

2ND SUNDAYS ON MILL

Fall 2022 - Spring 2023

Market Handbook

Updated July 15th, 2022

ABOUT THE MARKET

HISTORY

The 6th Street Market began in the fall of 2016 as a weekly market produced by Downtown Tempe Authority, a nonprofit serving Downtown Tempe's community. Up until last fall it has been located in 6th Street Park. Last season, we took it to the streets-literally! Mill Ave will be closed to traffic, and lined with vendor booths, seating and other rotating programming. The market is now the anchor of a larger monthly event called 2nd Sundays on Mill.

SCHEDULE & THEMES (themes may be subject to change)

October 9: Fall back into the Fall Season
November 14: Native American Heritage
December 12: Holidays
January 9: New Year/New You
February 13: Bloom
March 13: Dog Days

Event Hours: 10AM – 3PM

VENDOR CRITERIA AND SELECTION PROCESS

The market at 2nd Sundays on Mill Ave will focus on local businesses and organizations including: artists, makers, entrepreneurs, farmers, non-profits, and ready to eat snack and beverage vendors. So whether your product is jewelry, soaps, paintings or you're selling produce, it must all be created by you or grown by you in Arizona. In the event that we need to fill a Market need, or special programming, market management reserves the right to approve the sale of products outside of this criteria.

If you could use the following words to describe your business or organization, you should apply!

- Artists & Makers - Handcrafted, unique, small-batch, small-scale, upcycled creations, vintage & pre-packaged culinary delights
- Non-Profit
- Farmers and Food Producers

PRODUCTS NOT ACCEPTED

We pride ourselves on supporting local businesses; however, if your business can be described with the words below, you will not be accepted into the market.

- Buy/sell products
- Multi-Level Marketing Companies
- Booths used primarily for lead generation
- Products with offensive messages/imagery
- Independent Distributors
- Items with blatant copyright infringement issues
- Crafts created from kits

MULTIPLE CATEGORIES

If your products cross over mediums-i.e. you want to sell jewelry and paintings, you must complete two separate applications. If the jury accepts you for both you can sell them in one booth space or buy two spaces.

BOOTH SHARING

Sharing a booth with another vendor is not permitted. However, if you and another person are collaborating artists, you may show only your collaborating work. Both people must be listed on the application. The creative contribution of each artist must be identified on the application.

JURY

All vendors are selected through a jury process. A description of the products that you wish to sell and photos of them and your booth are required. It is very important that you provide quality photos! **One of the photos must be a booth shot. Your application will not be approved without one.** If you don't have a booth shot because you are new to markets, please take the time to set one up in your back/front yard or parking lot. It will be good practice in the event that you are accepted to join the Market and tells us that you have thought out how you will display your art/products and that you have enough to sell. Here some examples of successful booth arrangements:



Simple booth setup; however, art is well organized with esthetically pleasing table covers



Great branding with a banner at the back of the booth and products are well organized at the front



Great use of a full back wall for branding and products are easy to look at with a pop of dimension with the wooden shelves



Well placed banner/branding with easy to read description of products for sale, as well as, multiple eye catching levels

If you meet the criteria above, the jury will also consider the following:

- Your set up-it must be neat, engaging and full.
- Social Media-do you have an active account and post regularly?
- Product diversity-are you selling something unique? It's possible that we already have enough of a similar product offering. You could be denied because we have enough of your category.

If you participated in prior seasons you must reapply each season. Management will weigh in on the jury with additional considerations such as:

- Ease of working with you-history of compliance with market rules, were you considerate to staff and other vendors?
- Attendance-did you cancel a lot or no show?
- Did you post weekly about the Market on Instagram and Facebook?
- Did your product enhance the Market? Were people buying your products?

APPLYING TO THE MARKET AT 2ND SUNDAY ON MILL

All applications are online. By completing the application you are confirming that you and appropriate staff have read our handbook in its entirety and will read and comply with any addendums made throughout the season.

Included in your booth fees is a 10x10 space, on-site staff including a market manager, volunteers, safety patrol and clean team, free marketing kit, special programming, free parking, and event promotion of the 2nd Sundays including the market.

HOW TO APPLY

ARTISTS AND COTTAGE EDIBLES (PACKAGED FOOD, BATH & BODY) APPLICATION PROCESS

If you fit the criteria above, we encourage you to apply [here](#). If you don't have an Eventeny account (it's free), you must create one. You can then apply to our market and also others.

Once you apply, you can check your application status at any time. This is a multi-dated event. If approved and you choose in your application submission to participate in the full season or select only some dates to participate your card will be charged automatically and you'll be all set to go for those dates! If you opt to purchase at a later date or would like to purchase additional dates

in the future, we will send you further instructions for how to purchase your booth space(s). We do not send out emails to those declined.

ARTISTS AND COTTAGE EDIBLES BOOTH FEES

\$300 for the entire season (\$50 per market) if you pay the entire season by October 1st.

\$60 per market (\$360 for the season when each market is purchased individually) if you pay by 5pm no later than the 1st of the month that you want to attend. As an example, if you want to participate Dec 12, you would need to pay by 5pm on Dec 1st.

\$70 per market (\$420 for the season when each market is purchased individually) if you pay between the 2nd and 5th of the month that you want to attend. As an example, if you want to participate Dec 12, and you pay after the Dec 1st deadline, you have until Dec 5th at 5pm and your rate is \$70.

No Deposits

<u>Cost per market date</u>	<u>Paid by 5pm on the 1st day of the month you want to attend</u>	<u>Paid between the 2nd and 5th of the month you want to attend</u>	<u>Other Requirements</u>
\$50	X		Must purchase entire season at one time \$300 total
\$60	X		
\$70		X	

READY TO EAT SNACK AND BEVERAGE TENTS OR CARTS APPLICATION PROCESS

We carefully curate the number and diversity of our snack and beverage vendors. You can apply to be a ready to eat food or beverage vendor [here](#) through August 5th. Specific Rules & Regulations for Food and Beverage Vendors can be found on this application. Please note: NO FOOD TRUCKS OR TRAILERS WILL BE ACCEPTED.

If your food is prepacked, please refer to the section above titled 'ARTISTS AND COTTAGE EDIBLES APPLICATION PROCESS.'

Booth Fee: \$50 per Market

A quick note on the difference between 'Cottage Edible' and 'Ready to Eat Snack/Beverage Vendor'

- Cottage Edibles are defined as fully pre-packaged, edible products. Items sold must arrive onsite already in a sealed container and sold in the same fashion. You are responsible for the safe handling of food in your kitchen or facility. When jurying applications we will look for your packaging in photos.
- These products can be heated, prepared, and sold on site ready to eat by attendees, however additional health permitting and insurance is required to satisfy the City of Tempe health and safety codes.

FARMERS APPLICATION PROCESS

We are excited to grow the fresh produce side of the Market and we hope that you will 'grow' with us! Please complete our application [here](#).

Booth Fee: \$30 per market

NON-PROFITS APPLICATION PROCESS

We appreciate non-profits and all that they do for our community. If your non-profit is interested in being a part of the Market, please complete this [application](#).

Booth Fee: \$30 per market.

POLICIES FOR ALL MARKET VENDORS

We take your business seriously. To operate a vibrant, safe, and successful Market, you and your staff are responsible for reading and following all applicable market rules and policies. This includes policies set by Downtown Tempe Authority, City of Tempe, State and County agencies. The following rules are set to ensure the vitality and health of Market including its vendors, guests, and local merchants. It is the vendor's responsibility to stay up to date with city, state, and county requirements of licenses and permits.

By completing the application you are confirming that you and appropriate staff have read our handbook in its entirety and will read and comply with any addendums made throughout the season.

Management reserves the right to remove a vendor at any time at our discretion.

ATTENDANCE AND SPACE ASSIGNMENTS

We realize that situations do come up where you will need to cancel a market that you have registered for. If this occurs, please follow these guidelines:

- Have a contingency staffing plan if you can't attend.
- If you need to cancel, please email amy@downtowntempe.com no later than the Wednesday prior to the Sunday that you are scheduled to attend. For example, if you are registered for Dec 11, email us your cancellation by Dec 7.
- NO SHOWS are not acceptable. If this occurs it may result in you not being invited back.
- Too many absences, even if done in advance, could affect your placement at the Market and could ultimately result in you not being able to continue the season.

RAIN OR SHINE

We operate rain or shine! This means that if it's cloudy or raining, we will still set up. No refunds will be given if you cancel due to rain or impending rain.

CANCELLATION AND REFUND POLICY

In general we have a no refund policy. If you chronically cancel, management may decide that you are not welcome back to the market. If we cancel the market due to circumstances beyond our contract (such as COVID-19, permits being pulled, etc.) you will receive a refund for the remaining registered dates minus a \$5 fee per registered date.

MARKETING EXPECTATIONS

'A rising tide lifts all ships' – Especially when it comes to marketing! When ALL vendors utilize social media to advertise the Market, *everyone* benefits. Each market vendor is asked to:

- Post about 2ND Sundays on Mill on social media
- Join our Vendor Directory

*After being accepted to the market you will receive a marketing kit and more information about our vendor directory

TENTS

- While a tent is not required, it is recommended. If you choose to use a tent it must be white. Branded tents will be considered on a case by case basis.
- All canopies, tents and other temporary structures must be weighted before you are permitted to open, with the equivalent of **40 pounds per pole minimum**. You may be

shut down for not having proper weights. Repeated violation of this policy will result in you not being able to return to the Market.

BOOTH DISPLAYS

- Only products that were juried in are allowed to be sold. If during the season you have a new product offering, you must get this pre-approved. Please email the Market Director about this.
- All vendors are encouraged to invest time and consideration in their booth presentation. Your space should draw customers in. Thoughtful engaging booths may receive priority in vendor acceptance and space placement.

BOOTH SIGNAGE

- Signage is highly recommended. All signage must be clear and professional. This not only gives your booth a better appearance, but it enables guests to identify and find you easily.
- A frames- Please check with management if you want to place an A frame outside of your tent. This will be determined on a case by case basis.

Market staff have the final say in booth set up and signage.

FOOD SAFETY AND SAMPLING

- All sampling must happen in your booth. Walking around with samples is prohibited.
- Fresh fruits and vegetables do not need to be covered, but they must be stored off of the ground or using impermeable tubs or using empty containers under those containing the produce.

SUSTAINABILITY AND BEING GREEN

- All vendors are responsible for removing debris and ensuring the general cleanliness of the area.
- Trash and recycle stations are located throughout the Market.
- If sampling food, samples must be packaged and sealed as the rest of your product. For example, a cookie sample in a sealed cellophane package.

VENDOR LICENSES AND PERMITS

It is the responsibility of the vendor to research and stay on top of all requirements of the City, County and State. If you are not in compliance or have violations you will likely be asked to leave the Market. Refunds would not be given. All documents should be kept on site.

All vendors are required to have a [Transaction Privilege Tax License \(TPT\)](#).

VENDOR STAFF

Vendors are responsible for making sure that all persons working at their booths are familiar with and comply with all market rules, regulations and expectations. If an employee violates any of these you will be notified and depending on the infraction, may not be allowed to have this employee back to the event. .

SURVEYS/MARKET REPORTING

Following each Market, vendors are asked to complete the end of day survey. Sales and transaction counts are crucial when measuring the overall market success. We also want your comments so that we can continue to build a better market as the season progresses. We require that you represent yourselves with honesty and integrity and we will always do the same. We require that you complete this survey each week in its entirety. Confidentiality is important to us, our process is as follows:

- Complete the survey.
- Forms must be submitted electronically by the next day-Monday at 5pm.
- Only market management is privy to these forms and they are not permitted to discuss outside of our organization.

MARKET NO NO'S

- Guns
- Smoking or Vaping
- Pets inside vendor booths unless they are service animals
- Booth sharing unless you're an established collaborator
- Music in tents during Market hours
- Violence of any kind
- Treating market staff, entertainers or each other in a disrespectful or demeaning way
- Threatening behavior be it physical or with your words
- Hate speech or symbols of discrimination

If any of the above occurs, you will likely be asked to leave immediately. Management will decide if you will be allowed to continue the season. No refunds will be given.

MARKET LOGISTICS

SPACE DETERMINATION AND APPEARANCE

The market layout adjusts to the number of vendors scheduled, programming and the time of year. In addition, if staff determines that the layout needs to be changed for the betterment of the market we require you to be flexible about your location.

Vendor placement is determined by:

- How many markets you are registered for
- History with the market
- Product offering
- Shade requirements for food, candles, plants, flowers, etc.
- Market flow
- Management can make changes to placement at any time during the season

Appearance:

- Vendors are responsible for keeping their space clean and inviting.
- Packing up is not permitted until the market closes at 3pm.
- Sales must take place within your space-no hawking for customers is allowed.

ELECTRICITY, WATER & TRASH

- All trash generated by vendors must be removed at the end of the day for off-site disposal
- Sweep your stall if there is any debris
- No power is available. Please plan accordingly

LOAD- IN, LOAD-OUT & PARKING

Details regarding load-in, load-out and parking will be emailed prior to the event.

LEGAL AGREEMENT

- Laws/Codes/Rules - Applicants must comply with all Market, municipal and state laws, rules, regulations and policies listed in this application, or policies included in the applicant acceptance notification. Any noncompliance will cause elimination and applicant may be immediately removed from the Festival with no refund of fees.
- Hold Harmless - By completing application and engaging in participation, all applicants release and hold harmless Downtown Tempe Foundation, Inc., the Market on Mill, the City of Tempe, Maricopa County, the State of Arizona, and all event sponsors from any and all liability, as outlined in the rules and regulations.
- Images - Artists agree that images provided will be used for the jury process and may also be used for specific event-related publicity. Any other proposed image usage will be arranged through separate consent agreement with the artist. Event participants agree to allow use of videos and photographs taken at event for promotional purposes. Any photos taken by the event are the property of the market.

GET CONNECTED

Market Director: Amy Otto amy@downtowntempe.com

Website: <https://www.downtowntempe.com/events/2nd-sundays-on-mill>

Instagram: <https://www.instagram.com/downtowntempe/>

Facebook: <https://www.facebook.com/DowntownTempe>

Thank you for reading!