



Summer 2021 Spec Sheet

Welcome to the 2021 LaSalle Farmers Market season!

Our location:

The Farmers Market is located on the northwest corner of Hegeler Park, near the north covered pavilion. This area provides better parking for vendors and shoppers as well as a safer intersection for loading and unloading of products. A detailed map is included in this packet.

Coordinating Committee:

A representative from the City of La Salle will be in attendance at the market from 2:00 – 3:30pm each Tuesday market.

Marketing Strategy:

- We have created a Facebook page to link all of our vendors, notify shoppers of specials, and attract new vendors, **www.facebook.com/lasallefarmersmarket**.
 - Please “Like” us on Facebook!
- Crafters and other non-food vendors are always welcome!
- We plan on notifying the NewsTribune on a weekly basis to be included in their weekly event listing, as well as their website and social media.
- All market dates have been added to the City of LaSalle’s master city calendar on their webpage, **lasalle-il.gov**.
- We have an email address, **lasallefarmersmarket@gmail.com**.
 - You will be notified by email and social media postings by 12pm of the day of the market in the event of a market cancellation.

Rules and Regulations

- All booth locations are based on a “first-paid, first-reserved” basis.
- All vendors are responsible for their own permitting through the county and state, as applicable.
- **All produce must be planted, maintained, harvested/picked by the LFM vendors within 100 miles of LaSalle, IL.** Bringing in out-of-state produce will result in being removed from the market with no refunds.
- All unloading must be conducted between **2-2:30pm** the day of the market. The areas in red on the map indicate the loading and unloading zones.
- **No setup or unloading may take place prior to 2:00pm.**
- **All vendors must check in with and pay the LFM Committee member before unloading of any product can occur. Check in is done at the covered pavilion.**
- All loading of unsold goods and booth materials must not take place until **6:00pm**.
- All vendors must park in the designated lots on the northeast corner of Hegeler Park when not loading or unloading their goods.
- Any trucks or trailers utilized for the purpose of selling goods (refrigerated trailer, box truck of produce) must be approved by the committee if it does not fit within your 10’x10’ booth space, or the shaded red loading/unloading area.
- A \$5 (additional) fee will be assessed for those vendors who would like to sell out of their vehicle. The number of vendors allowed to sell out of their vehicles is determined by the committee members prior to the opening of the market.
- All vendors are responsible for their own clean up and trash collection.
- Power will NOT be provided to vendors.
- The market committee’s on-site rep reserves the right to close the market early in the event of inclement weather, or any other reasons they deem necessary.

The pricing for the 2021 market is as follows (see attached registration form):

- \$80 per summer for a 10x10' booth (that's two free markets!)
 - Vendors who pay the \$80 will be allowed to choose their booth location based on the order their payment was received. *Please see the attached site map.*
- \$5 per week for a 10x10' booth
 - Vendors paying weekly (at the market) will fill in booths that have not been reserved.
 - These will be assigned on a first-come, first-served basis.
- \$5 **additional** per week (or an additional \$65 for the season) to sell out of your trailer, truck or vehicle. The number of vendors allowed at each market to do this is at the discretion of the committee member on duty.
- These prices are for a single 10x10' booth - if multiple booths are desired, the same rates apply to the 2nd or 3rd booth.
- Payment can be made by Cash or a check payable to **City of LaSalle**
 - Full season pre-payments can be mailed or dropped off at City Hall, located at:
 - 745 Second St, La Salle, IL 61301.
 - Paid to the market site rep from 2-2:30pm on the day of the market – exact change only please if paying with cash.
 - **All reserved spaces for the \$80 package will be on a “first-paid, first-reserved” basis.**

Official 2021 Market Dates – there are 18 markets this summer!

- June 1st, June 8th, June 15th, June 22nd, June 29th
- July 6th, 13th, 20th and 27th
- August 3rd, 10th, 17th, 24th, and 31st
- September 7th, 14th, 21st, 28th

Thank you for choosing the City of LaSalle's Farmers Market!

the Farmers Market Committee

Our contact information:

(815) 488-4442 – Leah Inman, Economic Development Director

(815) 223-3755 – Brent Bader, Director of Community Development and Public Relations, Deputy Clerk

Email: lasallefarmersmarket@gmail.com

Facebook: www.facebook.com/lasallefarmersmarket



2021 Registration Form

Business Name: _____ Main Contact Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Business Phone: _____ Mobile Phone: _____

Email Address: _____

Business Webpage: _____

Best way to contact you (circle one):
 Cell Email Text Bus. Phone

Business Facebook/Twitter/Instagram Address: _____ or, "Like" us and we'll already be connected!

Please circle or highlight which market dates you would like to participate:

JUNE							JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3	1	2	3	4	5	6	7				1	2	3	4
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
27	28	29	30				25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		

_____ I would like to pay for the entire summer (all Tuesdays) at once and guarantee my reserved 10x10' space for a total lump sum payment of **\$80** payable to City of LaSalle or cash. This is a \$10 savings off of the week by week rate.

Preferred Booth locations: 1st _____ 2nd _____ 3rd _____

_____ I would like to pay as I go, the day of the market (between 2-2:30pm) at a rate of **\$5 per market day**, payable to City of LaSalle or cash. I can also show up at the market between 2-2:30 each week to sign up and pay.

_____ I would like to sell out of my vehicle, trailer or box truck at a rate of **\$5 additional per market day (or \$55 for the season)**. This option is only available with the purchase of a booth space on the same market date.

***By signing below, you also give consent to be videotaped and photographed for promotional materials and advertising for both the LaSalle Farmers Market and the City of La Salle.

I agree to the Rules and Regulations (sign) _____ Title: _____ Dated: _____

Failure to follow the rules contained in this packet will result in being banned from the market with no refunds on booth reservations.