



# capital harvest on the Plaza

*Please read the vendor handbook carefully. It outlines the guidelines for applying and participating in the market. Vendors will be required to sign and return the final page of this document acknowledging receipt.*

**WEDNESDAYS | 10AM – 2PM**

**MAY - OCTOBER**

**Ronald Reagan Building and International Trade Center**

**1300 Pennsylvania Avenue, N.W. Washington, DC 20004 | [capitalharvestdc.com](http://capitalharvestdc.com)**

## **PURPOSE**

The mission of the Capital Harvest on the Plaza Market (CHoP) is to provide local, sustainably sourced food and food products and to foster a strong sense of community, stimulate economic development, and improve the quality of life for marketgoers in Downtown DC.

Capital Harvest on the Plaza Market is managed by KSM Marketing LLC. A member of the KSM team will be onsite each market and responsible for market operations. CHoP is brought to you by Trade Center Management Associates (TCMA, A Drew Company) the exclusive manager of the Ronald Reagan Building and International Trade Center.

## **2024 SCHEDULE**

May 1, 8, 15, 22, 29

June 5, 12, 26

July 3, 10, 17, 24, 31

August 7, 14, 21, 28

September 4, 11, 18, 25

October 2, 9, 16, 23, 30

Capital Harvest will operate for 26 weeks. The market will run consecutive Wednesdays beginning May 1<sup>st</sup> through October 30<sup>th</sup>. There will not be a market on Wednesday, June 19<sup>th</sup>. We will be closed in honor of the Juneteenth Holiday. The date of the final market may fluctuate based on any unforeseen cancellations due to inclement weather or conflicts for space.

Capital Harvest is a rain or shine event.

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## **FEE SCHEDULE**

In 2024, Capital Harvest will be offering *two payment options*:

- 1) A flat rate for the entire 26-week season or
- 2) a weekly booth fee

### **Weekly Booth Fee:**

\$45 (1) Booth | \$80 (2) Booths

### **26-Week Season Flat Rate:**

\$1,000 – single booth

### **Booth includes:**

- (1) 10 x 10 Covered Booth
- (3) 6' Tables

## **PAYMENTS**

*Payment for fees will be accepted by check or PayPal.*

***Seasonal Payment Plan:*** The flat rate fee for the 26-week season can be paid in two installments. The first due prior to the market opening on **May 1, 2024**. The 2<sup>nd</sup> installment will be due **July 30, 2024**.

***Weekly Payment Plan:*** Vendors on the weekly payment plan can pay by check or cash at the closing of each market. If no payment is received, vendors will be invoiced by KSM Marketing via PayPal following the market.

PayPal payments are due by Monday of the following week, after participation. After three weeks of non-payment, a vendor will be suspended from CHoP until unpaid fees are paid and future payment arrangements are made. A late fee of \$50 will be added to your account for any payments received after the listed deadline.

## **PARKING**

**Fees DO NOT include parking.** Vendors may utilize street parking or paid parking in the Ronald Reagan Building Garage with two entrances on 14<sup>th</sup> Street & and one at 13 ½ Street. Parking is approximately \$25 a day in the garage. Vendors opting to use street parking are encouraged to download the Parking

App for easy access to street parking payments. Street parking does require moving your vehicle every (2) two hours.

## **APPLICATION PROCEDURES**

Submit your business and contact information via [Google Forms](#).

Email the following items to KSM:

- Photos of your booth set-up
- Photos of your product, pricing, and signage
- A comprehensive list of all products to be sold at your booth.
- All applicable permits and licenses as required by the state and county in which you reside.

Once your Google application is received by KSM you will receive a PayPal invoice from: chop@ksmmarketing.com for the \$25 application fee. This fee must be paid to process your application.

Upon acceptance, vendors will be required to submit the following items:

1. Your company logo
2. Brief Business Description
3. Links to Website & Social Media Accounts
4. Signed handbook – *final page*
5. Proof of Insurance

## **PROOF OF INSURANCE**

- Vendors must provide proof of insurance.
- Vendors must carry insurance for general liability and property damage, as well as product liability coverage, in an amount not less than \$500,000.
- Insurance must remain active for the entirety of the market season.
- The deadline to submit PROOF OF INSURANCE is Friday, April 19.
- A \$50 fee will be added to your account if your PROOF OF INSURANCE is not received by 4/19.
- No Vendor will be allowed to participate in the market without PROOF OF INSURANCE.

***The policy shall name as additionally insured:***

Trade Center Management Associates LLC, U.S. General Services Administration  
and KSM Marketing LLC

***Our address is:***

1300 Pennsylvania Avenue, N.W. Washington, D.C. 20004

**VENDOR CATEGORIES**

**FARMERS** grow produce (vegetables, fruits, herbs, flowers, and potted plants) or raise animals and the products they sell at the market come directly from farm or land they work. Farmers sell products from plants or animals they have grown or raised themselves on their own farms, except for cooperative marketing arrangements pre-approved by market management.

**PROCESSED FOODS** are fresh, canned, or bottled food products such as breads, cakes, pies, baked goods, sausages, jams, sauces, salsa, cheeses, pickled vegetables, and other ready-to-eat items that have been processed before arriving at the market.

**FOOD CONCESSIONS** are ready-to-eat foods that are prepared partially or entirely at the market. We only accept vendors who are locally sourcing or collaborating with other vendors for their primary ingredients. Concession vendors that can prove that at least 50% of their menu is comprised from locally sourced ingredients will be given priority.

**VENDOR CRITERIA**

Vendors are admitted based on the type of product that is needed most at the market. We are looking for foods that are fresh, local, and nutritional, as well as culturally diverse. CHoP gives priority to those vendors who have strict sourcing principles.

CHoP encourages the use of fresh, local ingredients in prepared foods sold at the market. Processed foods and food concessions should be primarily made from ingredients sourced from farmers within the Chesapeake Bay region or other local sources.

Booth appearance and professionalism matter. Vendors are selected based on history and prior experience, attendance record, and booth cleanliness. Adherence to strict food safety and customer hospitality will be taken into consideration when determining eligibility.

## **MARKET RULES & REGULATIONS**

Vendors and employees of vendors that do not comply with the Market Rules & Regulations will be put on notice with verbal and written warnings. Non-compliant vendors will receive a written warning after two verbal warnings. ***After two written warnings, vendors are subject to expulsion from the market.***

**Booth Assignments:** Booth locations are made at the discretion of the onsite manager and may be changed during the season. Vendors must confine set-up to their assigned space.

**Booth Appearance:** Vendors must present a professional and clean set-up on a weekly basis. Untidy and dirty booths will not be tolerated. Signage, menus, and pricing are required.

**Beverages:** It is our mission to be a health-conscious Market. For that reason, ***we do not permit the sale of sugary sodas or drinks.*** We do allow for the sale of bottled water. This is an exception to our no reselling policy.

**Complimentary Carts:** A limited number of push carts are made available by the Reagan Building. These are a courtesy and cannot be guaranteed or reserved. ***It is strongly recommended that you have your own cart/s for loading and unloading.***

**COVID-19 Policy:** Any individual experiencing symptoms of COVID-19 or was recently exposed to someone diagnosed with COVID-19, must not work in, or visit a food retailer due to the risk of exposing others. Symptoms of COVID-19 may include fever (subjective or 100.4 degrees Fahrenheit), chills, cough, shortness of breath or difficulty breathing, fatigue, muscle or body aches, headache, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, diarrhea, or otherwise feeling unwell.

**Fire Extinguishers:** If you are cooking at your booth and use any type of fuel or flame, ***you must equip the booth with a current fire extinguisher.*** We will be checking booths in advance of opening for extinguishers.

**Propane Tanks:** Propane tanks must be secured using rope or bungee cords to the cart during loading and unloading. Propane cooking as well as propane tanks must be situated outside of the tent. No propane tanks should be stored or used underneath the covered tent provided by the Building.

**Food Handling:** If you touch food, you must wear disposable gloves and change them frequently. Employees must wear disposable gloves to minimize barehand contact with any food products. Food handlers must also wear hair restraints.

**Food Sampling:** Samples must be presented in a safe and sanitary manner. Use of toothpicks, sampling spoons, or the like is strongly encouraged for samples.

**Food Storage:** All foods and single service items must be stored off the ground at least six (6) inches. Do not let melting ice, leaking cartons, or dropped food make a nuisance condition on the ground in your area of operation.

**Ground Mats:** Proper ground mats to protect the surface in and around your booth is mandatory if you are a food concession vendor.

**Labeling:** All vendors are required to properly label their items for sale. Labels must include origin, ingredients, and price. Vendors are required to post prices on all products that are displayed for sale.

**Loading/Unloading:** The official loading zone is between the two crosswalks on Pennsylvania Avenue at 13<sup>th</sup> Street. You will receive a placard to be displayed on the dashboard of your vehicle. All vendors should display their 2024 CHOP placard when loading and unloading.

**Menu Change:** Check with management in advance before adding new items to your menu. This will ensure that we do not have duplicate items being sold and the item is approved to be sold.

**Packaging:** Prepared, ready-to-eat foods must be served on compostable cutlery and plate-ware. Styrofoam plates and bowls and plastic silverware are banned from the market in accordance with DC law. Plastic straws and PC condiment packages are not acceptable. Plastic bags are discouraged however, we recognize the need. We ask that vendors keep these out of sight and use sparingly.

**Permits and Licenses:** All vendors participating in CHoP must comply with all applicable federal, state, and local health laws and regulations at their own expense. This includes regulations pertaining to the harvesting, preparation, labeling and safety of the products they bring and sell at the market. Vendors must always have with them a copy of all applicable reports, permits and licenses required by the health department of the state or county from which the product/s originated. It is the responsibility of the vendors to obtain and pay for any permits or licenses required.

**Personal Hygiene:** It is recommended that Vendors perform frequent hand hygiene with soap and water or alcohol-based hand sanitizer.

**Personal Conduct:** All vendors, sales associates and staff will behave towards marketgoers, customers, and colleagues with professionalism and a common courtesy that fosters a spirit of cooperation and kindness. Foul language is strongly discouraged.

**Reselling:** Capital Harvest is a producer market and does not allow the reselling of items purchased. All items sold must be grown, harvested, produced, or crafted by the vendor. Bottled water is the one exception to this rule.

**Sales Tax:** Vendors selling non-edible products, such as flowers, plants, wreathes, soap, cleaners and other such items that are subject to sales tax, must comply with local and state tax regulations.

**Scales:** All scales must be evaluated and registered with the District of Columbia.

**Set-Up Hours:** Vendors can begin setting up at 8:30am and must be ready for business no later than 9:45am. Market management (KSM) arrives at 8:30am. Vendors must arrive at the market no later than 9:30am and be ready to start selling when the market opens at 10:00am. Vendors who are repeatedly late risk being excluded from the market. All vendors must vacate the Plaza no later than 3:00pm.

**Signage:** Signage must be professional and CLEAN. Vendors may have (1) one banner hung on the backside of their booth and are allowed (1) one A-frame sign in front of their booth. A-frame signs must be placed within 3' of the booth.

**Staffing:** If you have another person selling for you, that person must be familiar with and comply with all market rules. It is your responsibility to share this information with your representatives.

**Temperatures:** Each booth must have a thermometer for routine checking of temperatures. The internal temperature of those foods that are reheated or cooked should reach 165°F during the reheating or cooking process. The food held in storage or on the serving line must be at a temperature either above 140°F or below 45°F.

**Trash & Waste Removal:** Vendors **must remove their own garbage** from the market. Receptacles provided by the Market are intended for the use of our customers and guests, not vendors. There is no dumping of food or waste products on the market site.

## **ATTENDANCE**

**Commitment:** Vendors must commit to the entire season. If a vendor is not able to commit to the entire season there is an option to share space with another vendor.

**Cancellation:** Vendors must notify Market management beforehand if they plan to be absent, except in case of a sudden emergency. Anyone with two unexplained absences may be expelled.

**Weather Policy:** The market is rain or shine. However, if the weather reports are calling for severe inclement weather, such as high winds, tornado warnings, extreme heat or rain, management reserves the right to cancel the market for the safety of the vendors and customers.

## **NON-COMPLIANCE**

KSM is responsible for enforcing the market guidelines and reserves the right to refuse acceptance or dismiss any farmer/vendor or product that does not adhere to the rules and guidelines as stated above.



Disputes will be addressed immediately. Vendors will be given a fair opportunity to become compliant.

A written warning via email will be issued if there is a second violation of the same offense, and dismissal from the market will result if the issue persists.

**Indemnification:**

Vendor agrees to defend, indemnify and hold harmless KSM, Trade Center Management Associates LLC and the U.S. General Services Administration, their successors and assigns, (collectively, the "Indemnitees") from and against any and all losses, claims, liabilities, penalties, fines and costs, including reasonable attorney's fees, incurred by the Indemnitees, arising or relating to, (i) any breach or noncompliance by Vendor of any representation, covenant or agreement contained in this Handbook, (ii) the use of the booth by Vendor, and (iii) any acts or omissions of Vendor in connection with the Market.

*Please sign and return this form to KSM. Return via email at [kelly@ksmmarketing.com](mailto:kelly@ksmmarketing.com).*

Vendor Name: \_\_\_\_\_

Vendor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

