



# International P L A Z A



828 North Clinton Avenue • Rochester, NY 14605 • [cityofrochester.gov/internationalplaza](http://cityofrochester.gov/internationalplaza)  
f @TheInternationalPlazaROC

## 2021 The International Plaza Application Packet

*Please review all enclosed information carefully.*

Thank you for your interest in being a vendor at the International Plaza Market.

It contains:

- Application for Space
- Schedule of Rates
- Rules and Regulations

We currently only have tent vending spaces available.

The International Plaza is open to vendors **Thursdays from 5:00 pm to 8:00 pm and Sundays from 1:00 pm to 5:00 pm.**

To become a vendor, we will need the completed application, a copy of your Tax ID , and all applicable paperwork that applies to your product at least one week prior to starting.

If you have any further questions, please contact the Market Office **Tuesday through Friday 7:00 am to 12:00 pm.**

**Further questions please contact:  
City of Rochester Public Market  
280 North Union Street  
Rochester, NY 14609**

phone (585) 428-6907, Tuesday thru Friday from 7 am till 12 pm , email: [Pmarket@CityofRochester.gov](mailto:Pmarket@CityofRochester.gov).

*The Office Staff at the City of Rochester Public Market.*







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## APPLICATION FOR SPACE - PLEASE PRINT CLEARLY

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY / STATE / ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ CAN WE GIVE THIS NUMBER OUT? Y N

E-MAIL: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY / STATE / ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ CAN WE GIVE THIS NUMBER OUT? Y N

E-MAIL: \_\_\_\_\_

TYPE OF PRODUCT: \_\_\_\_\_

All Vendors must provide a **physical copy of a Tax ID.**

Vendors with live plants, herbs, shrubs, trees, potted flowers, etc. must provide a **physical copy of a Nursery Registration Certificate and a Tax ID.**

Vendors with prepared foods must provide a **physical copy of a City of Rochester Vending Permit OR Monroe County Health Certificate, a Tax ID, Fire Safety Training certificate, proof of Insurance in the amount of \$ 1,000,000.00 (Naming the City of Rochester as additional insured), photo of vehicle (including length) and copy of proposed menu.**

**VENDOR SIGNATURE ON THIS DOCUMENT VERIFIES THAT THE VENDOR HAS CAREFULLY READ, UNDERSTANDS, AND AGREES TO ALL PROVISIONS IN THE VENDOR PACKAGE.**

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_





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## To obtain a location for Vending:

Vendors must call the City of Rochester Public Market Office starting at 6:00 PM on Tuesday for a location on Thursday, and starting at 6:00 PM on Thursday for a location on Sunday. You will press **prompt #2** to connect to the **Daily Vendor Call-In Request Line**.

Leave a short message which includes:

- 1.) Your first name, last name and phone number
- 2.) What you are selling and category
- 3.) That you are vending at **The International Plaza**

All requests will be assigned by the following categories:

- 1.) CITY BASED FOODS
- 2.) NY STATE FARMERS
- 3.) OTHER FOODS
- 4.) CITY BASED ARTS & CRAFTS
- 5.) OTHER ARTS & CRAFTS
- 6.) CITY BASED PREPARED FOODS
- 7.) PREPARED FOODS
- 8.) CITY BASED GENERAL MERCHANDISE
- 9.) GENERAL MERCHANDISE

You should arrive at The International Plaza no later than 12:30 pm on the day you plan on vending.

Please note: your vehicle will **not** be adjacent to your vending location.

### **All Vendors must provide a physical copy of a Tax ID.**

Vendors with live plants, herbs, shrubs, trees, potted flowers, etc. must provide a **physical copy of a Nursery Registration Certificate and a Tax ID.**

Vendors with prepared foods must provide a **Monroe County Health Certificate, a Tax ID, Fire Safety Training certificate, proof of Insurance \$ 1,000,000.00 (naming the City of Rochester as additional insured), photo of vehicle (including length) and copy of proposed menu.**

If you need further information and/or guidance on the above please call:

City of Rochester - City Clerk	(585) 428-6617
City of Rochester - Fire Safety Training	(585) 428-3682
Monroe County Dept. of Health	(585) 753-5065
NYS Dept. of Agriculture & Markets	(800) 554-4501 - Albany
NYS Dept. of Agriculture & Markets	(585) 427-2273 Food Safety / (585) 427-0200 Farm Products





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## The International Plaza Schedules of Rates

*Effective: Thursdays - April 15, 2021 through October 14, 2021*  
*Sundays – April 18, 2021 through November 21, 2021*

Payments for vending locations can be made with Credit or Debit cards by calling 585-428-6907 and by check or cash in person at: Rochester Public Market Office, 280 North Union St. Rochester, NY 14609 Tuesday – Saturday, 7am till 12 pm.

Rates		
License holder - 2021		
	Outright	Monthly
<b>Single Tent Spaces</b>	\$750.00	\$115.00
10'X10' tents		
<b>Kiosk with Power (8'X8')</b>	\$1,300.00	\$205.00
<b>Food Trucks &amp; Carts</b>	\$1,000.00	\$175.00
Daily - 2021		
<b>Single Tent Space Thursday</b>		\$15.00
10'X10' tents		
<b>Single Tent Space Sunday</b>		\$25.00
10'X10' tent		
<b>Food Trucks &amp; Carts</b>		\$35.00

Payments accepted at The International Plaza will be only by check or credit card.

**Fees:**

- There will be a **\$20.00 fee for all Dishonored Checks**, no exceptions. If two checks are returned within a season, vendors will have to pay with a certified check or cash for the remainder of the current Market year.
- Daily vendors whose payment(s) are in arrears will not be allowed to vend until payment is up to date.
- A **Late Payment fee of \$40.00 per location** will be charged on all outstanding International Plaza payments not received by the 15<sup>th</sup> of each month. **Should the 15<sup>th</sup> fall on a day the Market Office is closed, it is the responsibility of the vendor to make arrangements to make payment before the 15<sup>th</sup>.**



## APPENDIX A: CITY OF ROCHESTER, The International Plaza RULES AND REGULATIONS

*Issued March 1, 2020*

### *ADDENDUM TO CITY CODE CHAPTER 91, AS AUTHORIZED BY SECTION 91.10K*

- A. Location areas are to be left clean and free of litter at the end of each market day. Locations are inspected one hour after the closing of the Market
- B. The Market is not responsible for the security of any items on site at any time.
- C. Vendors are prohibited from hawking, shouting, using music, etc. to attract customers.
- D. All pushcarts and food-type vending wagons will be assigned a location. Under no circumstances will vendors be allowed to circulate throughout the Market. Food vendors holding a City Vending License are not allowed to vend on Market property unless assigned a location by the Market Supervisors and the fee is paid.
- E. All vendors and their staff must maintain civil conduct with each other, the public and Market Staff.
- F. All signage is subject to approval by Market Staff. Traffic control signage, parking signage, and other traffic control apparatus are to be installed or removed only by Market Staff.
- G. Display tables and fixtures are subject to inspection by Market Staff for safety, functionality, and consistency with Market design standards. Items which are determined to be unsafe, non-functional, and/or in conflict with Market design standards must be removed and/or brought into compliance within five (5) calendar days of notification of non-compliance.
- H. Vendors must be in compliance with all local, state and federal laws, statutes, rules, regulations, ordinances, certifications and standards that apply to their product. This includes NO SMOKING by license holders and their personnel where products are being sold.
- I. Sub-licensing and/or sharing of location(s) is not permitted.
- J. The City of Rochester Public Market Office will assign locations upon receipt of your payment. Locations will be assigned according to the nine (9) priority categories listed below.
- K. Location Assignment Priority Categories:
  - 1) CITY BASED FOODS-** Vendors who sell foods produced, processed or packaged **WITHIN** the limits of the City of Rochester, can include fresh produce, baked goods, meats, salsas, Sofrito, jams/ jellies, etc...

- 2.) **NY STATE FARMERS**-Vendors who grow Agricultural Products in New York State. Agricultural products include: vegetables, fruit, meats, fish, dairy and related products, including honey and syrup, livestock, live plants, herbs, spices and live flowers.
- 3.) **OTHER FOODS** - Vendors of Other Foods such as Agricultural Products (as defined above) not grown in New York State or not processed, produced or packaged in the City of Rochester. Other edible items including: baked goods, jams, jellies, etc.
- 4.) **CITY BASED ARTS & CRAFTS** - Vendors of Handmade Arts and Crafts who reside **WITHIN** the City of Rochester. All products being sold must be handmade by the vendor or their family.
- 5.) **OTHER ARTS & CRAFTS** - Vendors of Handmade Arts and Crafts who **DO NOT** reside in the City of Rochester. All products being sold must be handmade by the vendor or their family.
- 6.) **CITY BASED PREPARED FOODS** - Vendors of Prepared Foods who reside **WITHIN** the City of Rochester. Prepared foods are limited to specialty items, intended to be consumed on-site.
- 7.) **PREPARED FOODS** - Vendors of Prepared Foods who **DO NOT** reside in the City of Rochester. Prepared foods are limited to specialty items, intended to be consumed on-site.
- 8.) **CITY BASED GENERAL MERCHANDISE** - Vendors of new General Merchandise who reside **WITHIN** the City of Rochester. General Merchandise products include but not limited to: clothes, purses, toys and all other non-edible items.
- 9.) **GENERAL MERCHANDISE** - Vendors of new General Merchandise who **DO NOT** reside in the City of Rochester. General Merchandise products include but not limited to: clothes, purses, toys and all other non-edible items.

**FAILURE TO OBEY THE ABOVE LISTED RULES AND REGULATIONS MAY RESULT IN FINES AND/OR TERMINATION OF LICENSE AND/OR DENIAL OF DAILY VENDING PRIVILEGES.**

Fine Schedule:

1 <sup>st</sup> Offense	Verbal warning
2 <sup>nd</sup> Offense	Written warning
3 <sup>rd</sup> Offense	\$100.00 fine added to your account
4 <sup>th</sup> Offense	\$200.00 fine added to your account
5 <sup>th</sup> Offense	Loss of Market Privileges for 1 month
6 <sup>th</sup> Offense	Termination of ALL Market Privileges

*Daniele Lyman-Torres*

Daniele J. Lyman - Torres  
 Commissioner  
 Recreation and Youth Services

*2/10/21*

Date