned for this site!*

Attached you will find the 2018 Vendor Application and updated Rules and Regulations. Once again, the market will be held on Saturdays, from 8 am until 12:30 pm, from Memorial Day Weekend through Labor Day Weekend. The 7 week Fall Season will *be held from 9/15 to 10/27/18*. WBID will continue to partner with GWTIDA and the City of Wildwood to support the Downtown Wildwood Farmers Market with a complete marketing and advertising package. The annual Farmers Market Grand Opening Ceremony and 2018 DOOWW Magnet unveiling will take place on Saturday, May 26th and plans are in the works for the Byrne Plaza Grand Opening Ceremony in June.

Vendors of Agricultural Products, Food Products and Handmade Non-Food Items are invited to apply to sell your wares at the Downtown Wildwood Farmers Market in 2018. The Summer season cost for a single 10x10 space is \$400 and must be paid in advance. The early bird cost to add the 7 week Fall Market is \$150. Please review the attached Downtown Wildwood Farmers Market 2018 Rules & Regulations for additional details.

Applications, including a 25% deposit, are being accepted and reviewed up until the March 9, 2018 deadline. To avoid duplication, categories will be closed as applications are approved. Please submit your application as soon as possible. All applicants will be advised of their status by March 16, 2018. Any applicant who is denied or wait listed will receive a full refund. Summer season fees must be paid by May 4th to reserve a space on the market vendor map.

Thank you for your interest in the Downtown Wildwood Farmers Market! We look forward to working with you and celebrating our first season at Byrne Plaza!

Sincerely,



Jodie DiEduardo

Downtown Wildwood Farmers Market Committee



2018 Downtown Wildwood Farmers Markets Vendor Application
Summer: Saturdays from 8 – 12:30, May 26 to September 1, 2018
Fall: Saturdays from 9 – 12:30, September 15 to October 27, 2018

Please return completed application & fee by March 9, 2018

Business Name: _____ **Contact Person:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____ **County:** _____

Phone: Business (____) _____ Home (____) _____ Cell (____) _____

Email Address: _____

Number of 10 x 10 Booths Requested: Summer _____ Fall _____

Permits (if applicable) Health Permit# _____ **Special Permit#** _____ *(please attach copies)*

Product and General Liability Insurance Certificate (s) *Please attach Certificate of Liability Insurance naming the **Wildwood Business Improvement District** as the Certificate Holder.*

Products you plan to sell: (please review acceptable products and requirements under “Vendor Products” on page 3 of the Downtown Wildwood Farmers Market 2018 Rules & Regulations)

Amount Enclosed: _____ **25% of the Summer season fee must accompany this application and is refundable only if application is denied. An additional 25% is due by 4/6. Payment in full is required by 5/4/18 for Summer Season and by 8/17 for Fall Season.**

Please make checks payable to Wildwood Business Improvement District.

Electric Request (as available at additional \$50 per season charge) _____

I have read the enclosed Downtown Wildwood Farmers Market 2018 Rules and Regulations and agree to adhere to said Rules and Regulations.

Signature: _____ **Date:** _____

Completed application and fee due by 3/9/18. Please return to:

Downtown Wildwood Farmers Market, P.O. Box 2635, Wildwood, New Jersey 08260

Office Use Only:

Date Rec'd _____ Check # _____ Amount _____ Health Permit _____ Other _____

Insurance Cert _____ Product Picture _____ Approved 2018 _____ Notified _____

**WBID Farmers Market Committee, P.O. Box 2635, Wildwood, NJ 08260 (609) 523-1602
wildwoodbusinessdistrict@gmail.com**



Downtown Wildwood Farmers Market 2018 Rules and Regulations

The Wildwood Business Improvement District (WBID) is proud to kick off the 5th season of the Downtown Wildwood Farmers Market at our brand new Byrne Plaza! Located in the center of the Wildwoods, at 3400 Pacific Avenue, Byrne Plaza is convenient to everyone on the 5 Mile Island and beyond!

Rain or shine, the Downtown Wildwood Farmers Market will be held from 8 a.m. until 12:30 p.m. on Saturdays, from Memorial Day Weekend through Labor Day and return from 9/15 to 10/27, from 9 a.m. until 12:30 p.m.

I. Mission Statement / Purpose

The Downtown Wildwood Farmers Market ("DWFM") will create a vibrant, family friendly attraction in Downtown Wildwood on Saturday mornings throughout the summer and fall.

- The Farmers Markets will benefit the Downtown Wildwood Business District by drawing people into the area and creating foot traffic. Businesses are encouraged to maximize this opportunity by marketing and advertising their business in conjunction with the Farmers Markets.
- The Farmers Markets will benefit consumers by offering Fresh Produce, Plants and Flowers, Baked Goods, Specialty Foods, Prepared Foods, Hand Made Goods, local wine and refreshments to purchase while interacting directly with the product expert.
- The Farmers Markets will support local farmers, bakers, restaurateurs, specialty food suppliers, wine makers & crafters by providing a marketplace to sell their goods & interact with end users.

II. Downtown Wildwood Farmers Market Committee

The Downtown Wildwood Farmers Market Committee (the "DWFM Committee" or the "Committee") is made up of members of The Wildwood Business Improvement District ("WBID"). The WBID is a community of residents and businesses working together to provide a memorable family experience. The WBID is committed to providing excellent services that enhance the family, friendship, memories and romantic traditions of Wildwood. The WBID is proud to sponsor the DWFM as another means of delivering quality, family friendly and value added events in Downtown Wildwood.

III. Application Process and Fees

A. Complete Applications must be received by Friday, March 9, 2018

- All vendor applications must be signed, acknowledging the applicant's understanding and agreement to adhere to the DWFM 2018 Rules and Regulations.
- All vendor applications must be completed in full and include copies of all applicable permits and/or certificates, including but not limited to:
 - Product & Liability Insurance Certificates, naming WBID as "Certificate Holder";
 - Health Permits;
 - Special Permit.

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- Applications must include a minimum of 25% of the summer season fee for all requested booths.

B. The DWFM Committee, on or before March 16, 2018, will review all completed applications

- Applications will be reviewed upon receipt and wait lists will be maintained as categories are filled.
- All vendors will be advised in writing by the Committee of their approval status. Written approval is a requirement of selling at the DWFM. The Committee has the right to accept or reject any applicant for any and all reasons they may see fit in the best interests of the DWFM. If an application is rejected or wait listed, all fees will be refunded.
- Applications received after the 3/9/18 deadline will be reviewed and approved as space permits and as proposed products fit into the overall market mix.
- Vendors are accepted into the market on a yearly basis.
- 50% of the summer season fee for all requested booths must be paid by 4/6/18.
- 100% of summer seasonal fee must be paid in full by 5/4/18.
- 100% of the fall season fee must be paid in full by 8/17/18.

C. Fees

Summer (5/26 – 9/1/18)	Fall (9/15 - 10/27/18)
\$400 – One 10'x10' Booth Space <ul style="list-style-type: none">• \$100.00 due 3/9/18• \$100.00 due 4/6/18• \$200.00 due 5/4/18	\$150 – One 10'x10' Booth Space <ul style="list-style-type: none">• \$25.00 due 3/9/18• \$125.00 due 8/17/18
\$600 - Two 10'x10' Booth Spaces <ul style="list-style-type: none">• \$150.00 due 3/9/18• \$150.00 due 4/6/18• \$300.00 due 5/4/18	\$225 – Two 10' x 10' Booths <ul style="list-style-type: none">• \$50.00 due 3/9/18• \$175.00 due 8/17/18

- Electric (limited availability)
 - \$50 per booth space, per season

D. The Downtown Wildwood Farmers Markets will be held rain or shine. No refunds will be given under any circumstances.

IV. Insurance

- A. Due to requirements of the WBID Insurance carrier, all vendors and non-profit groups will be required to provide the DWFM Committee with evidence of Liability insurance, naming The WBID as additional insured "Certificate Holder" in the amounts as follows:
- Home business type \$100,000 liability. Vendor may use homeowner Policy.
 - Non Profit/ Charity type \$300,000 liability.
 - Business \$1 million liability.

- B. EVIDENCE OF INSURANCE MUST BE ACCURATE, COMPLETE and PROVIDED TO THE WBID BY 5/4/18 IN ORDER TO PARTICIPATE IN THE MARKET ON OPENING DAY, 5/26/18.** Please check with your insurance carrier for information on your specific needs.

V. Indemnification

All vendors shall be responsible for any and all claims, suits and liabilities based upon damages to, or destruction of, any property or injury to any person (including death) in connection with its participation in the DWFM or otherwise arising out of or attributable to the DWFM and/or these rules and regulations and the acts or omissions of the vendor including, but not limited to, their respective employees, contractors and agents.

VI. Limitation on Liability

Except for indemnification pursuant to Section V and for any deliberate breach of the rules and regulations by either party, neither party shall be liable to the other, or any of their respective agents, representatives, employees for any lost revenue, lost profits, loss of technology, rights or services, incidental, punitive, indirect, special or consequential damages, loss of data, or interruption or loss of use of service, even if advised of the possibility of such damages, whether under theory of contract, tort (including negligence), strict liability or otherwise.

VII. Vendor Products

- A.** The DWFM Committee reserves the right to accept or reject any vendor for any and all reasons as it sees fit in the best interest of the DWFM. Acceptance into DWFM will be based on the following list of acceptable products, which may be amended at the discretion of the DWFM Committee:
1. Agricultural Products:
 - a. Vegetables and fruits
 - b. Flowers, herbs, plants, and nursery crops
 - c. Nuts, seeds, and grains
 - d. Meat, eggs, and unprocessed dairy products (further regulations may apply)
 - e. Honey, wool, and other animal products
 - f. Wine, Craft Beer

 2. Prepared, processed and pre-packaged food products:
 - a. All processed food must be produced in a health department-approved kitchen and vendor must have a license in their individual or company name. Licenses must be on file with the DWFM Committee and on display at the market or available for review at all times.
 - b. All Food vendors must comply with all applicable local, County and State and Federal health regulations. All food vendors MUST have prior approval from the Cape May County Department of Health to participate in the market.

 3. Hand Made Non-Food Items: (Art & Crafts) – original hand made items such as jewelry, metal, glass, photography, fine arts / graphics, leather, pottery, textiles, wood, etc. At least 2 pictures and a detailed description must be submitted with application.

VIII. Market Day Operations and Rules

A. Space Assignments

1. On the first day of market season, vendors will be assigned spaces by Market Management.
2. While the same space each week is not guaranteed, all reasonable effort shall be made to assure that vendors maintain the same approximate space each week.
3. Due to concerns of market esthetics, vendor's spaces may be moved at the discretion of the market manager throughout the season.
4. Space assignments may be moved due to late arrivals, special events, and fluctuation in overall size of the market.
5. Vendors must occupy their assigned space(s) at least 30 minutes prior to the opening of the market or the market manager may assign the space to another vendor.
6. Vendors are expected to notify the market manager of intended absences at least 24 hours in advance.
7. Two absences or late arrivals without market manager approval will result in revocation of seasonal space assignments. No refunds shall be provided.
8. All on-site decisions by the market manager are final and binding. Any appeals must follow the procedures outlined in "Section VIII."

B. Vendor Booth

1. Each booth space is approximately 10' x 10'. Vendors requiring more than one (1) booth are required to pay for each additional space.
2. Multiple spaces are not guaranteed and should be reserved early. Booth space requirements will be considered based on availability at the time of DWFM Committee receipt of fully completed application.
3. Vendors requiring electricity shall be subject to an additional \$50 per season charge. Electricity has limited availability therefore electrical requirements will be permitted based on availability at the time of WWFM Committee receipt of fully completed application.
4. Resale or subletting of Vendor Booth is strictly prohibited and are grounds for suspension from the market and forfeiture of fees paid.
5. Sharing of Booths must be pre-approved by the manager and will be limited to like vendors. You may both share the same booth each week or you may alternate weeks in the booth throughout the season. Please provide details for sharing parties with your application.

C. Market Safety

1. Vendors may begin set up as early as 6:00 am and breakdown may not begin until 12:30 pm and must be completed by 2 pm. Exceptions may be granted on a case-by-case basis at the discretion of Market Management and DWFMC Committee.
2. Canopies should be designated for outdoor use and must be anchored with weights or spikes.
3. Vendors must occupy their designated booth space from 8 a.m. until 12:30 p.m (9 a.m. to 12:30 p.m. in Fall). Booth space must be maintained in a sanitary and safe condition.
4. **Vendors are responsible for cleaning up their booth space and removing all trash. Failure to comply with this Rule will result in revocation of seasonal space assignment. No refund shall be provided.**
5. **Vehicles are not permitted on Byrne Plaza! Vendors may unload and reload in the drive through area located behind the stage. Vendors who require assistance moving product and equipment to and from their booth may request help by contacting WBID or including a note with your application. The Farmers Market staff will provide assistance as needed. Under no circumstances are vehicles permitted to drive onto the lot to unload or reload.**
6. **Adequate free parking will be provided to vendors. Parking spots will be on a first come, first serve basis. Parking spots adjacent to booth spaces are not guaranteed.**
7. Late arrival participation will be contingent on available space.
8. Vendors are responsible for the safety and behavior of their staff and children. Vendors are not permitted to bring animals to the market.
9. Vendors are responsible for weighting and/or tying down their tents and umbrellas to sufficiently eliminate wind disruption and danger. Vendors are liable for any damage occurring from their personal property.

D. General Market Rules

1. Vendors may begin selling 30 minutes prior to the official Market opening.
2. Early breakdowns are not allowed – booths must be manned and stocked for sales from opening time until closing time.
3. All permits necessary to sell must be on display or available for review at all times.
4. All scales must bear a current seal from the Dept. of Weights and Measures.
5. Signs must be accurate and truthful.
6. Vendors who market their products as "Organic" must provide proof of certification to market management and have certificate on display.

7. Music may not be played while the Downtown Wildwood Farmers Market microphone is being used by musicians or others and must not be disruptive to neighboring booths or to the overall market.

IX. Enforcement of Market Rules

- A. Vendors and management are expected to maintain high standards of honesty and respect toward one another and customers and to conduct themselves in a courteous and helpful manner. Rudeness and dishonesty are grounds for suspension from the market.
- B. The market management and DWFM Committee members shall have discretion to make any onsite decisions regarding market violations.
- C. Any vendor violating the above stated rules and regulations of the DWFM or the regulations of Cape May County Health Department or other local, state, or federal agencies may be issued a written or verbal warning for market violations. Verbal warnings will be recorded and if the problem is not corrected in a timely manner, a written warning will be issued. Continued or repeated non-compliance shall result in a written advisement of expulsion from the market. Such expulsion shall be effective immediately. Expulsion is permanent until the vendor is reinstated by the Committee of Volunteers. Vendors who are expelled from the market due to violations will not be refunded any application or booth fees.
- D. Any person wishing to file a complaint about the market or an individual vendor must do so in writing to the Committee.
- E. Any serious violations or illegal activity will be reported to the proper authorities.

X. Appeals

- A. Vendors have the right to appeal any decision of a notice of violation or expulsion to the DWFM Committee.
 - 1. Appeals must be received in writing by the DWFM Committee within two weeks of the violation/expulsion date.
 - 2. Appeals should contain an explanation of the situation, grounds of the appeal, and proposed solution.
 - 3. The DWFM Committee will respond to the appeal.
 - 4. An in-person meeting between the vendor and the DWFM Committee may be granted to discuss the appeal at the discretion of the Committee.
- B. Decisions of the DWFM Committee are final and binding.
- C. Vendors who are expelled from the market may only be readmitted by a majority vote of the DWFM Committee.