



“Market After Dark” Friday Night Art Experience 2021 Vendor Application

The Frankenmuth Farmers Market will be opening a new market the summer of 2021 with an aim toward sharing arts and culture with our community and neighbors. The markets will be a gathering of vendors, musicians, multi-media artists, and culinary masters sharing their unique gifts and talents with the visitors and residents of the Frankenmuth community. Every market is slated to have 5 components – an advanced art or cultural demonstration or performance, live music, artisan vendors, food demonstrations, and immersive art activities open to walk-up participants.

The project’s primary focus is on providing a needed community outlet for entertainers, artisans, and consumers. The FFM “Market After Dark” Friday Night Art Experiences will also provide opportunities to our partner organizations from increasing public awareness of their existence and missions; to opportunities for recruitment, fundraising, and marketing of their own unique community projects and events.

Costs to participate in the Market vary. For 2021 we are interested in fostering participation and developing a good base from which to grow this market concept. For that reason, our rates are very low in support of our startup efforts.

Participant and Vendor Rates:

- Not-for-Profit Outreach – Free
- Non-Profit or Student Fundraising – 15% proceeds
- Sales – 15%

Market After Dark Dates, 7PM to 11PM – Check all days you or your organization are attending.

June 25 th _____	July 23 rd _____
July 2 nd _____	July 30 th _____
July 9 th _____	August 6 th _____

*** A \$50 Deposit is due with the application for each date you or your organization plan to attend.

Applicant Information:

Business Name: _____

Contact Name: _____

Contact Phone: _____

Contact Email (REQUIRED): _____

What are you selling or marketing? _____

Business Address: _____

Facebook Address: _____

Website Address: _____

MARKET AFTER DARK – The Friday Night Art Experience Rules

1. We are new at offering this type of Market – so the first rule... is that there may be more rules. If we think of new issues that might need to be addressed we may have to communicate a few new rules as we go along. We will email any rule changes, please stay current on your email for markets. (Include your email on this application!)
2. The Market After Dark – Friday Night Art Experience is a holistic art event. We allow vending of art related items, cultural foods, and the selling of services related to art performance, or creation. Non-profits that support the arts, culture, and human services are welcome at our Market. All items sold or services vended are allowed for sale at the sole discretion of the Frankenmuth Farmers Market. An application including a clear description of items to be vended is required. Duplicated vendors selling remarkably similar wares may not be accepted and are considered on a case-by-case basis.

The following items and services are NOT allowed for sale:

- Drug paraphernalia
- Items or services prohibited by applicable regional laws and codes
- Live animals
- 2nd hand items that have not been enhanced artistically
- Most third-party or MLM sales (some exceptions may be made, check with the Market Curator about acceptability)
- Most imports (some exceptions may be made, check with the Market Curator about acceptability)
- Art replicas that violate copyrights or trademarks.
- Depictions of real or actual persons that do not include release of likeness use.
- Most art depicting violence, nudity, hate speech or illegal activity (some exceptions may be made, check with the Market Curator about acceptability)
- Products promoting unvalidated health benefits

List all categories of items and services that you intend to bring to Market (i.e., hand thrown pottery, geodes, potpourri mixes, herbal teas, paintings, palm readings, custom art commissions, etc.) Including pictures of your work or booth spaces for promotion is appreciated!:

All consumable products offered for sale are subject to inspection by FFM, MDARD, and the USDA.

FFM is approved to accept SNAP, Double Up Food Bucks, WIC Project Fresh, Senior Project/Market Fresh and Power of Produce. All eligible vendors are required to apply to accept these additional forms of payment prior to accepting them. Please contact the FFM Outdoor Markets Manager at 989-607-9214 for more information on accepting the food programs.

Code of Conduct

- The Art Market is held rain or shine. We may close for storms with high winds and lightning. Weather reschedule dates are August 13th and August 20th.
- **FFM does not allow vendors to leave early** unless there are exceptional circumstances. Selling out of product does not count as a reason to close the booth early. If you leave early you will not be allowed to return to any FFM market in the future. Please plan for a product sell out and determine how to best continue to engage with the public for your benefit for the duration of your market.
- FFM staff will open Market to sales with a bell. To be fair to all vendors, **no early sales are allowed**.
- FFM expects all vendors, employees, volunteers, and guests to act courteously. Please remember to keep all interactions respectful and refrain from profanity. No shouting or hawking is allowed. If mediation is required, please approach the Market Curator or Executive Director for assistance. Mediation will occur away from the marketplace and at no time is to escalate within public viewing.
- Vendors, their agents, and employees shall not disparage, demean or make negative comments about other vendors, products, or the Market itself. Conduct meant to harm someone's reputation and/or business will not be tolerated. This includes comments made on all social media outlets.
- Smoking and drug use is not allowed on Market property.
- Vendors are expected to clean their stall area at the end of the market event. All displays, tents and trash/debris must be removed. In the event the space is not completely restored to pre-arrival condition your deposit will be kept. (There can be no exceptions made here as another market setup starts just 7 hours after the closing of these events! Thanks for your help!)
- In the event of a no call, no show- your deposit will be kept

Management reserves the right to amend Market rules and regulations at any time. Any questions can be directed to the Market Curator or Executive Director.

Sales Reporting and Participation Fees

The Frankenmuth Farmers Market is a non-profit entity deeply motivated to support our artisan, producer, and grower community. Participation fees charged at the conclusion of Market After Dark events are done on an honor system. We appreciate your support in helping us continue to offer attractive market events and facilities for your benefit. A signed statement of gross revenue will be required from each participant or organization representative participating in the events. Fees owed for participation will be calculated from this statement and due, in full, prior to leaving the grounds.

Accurate sales data is important in calculating fair participation rates with our vendors but serve another purpose as well, FFM is continually seeking funding for our Market through grants and other sponsor opportunities. Granting agencies and foundations require information about our Market to be able to assist us. Two pieces of information consistently requested are the income generated through the markets by our vendors, as well as customer counts. It is vital to the health of the Market that vendors do not downplay their sales numbers.

We appreciate your cooperation in this effort.

A note about sales made after the fact stemming from commissions or services booked during Markets: In the event the artisan or organization benefits from the booking of business to be paid at a future date during participation in the Market After Dark event, any consideration offered our non-profit Market is deeply appreciated and put to good use.

Commonly Asked Questions

How does the Corona virus affect the market?

The Market After Dark events are not considered essential services and fall under the guidelines placed on "Outdoor Gatherings." All directives from the Department of Health and Human Services, and any other governing entity, are to be followed as they apply at the time of any given market date.

Why are early sales not allowed?

Early selling interrupts the setup of displays and sales spaces. The moving or work involved in setting up or breaking down a market event involves many elements that can create physical hazards to other vendors or patrons. Allowing early sales encourages customers to disregard those dangers and may also distract vendors from setting up the safest and securest spaces for sales possible.

Can I....?

At the formation of this Market, in the spirit of allowing our vendor and participant community to help shape the presentation and formation of what the "Market After Dark" – Friday Night Art Experience becomes, FFM will be working to allow the greatest amount of activities, expressions, "things", or presentations at Market. At all times safety shall be of the utmost concern. At any time, we have the right to shutdown any activity or behavior we feel is detrimental to the safety or reputation of the inclusive, welcoming, and creative community we are trying to build through the Market After Dark experiences. Please build and maintain a great relationship with our Market Curator and share your great ideas for furthering our Friday Night Art experiences.

A PARTICPANT AND VENDOR INFORMATIONAL MEETING AND QUESTION FORUMN will be held on June 10th at 6:30 PM at the Market Pavilion. Before then, questions can be directed to FFM Executive Director, Christy Kuczynski at 989-751-7605 via call or text.

Participant and Vendor Compliance and Indemnity Agreement:

- We the undersigned, have read the Rules and Regulations for FFM and do agree to abide by all these rules and regulations.
- We further understand that failure to comply with the rules and regulations of FFM and federal, state and county regulations and licensing, could mean dismissal from the Market.
- As a vendor wishing to participate in FFM, we agree to SAVE, HOLD HARMLESS AND INDEMNIFY FFM, Frankenmuth Credit Union and the City of Frankenmuth and any other property owner associated with the FFM from any and all liability or responsibility pertaining to any damages to person or property on the site assigned to us by FFM, when such damages or liability arises out of acts of our own, or our employees, located at the site.
- I swear to the best of my knowledge that the information I have given is true and I have read the application

AUTHORIZED SIGNER NAME: _____

SIGNATURE: _____ Date: _____

Mail application and \$50 deposit per market to:

**Frankenmuth Farmers Market
534 North Main Street
Frankenmuth, Michigan 48734**