Poughkeepsie Waterfront Market

2025 Vendor Rules

Welcome to the Poughkeepsie Waterfront Market! As a prospective vendor, we invite you to review the following information regarding this year's Market before applying to see if this opportunity is a good fit for you and your business. We look to you as partners in our Market and we acknowledge your critical role in making the Market a success! This document was designed to ensure that all our vendors are on the same page with respect to the expectations and requirements we have established for our Market.

Market Hours and Location:

1. The Poughkeepsie Waterfront Market at this time, will operate on Tuesday afternoons from 2:00pm to 6:00pm from June 10 (Opening Day) through October 21.
2. The Market operates in the Waterfront Pavilion of the Mid-Hudson Discovery Museum (75 N. Water St., Poughkeepsie)
3. The site has ample free parking for vendors and patrons and is steps away from the Poughkeepsie Train Station and the elevator to the Walkway Over the Hudson.

Market Mission, Goals and Oversight:

1. **The mission of** MHDM is to empower children and their families.
2. **The goals** of the Poughkeepsie Waterfront Market are:
    a. To make fresh food and agricultural products produced in the Hudson Valley available to City of Poughkeepsie residents, families, and visitors.
    b. To offer affordable options for purchasing fresh, healthy food.
    c. To support Hudson Valley Farmers by connecting them with local consumers.
3. **Operation:** The Market is operated as a program of the Mid-Hudson Discovery Museum (MHDM) which is under the direction of Executive Director, Jeffrey Sasson.
4. **Management:** The Market Manager oversees daily Market operations and is the lead contact for vendors.

Product Focus:

5. **Priority** will be given to vendors requesting to sell Hudson Valley grown, raised or foraged ingredients, specifically:
    a. Vegetables, fruit, grains, dairy products, meats, fish, poultry, game, eggs, and mushrooms, maple products, honey, herbs, plants, flowers, cheese, jams, pickles, baked goods, fruit juice, processed and prepared foods.
    b. Vendors wishing to sell crafts such as soap, wool products, bee products and other agriculturally related items will also be considered when these items are created using Hudson Valley grown, raised or foraged products. We are not accepting non-agriculturally related products at this time.
6. **Production:** All products must be grown and/or produced by the applicant. Items for resale are subject to approval by special permission. The Poughkeepsie Waterfront Market is primarily a food market – craft vendors will be considered after all other spots are filled and at the discretion of the Market management, with priority given to culinary-related products (cutting boards, utensils, etc.).

Vendor Selection:

7. **Selection Criteria:** Prospective vendors must apply to be considered and will be selected in a manner that ensures the Market offers a diverse, fair and varied mix of products across many product categories. Vendor selection and continued participation is at the sole discretion of the Poughkeepsie Waterfront Market management. Poughkeepsie Waterfront Market is under no obligation to extend participation privileges to any vendor, regardless of past acceptance or participation status.
8. **No Exclusivity:** The Market does not promise product exclusivity to any single vendor, but does seek a balance between offering selection and choice with overall product diversity.
9. **Priority:** Priority is given to vendors from the Hudson Valley region of New York State, but Market management reserves the right to make exceptions in regard to applicant location at any time.
10. **Price Points:** The Market strives to offer a wide range of products and price points to our patrons. Priority will be given to vendors offering affordable options for farm fresh food within their range of products.

Vendor Fees:

11. **Vendor participation is FREE.**

Insurance and Permit Requirements:

12. **General Liability Insurance** is required by all vendors. Vendor must secure Liability Insurance with a limit of not less than One Million Dollars ($1,000,000) per occurrence

naming the Mid-Hudson Discovery Museum (MHDM) and the Poughkeepsie Waterfront Market as additionally insured. The vendor must furnish MHDM with a Certificate of Insurance within the time frame specified at least two weeks prior to Market opening.

13. **Licenses and Permits:** All applicable licenses and permits for products sold must be obtained and kept current. Copies of applicable licenses and permits will be kept on file with Market management.

Vendor Space:

14. **Location:** Vendor spaces are located inside the Waterfront Pavilion at the Mid-Hudson Discovery Museum. Whenever feasible, the Market Manager will accommodate requests for placement within the pavilion, but the exact assigned location is at the ultimate discretion of the Market Manager, who is responsible for ensuring optimum traffic flow and variety among vendors. Vendors are not guaranteed placement to a set location from week to week.
15. **Electricity:** The Waterfront Pavilion is equipped with outlets at designated locations.
16. **Dimension:** Each Vendor space measures 10‘ x 10‘. Vendors will be provided with one 8’ folding table, but may bring additional tables with advanced approval by the Market Manager. Double spaces are available.
17. **Displays:** All product and display should fit within the vendor area and may not exceed a 100 square foot area. Displays should be constructed in such a way that they do not block customer walkways nor pose any other hazard to customers. Vendors are required to have clear, appropriate signage stating their farm or business information and location. Each vendor will be responsible for all equipment and supplies for the setup of a booth.
18. **Tents:** Free-standing customized tents are encouraged for promotional purposes, but are not required.

Vendor Attendance:

19. **Weekly Attendance is encouraged** for all Markets from June 10 through October 21, 2025.
20. **Absences:** The PWM looks to have a full roster of vendors every week for the convenience of our patrons. However, things happen that prevent you from attending from time to time. For that, we require sufficient notice to plan accordingly. Any excessive absence may threaten the location of your stall. If an absence **MUST** be made on Market day, the vendor must notify the Market Manager. Please notify the Market Manager of any absences by email at market@mhdm.org or by phone (845)471-0589 x917.

Vendor Parking:

21. **Parking lot:** The museum has a gated parking lot. Gates will be open during the Market. Parking is free for both vendors and patrons, but is subject to availability based on other scheduled events taking place at the museum.

22. **Unloading:** Vendors are permitted to pull their vehicles up parallel to the handicap ramp in order to unload their product/setup. Once product has reached the vendor stall, vehicles MUST be parked in MHDM spaces located closest to the skate park and children's garden to keep parking open for Market patrons. For exceptionally busy days, after unloading we require you to park offsite at the neighboring Waryas Park or the train station to give patrons the parking spots.

Operational Guidelines:

23. **Set-Up:** All vendors must be fully set up with product ready to be sold at 15 minutes before the market begins. Vendor vehicles must be parked away from the pavilion at this time. We expect every vendor set up and ready to take customers promptly at 2pm. Any vendor with 2 late set-ups may be asked not to return to the Market. Late admittance will be at the discretion of the Market Manager.
24. **Clean-Up:** The Market stall space must look clean at the end of the day. No garbage on the floor, and all signage and materials must be taken away.
25. **No early departures:** Vendors are to stay and sell product until the Market closes at 6:00 pm.
26. **Representation:** Vendors are responsible for the actions of their representatives, employees, or agents.
27. **Vaping/Smoking and Firearms** are NOT permitted on the premises – this includes the Poughkeepsie Waterfront Market, the museum, the pavilion, parking lot, and sidewalks.

Weather and Cancellation:

28. **Rain or Shine:** The Market is covered and runs rain or shine. All vendors are required to attend the Market in all weather – please be prepared for hot, cold and wet weather.
29. **Cancellation:** The Market is cancelled in only very extreme storm/heat circumstances, but if it becomes necessary, we will announce the closure with as much advanced notice as possible. Cancellation will be announced to vendors by email, and on the Poughkeepsie Waterfront Market's Facebook page and on the webpage http://mhdm.org/visit/poughkeepsie-waterfront-market/.

Selling Guidelines and Product Requirements:

30. **Produce Quality:** All products offered for sale must be of good quality and condition. The Market Manager reserves the right to direct any inferior goods to be removed from display. Failure to remove products deemed inferior may result in loss of Market privileges.
31. **Produce Display:** Produce is required to be sold at least 12 inches from the ground. There are exceptions for heavy items, such as squash and pumpkins.

32. **Samples:** Samples should be disposed of in neighboring trashcans and compost containers.
33. **Cleanliness:** Vendors are required to keep their Market space neat and clear of obstacles, litter, and debris.
34. **Resale** is only permitted if goods are fresh and local to the Hudson Valley (Orange, Dutchess, Ulster, Putnam, Greene, Columbia, Rockland or Westchester County regions).
35. **WIC/SNAP/EBT Sales:** Vendors are encouraged to participate in these food affordability programs, if possible. The Market is a registered SNAP and WIC market.
36. No hawking, proselytizing, or amplified music is permitted at the Market.
37. **Inspections:** Periodic spot inspections will occur for vendors at the Market.
38. **Pets:** Vendors may not bring their pets to the Market.

Compliance and Grievance Procedure:

46. **Safety and Behavior Guidelines:** The Mid-Hudson Discovery Museum (MHDM), which hosts and manages the Poughkeepsie Waterfront Market, is designed to be enjoyed by families with children. Museum rules and Safety Guidelines apply to the Poughkeepsie Waterfront Market. https://mhdm.org/visit/museum-rules-and-sick-policy/
47. **Customer Grievances:** Customer complaints should be given to the Market Manager at the time of the incident. If the issue is not resolved on the spot, the Market Manager will take the information of the complainant and follow up after a thorough investigation. If issues escalate, the Executive Director of MHDM will contact the complainant. An Incident Report form will be filed by the Market Manager to document any complaints, injuries or safety issues.
48. **Vendor Grievances:** Vendor complaints/ issues should be submitted in writing via email to the Market Manager. The Manager will act to resolve the issue at the time of the complaint. If issues cannot be resolved, the Manager will follow up after Market hours.
49. **Violations:** Violation of the rules will be handled at the discretion of the Market Manager/Executive Director of MHDM. Vendors that violate health/safety regulations will be investigated after their first offense. Violations of rules of health/safety regulations could result in forfeiting and/or suspension of market stall for the season.
50. **Appeal:** If a penalty is assessed for noncompliance with Market Rules, vendors may make an appeal in writing to the Market Manager and/or Executive Director of MHDM to overturn or modify the decision. Final decisions will be made by the Executive Director.

Market Promotion:

51. **Promotion and Advertising:** MHDM will promote the Market widely though its traditional and social media channels, print media and on its website. Each contracted vendor will be featured in general market promotion during the season.

52. **Social Media:** The Market's Facebook page is: https://www.facebook.com/POKWaterfrontMarket and the Market's webpage is: http://mhdm.org/visit/poughkeepsie-waterfront-market/
53. **Cross promotion** is encouraged between vendors and the Market. Poughkeepsie Waterfront Market logo will be available to contracted vendor for use in farm promotion.

Crop Plans:

54. **Required for WIC Vendors:** Crop plans are required for vendors participating in EBT/WIC programs. WIC participation requires that you specify whether the crops or products on your listings are grown by you or obtained from another source, what your growing practices are, etc.
55. **All Vendors:** All vendors are encouraged to share their crop/product plans with the Market Manager. Crop/product plans will be used to ensure that variety and a fair and reasonable distribution of products are available at the Market each week. Please be as specific as possible about what you'd like to sell, as this information is central to allocating a fair share of the Market to all and ensures that our customers have a good variety of products to choose from throughout the Market season.

Pre-Season Vendor Meeting:

56. There will be a pre-season Vendor Meeting in April 2025 (date TBD) to address any questions or concerns that our vendors may have regarding the upcoming Market. All members of the Market are invited to this meeting. Particularly if you have never been a vendor at the Poughkeepsie Waterfront Market, please plan to attend this meeting as it will provide you with details regarding load-in, EBT/WIC/SNAP, stall allocation, and more.

Application Process:

57. Your submission of an application to become a vendor indicates that you understand and agree to uphold all the rules and regulations described in this document.
58. All applications must be received by April 30th, 2025 to guarantee a space on Opening Day (June 10, 2025.) All necessary forms and certificates must be submitted at the time of application.

Application Checklist:

- ☐ Completed and signed 2025 Vendor Application
- ☐ Up-to-date Certificate of Liability Insurance, as described in Market Rules & Regulations

☐ All vendors – please provide appropriate permits, licenses and /or certificates for your products as indicated in Farmers Market Federation of New York Guidelines (available on Market webpage)

☐ WIC participants – please provide FMNP Farmer Participation Agreement (FMC---6) and Completed Crop Plan (FMC-12)

☐ Prepared food vendors must include a copy of Article 20-C license from NYS Dept of Agriculture & Markets

Questions?

Please contact our Market Manager, at market@mhdm.org with questions about this year's Market. If you have any special needs or requests, please include them in your application.