

ABOUT WYCHCRAFT MARKET

MISSION STATEMENT

The WychCraft Market (WCM) offers Ontario's Artisans a weekly urban Marketplace with a diverse consumer demographic on a fair playing field. Resale vendors are not permitted. We believe in fostering relationships and providing consumers' access to first person businesses with quality offerings such as: handmade gift and decor items, small works of art, edibles and unique products or services. We aim to bring all a chance to socialize, listen to music, and have fun.

DATES AND TIMES AND LOCATION

The WCM operates from May 22nd weekend to the last weekend in Septemeber, on Saturdays, 11 am – 4:30 pm, on the lawn of St. Michael& All Angels Church, at 611 St Clair Avenue West on the south side, at Wychwood Avenue, in Toronto. We have no religious affiliation with the Church.

MARKET CANCELLATIONS

WCM occurs regardless of weather. Cancellations may occur in extreme cases at the discretion of the Market Manager. **There are no refunds for weather.**

PROVISIONS

- This outdoor venue hosts 10-20 Vendors weekly.
- WCM provides restrooms with hand washing sinks.
- There is parking in the area. You can off-load in front but you are required to move afterwards.
- There are benches, tables and chairs for customers and sometimes Musicians to entertain.
- The Market Manager works to ensure your Vendor experience is pleasant. Do not hesitate to speak with her.
- We have tables and chairs for Vendors but they must provide their own canopy/tents, display apparatus, weatherproofing weights, ropes, etc.
- There is limited access to electricity. Inquire if you need it and state this in your application.

- WCM is not a Farmer's Market. There's a Farmer's Market operating up the street on the same days. We aim to compliment, not compete with them. Therefore, we do not accept Vendors selling meat, poultry, eggs, vegetables, and dairy products.

- The Market Manager handles all operations, marketing, and community outreach. All decisions affecting the WCM are at the discretion of the Market Manager.

VENDOR ACCEPTANCE CRITERIA

- The Market's Mission Statement guides operation. All products must be within acceptable parameters, compatible with the WCM mission, the Market environment, and contribute to diversity.

- You must be the designer/creator/producer of your products and reproduction aids, i.e.: moulds used in ceramics. You must live in Ontario.

- Your application package and products will be reviewed for quality, sustainability, uniqueness, and salability.

ACCEPTABLE VENDORS

Craft Artisans: Creators of utilitarian products such as: body care, ceramics/pottery, candles, children's clothing, accessories and toys, fabric and textile arts, clothing, fashion accessories, furniture, home and outdoor decor, hand-made paper products, wood, etc.

Artists: Individuals who create paintings, photography, sculpture, etc. The market suits artists who sell small, inexpensive works. The suggested price is under \$50. Patrons are likely those strolling by, or looking for small gift items and unique or impulse purchases.

Food Artisans: Individuals who make products such as: baked goods, preserves, chocolate, candies, coffee, dry baking mixes (e.g., cookie mixes without raw or perishable items in the ingredients listed in the high risk food items), live plants, cut flowers, etc.

Green Service Providers: Those who sell a service such as knife sharpening, consulting regarding sustainable or organic living; etc.

Musicians and performers: Those who identify as buskers, street performers, or play music. Call to discuss your participation.

Application Package, Regulations and Vendor Code 2010

UNACCEPTABLE VENDORS

- Vendors selling resale items, items made from kits, commercially manufactured products, cleaning products, resale products, and products produced outside of Ontario.
- Vendors selling "High Risk" foods containing raw eggs, butter, dairy products, meat, poultry, fish; Cakes and pastries with whipped cream, cheese, or synthetic cream fillings; Dairy products: milk, cream, cheese, yogurt;
- Food containing unpasteurized cider products, raw eggs, fresh or processed meat and related products.

FOOD QUALITY AND SAFETY

- Provincial regulations (2007) state it is the responsibility of each Vendor to understand and comply with government regulations regarding food safety and that Vendors must have their kitchen inspected by a public health inspector and complete a food handler's certification. Food Vendors must list all ingredients in all products sold at WCM.
- Vendors are legally responsible to ensure samples are prepared hygienically and individually portioned (e.g., disposable cups). A hand washing station is available.

SPACE RENTAL: SPECS AND FEES

- Each Vendor space is no larger than 10' x 10'. We provide a 6' long table and a chair. There is a one space limit per Vendor.
- Sub-letting is not allowed. Sharing space is at the discretion of the Manager. Those sharing a tent may get more than 10 x 10'. However, you are paying for the opportunity to sell at the market (not square footage), as well as the managerial work and promotional efforts needed to run the WCM. Each vendor pays a separate fee, regardless of space sharing.

FEE STRUCTURE PACKAGES

Fees are due upon acceptance to the market and therefore, with your application. If you are accepted, and your cheque clears, you'll receive notification by email. Your paid fees **RESERVE YOUR SPOT** (used right away) and are therefore non-refundable as we will not accept anyone else into your spot. **There are no refunds.** Rescheduling alternate Saturdays may be granted at the discretion of the Market Manager.

MARKET SPACE ASSIGNMENTS

- The Market Manager assigns Vendor spaces ensuring product mix, and effective, abundant and colourful display. While it's important Vendors remain in the same location weekly, adjustments to site layout may occur occasionally due to Vendor absenteeism.
- Jewelers are our most abundant Vendor applicant. There is a limit on the number we host per Saturday. If you are a jeweler, get your application in early.
- Vendors are accepted FIRST COME, FIRST SERVE.

AVAILABLE VENDOR PACKAGES & FEES

Full Season Package: Every Saturday for a full season at a rate of \$600 (approx. \$30 per).

Four Pack: Any 4 Saturdays. Rate: \$140 (\$35 per).

One Day: \$45 per single Saturday

(The 2010 Market runs each Saturday, 11am – 4:30pm, May 22nd to September 25th.)

GUIDELINES FOR YOUR DISPLAY AREA

YOUR PRODUCTS AND DISPLAY

- Pricing signage/stickers must be on all products. Vendors are responsible for determining their own prices and should not practice price undercutting.
- New products not listed on your application must be approved by the Market Manager.
- Vendors must display their business name prominently.
- Tables must be clean, attractive, and abundant.

Application Package, Regulations and Vendor Code 2010

- Canopy tents are not mandatory but are recommended for weather protection, must be wind proofed/secured with weights at all times. If you wish to use one, please discuss with the Market Manager in advance, as there are spaces where a canopy cannot be used because of trees.

YOUR SPACE

- It is a condition of WCM using this site that we: keep walkways clear for pedestrians and leave the lawn exactly as we find it. Vendors must clean fallen debris from their ground space, and discard their own refuse.

ARRIVAL, SALES & DEPARTURE TIMES

- The Market Manager arrives on-site 1 hour prior to Market opening and her priority is the site plan. The Manager is available by phone all day but will be on and off site throughout the day.
- If a Vendor cannot attend as planned, they must notify the Market Manager as soon as you can do so. You will be provided with a cell number.
- Vendors are expected on-site no less than 1 hour before Market opening and to check in with the Market Manager before setting up.
- Vendors should bring enough products to last the day. If you sell out before the Market closes you have to wait to tear down. It interferes with patron flow and is unsafe.
- Complete set-up 15 minutes before Market opens.
- Pack up begins 15 minutes before Market end.
- Vendors must vacate the premises within 30 minutes. This is a condition of WCM using this Market site.

MARKET PROMOTION

- Advertising/promotion is carried out through a variety of online and delivered and/or posted print materials.
- For any business, the best form of advertising is word of mouth. Vendors help our Market grow by telling people about WCM and inviting other Vendors to apply.

VENDOR CODE OF CONDUCT

- If a Vendor has issue with another they must first speak to the Vendor. If an agreement cannot be met, Vendors should speak with the Market Manager. The Market Manager is focused on ensuring both the Vendor and Customer experience is pleasant. Do not hesitate to speak with the Manager.
- As a Vendor you represent WCM. Your ethical and professional conduct is expected at all times.
- The Market is non-smoking. Smokers must do so 200 feet away from Market areas.
- Lateness, alcohol/drug abuse, interfering with a harmonious/beneficial execution WCM is not tolerated.
- Conduct that may lead to sanction includes acts which are deemed malicious in nature meant to undermine or disrupt WCM and/or its Vendors, and unreasonable or unethical conduct with Market patrons and/or Vendors.
- If your conduct is detrimental to WCM, its Vendors or staff, the Market Manager has the right to take disciplinary action. Vendors breaching rules & regulations receive a verbal and written email warning. The Manager and Vendor must discuss a resolution. If not resolved, the Vendor may be suspended, temporarily or permanently, and will be notified by an emailed letter and a phone call.
- The Market Manager has authority to terminate Vendor Contracts to anyone contravening any of the rules outlined herein and attached to this application, and within the rules/regulations governing WCM. Any paid fees will be forfeited.
- All guidelines and rules within this document can be amended at the discretion of the Market Manager.

Application Package, Regulations and Vendor Code 2010

Please complete application, enclose cheque and mail to:
**Tracy Call, Manager, WychCraft Market,
178 Rushton Rd., Toronto, ON, M6G 3J3**

1. FILL IN CONTACT INFO

Name

Company Name

Address

Email

Cell # Bus #

Website

2. PROVIDE BUSINESS INFO

Please use a separate sheet to do following:

1. State: Craft or Food Artisan, or Service Provider and briefly describe your business concept and/or values.
2. List each of your products, ingredients, and prices and briefly describe your process of production.
3. Provide samples or email five JPEGs of your products as goods are inspected for compliance with standards.
4. Describe your sales set up. Do you have a tent, canopy or a table display? How much room do you need in square feet: (length x width x height)? Etc.

3. SELECT YOUR DESIRED PACKAGE

___ **Full Season Package:** A full season of Saturdays, at a rate of \$600 (approx. \$31 per).

___ **Four Pack:** Any 4 Saturdays. Rate: \$140 (\$35 per).

___ **One Day:** \$45 per Saturday.

4. CHECK-OFF DESIRED 2010 SATURDAYS

	JUNE	JULY	AUGUST	SEPTEMBER
___ 22	___ 5	___ 3	___ 7	___ 4
___ 29	___ 12	___ 10	___ 14	___ 11
	___ 19	___ 17	___ 21	___ 18
	___ 26	___ 24	___ 28	___ 25
		___ 31		

5. ENCLOSE PAYMENT

Please enclose a cheque **made payable to TRACY CALL** which covers all Saturdays you wish to book. Thank you. **THERE ARE NO REFUNDS.** Rescheduling is granted at the discretion of the Manager.

6. SIGN DISCLAIMER

The Vendor assumes full responsibility for loss or damage to their assigned space, product, vehicle and any other property of the Market Vendor. The Vendor accepts all risks associated with the use of the WychCraft Market space and will exercise sound loss, injury, and damage prevention measures at all times. The Vendor shall not make claim or take any legal action against Tracy Call, The WychCraft Market, St. Michael & All Angels Church, or their representatives, for any reason including loss, damage or injury caused to the Vendor, agents and/or property, including vehicles. By signing this Contract Agreement, where guarantees are provided as to the Vendor's authenticity as first person producer, certified food handler, or service provider, the Vendor acknowledges that false or misleading statements shall constitute fraud and be subject to the appropriate legal ramifications and/or remedies. The Vendor has read, understands, and agrees to abide by The WychCraft Market Operating Rules and Regulations and The Vendor Code of Conduct Documents on pages 1, 2, and 3 of this application package. The Vendor understands that no refunds shall be made for inclement weather, or for any other reason whatsoever. The Market Management has full discretion and authority to enforce rules, and any Vendor failing to comply may be denied the opportunity to sell at the Market. Any paid fees will be forfeited.

Vendor Signature

Acting with legal authority for (Company Name)

Date