

Vendor Information Package 2017

Heart of Orléans | Le coeur d'Orléans



The Marché takes place:

Sundays, June 4 to September 17

10:00 am to 2:00 pm

255 Centrum Boulevard (old City Hall), Orléans, ON K1E 3W3

We would like to thank you for your interest in the Heart of Orléans Marché.

The following information package has been put together to help you become one of our vendors. Please review all the information, rules and regulations before submitting your application form.

You are encouraged to apply before **Friday, 28 April 2017** to take advantage of early bird fees.

Submitting Your Application and Payment

You can now submit your application online! Visit our [Marché webpage](#) to apply.

We also have a low tech paper application, which you can download here. Please email completed applications to our Market Manager, at orleansmarche@gmail.com.

Payments must be submitted at the same time as your application. Please submit a cheque, payable to **The Heart of Orléans BIA**, to:

The Heart of Orléans BIA
245 Centrum Blvd, Suite 1H
Ottawa ON K1E 0A1

For More Information

After reviewing this information package, if you have any questions or would like to discuss further, please contact our Market Manager:

Dara Burry, Market Manager
orleansmarche@gmail.com

Tel: 613.612.0756. Please note that Dara works as Market Manager on a part-time basis. Please leave a detailed message with your name and number. All calls will be returned in a timely manner.

The Heart of Orléans Marché

Information, Rules and Regulations

1.0 Background of the Marché

The Heart of Orléans Marché is based on an understanding that regular interactions between neighbours, service groups and local businesses enhances community spirit and strengthens the bonds between local residents. The market was started due to an overwhelming desire of the Orléans community. It was the number one request at the Health and Wellness Expo survey conducted in January 2016.

1.1 Our Mandate

The Heart of Orléans Market mandate is to:

- (a) support and increase access to fresh, local agriculture and handmade goods,
- (b) educate the community in the food they eat, the products they use and, how it is grown and/or prepared,
- (c) bring the Orléans community together, and
- (d) become an independent, self-sustaining community organization.

1.2 Our Objectives

- (a) Promote local farming and direct exchanges between local producers and residents, while fostering an appreciation for the area and its rural heritage. The Marché defines “local” as a place of residence or operation which is located within a 150 km radius of Ottawa.
- (b) Provide a well-organized venue which caters to our local communities. Our vendors include local farmers, food producers and artisans.
- (c) Build the community and support local shopping.

1.3 Governance

The Market is governed by the Marché Team, a committee of the Heart of Orléans Business Improvement Area (BIA).

The **Marché Team**'s role is to oversee the operation of the market including establishing rules and regulations, determining allocation of the Committee budget, jurying vendor applications, promotion, overseeing special activities and entertainment, and any other matters required in the operation of the market.

The **Market Manager** oversees the day-to-day operations of market and ongoing communication with vendors, as well as coordinates recruiting, vendor information and scheduling, volunteers, special activities and/or entertainment at the market, and reporting to the Marché Team.

The **Heart of Orléans BIA staff** provides administrative support as needed, processes payments and expenses related to the market budget, maintains the Marché webpage and social media presence, and assists with marketing and promotions.

1.4 Vendor Involvement

The market could not be a success without you, our vendors. We would encourage you to find out how you can take an active role in these activities and our Marché Team. An open invitation is extended to all vendors who would like to be involved in a variety of capacities. Please let us know how you might like to get involved.

A warm thank you goes out to all those who have been involved and who have provided support in the past, by attending and hosting meetings, by supplying goods and services for events and promotions, by providing input, feedback and follow-up and by presenting demonstrations, entertainment and so much more.

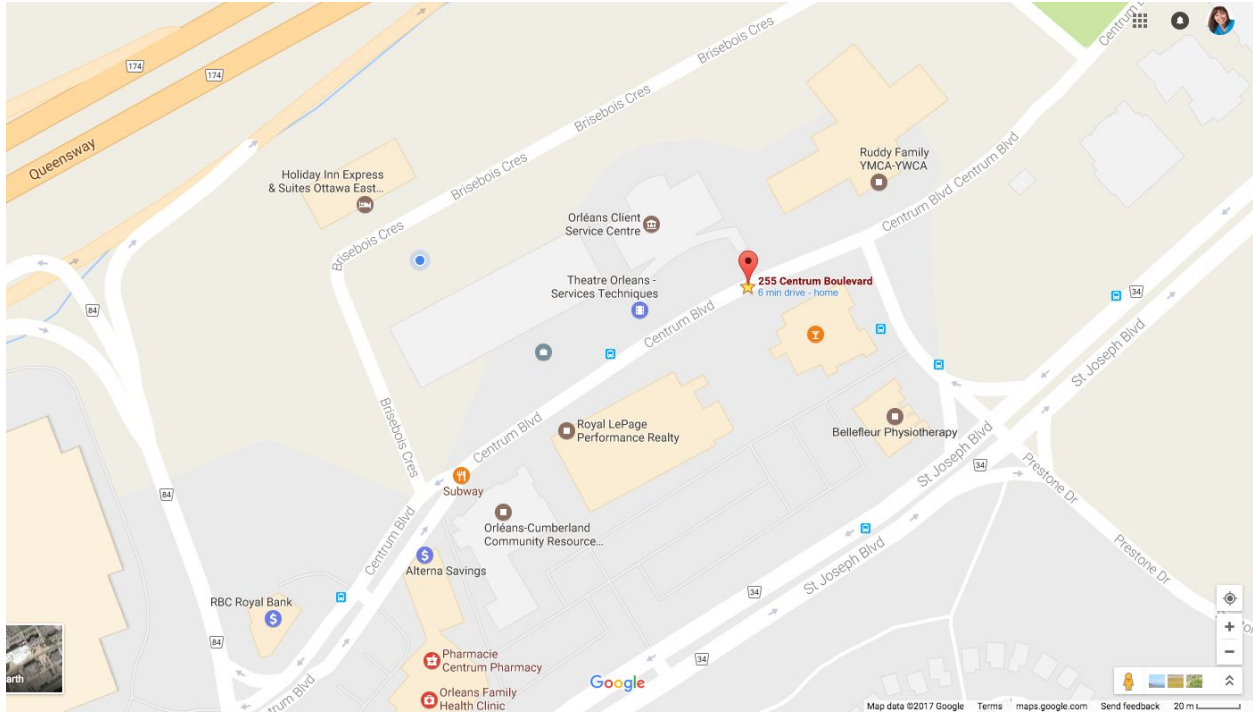
2.0 Operating Hours, Location and Dates

The Marché takes place:

Sundays, June 4 to September 17, rain or shine

10:00 am to 2:00 pm

255 Centrum Boulevard (old City Hall), Orléans, ON K1E 3W3



3.0 Authorized Local Vendors and Products

The Marché defines “local” as a place of residence or operation which is located within a **150 km radius** of Ottawa. Consideration *may* be given to products coming from outside the local area if they are not currently available at the market and if their addition is deemed to be compatible and beneficial to the market. In such cases, the place of origin must be clearly identified.

Local vendors and products are as follows:

- Local growers and agricultural producers: vegetables, fruits, herbs, flowers, nursery crops, honey, maple syrup, eggs, meats, etc.
- Local micro-processors who produce value-added items through hands-on processing: baked goods, homemade candies, pies, jams, relishes, etc.
- Local food vendors who specialize in hand-made and/or locally sourced foods: hand-prepared meals to go, hand-prepared drinks, etc.
- Local artisans who create original hand-crafted products: sewing, knitting, weaving, painting, woodworking, pottery, soaps, etc. Assembled items and kits are not permitted.
- Community groups, local service providers and youth initiatives are encouraged to contact us to explore proposals and potential collaborations; e.g. school groups, youth groups, local businesses.

Products which have not been grown, prepared or handmade by members of the Marché are **strictly prohibited**.

In order to maintain its integrity, the Marché Team reserves the right to disqualify or prohibit any vendor from taking part and to forbid the sale of any product which it deems to be inappropriate, unacceptable, or incompatible with the market's objectives.

Agricultural producers are encouraged to undertake local certification through the Savour Ottawa initiative. To learn more about this certification please visit www.savourottawa.ca.

4.0 Application and Selection Process

4.1 Submitting Your Application

You can now submit your application online! Visit our [Marché webpage](#) to apply.

We also have a low tech paper application, which you can download here. Please email completed applications to our Market Manager, at orleansmarche@gmail.com.

Applications are not considered complete until payment has been received. Payments must be submitted at the same time as your application. Please submit a cheque, payable to **The Heart of Orléans BIA**, to:

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4.2 Reviewing Applications

The Marché Team reviews all applications at their full discretion, to ensure that the proposed items are in keeping with the rules of the market and that a sufficient diversity of products is being maintained.

Vendors are required to submit a full list of all the items they are hoping to sell. Any new items which a vendor might like to introduce during the course of a season must be pre-approved. Unverified items are strictly prohibited.

Photos and/or samples should accompany an application for the purpose of jurying. Depending on the proposed products, it may be beneficial to present an application in person.

In order to insure a good mix of products, the Marché Team reserves the right to set limits on the number of vendors offering similar products on any given market day.

Members of the Marché Team may be required to visit the applicant's place of production; any such visits will be scheduled as required.

In addition, preference may be given to applications for the full market season.

The Marché Team may not be able to accommodate all vendor applications.

4.3 Approved Vendors

All vendors will be notified as to whether their application were approved or not approved.

- Approved vendors will be notified and cheques will be deposited.
- Payments will be stopped or returned for all applications that are not approved by the committee.

5.0 Fees

The market is a not-for-profit initiative. Fees are collected to cover the market's operating expenses and promotional efforts.

For administrative purposes, fees must be paid by cheque only, payable to **The Heart of Orléans BIA**, to:

The Heart of Orléans BIA
245 Centrum Blvd, Suite 1H
Ottawa ON K1E 0A1

5.1 Fee Structure

Our fees are structured in a way that encourages vendors to apply early, sign up for the entire summer season, and to pay in full in advance.

Early Bird Fees: applications and cheques must be received by **28 April 2017** to take advantage of these savings.

Fee Type	Weeks	Fees Per Week	Total Fees + HST
Early Bird	Full Season	\$30.00	\$480.00
Early Bird	Partial Season, minimum 6 weeks	\$35.00	\$35.00 x number of weeks
Regular	Full Season	\$37.50	\$600.00

Regular	Partial Season, minimum 6 weeks	\$40.00	\$40.00 x number of weeks
Casual	As per application	\$45.00	\$45.00 each week

All vendors who sign up for the full season will receive a Marché apron, free of charge.

Additional aprons will be available for sale at cost.

Fees must be paid by cheque. You have two options for payment:

- One payment in advance: One post dated cheque, dated **1 June 2017**. Vendors who pay this way will receive a \$30.00 discount.
- Three payments: Post dated cheques, dated **1 June 2017**, **1 July 2017**, and **1 August 2017**.

There are two stalls that are suitable stalls that are smaller than 10 x 10, but may be ideal for a very small vendor, such as a face or henna painter. These stalls are \$10.00 less per week.

Vendors are encouraged to sign up for the whole market season. If a vendor must miss a week, they *may* be able to find a suitable vendor to cover their booth, upon approval in advance by the Marché Team.

Vendors will be charged \$25.00 on any returned or NSF cheques.

5.2 Refund Policy

Refunds will not be issued; however, fees *may* be applied to alternate dates upon request, in advance, and if available.

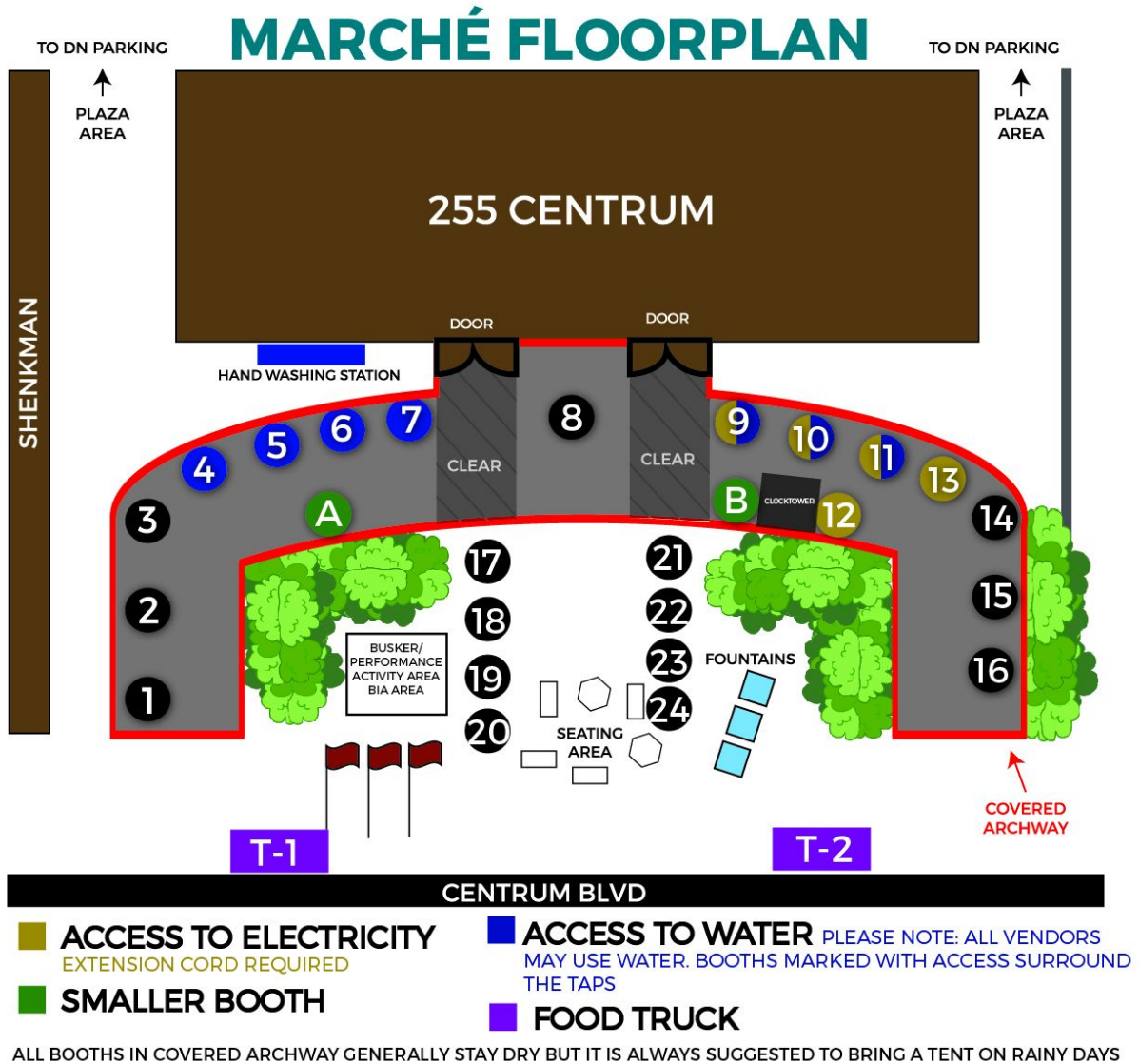
6.0 Stall Assignment and Stall Guidelines

6.1 Stall Assignment

Vendors, please indicate your preferred choice of stall on your application form.

Vendor stalls will be assigned as applications are approved. We encourage vendors to get their applications in early for a better chance of getting their preferred stall.

The Marché will make every effort to provide your preferred stall, but stall assignment is at the full discretion of the Marché Team, and we reserve the right to make changes as required. Priority will be given to vendors booking for the whole season, while aiming to honour previous locations of returning vendors and/or electrical requirements.



All stalls at the Marché are outdoors.

- Stalls 1 through 16 are under the covered archway, and most accommodate a 10 x 10 tent.
- Stalls A and B are under the covered archway, and are smaller than 10 x 10 feet.
- Stalls 17 through 24 are in an open courtyard, and accommodate a 10 x 10 tent.
- Stalls 9 through 13 have access to a power supply.
- T-1 and T-2 can accommodate a food truck.

6.2 Stall Rules

All stalls at the Marché are outdoors. As per the layout above, most stalls accommodate a 10 x 10 tent. Unless in a stall that does not fit a tent, **must** bring their own 10 x 10 tent.

As the market happens rain or shine, vendors should take the weather conditions into consideration as part of their planning each week.

Vendors are responsible for providing their own materials, i.e., table, tablecloths, canopy with weights, extension cords, hand washing/sanitation equipment, etc.

Vendors must display a sign indicating their business name and location.

Prices must be indicated for all products.

Tables and displays should be neat and attractive. Vendors are encouraged to personalize their stalls with signs, stories, pictures, information, etc.

Vendors are expected to have enough products to last the entire market day. Should a vendor sell out before the market closes, the stall must remain in place displaying a "sold out" sign.

Signage and displays must not block visual site lines and other vendors.

Vendors must leave at least 1.5 feet of clearance on each side of a door or emergency exit.

Vendors must keep their stalls tidy by storing boxes and putting away any packaging, keeping all waste products in suitable containers. Please reduce, reuse and recycle.

Keeping common areas clean and litter free is the responsibility of all market participants.

At the end of the day, vendors must make sure that they do not leave behind any waste or debris.

6.3 Safety Concerns

If using a tent, **vendors must secure their canopy tents with appropriate restraints (weighted down) on all four corners.** Compliance with this safety component is mandatory, please plan accordingly.

Following a verbal and a written warning to this effect, a \$100 fine will be issued for non-compliance and payable on the spot. Unfortunately if this is a recurring issue, vendor membership may also be revoked, and vendor fees are non-refundable.

Vendors needing power must supply their own extension cord and duct tape. If extension cords are used, they must be taped down if located in a traffic area or crossing other vendor's stall.

As described below, as a courtesy to visitors and for safety reasons, vehicles are not allowed on site between 9:45 am and 2:10 pm.

7.0 Arrival and departure times

9:00	Market Manager is on site
9:00 to 9:45	Load in, set up stalls
9:45	All stalls must be set up, vehicles must be off site
10:00 to 2:00	Marché is open for business
2:00	Tear down begins
2:10	Vehicles are allowed on site for load out
3:00	Tear down and load out complete

Please make a point of being punctual. Late arrivals can affect other vendors, as well as your sales. If a vendor is not on site by 9:30, another vendor may be assigned to your stall. This is at the discretion of the Market Manager.

All stalls must remain open until 2:00 pm. It negatively impacts the ambience of the market, and the sales of other vendors, when vendors choose to close stalls early.

If vendors repeatedly arrive late and/or close early, the Market Manager may, at her full discretion, issue a \$50.00 fine.

8.0 Last Minute Cancellations

For planning purposes and as a courtesy to others members, vendors who cannot attend the market are to notify the Heart of Orléans BIA no later than **5:00 p.m.** on the Thursday before the market, so that stall locations can be modified and planned accordingly.

Please note that if you are not at the market on your pre-scheduled day, your pre-paid rental fee is not refundable.

9.0 Vendor Parking

In order to leave a maximum number of parking spaces for visitors, vendors are asked to park in the back of 255 Centrum Boulevard.

Provisions can be made for vendors with mobility issues. Please indicate any requirements you might have with your application; arrangements can be discussed with the Market Manager.

Note: A loading zone will be set aside in front of 255 Centrum Boulevard. This spot is to be kept vacant to allow for drop-offs and quick transfers during market hours.

10.0 Regulatory Compliance and Additional Guidelines

Compliance with all regulations as stipulated by regulatory bodies (municipal, provincial, federal, etc.) is the full responsibility of vendors.

Government inspections do take place at the market, and warnings, fines or revocation of vendor privileges can result from non-compliance with laws, guidelines, and best practices.

Vendors are required to comply with requests made by the Market Manager or health officials. Corrective measures and requests to remove any item must be respected.

As a courtesy to our clients and vendors we also request that vendors refrain from wearing perfumes and scents on market days.

There is access to running water on site.

Vendors are not allowed to bring pets to the market.

Smoking by market participants is not permitted on site.

10.1 Food Vendors

Food vendors are responsible for preparing and serving their items, including any samples, in a manner which is hygienic and in complete compliance with health standards.

To help ensure a healthy market and positive health inspections, please take time to read this document prepared by Farmers' Markets Ontario. It has easy to read sections and checklists for you.

<http://www.farmersmarketsontario.com/DocMgmt%5CFood%20Safety%5CManuals%5CFMO%20Food%20Safety%20Guide.pdf>

You can also download individual sections of the document here:

<http://www.farmersmarketsontario.com/GetDocuments.cfm?uReturnRoot=Food%20Safety&uDirName=D:\home\farmersmarketsontario.com\wwwroot\DocMgmt\Food%20Safety\Manuals&uCategory=Manuals>

Ottawa Public Health has stressed these essentials (you can read more details and checklists in the document, above):

- A portable hand washing station and good hand washing habits are critical for each food vendor. See suggestions on page 17.
- There are sections on food serving and food sampling. If you are serving food, bring a number of serving utensils, in case any get contaminated, fall to the ground, etc.
- A spray bottle with a light sanitizing solution (1 tsp bleach to 4 cups water) is important to clean your table before putting food out, and to clean up any spills throughout the day.
- Ensure any food that needs to be covered (samples, for example) are covered.
- There's good information provided about food temperatures. Essentially, it's about keeping cold food cold, and hot food hot.
- If you are using coolers and ice to keep food cold, Public Health recommends putting a thermometer in the cooler so you can monitor the temperature.

11.0 Insurance

The Heart of Orléans Business Improvement Area has liability coverage which will extend to cover the BIA for organizing and hosting unofficial farmers' markets on Sundays from 10:00 am. to 2:00 pm. The policy includes coverage for the BIA employees and BIA volunteers.

It is the Vendor's responsibility to ensure they have obtained Insurance. They will be asked for proof of insurance during the application process. The City of Ottawa recommends a certificate of insurance confirming a minimum of \$2 million commercial general liability naming the Heart of Orléans Business Improvement Area and the City of Ottawa as additional insured and endorsed to provide 30 days prior written notice of cancellation.

12.0 Farm or business visits

The Heart of Orléans Marché promotes the market as a place where customers can buy local products.

The Heart of Orléans must be familiar with individual vendors and their farming and production methods. Members of the BIA or its Marché Team reserve the right to visit farms and production facilities, with or without notice, to ascertain practices that are being used and the type of yields or products which can be expected.

13.0 Infractions and grievance procedures

Infractions to the rules and regulations may result in a verbal or written warning, to be issued by the Marché Team or Market Manager. Vendor privileges can be revoked at any time, at the sole discretion of the Marché Team.

Vendors are urged to bring any concerns to the attention of the Market Manager, who is on site to represent the Market and to provide vendors with support. Substantive discussions should however take place outside the market's regular hours.

Vendors are expected to be polite and respectful in their dealings with the public, fellow vendors, market volunteers and organisers.

If issues or conflicts do arise, attempts should be made to resolve these matters in good faith.

Appeals or unresolved complaints should be submitted in writing. The Marché Team will examine the situation and respond to submissions in due time.

14.0 Updating Information, Rules and Regulations

The Heart of Orléans Marché reserves the right to update this document, if the need arises, by reviewing and approving any changes through the Marché Team committee meetings. Information will be shared with vendors in a timely manner if there are any changes in the market year.