



# MARKETSOCIAL

*downtown together*

## 2023 VENDOR APPLICATION

The **ANC Market Social** is a thriving outlet for local artisans, farmers, food vendors, and brick & mortar businesses/restaurants in the adjoining area. The open-air, outdoor Market is conducted each Sunday (May 21st through September 3rd from 11am to 5pm) in beautiful Downtown Anchorage on E St between 5<sup>th</sup> and 6<sup>th</sup> Ave and Town Square Park.

- Vendors are invited to offer goods in the following categories and **MUST BE locally hand-crafted, hand-made, or home-grown**: art, jewelry, clothing, crafts; agricultural/farm items; baked goods; specialty foods; florals & plants; fresh produce; and prepared foods.
- Live music/entertainment performances each week.
- Special events are planned to coincide with Market activities throughout the season.

### ANC Market Social Mission

*The ANC Market Social is designed to reunite the community in a culturally diverse setting that strengthens the local economy and enhances the community's quality of life by providing opportunities to purchase fresh, homegrown produce and quality products from area growers and local artisans.*

### **ANC Market Social will be conducted on Sundays:**

#### Market Hours 11AM to 5PM

May	21	28	August	6	13	20	27
June	4	11	18	25	Sept	3	
July	2	9	16	23	30		

**Market Staff:** **Crystal Caines**  
Economic Opportunity Director

**Jordan McCulley**  
Market Assistant

**Julie Jokinen**  
Administrative Director

By submitting the 2023 ANC Market Social vendor application, applicants acknowledge they have received, understand, and agree to follow all policies and procedures set forth by Anchorage Downtown Partnership, Ltd. (herein referred to as “ADP”) and the ANC Market Social (herein referred to as “Market”). ADP reserves the right to remove any vendor at any time for failure to comply with the Market policies and procedures. Disregard for any guidelines and policies established in this document may be just cause for action taken. ADP retains the right to prohibit a vendor from participation in the Market for violation of the policies without refund.

### **PRODUCT AND MERCHANDISE GUIDELINES**

The primary focus of the Market is locally grown, fresh produce and agricultural items. Items available for sale must be produced or grown at local farms/gardens or businesses. Brokered produce and produce grown outside of Anchorage will be allowed only when such items are not in-season locally or not being offered by other local producers. Out-of-state produce and brokered items must be **pre-approved** by the Market director and each brokered item must be clearly indicated as such through signage.

Crafts, art, jewelry, clothing, etc., must be original creations crafted by the vendor/artist and are subject for approval by the Market director based on type and quality of product. Mass-produced items or franchised items such as Avon, Mary Kay, Paparazzi, Pampered Chef, etc. are **NOT** eligible vendor products. ADP reserves the right to deny acceptance of any vendor or item that is not in keeping with the rules, quality, expectations, or mission of the Market.

**CATEGORIES** – The Market includes seven (7) categories as defined below:

- 1. Produce:** Fresh, home-grown local produce; organically grown products encouraged.
- 2. Florals/Plants:** Fresh cut and dried flowers, succulents, seeds/seedlings/flats, potted plants, bushes, and herbs.
- 3. Baked Goods/Specialty Food Items:** Baked goods include breads, pies, cookies, cakes and other homemade foods. Specialty Foods include jams, jellies, honeys, and granola, etc.
- 4. Arts/Crafts:** Homemade, hand-crafted items to include candles, soaps, jewelry, textiles, garden arts, and other art/craft items.
- 5. Other:** Agricultural/farm items that do not fall into the above categories (meats, eggs, cheese, poultry, seafood, nuts, etc.) subject to appropriate certification as required by local/state/federal regulations.
- 6. Prepared Foods:** Ready-to-eat items such as sandwiches, grilled items, and snack foods.
- 7. Merchant:** Downtown Anchorage businesses may occupy space to sell store’s merchandise/food. Merchant spaces **MAY NOT** be sublet and are subject to all other Market rules. (Application must be on file prior to first Market attended).

To maintain a vibrant, appealing, and art-focused Market, the following vendor mix will be used as a general guide for selecting participants:

- **Produce, Farm/Agricultural products:** 10% minimum (no cap)
- **Floral/Plants:** 20%
- **Baked Goods/Specialty Foods:** 20%
- **Arts/Crafts:** 40%
- **Prepared Foods:** 10% (Health Department permit required. Vendors are selected based on product variety)
- **Downtown Merchants:** No limit. (Weekly participation based on space availability).

In addition to maintaining the appropriate vendor mix, vendor selection is based on quality of product, date of application, and previous experience with the vendor.

**Application acceptance is not guaranteed!** Applicants not selected as vendors may be placed on a waiting list for weekly vendor openings or full-time spots as vacancy in category occurs.

**ATTENDANCE:** In an effort to maintain a full and active Market, all vendors are required to notify the ADP office of any absences by **8:00 AM the Friday before the Market** to allow timely notification of wait-listed weekly vendors. Vendors should limit absences to **three (3) per season**. Excessive absences may result in loss of assigned space for the remainder of the season and will render a vendor ineligible to receive any discounts.

**CLEAN-UP AND TRASH REMOVAL:** Vendors are responsible for collecting and removing all vendor trash. **Vendors are prohibited from using the City and Park trash receptacles.** Trash cans are available in and around the Market area for vendor use. Booth space must be cleaned at the end of each Market. **Food vendors MUST place a mat or tarp under any area where food is cooked to protect the ground surfaces.**

**PRODUCTS & LABELING:** Vendors are required to comply with the State of Alaska Division of Agriculture guidelines for food products sold at events sponsored by non-profit organizations. All vendors are strongly encouraged to display product pricing in a clear and visible manner. All brokered produce must be declared through signage/labeling at every Market. Vendors are responsible for obtaining all necessary licenses and certifications required by the Municipality of Anchorage. All Market vendors are required to comply with the Municipality of Anchorage regulations governing the preparation, handling, and presentation of food. Environmental Services staff will inspect booths during the set-up period to ensure standards are met. **For more information on product labeling and food handling guidelines, required licenses, and certifications please contact the Anchorage Health Department, Environmental Services/Food Safety & Sanitation Department at (907) 343-4200 or [www.muni.org/EHonline](http://www.muni.org/EHonline).**

**LIABILITY:** All vendors are required to sign the Hold Harmless Clause included in this application. Vendors assume all responsibility for the operation of their booth and any damages or injuries that may occur in that area during normal hours of Market operation or from consumption of products or goods. All merchandise will be handled and displayed at the vendor's risk and ADP assumes no responsibility for theft, accident or natural disaster. **Vendor insurance coverage is not provided by the ADP or the Market staff, therefore, each vendor must carry his/her own liability insurance. Vendors should contact their insurance provider to ensure proper coverage for Market participation and to obtain a certificate listing the ANC Market Social.**

**SPACE RESERVATIONS:** Each Market space is approximately 10' by 10'. Seasonal vendors enjoy a significant discount and are assigned a booth location for the entire season. Double spaces are allowed (no more than two spaces are allowed per vendor). Market management recommends submitting an application as soon as possible, as a limited number of spaces are available. Vendors **MAY NOT** sublet or share space.

<b>Vendor Fees*</b>			
<b><u>PRODUCE/PLANT/FARM/AGRICULTURAL VENDOR</u></b>			
Seasonal			\$650 (Save \$200)
Monthly	(4 consecutive weeks)		\$150 (Save \$50)
Weekly			\$50
<b><u>ART/CRAFT VENDOR</u></b>		<b><u>FOOD VENDOR</u></b>	
Seasonal	\$1,625 Save \$500)	Seasonal	\$1,170 (Save \$360)
Monthly	(4 consecutive weeks) \$375 (Save \$125)	Monthly	(4 consecutive weeks) \$270 (Save \$90)
Weekly	\$125	Weekly	\$90

- \*Due to credit card fees incurred by us through our bank, vendors paying by credit card will be charged a **3% credit card payment fee**. To avoid this charge, vendors may pay by cash or check.
- **A deposit of 50% of the vendor fee (per space) is required with the submission of SEASONAL applications to secure space reservation.**
- **The remaining SEASONAL vendor fees must be paid prior to the July 9, 2023 Market.**
- Completed applications will be "receipt dated" to be used in vendor selection/booth assignment requests.
- Vendors not accepted to the Market will be notified by email.

- Once accepted, **SEASONAL** vendors **withdrawing after June 16, 2022** (for ANY reason) will not receive a deposit refund.

**Monthly and Weekly vendors** will be accepted according to vendor type, product quality, category availability and previous experience with vendor. Once accepted, selections will be made on a first-come, first-served basis as requests and payments are received. Monthly and weekly vendor payments must be prepaid **no later than 12:00 PM** on Friday before Market Sunday. All vendors must check in with the Market director for booth assignments upon arrival at the Market before set-up.

***There is no guarantee a monthly/weekly space and/or particular location will be available.***

## **VENDOR OPERATIONAL GUIDELINES**

- Official Market hours are from 11:00 AM to 5:00 PM each Sunday, from May 21st through September 3rd.
- Set-up time is from 8:00 AM to 10:45 AM. Vendors **MAY NOT** enter the Market area prior to 8:00 AM unless the street has been cleared **AND** staff guides you into the Market.
- Booths must be set-up and ready for sales by 11:00 AM. Vendors not checked in by 10:00 AM may be relocated.
- Vendors arriving late to the Market **MUST** check in with the Market director prior to entering the Market and may be denied permission to bring vehicle into the Market area for public safety reasons.
- Vehicles must enter the Market area from 6<sup>th</sup> Avenue (Diamond Parking Lot) and exit from 6<sup>th</sup> Avenue.
- Vehicles must be relocated to public parking areas by 10:45 AM.
- To increase awareness and foot traffic, vendors **MUST** agree to post on their social media outlets to let their followers know they are at the ANC Market Social that week.
- Vendors are responsible for all set-up items such as tables, chairs, canopies, and hand-washing stations (no water outlet available on site).  
\*\*\*ADP does rent out a table, chairs and canopy bundle (\$75.00 for all three items).
- **Canopies **MUST BE** secured with 10 lb. weight on all four (4) sides to sustain wind gusts as required by the Municipality of Anchorage.**
- Only *whisper-soft/quiet* generators such as Honda EU series inverter models or equivalent are allowed and must be pre-approved by ADP staff.
- **All prepared food vendors **MUST** have a 5 lb. fire extinguisher with appropriate tagging.**
- Vendors bringing children with them to the Market **MUST** keep them within their designated booth area and be under their direct supervision at all times.

**Vendors operating generators without pre-approval are in violation of policy and will be required to discontinue use. Vendors may be asked to leave the Market without refund of vendor fees.**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Mobile Number: \_\_\_\_\_ Dates Participating \_\_\_\_\_

Email: \_\_\_\_\_

Please mark your primary product category:

\_\_\_\_ Produce      \_\_\_\_ Floral/Plant      \_\_\_\_ Baked Goods      \_\_\_\_ Crafts

\_\_\_\_ Packaged/Specialty Foods      \_\_\_\_ Downtown Merchant      \_\_\_\_ Other

\_\_\_\_ Other Farm Items (please list): \_\_\_\_\_

\_\_\_\_ Prepared Foods (please list): \_\_\_\_\_

**CHECK ALL PRODUCT CATEGORIES you would like to sell at the Market:**

The terms “*hand-crafted*”, “*hand-made*”, and “*home-grown*” indicates product made or grown by the applicant. Brokered items are any item NOT produced by the applicant, obtained for the purpose of resale at the Market.

**Produce:**

\_\_\_\_ *Alaska Grown* produce

\_\_\_\_ *Certified Organic* produce

\_\_\_\_ Broker, selling locally grown produce

\_\_\_\_ Broker, selling produce from a wholesaler

**Other Farm/Agricultural Items:**

\_\_\_\_ *Made In Alaska* home-made bakery goods

\_\_\_\_ *Alaska Grown* raised eggs /other dairy

\_\_\_\_ *Alaska Grown* raised meat/poultry/  
seafood

**Floral/Plant:**

\_\_\_\_ *Alaska Grown* bedding plants

\_\_\_\_ *Alaska Grown* flowers

**Miscellaneous:**

\_\_\_\_ *Made In Alaska/Silver Hand* original artwork

\_\_\_\_ *Made In Alaska/Silver Hand* original crafts

\_\_\_\_\_ Broker, selling flowers from a wholesaler \_\_\_\_\_ FOOD prepared & sold at Market

\_\_\_\_\_ Broker, selling plants from a wholesaler \_\_\_\_\_ Other: \_\_\_\_\_

**\*\*Vendors must request and receive approval from ADP staff before adding mid-season inventory. ADP reserves the right to limit inventory sold at the Market.**

## ***HOLD HARMLESS CLAUSE***

### **PLEASE READ, SIGN, AND DATE**

All authorized vendors participating in the ANC Market Social are independent operators and not partners or joint ventures and shall be individually and severally liable for any loss, personal injury, deaths, and/or any other damages that may occur as a result of the vendor's negligence or that of its employees, agents, and associates. In consideration of being allowed to participate, all vendors agree to indemnify ANC Market Social, Anchorage Downtown Partnership, Ltd., City of Anchorage affiliates, and volunteers harmless from any loss, costs, damages, or other expenses including attorney's fees, suffered or incurred by ANC Market Social by reason of vendor's negligence or intentional misconduct or that of its employees, agents, and associates; provided that the vendor shall not be liable for nor required to indemnify ANC Market Social, Anchorage Downtown Partnership, Ltd., City of Anchorage, affiliates, and volunteers for any negligence of any of them or that of their servants, agents, employees or associates. I further give approval for ADP to use photographs and/or video images taken at this event, which might include images of personnel, affiliates, and products for publicity purposes.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please include a Certificate of Insurance (COI) with your completed application.**

Email application to [ccaines@anchoragedowntown.org](mailto:ccaines@anchoragedowntown.org). ADP, Ltd. accepts cash, check, or credit card (+3% fee) as forms of payment. Please make checks out to: **ADP Community Services**. Completed applications with deposit may be submitted over the phone/fax, in person, or mailed to **ADP, Ltd. Attn: ANC Market Social, 750 W. 2nd Avenue, Suite 100, Anchorage, AK 99501.**