

# Try It! Program Guidelines

## **Purpose**

The Try It! Program seeks to give small businesses opportunity to try a farmer's market experience at the Midtown Farmers Market with limited financial investment. Our goal is to help emerging entrepreneurs explore whether or not becoming a vendor at the Midtown Farmer's Market is a good fit for them and their product.

## **Program Value**

Corcoran Neighborhood Organization (CNO) will pay for vendor fees, tent, table, and program sign for 1-2 weeks at the market. Our staff and volunteers will also help you complete the Farmer's Market application process and give you guidance on the process for getting insurance and permits. We'll be there to cheer you on when you arrive at the market!

In return, you will be responsible for providing any equipment needed on site beyond the materials provided by CNO, for acquiring any required insurance or permits, and for giving us feedback about the process after you finish your trial vendor experience.

## **Eligibility**

Entrepreneurs and small businesses with eligible products and limited past experience at a farmer's market are eligible. Eligible products include the following:

- Arts & Crafts
- Clothing
- Food products qualifying under the MN Cottage Food Law
- Fresh Produce
- Annual and Perennial Plants, Rootstock, Shrubs, and Trees
- Other Farm Products (honey, eggs, meat, flowers, and other goods that would qualify under the Minneapolis Farmers Licensing Exemption)
- Immediately Consumable Foods
- Other Prepared Foods
- Services

*Note: Food products require permits & insurance.*

## **Requirements**

All vendor-applicants seeking to participate in the Try It! Program must:

- produce their own goods
- agree to abide by all of the rules and regulations as outlined in the Midtown Farmers Market Rules of Operation;
- comply with applicable local/state/federal laws and licensing/permitting requirements;
- submit a complete and accurate application; and
- provide necessary insurance coverage

## Selection Priorities

We are interested in receiving and reviewing a wide variety of applications, and we encourage you to submit your idea even if you're not sure it's a fit. That being said, we will only be able to support a limited number of participants, so we'll consider the following prioritization criteria when we review applications:

1. **Previous farmer's market experience:** We will prioritize applicants who do not have significant experience as a farmer's market vendor. We want to focus our limited resources on providing a first-time experience for new entrepreneurs.
2. **Fit with existing vendors:** We will prioritize applicants who will compliment, rather than compete directly with, existing Midtown Farmers Market vendors.
3. **Proximity to Corcoran:** We will accept vendors from all over, but we will prioritize vendors who are based in or near the Corcoran neighborhood.

## Application process

To apply, please complete and submit the [Try It! application](http://www.corcoranneighborhood.org/try_it) found on the CNO website at [http://www.corcoranneighborhood.org/try\\_it](http://www.corcoranneighborhood.org/try_it)

Applications will be processed in rounds. Get yours in before the season fills up!

- Round 1 application deadline: March 30th
- Round 2 application deadline: April 13th
- Round 3 application deadline: April 27th
- Round 4 application deadline: May 11th

Once your application is submitted, it will go through the following steps:

1. Application is reviewed by Midtown Farmers Market staff
2. Farmers Market Staff sends application to Economic Development Committee (EDC) for input
3. Farmers Market Staff notifies applicant of acceptance or denial
4. Farmers Market Staff works with applicant to complete a Farmers Market application, secure 1-2 spots, and secure any needed permits
5. Farmers Market Staff and/or EDC member supports vendor in preparing for market
6. EDC member support vendor in set-up at the MFM
7. Farmers Market Staff and/or EDC member follows up with participant with evaluation

If you have questions, please contact the Try It! Program at [tryit@corcoranneighborhood.org](mailto:tryit@corcoranneighborhood.org).