



# Upper King Street Fresh Farmers' Market

1806 King St. - Old Town Alexandria, Virginia 22314

## Market Rules and Regulations

V 2.2 2012

### 1.0 GENERAL INFORMATION

The following market rules and regulations are provided to ensure that the Upper King Street Fresh Farmers' Market provides a positive and enjoyable experience for both participating vendors and the public.

**The 2012 Upper King Street Fresh Farmers' Market will be held weekly  
Wednesday, rain or shine  
3:00 PM to 7:00 PM  
May 2 through October 31, 2012\***

(\* no market on the 4<sup>th</sup> of July Holiday)

The market will be held at 1806 King Street – King Street Gardens Park, Alexandria, Virginia, 22314. The park is the gateway to the City's most prominent main street and largest mass transit commuting hub. The location serves a large pedestrian population of residents, commuters, visitors and businesses. The King Street Gardens Park is a unique space. The triangular-shaped park is covered by an extensive arbor and contains several public art elements (inscribed paving bricks, plantings and a fountain.)

### 2.0 ORGANIZATION AND MANAGEMENT

The market is a partnership between the Upper King Street Neighborhood Association (UKSNA) and the City of Alexandria. In 2009, the UKSNA formalized the Farmers' Market Committee to coordinate and provide guidance for the support of a neighborhood fresh farmers' market. The Market Committee will work with vendors, the local community, advertise, solicit funds and provide liaison with the Department of Recreation, Parks and Cultural Activities on matters related to the management of the market.

A designated Market Committee representative (Market Manager) will be onsite each market day, and will assist with parking, vendor space and enforce market regulations. The on-site market manager, controls all spaces within the market zone during the market hours and may adjust the space as needed to allow for safe, attractive display, visitor access and comfortable accommodation within the boundaries of the market zone.

### 3.0 HEALTH, SAFETY AND ORDER

In an emergency, the market manager has authority to secure the market area to maintain health, safety and order. In cases of public nuisance, by vendor or member of the public – the market manager will take action, to include contacting local law enforcement.

In the event that a vendor violates the rules of the market and disregards the verbal warnings of the market manager, the vendor may be suspended for a length of time that is dependent upon the severity of the offense, or be removed from future markets. These actions can be appealed and reviewed by the UKSNA Market Committee.

Pets – all interior park space is reserved for the use by the Market. At the discretion of the market manager, he/she may restrict pets to the eastern end of the park (water fountain) and the perimeter sidewalks outside of the market zone.

#### 4.0 ELIGIBLE PRODUCTS

The mission of this market is to provide "**Local Farm or Domestic Products**" grown or produced within 250 miles of Alexandria, Virginia, as defined (section 10.0). Resale vendors must limit their items to local farm and garden produce. The market committee may include other types of products which provide desired diversity, or if products are not available from local sources.

All food vendors shall apply to the Alexandria Health Department – Farmers Market Registry. And comply with all requirements as directed by the Alexandria Health Department in the handling and storing of food products.

No products sold can be used or second-hand.

#### 5.0 DISPLAY OF PRODUCTS

Prices of all products must be clearly marked.

All packaged or canned food must include the name of the preparer, the contents, and the address of the place of manufacture.

All eligible products except fresh produce, flowers, plants, and canned goods shall be wrapped.

Produce not clearly declared on the vendor application is not allowed and must be removed at the direction of the market manager.

#### 6.0 MARKET OPERATIONS

Market operates each week during the season, **rain or shine**.

Vendor set up must be done by the start of the market at 3 p.m. Parking is reserved for the market vendors beginning at 1:00 p.m. Vendors must plan to have sufficient produce to fully support the advertised hours of market operation. At 7:00 p.m., vendors will immediately clean up their assigned area and leave in an orderly fashion.

No vendor shall be permitted more than one space (single or double) at a time.

Due to parking limitations, only one vehicle, no larger than 20 feet long, can be parked in reserved spaces adjacent to the market site. Reserved parking for "Farmers/vendors" will be identified and coordinated by the market manager. Vendors will park in designated areas.

No part of the King Street Gardens Park arbor, trellis, superstructure, etc. may be used as a display support. Ground stakes are not allowed. Any shade or covering device must use weighted base and, be independently and securely supported. No generators.

Each market farmer/vendor is responsible for maintaining the cleanliness of his/her assigned area; no containers will be provided for vendor refuse. Vendors must remove any trash from their areas.

All signage must be keep on his/her assigned area or on their vehicle.

No selling area will be permitted to use any fuel burning or electric devices to heat products, except for coffee/hot water urns when approved by the market manager.

#### 7.0 ROLES AND RESPONSIBILITIES

**Upper King Street Neighborhood Association (UKSNA)** – UKSNA is the neighborhood civic association for the Upper King Street area. In 2010, the UKSNA established a formal market committee to provide oversight and support for the market. UKSNA provides web space, city coordination and financial oversight of the Upper King Street Fresh Farmers' Market.

**Market Committee** -- Created by UKSNA to develop and support the goal of a fresh farmers' market in the upper King Street area. The Market Committee will determine the selection of participating vendors from applications received. The Committee will address advertising and management to include volunteers, contracted labor and coordinate City requirements for insurance. Phone and email information on the current committee are provided on last page.

**Market Manager/Coordinator** -- The market manager is the on-site representative of the UKSNA market committee. The role may be held by a volunteer, employee, or a vendor as arranged by the market committee. The manager enforces the market rules, including:

- Coordination of reserved parking
- Assignment of display and selling areas to vendors
- Direct the removal of ineligible products
- Direct vendors to comply with health and sanitation rules
- Receive input (ideas, complaints, etc.) from public for consideration by the market committee

**Vendor** -- Participating vendors have the following responsibilities:

- Comply with all regulations stated herein, as well as all other regulations, codes, and statutes that govern the growing, preparation, and sale of products defined.
- Cooperate with the market manager regarding the assignment of space, use of city property, use of parking spaces, etc.
- Maintain a clean vending area, remove all refuse and trash at the direction of the market manager, and take care not to deface or damage City property.
- Vendors are responsible for the safety of the products being sold, and shall hold the Upper King Street Neighborhood Association and the City of Alexandria harmless from any liability whatsoever that results from their activities at the market.
- Payment of Taxes. All vendors are responsible to the Commonwealth of Virginia for collecting and reporting Virginia sales tax. In addition, resale vendors are responsible for obtaining business licenses from the City of Alexandria and submitting reports of revenue as required of a City of Alexandria business.

**8.0 VENDOR SELECTION**

Selections are made each year from applications submitted to the UKSNA Market Committee. All products will be grown or produced within 250 miles of Alexandria, Virginia. The highest priority will be given to “producer-grower” vendors who sell local farm and domestic products. Resale vendors will be considered based on need for market diversity, product quality, and their ability to represent source producers. A waiting list will be maintained for mid-season replacements.

**9.0 ATTENDANCE**

Due to the small size of this market – it is very important for vendors to be present at all market dates.

If a vendor cannot attend a market date – they must contact the Market Manager or member of the market committee, **no later than 48 hours before the start of the market** with valid reasons such as illness or other extenuating circumstances.

If a vendor is absent without notice, their space may be re-assigned to another vendor for the remainder of the season.

Missing two or more market days in a four week period may result in the vendor defaulting their place in the market – the Market committee reserves the right to suspend or terminate any vendor who is not able to fulfill their obligation to attend all market days.

**10.0 FEES**

The 2012 market fees are based on a single 10x10 foot tent space (80-100 sqft) and two spaces are 180-200 sqft. Due to the shape of the park and interior columns, some vendor spaces may be irregular in shape.

| Fee schedule     | One space | Two spaces |
|------------------|-----------|------------|
| Full season (26) | \$234.00  | \$442.00   |
| 1/2 season (13)  | \$143.00  | \$247.00   |
| 4 week           | \$56.00   | \$80.00    |
| 1 day            | \$17.00   | \$22.00    |

The 2012 season (May 2 through October 31, 2012) covers 26 market days (Note – no market is scheduled for July 4.)

Full payment is due before the start of the market. Checks should be payable to “**UKSNA Market.**”

Vendors may not sublet or "loan" their assigned space to another person.

## 11.0 DEFINITIONS

**Local** – produced within 250 miles of Alexandria, Virginia.

**Local Fresh Farm or Domestic Products:** Defined as, products that are grown or produced on farms or in homes or gardens. Products include vegetables, fruits, grains, plants, plant cuttings, flowers, seeds, nuts, and herbs. Prepared foods are processed in some way by the vendor and are approved by the Health Department. These items are also created within the local area and include (but not limited to) cured meats, baked goods, preserves, pickles, juices, home canned products, and cheeses.

**Market Zone:** The area over which the market manager has authority to regulate tables/chairs/displays, pedestrian spaces and all commercial and non-commercial activities within this zone to ensure the safety, health and environment of the market. The market zone at 1806 King Street includes: the King Street Gardens Park interior, static benches, mobile chairs/tables belonging to the park, electrical and water outlets, the water bubbler, and all areas between and around assigned vendor sites.

**Producer Vendors:** Vendors who sell products which are grown or produced by themselves or members of their households at their own farms, homes or gardens.

**Resale Vendors:** Vendors who sell produce which has been grown by persons other than themselves or members of their households.

**Vendors:** Persons who have paid their market fee, agreed to comply with the farmers' market regulations, and agree to sell only "local farm or domestic products," defined above.

## 12.0 COMMUNICATION

Suggestions, complaints and recommendations may be provided to the market manager in writing or submitted to the mailing address of the market committee. All issues will be reviewed by the UKSNA market committee. Vendors may appeal the interpretations of these regulations or the decisions of the market manager by submitting a written appeal. The appeal will be considered within three days by the market committee and a written response returned to the appealing vendor. Decisions by the market committee will be final.

Mailing address: USKNA Market Committee, 128 N Payne St., Alexandria, VA 22314  
Web site: [www.upperkingstreet.org](http://www.upperkingstreet.org)  
Email: UKSNAMarketcom@gmail.com  
General information: 703-824-8252

(Note: as a volunteer organization – it is often fastest to contact us by email.)

### 2012 Upper King Street Neighborhood Association Market Committee contacts:

|                |                   |              |                            |
|----------------|-------------------|--------------|----------------------------|
| Laura Campbell | 109 Harvard St.   | 703.535.8191 | camp_bell@post.harvard.edu |
| Erick Francis  | 120 N. Peyton St. | 703.548.1364 | rolltide@erols.com         |
| Ann Matikan    | 127 S. Payne St.  | 202.445.1966 | amatikan@comcast.net       |
| Kathy Murphy   | 128 N. Payne St.  | 703.824.8252 | kmm_dc@yahoo.com           |

### City of Alexandria:

Department of Recreation, Parks and Cultural Activities  
Jack Browand 703.746.5504 jack.browand@alexandriava.gov