



January 20, 2010

Greetings Vendors,

The West Cape May Farmers Markets will be entering her 9th season this year and the planning has already begun. By popular demand, the market will continue to run a full ten weeks this year, beginning June 29 – August 31, 2010, each Tuesday between 3:00 p.m. and 7:30 p.m. The market is located at the West Cape May Municipal Complex at the Backyard Park, 732 Broadway. Celebrating our fifth year in this beautiful location, we have had great success, wonderful support and set the mark for local markets. We look forward to another bountiful season!

Over the winter break, the Farm Market Committee of Volunteers has been busy working to update our written mission statement, rules & regulations, address issues and concerns from the 2009 market and to generally grow the market a bit bigger and better! We are excited to announce these improvements and hope that they will advance the goals of the Market while making the entire operation smoother.

The WCM Farmers Market Committee of Volunteers will review all applications to the market. You must be approved by the committee before attending the market. Any applicants who are denied will receive a full refund. Please read the enclosed rules and regulations for more information about the logistics of the market, below are some of the highlights.

**Application and Per Booth Fees:**

Please return your application by April 15<sup>th</sup> with a minimum **25% annual** booth fee deposit. An additional minimum 25% is due by 5/15 and Vendors who pay in full by 6/15/10 will receive a 10% reduction to the Season Rate. The per booth fees are listed below:

<u>VENDOR TYPE</u>	<u>\$ RATE</u>	<u>\$ SEASON RATE</u>	<u>PD. In FULL By 6/15</u>
Farmer	35	350	315
Artist / Crafter	35	350	315
Antique/Resale	35	350	315
Food	65	650	585
Winery	65	650	585
Non Profit**	NC	NC	NC
N P Fund Raiser**	35	(or 50% of daily profit/ whichever less)	
Electricity**	NA	50	45

**\*\* Limited availability for Non Profits, Fund Raisers and electricity**

Vendors not taking advantage of the discount must pay a minimum 25% deposit by 4/15, An additional minimum 25% by 5/15 and in full by 7/15.

**Important Insurance Update:** Due to requirements of the Borough's Insurance carrier, all vendors and non-profit groups will continue to be required to provide WCMFM with evidence of *Liability* insurance. In an effort to simplify the vendor insurance requirements that apply to ALL Borough sponsored festivals (Farm Market, Tomato Festival, Lima Bean Festival and Christmas Parade Fundraiser in the Park) our staff have coordinated with our insurers and offer vendor ability to provide **just one certificate to cover any/all events you plan to participate in this year**. We have included sample copies of insurance certificate for your reference, including Commercial, Non Profit and Individuals. If you would like to take advantage of this single certificate option, the following additional named insured should be included:

- Borough of West Cape May
- WCM Farm Market Committee
- WCM Tomato Festival
- WCM Lima Bean Festival

Borough of West Cape May Farm Market Committee  
732 Broadway West Cape May, NJ 08204  
(609) 884-1005 ext 15

WCM Shade Tree Commission

WCM Community Christmas Parade

The Borough of WCM has also registered for an insurance program through its insurer. The Tenant User Liability Insurance Policy (**TULIP**) is available for vendors/non profits using Borough facilities to register and obtain their own, low cost insurance if they do not already have insurance in place. This program is available via internet only and requires credit card payment. Please contact the WCM Clerk's Office @ 609-884-1005 ext. 2 for user name and password.

\*\*Please check with your insurance carrier for information on your specific needs.

**website:** The Borough of West Cape May has a great website, check it out at [www.westcapemay.us](http://www.westcapemay.us). Farm Market information is available online, including the application, in case you need another copy. Please let us know if you are interested in providing business information to be linked to this site.

We are planning on another great market season filled with good fresh food, arts, crafts, antiques music and much more! Please return your completed application and fees as soon as possible. Don't hesitate to contact us with any questions, concerns or new ideas at (609) 884-1005 ext 15 or [pkathern@westcapemay.us](mailto:pkathern@westcapemay.us).

Thank you - we look forward to seeing you at the market!

West Cape May Farmers Committee of Volunteers

Borough of West Cape May Farm Market Committee  
732 Broadway West Cape May, NJ 08204  
(609) 884-1005 ext 15

**2010 West Cape May Farmers Market  
Vendor Application**

June 29 – August 31 2010

**Please return application by April 15, 2010**

**Business Name** \_\_\_\_\_

**Mailing Address:** Street/PO box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ County \_\_\_\_\_

**Phone:** Business (\_\_\_\_) \_\_\_\_\_ Home (\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_) \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Number of Booths Requested** (10' x 10' each) \_\_\_\_\_

**Health Permit #** (If Applicable) Please attach copy of permit \_\_\_\_\_

**Special Permit** (if Applicable) *Please attach copy of permit or copy of enclosed application*

**Product and General Liability Insurance Certificate(s)** Please attach copy

**Products You Plan To Sell**       Vegetables    Fruit    Foods    Live plants  
    Flowers        Arts/ Crafts    Antiques/Resale

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**Amount enclosed: (per 10 x 10 space)** \_\_\_\_\_ A minimum 50% **annual** deposit must accompany this application and is refundable only if application is denied for the West Cape May Farmers Market. Vendors who pay 50% deposit by 4/15/10 and pay in full by 5/15/10 will receive a 10 % reduction to the Season Rate.

**Electrical Request (as available at additional \$50 season charge)** \_\_\_\_\_

**Due by April 15, 2010**

**Vendors not taking advantage of the discount must pay 50% deposit by 4/15 and in full by 7/15.**

I have read the enclosed *West Cape May Farmers Market Rules and Regulations* and agree to adhere to said Rules and Regulations

Signature \_\_\_\_\_ Date \_\_\_\_\_

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Please return application to:  
**West Cape May Farmers Market 732 Broadway, West Cape May, NJ 08204**

**Office Use Only**

Date Received \_\_\_\_\_ Check # \_\_\_\_\_ Amount \_\_\_\_\_

Insurance Certificate \_\_\_\_\_ Health Permit \_\_\_\_\_ Other \_\_\_\_\_

Approved 2010 \_\_\_\_\_ Notified \_\_\_\_\_

Borough of West Cape May Farm Market Committee  
732 Broadway West Cape May, NJ 08204  
(609) 884-1005 ext 15

