



Guidelines
Brampton Arts Council
Art in the Open 2011
at the
Brampton Farmers' Market

Opening Day	June 18, 2011
Closing Day	October 8, 2011
Time of Market	Saturdays, 7am to 1pm, rain or shine(*see special event days)
Location	N. E. corner Main & Queen in Garden Square
Seasonal Cost	\$160 (full-time) OR \$10/Saturday (part-time) All vendors must pay \$10 Insurance fee and must be a BAC member

NOTES:

1. All full time artists/crafters are provided with a space in the market that is theirs for the entire season. They are required to stay within the space that they are allocated. Spaces will be marked.
2. Everyone is encouraged to come out every week in order to provide consistency for the customers attending the market.
3. The gate to Garden Square opens at 6 a.m. and closes at 7 a.m. Vendors will load and unload from the laneway beside the theatre. They must be unloaded and the car off of the Square before the lane is closed at 7a.m. Everyone should be ready to sell at 7a.m.
4. There are five (5) special Event Days during the season:
 1. June 18th (Opening Day, featuring a South Asian Theme, IIFA Brampton Buzz Festival - market closes early at 12:30 p.m. Flower City Parade at 2 p.m.)
 2. July 16th (Classic Cars & Legendary Stars, Brampton Art Fair – market closes early at 12:30 p.m.)
 3. August 13th (Art of Jazz Festival)
 4. September 24th (Brampton Day – *Extended hours until 2pm*)
 5. October 8th (Last Day of Market – Closing Day, Pumpkin Decorating)

In consideration of participating in the Brampton Arts Council Art In The Open

_____ (“the Applicant”) covenants and agrees as follows.
(Print name here)

OPERATING GUIDELINES:

STATEMENT OF INTENT

The Art In The Open at Farmer's Market is operated by the Brampton Arts Council for the purpose of providing original hand crafted and works of art to the visitors of Brampton and Brampton residents. It is the provision of this service by the artists & artisans, who produce these original works, which make it an authentic social and cultural experience.

OPERATION OF MARKET

The Applicant acknowledges and agrees that the Art In The Open at the Farmers' Market will operate at the time, on the dates and at the location listed on the previous page.

REQUIREMENTS FOR PARTICIPATION

In order for the Applicant to participate in the Art In The Open at Farmers' Market, the Art In The Open registration forms must be completed and submitted to the Brampton Arts Council prior to Opening Day. Please note, previous acceptance does not guarantee permanent acceptance into Art in the Open.

ELIGIBILITY

1. Space is considered for visual artists/ crafters whose hand-made work/design will be displayed and/or sold. For purpose of Art in the Open, please note our qualification of hand-made: major components in a work is created and/or manipulated by the applying artist in a way that makes said work his or her own.
2. **KITS & MANUFACTURED ITEMS ARE ABSOLUTELY PROHIBITED.**
3. New applicants must make an appointment with BAC to show their portfolio/samples of the items they intend to sell and explain their process.
4. New items can be introduced later. However, these items need to be shown and approved by the BAC. (We want to keep up the spirit of cooperation between the artists as well as the diversity of items sold at the market).
5. Commitments for the **ENTIRE** summer will be considered first and foremost.
6. The Brampton Arts Council reserves the right to limit the number of jewellery artists for Art in the Open.
7. All spaces are chosen at the discretion of the Brampton Art Council.

SPACE RENTAL FEE

1. To guarantee a space, the fees and insurance must be paid in advance of the market.
2. The signed registration forms as indicated are also required along with payment.
3. Fees are not refundable.

4. Fees are as follows:	Single Space	\$160.00
	Liability Insurance	\$ 10.00 (see page 4)
	<u>BAC Membership</u>	<u>\$ 25.00</u>
		\$195.00

(Payable to the Brampton Arts Council)

*Part time space rental is per diem rate of \$10 plus the one-time insurance & membership fees.

SPACE RENTAL

1. The Applicant will be allocated a space, and the location and size of the space and the final stall allocation will be based on appropriate product mix, and shall be at the discretion of the Art In The Open Managers.

2. The Applicant will be allocated the same space for the entire season. The Art In The Open Managers reserve the right to move a vendor during the market season, if necessary.
3. Individual spaces will be marked, allowing each vendor approximately a 10' frontage. The Applicant is to keep within the marked lines and shall contain him/herself, his/her product displays and solicitation within their allocated space.
4. The Applicant permits the Brampton Arts Council to have control over the appearance of the space and the booth that is erected by the Applicant. The Applicant agrees to make every reasonable attempt to make his/her stall, canopy and products as aesthetically pleasing as possible.
5. The Applicant agrees that the Brampton Arts Council is in no way responsible for their sales.
6. The Applicant agrees that the Brampton Arts Council and the City of Brampton are in no way responsible for providing any items or equipment in connection with the Market.
7. The Applicant shall provide the Brampton Arts Council staff with approximate sales figures for each market day. This information is absolutely anonymous and will be used for market statistical purposes only.
8. The Applicant agrees to maintain his/her allocated space in a clean, orderly and safe fashion, keep it free of garbage and debris, during the operating hours of the market and before leaving at the close of the Art In The Open/Farmers' Market. Vendors must keep their own refuse in a suitable container at their stall and remove the refuse when they leave. General garbage containers are for the use of customers only.
9. The Applicant agrees to erect and maintain his/her stall and space in a safe and secure manner. The safety of the Applicant's space and stall is the responsibility of the Applicant. **Please note, that as a security measure, all canopies must be secured with appropriate weights at all times.**

SET-UP & CLEAN-UP

1. All vendors must agree to operate their stalls between the hours of 7a.m. and 1 p.m, unless otherwise announced by the Brampton Arts Council Staff or Market Staff.
2. **UNLOADING IN THE MORNING:**
 - a) Please refer to the map of the zones which you received before the AitO Opening (also attached for your convenience)
 - b) **Stop** to check in with staff at gate.
 - c) Drive **SLOWLY & CAUTIOUSLY** to your designated loading zone
 - d) Park **IN** your tent space
 - e) **Unload** all of your items - **DO NOT BEGIN SETTING UP UNTIL YOU MOVE YOUR VEHICLE OFF OF THE SQUARE**
 - f) Move your car **immediately** to the parking garage.
1. **PACKING UP IN THE AFTERNOON:** We have been restricted to **no more than 4 vehicles** on the square at a time. Everyone needs to work efficiently and abide by these directions so we may all leave the square in a safe, organized, timely fashion.
 - a) You may begin the packing up process **no earlier** than 12:45pm.
 - b) You must have your **entire space taken down, tent and all, before** you will be permitted to bring your vehicle up onto the square.
 - c) Once your space is completely taken down, approach the BAC staff person who is overseeing the tear-down.
 - d) BAC Staff will give you a large, laminated card with the number 1, 2, 3 or 4 on it.
 - e) Take the number with you and get your vehicle.
 - f) Show the number to the BAC staff person who is manning the gate.
 - g) Drive **SLOWLY & CAUTIOUSLY** to your space
 - h) Park as close to your space as you can.
 - i) **GIVE THE LAMINATED CARD BACK TO THE BAC STAFF PERSON SO THE NEXT PERSON CAN LEAVE TO GET THEIR VEHICLE**
 - j) Load your vehicle.

k) **Let the BAC staff person know you are ready to leave the square**

3. All vendors are responsible for ensuring that their allocated space be free of garbage and debris before they leave. Please take your garbage with you.
4. If a vendor needs to leave the market early, please let the BAC staff member know so they in turn can inform Rose Theatre and Farmer's Market staff on duty that day. Because of safety risks, **you must not leave your space** until **City Security** is informed of your departure and is present at the barrier through which you are leaving. If you are aware of your half-day participation in advance, please inform BAC as soon as possible. You may need to hand cart your equipment to the edge of the square. Please note that on especially busy days or special events days, circumstances and loading zones may change; for example, if a loading zone is changed to Queen Street, you will need to get a staff member to stay with your car while you transport materials to it. You cannot leave your car unattended.

SEASON LENGTH & HOURS OF OPERATION

1. The Art In The Open at Farmers' Market will operate on Saturdays from 7:00 a.m. to 1:00 p.m, rain or shine.
2. It will run between mid-June and Thanksgiving weekend. Exact dates will be determined on a yearly basis.
3. The 2011 Season will begin June 18th and end October 8th.
4. Special Event days are outlined on the front page.

RULES & REGULATIONS

Compliance with both Provincial and Federal Sales Tax regulations is the responsibility of the individual vendor.

INSURANCE

The Applicant acknowledges and agrees that neither the Brampton Arts Council, City of Brampton nor its staff will be responsible for any injury incurred by a person or persons, vehicle, equipment, or otherwise on the site of the Market. The Applicant also agrees to pay an additional \$10.00 per season towards the cost of the Farmers' Markets Ontario Insurance Coverage purchased by the City of Brampton on behalf of the Market participants.

INDEMNITY

The Applicant agrees to indemnify and hold harmless and defend (at the Brampton Arts Council's and City's discretion) the Brampton Arts Council, its staff, the City of Brampton, its staff, its elected officials and any other person for whom it is in law responsible, from any kind of liability, suit, claim, demand, fine, action, or proceeding of any kind which may be brought against it, and from and against any and all losses, costs, damages, or expenses (and shall pay for all of the Brampton Arts Council's or City's reasonable legal fees) suffered or incurred by the Brampton Arts Council or City (the "Claims and Losses"), howsoever caused, including by reason of any damage to property, delay, or injury (including injury resulting in death) to any person, in any way connected with this registration form and agreement or the participation of the Applicant (or those for whom it is in law responsible) in the Art In The Open at Farmers' Market, or arising from any breach of or non-performance by the Applicant (or those for whom it is in law responsible) of any provision of this Lease Agreement, unless such Claims or Losses are caused directly by the negligence or willful misconduct on behalf of the Brampton Arts Council or City. This indemnity shall survive the term of the 2011 Art In The Open at Farmers' Market.

LOST, DAMAGED OR STOLEN GOODS

The Applicant acknowledges and agrees that the Brampton Arts Council or City shall in no way be responsible for the loss, theft or damage to any goods or equipment (or any claims related thereto) belonging to the Vendor and/or kept in the space during the Market.

PHOTOGRAPHY & VIDEO

The Applicant acknowledges and agrees that the Brampton Arts Council or the City of Brampton reserves the right to photograph, or have photographed, or video or have videoed any item or space or booth or person in connection with the Market, and to use any such photographs or video for City-related purposes in the future. The Applicant hereby waives any and all rights in connection with such photographs and/or videos indefinitely.

CONDUCT

The Applicant, and all people associated with him/her, shall conduct themselves in an orderly fashion. The Applicant agrees that the Art In The Open Managers are permitted to remove any participant in the Art In The Open, including the Applicant, from the market if, in the Art In The Open Managers' opinion, the Applicant, or any people associated with him/her is behaving in a manner unsatisfactory to the staff member or that may in any way conflict with the image of the Art In The Open, Brampton Arts Council, Farmers' Market or the City or that is a threat to the health or safety of others.

COMPLIANCE WITH AGREEMENT

The Applicant agrees that should he/she (or any of his/her invitees) do not comply with any of the conditions of this Agreement, or if Brampton Arts Council staff has reason to believe that he/she is not complying, consequences for such breach or infraction shall be at the sole discretion of the Art In The Open Managers, and such consequences may involve immediate termination of this Agreement and the prohibition of the Applicant from participating in the Art In The Open at Farmers' Market, or any market in the future.

NO SMOKING

The Applicant agrees that there shall be no smoking whatsoever in the spaces or booths.

APPLICANT RESPONSIBLE FOR OTHERS

The Applicant acknowledges and agrees that he/she shall be responsible for explaining all of the rules and terms herein to all those participating in the Art In The Open along with the Applicant, and shall be responsible for the conduct and safety of anyone he/she invites to participate or visit with him/her during the Art In The Open.

GENERAL

1. **Prohibition on Assignment** – The Applicant agrees that he/she may not assign this agreement nor any rights or obligations hereunder to anyone, or sublet the space allocated, without the prior written consent of the Brampton Arts Council.
2. **Entire Agreement** - This Agreement supersedes all prior agreements, understandings, negotiations and discussions, whether oral or written, of the parties.

MANAGEMENT

1. The City of Brampton, Brampton Economic Development Office operates the Market and provides onsite management each week. As the operator, the City of Brampton shall take actions, as the Manager deems necessary, to ensure the safety and integrity of the Farmers' Market. Vendors are requested to cooperate and communicate with the Managers as requires.

GROSS SALES REPORTING –

The Brampton Arts Council recognizes the sensitivity around gross sales reporting by vendors, but believes the compiling market sales statistics is essential to the success of the market and reporting back to council. In order to maintain the highest vendor confidentiality the Brampton Arts Council staff follows these procedures:

- ◆ Vendors are requested to submit their gross sales as accurately as possible.
- ◆ Sales are collected each week for the previous week.

- ◆ Sales are collected in a closed container to provide anonymity.
- ◆ Raw data is put into a spreadsheet.
- ◆ Forms are destroyed after they are compiled into a spreadsheet.

WASHROOMS

Washrooms are available for use by vendors at Beaux-Arts on Main St. N. (with adult supervision if with children) and Coffee Culture at Queen Street just east of Main Street. Washrooms will also be available at the Rose Theatre, adjacent to the Box Office.

ATM

ATM's are located at the Royal Bank, TD Canada Trust, ScotiaBank, CIBC and Bank of Montreal in downtown Brampton.

PARKING

There is free parking available all day on Saturday in the three municipal parking garages in the downtown: Rose Theatre, Nelson Square and City Hall. **On-street metered parking is not free on Saturday.** There is to be no parking on Nelson Street West between Main Street and George St., due to the bus turning requirements from the bus terminal.

BAC SPACE

The Brampton Arts Council's table will be located in Garden Square, at the north east corner of Main & Queen. BAC staff will man the booth, off and on, over the time of the market.

FARMERS' MARKET BASKET GIVEAWAY

Every week, Vendors will be asked to contribute their products to the Farmers' Market basket giveaway.

NEWSLETTERS

The Savoury Times newsletter will be distributed to customers. Information from market vendors are readily accepted; including such items as, favourite recipes, family stories, product information, etc. The deadline for information is each Tuesday before the Saturday.

VENDOR ROSTER PUBLICATION

The Brampton Farmers' Market supports an open policy in regards to publishing the vendor roster (with pre-approval by the vendor). The roster is posted on the City of Brampton and the Farmers' Markets Ontario website with business names and product listings only. If you **do not** want to be listed in the Brampton Farmers' Market Vendor Directory, please notify Brampton Arts Council staff in writing by June 1, 2011.

Children are wonderful; however, as the Market is a place of business for many artists and artisans, it would not be appropriate, or fair to them or your neighbours, to bring them. Please make other arrangements for childcare.

NOTE: In the event of an emergency that requires a Vendor to leave the market early, the Vendor must contact the BAC member present and in charge who in turn will notify the City Staff as well as The Rose Theatre Security Guard, in order that the Vendor may be given clearance for exiting in a safe manner. Do not, under any circumstances, leave without following the above steps.

FOR FURTHER INFORMATION PLEASE CONTACT

Janella Lale, Charlene Lavigueur, Teresa Alves, Kelly Lewars or Marnie Richards
Brampton Arts Council
24-A Alexander St.
Brampton, ON L6V 1H6

T (905) 874-2919 F (905) 874-2921
Janella@artsbrampton.ca

In consideration for the Brampton Arts Council's permission for me to participate in the Art In The Open at the Farmers' Market, I agree that I have read the above guidelines carefully and understand, accept and agree to all of its terms.

Signed this ____ day of _____, 20 ____

(Signature of Applicant)

(Please print name above)

First Time Vendors - market tips: what to bring

Careful planning for market is essential to success. Be on time and ready to start selling by 7 a.m. Make a checklist! Here is a sample list.

1. Canopy and weights – (you will not be allowed to set up your canopy without weights)
2. Stall structure: tables, table coverings, racks, and shelves
3. Display containers for your product
4. Marketing Material – business cards, brochures, list of places you will be appearing at next, portfolio of past work and commissions, summary of your business, pictures of “the process” by which your artwork is created, guest book, price tags.
5. Cash box
6. Miscellaneous Items: sign making materials, including chalk, paper, cardboard, markers, scissors, tape, pens, bags, price tags, pocket knife, duct tape, etc.
7. Check Out Items: pencils, pens, calculator, bags, boxes/flats, notepad
8. Garbage can, Broom
9. Signs: the more personal the better. Use pictures!
 - a. Large sign or banner hung at eye level with your business name and location
 - b. Individual product names and prices alongside items – highlight product qualities, care, storage tips, etc.
 - c. Signage extras: recipes, how to's, seasonality information, new item, product information
10. Information about your business, promotional materials, business cards
11. Personal items:- weather gear, gloves, hats, rainwear, and drinking water
12. Your customer service personality – a big smile is your best asset