

*St. Lawrence Market® presents*

# Arts AT THE MARKET

2018 FAQ



## GENERAL

1. **Q: What do the fees for Arts at the Market include and what will vendors receive?**

**A:** Arts at the Market provides arts and crafts vendors with the unique opportunity to showcase their work at one of the best public markets in the world. This new program permits vendors to sell in a designated outdoor space at St. Lawrence Market and includes new equipment including a tent/canopy and table that will be set up for their use each day of the program. Arts at the Market will be featured in St. Lawrence Market marketing efforts and vendors will benefit from spotlight communication on the St. Lawrence Market website and social media networks. Arts at the Market is a part of enhanced placemaking initiatives at St. Lawrence Market that aim to animate the outdoor spaces of the Market and extend the visitor experience through events and pop-up activations.

## APPLICATIONS

2. **Q: Can I submit samples of my work?**

**A:** The Arts at the Market application process requires that you submit photos and descriptions of your products, but no samples will be collected at the time of application. However, applicants who are invited to a jury interview should plan to bring samples of their products to their interview for the jury to assess.

3. **Q: What is the criteria for being accepted into the program?**

**A:** All candidates must meet the basic acceptance criteria outlined on page 1 of the Call for Applications in order to be considered for the program. The jury will then evaluate your application package and interview based on the

quality, uniqueness and marketability of your product, your booth presentation, and desired overall balance of art and craft categories in the program.

**4. Q: If I create a new product but it was not included in my application package, am I allowed to sell it at my booth?**

**A:** We encourage our vendors to continue improving and evolving their products over time, and are open to new product designs being introduced as long as they fall within the product types presented by the vendor in their application form and jury interview. For example, if a jeweler submits an application featuring necklaces and bracelets, they may introduce new designs of necklaces and bracelets later in the program period, but they may not introduce rings. Any new items must be made by the vendor, and must be designed and produced to same level of quality as the products that were presented to the jury for evaluation in the vendor's application form and interview.

**5. Q: My product(s) do not fit into any of the product categories listed in the Call for Submissions and Application Form – what do I do?**

**A:** Vendors working with unique or mixed media products are encouraged to apply, providing their product(s) do not fall into any of the prohibited product categories (see page 1 – Call for Submissions). On your Application Form, please select the product category that most closely fits your product(s), and provide a detailed description of your unique or mixed media product(s) in your application. The jury will review your application and consider how your work could complement the other product categories in the program.

## BOOKINGS & CANCELLATIONS

**6. Q: Is it possible to request to book a single weekend?**

**A:** No. Bookings will be made by the month, and vendors who are accepted into the program must participate in every weekend of any month they are booked for. If you are interested in testing a new concept and participating for only one weekend this year, consider applying for March, which only has one day included in the program period.

**7. Q: If I select 3 specific months that I would like to participate in the program, and I am accepted into the program, am I guaranteed to be booked for those 3 months?**

**A:** We will do our best to ensure that accepted vendors are booked for the months that they request in their Application Form. If certain months prove to be exceptionally popular with applicants, we may not be able to accommodate all requests. In these situations, the jury will advise on how to book vendors for each month in a fair way, balancing the requests of the vendors with their evaluation and the overall desired balance of product categories present at the market.

Vendors will *not* be booked for months that they do not request in their Application Form.

**8. Q: If it rains on a day that I am booked, can I get a refund for that day?**

**A:** The program runs rain or shine, with the tents provided to each vendor offering shelter from the elements. No refunds will be offered for cancellations, including cancellations or no-shows related to inclement weather. In addition, any cancellations made by the vendor will result in the forfeiture of the deposit and may result in removal from the Arts at the Market program. In the case of extreme weather conditions, St. Lawrence Market Complex administrative staff will announce the temporary suspension of the program, at which point vendors will be permitted to stay home / load out, and may be issued a refund for any impacted day(s).

**9. Q: If I am sick and unable to attend on a day that I am booked for, can I get a refund for that day?**

**A:** No refunds will be offered for cancellations. In addition, any cancellations made by the vendor will result in the forfeiture of the deposit and may result in removal from the Arts at the Market program. However, the program does allow for vendors to have staff or representatives attend their booth up to 50% of the time that they are participating in the program in any given month. So vendors are encouraged to prepare a relative, friend, or staff member to be able to step in and attend their booth should they fall ill or be otherwise unable to attend on any given day. In the case of sudden and extreme illness impacting one or multiple booked weekends, vendors or their representative should contact the St. Lawrence Market Complex Administrative Office.

**10. Q: Can someone else sell my work on my behalf?**

**A:** Vendors are encouraged to be present at their booths as much as possible, in order to represent their products and build the maker-buyer relationships that make the Market unique. However, we recognize that there may be days when the vendor needs to spend time in their workshop, sell their products at another show, or take a sick day. Vendors are therefore permitted to have a knowledgeable staff member or representative operate their booth up to 50% of the time that they have booked within any given month.

**11. Q: If my schedule for the summer changes, can I cancel a month that I am booked for, in advance of that month?**

**A:** No. Cancelling a booking once it has been assigned to you will result in the forfeiture of your deposit. Cancelling a booking once you have paid for it (i.e. after the 23<sup>rd</sup> day of the month prior to the month of the booking) will also result in forfeiture of the deposit, and the payment received for any cancelled days will not be refunded. In addition, cancellations may result in removal from the Arts at the Market program

**12. Q: If I sell all of my products one day, can I pack up and leave early?**

**A:** Vendors are required to stay open for business for the entire duration of the program each day that they are booked, and may not load out or stop selling early. Vendors are required to bring enough product to meet customer demand each day.

## LOCATIONS & EQUIPMENT

**13. Q: I have my own table and/or tent – can I use this instead of the tables and tents provided by the Market?**

**A:** In the interest of giving Arts at the Market an eye-catching, distinguishable and consistent look, vendors must use the tent/canopy provided by the program, and may not replace these. Alternative display units and equipment may

be incorporated into booth displays instead of, or in addition to, the provided table, if desired. All alternative tables and/or display units must be presented as part of the applicant's booth photo/illustration for consideration by the jury. Any alternative tables/display units must fit within the footprint of the provided tent and must not damage any Market property, including provided tents and tables.

**14. Q: Will parking spaces be made available for vendors? Is there a temporary parking area for loading in and out?**

**A:** The St. Lawrence Market Complex does not have a dedicated parking lot or parking spaces, so vendors are required to find and pay for parking in one of the many public and privately operated lots in the nearby area. Vendors must load in and out as quickly as possible to avoid disrupting traffic and inconveniencing Market visitors.

**15. Q: How will specific locations be assigned to accepted vendors?**

**A:** Locations will be assigned by St. Lawrence Market administrative staff in consultation with the Arts at the Market jury. Locations are assigned on a rotational schedule within each month of the program, with vendors' assigned locations changing each day. The objective of the rotational schedule is to provide a dynamic experience for visitors and to give vendors the opportunity to sell from a variety of locations. All efforts will be made to set location schedules that are fair to all vendors; the schedules that are distributed will be non-negotiable.

## PAYMENTS & DEPOSITS

**16. Q: When is payment due?**

**A:** Payment for each month of the program will be due by the 23rd day of the month, prior to the month that is scheduled. For example all vendors booked for August must pay for their August booking on July 23<sup>rd</sup>. All payments are non-refundable.

**17. Q: Under what circumstances would I lose my \$150 deposit?**

**A:** Vendors will forfeit their deposit if they cancel any booked date(s) at any point during the program. All or part of the deposit may also be retained by the program to pay for the cost of repairing or replacing any furniture (i.e. Tents/canopies or tables) or other property of St. Lawrence Market Complex damaged by the vendor. Depending on the damaged item, vendors may owe additional money beyond the total of their deposit in order to cover the cost of repairs or replacement.

## INSURANCE

**18. Q: I see that the program requires each vendor to have liability insurance – does the Market have a group insurance policy that I can pay in to?**

**A:** The Market does not have a group insurance policy, each vendor is responsible for acquiring their own insurance.