

~~2016-2018~~ **Avon Farmers
Market**

Guest Application, Guidelines and General Information

Mission Statement

The mission of the Avon Farmers Market is to provide a venue where local Indiana farmers, producers, crafters and artisans come together to provide a variety of fresh produce and related products directly to the consumer. The Avon Market encourages direct communication between consumers and growers and fosters social gathering and community building.

Market Hours and Location

- Hours of operation will be **Tuesdays 4pm – 7pm**, from June – September. The Avon Market is located at the South parking lot of the Hendricks Regional Health Building in Avon (8244 East US 36).

Market Guest Responsibilities

- Community groups, civic and non-profit organizations, that can help add value to the market and make the market more attractive to customers, are invited to be special guests of the market on a **limited basis**. These must be approved and will be scheduled in advance with the Avon Market. The Market has limited space and not all guests who apply will be accepted. Preference will be given to Avon-based, then Hendricks County-based groups first. Select businesses may be allowed to be a special guest, however preference will be given to non-profit/community groups. Select businesses will only be allowed to set up no more than 2 times throughout the market season.
 - The Avon Market has sole discretion on what guests to allow, based on value-added services and/or what the market is looking for at the time.
- The Avon Market asks that all Market Guests design simple games, crafts or other interactive entertainment for the market patrons **and/or** have special “goodies” to hand out to patrons. Guests are not allowed to hand out “goodies” that directly conflict with vendor products. Activities and handouts must be discussed and approved with the Avon Farmers Market.
- Kids Zone – The Avon Market will once again have a weekly Kids Zone with free activities and goodies for kids (of all ages). We sometimes try to coordinate our activities around our special guests. This will be discussed ahead of time.
- Market Guest may hand out marketing material and information about their organization but are **NOT** allowed to sell any *products* at the market. Certain items, such as tickets to an event or a fundraiser may be allowed to be sold at the Market, but must be approved.

Set Up and Take Down Times

- **Set-Up:** The Avon Market is an open market and can't be “closed” to customers. Customers will begin to arrive between 3:30 - 4:00. For the safety of customers *and* vendors **we ask all guests arrive for set up between 3:00 and 3:30** and be ready by 4:00pm. If you will be unloading and parking your car off the lot, you **MUST** have your car off the lot by 3:30!
 - **Late Arrival:** If you will be late to the Market you must notify the Avon Market as soon as possible. Market guests who arrive after 3:30 may have to park off the lot and transport their items to their booth.
- **Take Down:** Market guests are required to stay until closing of the Market at 7:00pm. Guests are responsible for removing all equipment, vehicles, trash and other items from the Market area by 7:30pm on each Market day.

Booth Space Details

- **Booth Space Details** - The Avon Market Guest Booth space is a little over 10' x 10'. All Guest equipment must fit within the booth spaces.
 - Guests are allowed to park behind their assigned space, although this is not required (if you choose to unload your car and park off the lot, you MUST have your car out of the lot by 3:30).
 - Each guest is solely responsible for their own equipment (tables, tents, displays, etc) Guests will not be able to stake their tents to the pavement – it is advised that you come with other ways to secure your tents (cement blocks, milk jugs filled with water, tying to your car, etc.). **The Avon Market can become very windy and is not responsible for damaged tents or other equipment!**
 - **Electricity** - Limited electricity is available and amps are limited. Preference is given to the Market Vendors. It is in the best interest of the guest to provide their own source of power via generators, if needed.

Weather Policies

- The Avon Farmers Market is open rain or shine. However in the event of *severe weather* prior to the market, the Avon Market reserves the right to cancel the market for the day. Notice of market cancellations will be issued as far in advance as possible, via email directly with all guests. Cancellation notices will also be posted on the Town's website and Avon FM Facebook page.
- In the event that severe weather occurs during market hours, vendors, shoppers and guests are advised to move to a safe location.

Smoking

- Smoking at the Avon Farmers Market is prohibited as this is a smoke free campus

Liability Insurance

- All guests are solely responsible for any and all claims, injuries and damages resulting from their participation in the Market. Guests shall maintain liability insurance for protection against claims, injuries and damages.

Facebook, Website and Marketing

- In becoming an Avon Market Guest, you agree to permit gratis use of any photographs taken of the operation of his/her Market space to be used on the Avon Market Facebook Page, Website or Marketing Materials.
- In addition, the guest agrees to release contact information (website, e-mail or phone) to be displayed on The Farmers Market Webpage and Facebook Page.
- The Avon Market requests our guests help in keeping the Facebook page updated. Market Guests are encouraged to visit the Avon Market Facebook Page weekly to like and post information for customers.
 - Facebook Page Link – <https://www.facebook.com/AvonFarmersMarket>
 - The Avon Market also has information posted on the Town of Avon Website at – www.avongov.org

Commented [APE1]: HRH may have photographs used on Avon Market's marketing materials, and any HRH contact information being displayed on Avon's website and FB page.

I do not foresee this being an issue, but please confirm.

Commented [TF2R1]: Yes, Avon Market may use a photo of the HRH booth and volunteers in it for their facebook page or website. In turn, HRH can also use these photos (or other photos of the market) for their website as well.

Avon Farmers Market Guest Application

Market Guests must agree to hold harmless Hendricks Regional Health and the Town of Avon, as well as its agents, officers, members and employees from any and all liability, loss or damage, including, but not limited to; bodily and personal injuries, injuries resulting in death, property damage and all other claims, actions and expenses, including reasonable attorney fees and costs, which may occur as a result of guest's participation in the Market. The Market Master reserves the right to make judgment calls based on activity deemed unsafe or unlike that of an upstanding member of the Avon Farmers' Market. Guests who fail to comply with the rules set forth in the Avon Market Guidelines and General Information document may be asked to change their actions, leave the Market and run the risk of not being accepted to the Market the following year.

Commented [APE3]: Please define the term "Market Master."

Commented [TF4R3]: The Market Master is the person in charge of the market.

I have read and agree to abide by the rules and procedures as outlined above.

Signed _____ Dated: _____

Name _____ Business Name _____

Address _____ City _____ State _____ Zip _____

Phone (business) _____ (cell) _____

Email _____ Best way to contact you? _____

Website _____ Facebook Page _____

Description of items to be distributed and/or activities to be done at the Market:

Market Date(s) requested: _____

Please remit information to:
Town of Avon
Attn: Farmers' Market
6570 E. US Hwy 36
Avon, IN. 46123

Questions? Contact: ~~Terri Fisher~~ Delbert Harmon at (317) 272-0948 or tfisherdharmon@avongov.org
[4843-8467-7444](tel:4843-8467-7444) [317-752-5175](tel:317-752-5175) v. 1

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