

It's that time again! We are pleased to offer you the new application for The Market Umbrella 2012 season.

This application includes the South of the James Market at Forest Hill Park, The Market at First Fridays in the Quirk Art Gallery lot, and our new venture beginning Thursdays in May, the Virginia Street Farmer's Market. We are also exploring the possibility of a Tuesday afternoon/evening market at Holton Elementary School, more information to follow. Your application fee will also cover this market.

All of our markets are producer-only. This includes sales to CSA customers. As part of our continuing efforts to maintain a full and healthy market, we are once again requiring a minimum attendance commitment from our fulltime vendors, more details on the application.

We continue with The Market at First Fridays, located in the parking lot of Quirk Art Gallery. This is the same night as Richmond's premiere event, First Fridays Art Walk on Broad Street. This event takes place the first Friday of each month February through December; hours are 5 pm to 9 pm. This is an excellent opportunity for all artisans to showcase their handmade, handcrafted items.

With the continuing success of the Virginia Street Gallery, we will open the Virginia Street Farmer's Market on May 10. This market will run Thursdays 3pm – 7pm through October 25, and will be located in the area around the Gallery and near the Canal Walk and Turning Basin.

A list of vendors for each market will be posted on The Market Umbrella website and on our Facebook page, with weekly updates on The Market Umbrella blog.

As always, we are actively promoting all of our markets and hope you will continue to do the same with your customer databases by pointing them to The Market Umbrella website, Facebook pages and our SOJ blog.

If you have any questions regarding this application, please email them to [themarketumbrella@gmail.com](mailto:themarketumbrella@gmail.com).

We look forward to an exciting and productive market season!

Karen Atkinson  
Founder & Owner  
The Market Umbrella

**The Market Umbrella**  
*Owned and operated by Karen Atkinson*  
<http://www.themarketumbrella.com>  
[themarketumbrella@gmail.com](mailto:themarketumbrella@gmail.com)

**Application to Vend at the 2012 Markets**

Season begins Saturday, May 5th, 2012 and runs through Saturday, December 1st, 2012

**Please read your application carefully before signing, there have been changes.**

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

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

Phone Number(s): \_\_\_\_\_ Email: \_\_\_\_\_

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

Va. Tax ID number: \_\_\_\_\_

Please indicate your preferred method of receiving communications from The Market Umbrella:

\_\_\_\_\_ Email      \_\_\_\_\_ Phone      \_\_\_\_\_ US Postal Service

Please list the names of helpers or anyone who would be running your space in your absence:

\_\_\_\_\_  
\_\_\_\_\_

Emergency contact(s) – names and phone numbers:

\_\_\_\_\_  
\_\_\_\_\_

We continue to encourage vendor participation in other local markets and venues. Please list below other events and markets at which you vend.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Web Marketing Information

The Market Umbrella – [www.themarketumbrella.com](http://www.themarketumbrella.com)

South of the James Market – [www.sojmarket.com](http://www.sojmarket.com)

Virginia Street Gallery & Market – [www.virginiastreetgallery.com](http://www.virginiastreetgallery.com)

The Market at First Fridays – [www.themarketumbrella.com/markets/first-fridays/](http://www.themarketumbrella.com/markets/first-fridays/)

Facebook – [www.facebook.com/themarketumbrella](http://www.facebook.com/themarketumbrella)

Facebook – [www.facebook.com/virginiastreetgallery](http://www.facebook.com/virginiastreetgallery)

Twitter - [www.twitter.com/richmondmarkets](http://www.twitter.com/richmondmarkets)

### Web Site Listings:

Once accepted into a market, your business will be listed on the appropriate web site. In the space below, include the description you would like us to use. Please keep your description to about 200 characters or less. Also, we will link to one web address for your business.

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

Business Locality (i.e. "Richmond City"): \_\_\_\_\_

Business Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

### Contact Info

Our customers sometimes want to contact vendors directly. List the contact info you would like us to publish on our web site(s) below.

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

Email and or Phone Number: \_\_\_\_\_

### Social Media:

We would like to connect with you on our social media sites. List your links below.

Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

Others: \_\_\_\_\_

\_\_\_\_\_

## **The Market Umbrella Markets:**

**For all Markets:** We are expanding our producer-only policy for 2012. This means all products for sale, **including those to CSA members**, must be handmade, homegrown, or homemade in Virginia by the vendor. If you wish to add new items beyond those listed on your application, you must notify us in writing so that your application can be updated and these items can be reviewed and approved prior to selling them at the Market. No products may be sold without prior approval.

### **The South of the James**

*Forest Hill Park, Saturdays, 8am – 12pm, May 5 – December 1, 2012, Setup begins @ 7am.*

### **The Virginia Street Farmer's Market**

*Virginia Street Gallery (114 Virginia Street) and surrounding area, Thursdays, 3pm – 7pm, May 10 – October 25, 2012, setup begins @ 2pm.*

### **The Market at First Fridays**

*Quirk Gallery (311 W. Broad Street), 1st Friday of each month (except January), 5pm - 9pm, Setup times are assigned by event coordinator*

### **The proposed North side Farmer's Market at Holton Elementary School**

*Corner of Laburnum and Hermitage, Tuesday afternoon/evening. More information to follow.*

## **Market Fees:**

- Application/advertising fee: \$75 for applications received by February 15, 2012, \$85 for applications received after that date. This fee covers application to the markets listed below, and the proposed Holton Elementary market.
  - Total Fees Enclosed: \_\_\_\_\_  
(fees are non-refundable and there is no guarantee of acceptance)

### **Please indicate to which market(s) you are applying:**

1. South of the James Market side/center/pavilion spaces - Weekly fee is \$20 per space. \_\_\_\_\_  
South of the James Market spaces 38 – 46 – Weekly fee is \$25 per space. \_\_\_\_\_
2. The Virginia Street Farmer's Market - Weekly fee is \$10 per space. \_\_\_\_\_  
Existing Virginia Street Gallery vendors – participation in this market is included in your VSG fees.
3. The Market at First Fridays – Monthly Event fee is \$15 per space. \_\_\_\_\_
4. The proposed North side Farmer's Market at Holton Elementary – weekly fee will be \$10 per space. \_\_\_\_\_

**Electricity:** Electricity is limited and available only to those vendors who are unable to vend without it. This would include food and/or beverage vendors who must provide hot and/or cold items. Please check here if you will need electricity: \_\_\_\_\_

**Market Dates:**

\*\*\*Being a full time vendor at the South of the James Market assures you a permanent space assignment. There will be 31 South of the James Markets in 2012. To be considered a full time vendor, you will be required to pay for a minimum of 28 markets whether you attend them or not.

\*\*\* **Full time SOJ applicants, please see page 8 to request your South of the James Market Space.**

If you are unable to vend full-time at either markets, please indicate below the dates on which you **would like to participate**. This does not guarantee you will be able to vend on each of those dates. Approved dates will be sent to you via your preferred method of communication.

**South of the James Market:**

|        |         |         |        |         |        |        |       |
|--------|---------|---------|--------|---------|--------|--------|-------|
| May 5  | June 2  | July 7  | Aug 4  | Sept 1  | Oct 6  | Nov 3  | Dec 1 |
| May 12 | June 9  | July 14 | Aug11  | Sept 8  | Oct 13 | Nov 10 |       |
| May 19 | June 16 | July 21 | Aug 18 | Sept 15 | Oct 20 | Nov 17 |       |
| May 26 | June 23 | July 28 | Aug 25 | Sept 22 | Oct 27 | Nov 24 |       |
|        | June 30 |         |        | Sept 29 |        |        |       |

**Virginia Street Gallery Farmer’s Market:**

|        |         |         |        |         |        |
|--------|---------|---------|--------|---------|--------|
| May 10 | June 7  | July 5  | Aug 2  | Sept 6  | Oct 4  |
| May 17 | June 14 | July 12 | Aug 9  | Sept 13 | Oct 11 |
| May 24 | June 21 | July 19 | Aug 16 | Sept 20 | Oct 18 |
| May 31 | June 28 | July 26 | Aug 23 | Sept 27 | Oct 25 |
|        |         |         | Aug 30 |         |        |

**The Market at First Fridays:**

|         |         |        |        |       |       |
|---------|---------|--------|--------|-------|-------|
| Feb 3   | April 6 | June 1 | Aug 3  | Oct 5 | Dec 7 |
| March 2 | May 4   | July 6 | Sept 7 | Nov 2 |       |

**The Farmer’s Market At Holton Elementary – dates to be determined**

## **Application Requirements:**

### **ALL**

Please provide a copy of any of the following permits, licenses and certificates which apply to your business:

- Virginia State Sales and Use Tax Certificate
- Organic Certification
- Scale Inspection
- Dept. of Health
- VDACS kitchen inspection
- Food & Safety Inspection
- Commercial Fishing License

### **GROWERS**

Growers must provide a farm map, a seasonal list of produce you expect to sell (see attached page) and a physical address of and directions to your farm from the City of Richmond.

Farm Address & Directions (may be attached instead):

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### **ARTISTS**

Artists who have not previously vended with The Market Umbrella must provide sample photos of their creations.

### **PREPARED FOOD VENDORS**

Please provide a sample menu of typical offerings.

### **NON-PROFITS**

501 (c)(3) ID number: \_\_\_\_\_

If you will be selling anything, this information must be listed in detail on your application and be approved prior to arriving at the Market. No products may be sold without prior approval. As always, no fee is required but donations are welcome and appreciated. Please indicate under the Market Dates section the dates for each market in which you are interested in participating.

**Product and Description (please attach extra sheets as necessary):**

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**This is your contract with The Market Umbrella.**

**By signing below, I agree to adhere to the rules and regulations set forth by The Market Umbrella plus all local, state, and federal regulations required of my business. Failure to do so may result in permanent dismissal from the Market(s) with no refund of fees.**

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

**Checks should be made payable to The Market Umbrella**  
Please mail completed application and applicable fees to:

**The Market Umbrella  
PO Box 862  
Sandston, VA 23150**

**Checklist:**

All:

- \_\_\_ Signed and completed application
- \_\_\_ Copies of applicable certifications, permits & licenses
- \_\_\_ SOJ space assignment map/space requests
- \_\_\_ Application fee

Growers:

- \_\_\_ Farm map
- \_\_\_ Produce list

New Artists:

- \_\_\_ Sample photos

Prepared Food:

- \_\_\_ Sample menu

**There will be a required market meeting for accepted vendors. Dates and times will be announced.**

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