

Guidelines

2010 "Arts at the Heart" Artisan Market

Now in its eighth season, the Arts at the Heart artisan market at Yonge-Dundas Square features artisans of unique handcrafted items. The market runs in conjunction with special events Friday – Sunday and holiday Mondays most weekends from the beginning of May through the end of October. The 2009 market attracted 150,000 patrons.

For the 2010 season, YDS is seeking 12 full-time artisan market booths. There are no opportunities this year for part-time or daily vendors.

Qualification of Vendors

"Arts at the Heart" encourages artistic innovation and excellence in craftsmanship. The jury is seeking works of original concept, design and execution. Acceptance is based on booth & product display, craftsmanship, uniqueness, experience and professionalism.

- Past participation does not guarantee acceptance, applications are evaluated each season. If you have participated in the past please resubmit an application. Yonge- Dundas Square gives preference to **hand-crafted, locally made art & designs**.
- **Fair trade** products may be accepted. Vendors must provide information about the items and where they are made along with pictures of the artisans and working conditions.
- **Artisans may share a booth** with another artisan(s) provided **each artisan** has been accepted by the jury.

An artisan's booth must be operated on all scheduled dates.

Yonge-Dundas Square reserves the right to limit the number of artisans in a specific category of goods to maintain a balance of offerings.

Booth Information:

- Yonge- Dundas Square staff determines the booth assignments. Positions will be rotated over the course of the season.
- **Booth:** 10'x10' White pop up tents with a 9' peak open on all sides; sidewalls may be provided during inclement weather; booth includes: ***one six foot table and two folding chairs.***
- **Extra Tables** can be rented if available but must be arranged in advance of the weekend artisan market. Tables (\$10.00 each / weekend) and chairs (\$1.50 each / weekend)
- **Tents:** Tents are water resistant but in inclement weather artisans must supply their own tarps or plastic covers. ***Wind can be a problem, so please bring items such as weights, clamps, ropes, and bungee cords to stabilize your display.***
- **All display material must be within the vendors' booth perimeter.** If any artisan arrives without the correct display sign or table covering the artisan will not be able to participate in the market that day nor receive a refund.
- **Lighting:** Yonge-Dundas Square will supply basic booth lighting. Additional battery-powered lighting may be installed by the vendor. Access to a power outlet can not be guaranteed and will be at additional cost.
- **Computer/Debit and Credit Card Access:** free wi-fi internet connection is available.
- **Power:** A limited number of power outlets may be available for the marketplace. If your booth requires power this may restrict the location of your booth. Power drop - \$50 / weekend. Arrangements must be made in advance with the Market Coordinator.

Rules and Regulations

- **Acceptance:** Yonge-Dundas Square Management will conduct an inspection of goods to verify that they are in compliance with Market parameters.
- Any artisan who has been accepted and allows another artisan to share their booth without the approval of Yonge-Dundas Square Management may be subject to dismissal without a refund.

Yonge-Dundas Square 2 Carlton St Suite 620 Toronto ON, M5B 1J3 T 416.979.9960 F 416.979.8836
E info@ydsquare.ca www.ydsquare.ca

- The registered vendor is responsible to instruct representatives attending their assigned booth of the rules and regulations associated with vending at the “Arts at the Heart”.
- Vendors will conduct business in a courteous and professional manner. Yonge-Dundas Square Management has full authority to enforce all rules, and any vendor failing to comply will be denied the opportunity to sell at the Market.
- **Merchandise:** The artisan may only sell merchandise that has been agreed upon. Any additional products must be approved by Yonge-Dundas Square management in advance.
- **Appearance:** Artisan booths are expected to be displayed in a *professional manner* with hemmed table coverings or table skirt that covers three sides and reach to the ground. Any other structural pieces are to be provided by the vendor. The booth must appear full and maintained at all times; all boxes and cartons must be removed from the display area of the booth. All items for sale must stay within the confines of the booth area.
- **Signage:** The vendor is required to provide a professionally made sign **maximum 4' long** with grommets to affix to the tent frame within the booth. The sign must be professional in appearance. The font and style of the lettering is determined by the vendor. Yonge-Dundas Square maintains the right to remove inappropriate or unattractive signs.
- **Maintenance:** Vendors are responsible for the maintenance of the booth provided; normal wear and tear is expected. No signage, posters or any other items may be attached to the roof or side wall material. You may not staple or nail into the folding table provided. It is the artisan’s responsibility to remove all debris within the booth perimeters. Vendors are expected to keep their display and stall free of clutter and trash. Vendors are responsible for cleaning their area prior to leaving. **Any booth that leaves garbage within its perimeters will be subject to additional clean up charges.**
- **Security:** Yonge-Dundas Square has 24 hour security on site and regularly patrols the area; however the venue is a downtown public space. Vendors should maintain at their own cost the appropriate insurance to cover theft and damages. Do not leave your booth unattended. Yonge Dundas Square is not responsible for theft or damage of any items.
- **Sign In:** Registered artisans must sign in each day with the designated market coordinator or security before setting up your booth.

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- **LOADING: A driveway onto the Square is located off of Yonge Street for set up and strike.** All vehicles must be escorted on-site by security. Vendors may not load in before the posted times to allow the crew time to complete the market set up. **All vehicles must be off the square 15 minutes prior to market open.**
- **Attendance:** Vendors or a representative are responsible for attending all booked market dates.
- **Restrictions:** Commercially produced t-shirts, hats, sweatshirts, food, and drinks are not allowed at the Marketplace. Hand made textiles and clothing are permitted. If you are unsure if your items are acceptable please contact the Market Coordinator.
- **Storage:** There is NO storage on site.
- **Parking:** There is a Green P parking lot underneath the Square and other private lots in the area. Yonge-Dundas Square is not responsible for parking fees or tickets.
- **Market Promotion:** Advertising and promotion for the market is conducted by the Square each year through various media outlets at no cost to participating vendors.
- **Re-usable promotional bags** have been designed for distribution at the market. Vendors will be issued a supply of these bags at **no charge** to hand out to customers with minimum purchase. The bags will feature a collectible design by a Canadian artist. This initiative is in keeping with our environmental objectives but is also a tool to promote the market and the Square. We ask that vendors refrain from using plastic bags. Once your stock of promotional bags has been depleted please request additional bags from the Market Coordinator.
- **Website Listing: Due April 16, 2010:** Website listings are provided to vendors. It is the responsibility of the artisan/vendor to provide information for the website web site listing: **(a)** information-a paragraph about your work and yourself **(b)** email address and or website link **(c)** digital picture(s) of the work you sell. We do not list telephone numbers. *All listings are subject to approval by Yonge-Dundas Square.*
- Requests for any assistance must be made through the on site supervisor.

Dates & Hours:

Tentative dates: May: 1,2, 9, 14-16, 21-24 (Victoria Day) 30
June: 4-6, 26, 27
July: 1 (Canada Day)- 4,16-18, 23-25, 30,31
August: 1-2(Simcoe Day), 6, 13-15, 20-22, 27-29
September: 3-5, 25, 26
October: 2, 8-10, 22-24

In total, the 2010 artisan market will be open for a minimum of 50 days. Dates are subject to change. In the event of a cancellation an attempt will be made to reschedule to an alternate date.

Operation Hours:

Dates & Times may be subject to change in accordance with event bookings

Hours	Fridays	Saturdays	Sundays & Holidays
Set Up	9:30-10:45am	9:30-10:45am	10:30-11:45am
Open	11:00am	11:00am	12:00pm
Close	11:00pm	11:00pm	7:00pm
Strike	11-12pm	11pm-12pm	7pm-8pm

Vendor set up will begin when maintenance has completed booth set up. Latecomers cannot be guaranteed a booth. Artisans must be fully packed and ready to leave one hour after the close of the market.

Artisan Marketplace will be operational Rain or Shine

NO RAIN DATES

Fees

The artisan market vendor fee is \$6000 + GST / HST for the full season.

Payment can be made in two equal installments of \$3000 + GST /HST. The first payment is due upon acceptance. The second installment is due by July 31, 2010. Payment can be made by credit card (Visa or Master Card); certified cheque or money order (payable to Yonge -Dundas Square).

Vendors will not be permitted to set up a booth if payment has not been received.

Submit Application:

Please submit all applications to the attention of "**Market Coordinator**"

By Mail: Yonge-Dundas Square management office
2 Carlton St., Suite 620
Toronto, ON M5B 1J3

In Person: Yonge-Dundas Square site office
1 Dundas St. East (*south east corner of Yonge-Dundas Square, open 24 hrs*)

Please note: Applications made in person will NOT be accepted at the management office.

Via Email: info@ydsquare.ca
email applications must be signed and sent as a PDF or JPG attachment
(*please note generic hotmail; yahoo & gmail addresses maybe blocked by the virus protection system*)

APPLICATIONS ARE DUE BY 4:00 pm FRIDAY MARCH 19, 2010. Applications received after this time will not be considered.

Assessment Information- Jury

A jury will review all applications for acceptance. Applicants will be notified of acceptance by the beginning of April.

Yonge-Dundas Square is a Board of the City of Toronto



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Application Check List a completed application must include:

- A description of items you wish to display and sell, including materials used and methods of production
- Images or samples of items to be sold or showcased; 4-6 photos of your work
Picture and or CD submission must be labeled. Digital photos must be 300dpi JPG.
- If you have a website with a gallery of your work, your web address can be provided in lieu of photos
- A list of recent exhibitions
- Price list and range of products
- Booth Design: Please submit a picture or detailed diagram of your proposed booth display. Booth space is 10'x10'
- A self addressed stamped envelope if you wish your pictures returned

- Signed Application Form

(An incomplete application will not be processed. Please Print Clearly)

Application Due Date: March 19, 2010 by 5pm

Need Application Assistance?

Contact: Market Coordinator

Email: info@ydsquare.ca

No Phone calls please!

Please keep the guidelines for future reference

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