

**THURSDAY NIGHT MARKET PLACE**  
**MAIN STREET HANFORD**  
**2011 CERTIFIED GROWER RULES & REGULATIONS**

To Thursday Night Market Place Participants:

Welcome to Thursday Night Market Place (TNMP), the best and most exciting Market Place in the Central Valley! We have experienced several fabulous seasons in Downtown Hanford, and are happy that you are interested in joining us this coming season.

This document contains the rules and regulations that apply to all participants. It is the responsibility of all participants to familiarize themselves with and adhere to these requirements during TNMP.

Main Street Hanford (MSH), which governs this event weekly, has developed these rules and regulations to assist you in planning your TNMP activity. Because of the many participants and thousands of visitors who attend, it is important that the Rules and Regulations as set forth below be strictly observed. The Market Manager is available to assist you with your TNMP plans and logistics. Please contact the Market Manager with any questions at 559.582.9457.

Thursday night in downtown Hanford is a special experience for people of all ages – residents, tourists, and participants alike. Your cooperation in helping maintain the family and community-oriented atmosphere is essential to TNMP’s continued success, and is greatly appreciated.

Board of Directors  
MSH Promotions Committee  
Main Street Hanford

**The Main Street Hanford office is located at:**

**219 West Lacey Blvd., Hanford**  
**Ph: (559) 582.9457 Fax: (559) 582.3343**  
**[www.mainstreethanford.com](http://www.mainstreethanford.com)**

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## **1. PURPOSE, GOALS, AND STRUCTURE**

A. The purpose of TNMP is to promote business in the downtown core area. TNMP is organized by, administered by, and paid for by Main Street Hanford. Main Street Hanford administers TNMP in order to:

- Create a positive image of Downtown Hanford.
- Expose community members to retail stores and services offered downtown.
- Generate foot traffic on Thursday nights.
- Provide a forum for community activities.
- Maintain the downtown as the center of retail, social, and civic activities.
- Enhance the community as a whole.

All activities must be consistent with these goals.

B. Main Street Hanford urges members to participate in TNMP, both to enhance the event and to benefit their own businesses.

- C. It is the goal of Main Street Hanford to schedule activities on Thursday nights that promote a wholesome, family atmosphere. Events should appeal to all ages and provide a consumer mix that reaches all aspects of the marketplace. Main Street Hanford members should politely report infractions of any rules to the Market Manager.

## **2. PRODUCTS THAT MAY BE SOLD IN THE CERTIFIED FARMERS MARKET**

### **A. Certified Agricultural Products, as follows:**

- Fresh fruit
- Fresh vegetables
- Unshelled nuts
- Honey
- Eggs
- Flowers
- Nursery stock

### **B. Non-Certifiable Agricultural products:**

- Certified Agricultural Products may be processed in certain ways which change their category to “Non-Certifiable,” specifically: juice, dried fruit, shelled nuts, products processed in a brine solution, products to which only sugar or salt has been added, products containing sulfites, and products to which certain flavoring has been added.
- The certified producer may sell these “non-certifiable” products only if he grows the product so processed, and it is listed on the certificate issued to him by the county agricultural commissioner.
- Should a producer process his product beyond the category of “non-certifiable agricultural products” and wish to sell this product as part of his produce for sale, he will be assigned to an area outside of the certified market.

## **3. APPLICATIONS AND PERMITS REQUIRED**

A. Producers who sell at TNMP must submit annually a TNMP Application and provide the Market Manager with a copy of their Certified Producers Certificate(s) and/or Health Department Permit(s). This includes absentee producers whose products are being sold in the market by another Certified Producer.

B. Producers of Certifiable Agricultural Products must obtain an embossed certificate issued to such producers upon application to the Agricultural Commissioner in the county where the product is grown. If the county is not Kings County, the producer must designate that Kings County will be a point of sale when he applies for such certification. The embossed certificate must be prominently displayed at the producer’s location during market hours. Certification is an annual process, and certificates must be kept current.

C. Certified Producers may sell for two other Certified Producers during the market season provided:

- The absentee producer has annually filed a signed TNMP Application and a copy of his current certificate with the market manager. The absentee producer’s certificate must show the name of the certified producer selling the products at TNMP. By the same token, the on-site certified producer’s certificate must carry the name of the absentee grower on whose behalf he is selling.

- The on-site producer is selling his own produce as well.
- The agricultural product sold for the absentee is separated in his display, and the valid certification for the product is prominently posted.
- The Market Manager may refuse to allow the absentee grower's product to be sold if the sale would create an excess of that product in the market. See overload rule under "Selling Space."

D. Those wishing to participate in TNMP must submit an application two (2) weeks prior to the desired attendance date. It is the applicant's responsibility to contact the MSH office regarding the status of their application. Upon approval by MSH, the staff will assign a specific space or location to the applicant.

E. Participants are not guaranteed a space in the location of their choice.

#### **4. GENERAL OPERATING PROCEDURES**

##### **A. FEES**

Participation in TNMP is a privilege for both businesses and certified growers. Since there are substantial costs involved with sponsoring these weekly events, MSH has established permit fees in the following categories:

- Member food vendors
- Member businesses
- Not-For-Profit groups
- Non-Member food vendors
- Non-Member businesses (non-competing)
- Certified growers

A fee schedule, subject to annual review, is available in the MSH office. There will be no refunds or credits unless TNMP is officially canceled due to extreme circumstances.

##### **B. SELLING SPACE**

1. The certified growers' selling space at TNMP is confined to the southern end of Irwin Street. Because of the size of this area, the only activity permitted within the area will be the selling of agricultural products.
2. Overload Rule: This rule is designed to prevent an excess of any single product in the limited space allotted to the certified growers. As a result:
  - a. Market space for no more than 8 primary producers of a major crop, such as stone fruit, tomatoes, squash, or corn will be allowed at each market.
  - b. Market space for no more than 4 primary producers of a very perishable crop such as berries and cherries will be allowed at each market.
  - c. The overload rules also apply to established producers who want to add a new product to the list of items they regularly sell at TNMP.

New producers wishing to attend TNMP must contact the Market Manager. Spaces are assigned on the basis of seniority and regular attendance in TNMP. Special consideration is given to short season specialty crops that provide variety at TNMP. New producers' requests to sell will be considered on this basis. The Market Manager will also review whether the product meets the overload rule. All

notifications or warnings issued by the County Agricultural Commissioner and/or Health Agency will be taken into consideration when reviewing applications for TNMP. Any violations noted by either agency in the last six (6) months will be a basis for refusing admission to TNMP. Final decisions on space assignment and products sold rest with the Market Manager.

## **5. STREET CLOSURE**

The MSH crew begins barricading the streets at exactly 4:00pm. Approved participants may begin setting up as soon as the barricades are in place and the street is cleared of all vehicles. Support vehicles must be unloaded and off the street by 5:15pm. Vehicles left inside the barricaded area are subject to towing at the owner's expense. All activities end at 9:00pm, and participants must clear their area entirely before 10:00pm. Presence of the participants must be maintained in the space assigned until 8:30pm. No early takedowns are allowed.

## **6. PARTICIPANT MARKET PROCEDURES**

### **1. SET UP**

- a. Set up of any kind may not begin earlier than 4:00pm.
- b. All vendors who need to drive their vehicles to their spaces must enter from the east side of the intersection of 8th Street and Irwin Street. If a vendor attempts to enter from any other point, they will be advised to turn around and proceed to the correct entrance.
- c. Certified growers may keep their vehicle in assigned space. Please note, vehicle and selling area must fit in allotted space.
- d. Set up must be completed before 5:30pm.
- e. The Market is open for operation from 5:30pm until 9:00pm.
- f. Sales may not begin until the official announcement of the Market opening.
- g. No products or services may be presold.

### **2. CLOSING PROCEDURE AND TAKE DOWN**

- a. Take down shall not begin earlier than 8:30pm, including awnings, tables, etc., and must be completed by 10:00pm.
- b. All fees and required documents must be delivered to the Market Manager/staff no later than 8:45pm the day of the event. **NO EXCEPTIONS!!** The monies should be placed in a sealed envelope and taken to the MSH Ticket Booth in the Beer and Wine Garden. No coins, please. Any non-payment will result in a monetary penalty of \$15 and possible termination of booth space.
- c. No vehicle may enter, move, or leave the Market between 5:15pm and 8:30pm.

## **7. EQUIPMENT AND SERVICES**

Main Street Hanford is under no obligation to provide power, water, or any equipment to participants. An applicant needing specific services must make these needs known in the application. MSH's only obligation is to provide a space on the street. It is the applicant's responsibility to provide all necessary equipment for operation of his/her booth. Power cords, when used, must be taped down, equipped with a surge protector, and must conform to City requirements. Generators may not be used unless they are "whisper quiet."

## **8. DISCIPLINARY PROCEDURES**

1. If possible and reasonable under the circumstances, the Market Manager will attempt to give adequate warning and notice of possible consequential action prior to the actual disciplinary action.
  - a. Minor violations, determined at the sole discretion of the Market Manager, may be subject to a verbal warning by the Market Manager.
  - b. Notice of major violations and repeated violation(s) will be given in writing and may specify penalty imposed.
2. The Market Manager and/or the Main Street Hanford Executive Director will determine penalties for rule violations. Penalties for rule violations may include any and all options listed below:
  - a. Suspension for one or more individual Markets
  - b. Termination from future participation in the Market.
3. In cases of extreme or disruptive misconduct or violation, the Market Manager and/or Main Street Hanford Executive Director have the authority to impose an immediate suspension.
4. Participants are responsible for and will be held accountable for the actions of their employees, immediate family, agents, representative and invitees.

## **9. GENERAL RULES FOR TNMP PARTICIPANTS**

- A. MSH reserves the right to limit sales of items that are in direct competition with those items of Downtown merchants.
- B. All applications for TNMP must contain name, address, phone number, and signature of applicant or applicant's authorized agent. This person must be the contact person. The applicant shall acknowledge the participant's liability for damages (including costs for clean-up and damages to property belonging to merchants or tenants).
- C. TNMP participants must submit a current ACORD 25 liability insurance form with minimum coverage of \$1,000,000, and Main Street Hanford must be listed as an additional insured. Participants are required to have their insurance carrier notify MSH staff in writing of their insurance status.
- D. No person participating in TNMP shall state, imply, or otherwise suggest that MSH, or any of its member businesses endorses, sponsors, or supports the views of applicant's business or organization.
- E. MSH reserves the right to revoke permission to participate and/or order the removal of all equipment and material (belonging to participant) from the street for any reason deemed necessary by MSH to better meet the goals and purposes of TNMP or for public health, safety, and welfare.
- F. MSH provides a 10-ft-wide area. The space number is marked on the center yellow line of the road on a piece of reflective yellow tape. The space extends from the centerline back to the curb. The right front leg of the table or canopy is to be placed on the number and extended across to the next higher number. Vendors must stay within the boundaries of their assigned space. Each vendor is responsible for his or her own setup and cleanup.

- G. Vendors must limit advertising to their assigned spaces. Promotional materials, including flyers, cards, coupons, or any type of advertisements, may not be distributed outside of the assigned 10-ft-wide space. All giveaways must be pre-approved by MSH.
- H. MSH requires 24-hour notification (no later than 4:00pm on the Wednesday prior) if a vendor/grower is unable to occupy their space for any particular TNMP date. Failure to notify will result in a penalty fee (the minimum payment for growers/food vendors and the nightly fee for vendors). Non-participation without notice for two (2) weeks or more will result in loss of space. TNMP is a rain or shine event. No refunds will be issued in the event of inclement weather. If MSH is setting up, we also expect vendor/growers to set up. **NO EXCEPTIONS!!!**
- I. We encourage you to light your booth space to increase your visibility during Market. A lit booth/table may extend the amount of time that your potential client will spend downtown.
- J. TNMP officially begins at 5:30pm. This means there is to be no selling before 5:30pm. **NEW FOR 2011:** TNMP participants will be given one food pass upon application approval. Vendors may use this pass to purchase **FOOD** and **DRINKS ONLY** prior to the 5:30pm start of market.
- K. All food vendors and growers are required to pay 10% of the nightly gross income, and no less than \$20 per booth space. A minimum payment of \$20 per booth space will be enforced.
- L. No animals are allowed on the street during TNMP. No exceptions. Ordinance NO. 05-17. Section 12.04.010 of Chapter 12.04 of Title 12 of the Hanford Municipal Code.
- M. MSH will not discriminate on the basis of race, religion, creed, color, gender, political beliefs, national origin, age, or physical disability or any basis prohibited by law.
- N. MSH reserves the right to refuse participation to any applicant.
- O. **Mandatory Requirements**
  - a. All vendors are required to move their vehicles off the streets after unloading, no later than 5:15pm. Only certified growers are allowed to park on the street. MSH may approve vehicles on an exclusive basis.
  - b. If a vendor does not arrive by 5:00pm, all equipment must be carried in. Vendors may not drive their vehicles on Irwin Street between 5:15pm and 8:30pm.
  - c. At 8:30pm, vendors may drive their vehicles onto Irwin St. to load up (enter at 8<sup>th</sup> & Irwin Streets on the East side near carousel).
  - d. Participants are required to leave display booth or usual type of setup in assigned space until 8:30pm. No early takedowns are allowed.
  - e. Violations are subject to disciplinary procedures. Please see section 9.

I have read Main Street Hanford's Thursday Night Market Place Rules & Regulations. I agree to abide by these rules and all other laws, codes, and regulations as amended, to cooperate with the Market Manager, and to pay the required fees.

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Signature

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Date