



# Letter of Intent

January 2007

## Dear Local Grower:

Village Pointe® Shopping Center is pleased to host the second season of the Village Pointe Farmers' Market and we'd like to invite you to once again be a part of bringing your goods to our West Omaha market venue!

**2007 Rates:** 22 consecutive Saturdays, beginning **May 5** and ending **September 29** (rain or shine) with **October 6** scheduled for our end-of-season Harvest Fest celebration.

**New Location:** Southeast corner of Village Pointe parking lot, along Burke Street at Village Pointe Shopping Center (please see map, Exhibit B).

**Time of Operation:** 8:00 a.m. to 1:00 p.m. (Vendors set-up between 7:00 to 8:00 a.m.)

**Stall:** Regular stall measurements are 9' x 17'; individual stalls may be configured to fit an equivalent stall area, as determined by Management.

**Electricity:** At this point, we are researching our capacity to provide very limited electrical service to Vendors. If you are a vendor that needs electricity, please state what you need and what type of equipment you are using. There may be an additional charge for electrical use.

If you are interested in being a Vendor at the 2007 Village Pointe Farmers' Market, please return this completed form to: Village Pointe Farmers' Market / 17305 Davenport St., Suite 203 / Omaha, NE 68118. OR Fax to: 402.614.1565 by February 28, 2007.

We look forward to providing this venue for another season of offering our customers a way to enjoy your locally-grown produce and other farm-fresh goods. **Questions?** Feel free to call Michael B. at 402.639.2760

**Specify Term Preference:** (*indicate preferred term and specify Half or Partial dates below*)

**Stall space secured by submitting contract along with \$25 deposit with balance to be paid in full on or before April 15, 2007.**

\_\_\_\_ \$220 - Full Season (22 Saturdays); Note: full-season vendors offered prime positioning

\_\_\_\_ \$140 - Half Season (11 Saturdays of choice): \_\_\_\_\_

\_\_\_\_ \$ 95 - Partial Season (7 Saturdays of choice): \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Please specify Vendor Goods: (May include farm fresh, family-raised produce and meats, not to include home baked goods, canned foods, and flea-market and arts & crafts items.)

\_\_\_\_\_

***We sincerely hope you'll join us for the 2007 season!***

Don La Chere, Village Pointe General Manager  
Michael Braunstein, Heartland Healing  
Kim Jones, Village Pointe Marketing Director

*[Handwritten signatures]*  
kim Jones



**VILLAGE POINTE® FARMERS' MARKET  
2007 RULES & REGULATIONS  
EXHIBIT A**

***The intent of Village Pointe Shopping Center in sponsoring the Village Pointe Farmers' Market*** is to provide an outlet for local, "family-farm" growers and producers to have an avenue to sell their produce and meats directly to the consumer.

We support growers who strive to produce products free of harmful pesticides; growers who are responsible stewards of the land and the environment in which we all live. We encourage chemical-free, pesticide & herbicide free produce. Participating vendors who advertise their product as organic, must be certified organic by a recognized certification agency and must display their certificate. It is each Vendor's responsibility to know and be in compliance with Douglas County Health Department and State of Nebraska requirements on all items sold at the Village Pointe Farmers' Market.

1. The Farmers' Market (hereinafter referred to as the Market) will begin on Saturday, May 5, 2007 and run through September 29, 2007, rain or shine, unless severe storm warnings prevail.
2. Designated items may include farm fresh, family-raised produce and meats. Sale of flea market-type items, craft-type items, home-baked items and canned goods is prohibited. Management reserves the right to deem any item(s) not acceptable to be sold at the Market.
3. Vendors are responsible for collecting and reporting all required sales tax on items sold at the Market.
4. All vendors who sell at the Farmers' Market must submit a Contract. An approved Contract will constitute an agreement between vendor and the Market to abide by the policies and rules governing the Village Pointe Farmers' Market.
5. The Market reserves the right to limit vendors with certain products until an appropriate space is available.
6. The Market will operate from 8:00 a.m. to 1:00 p.m. Vendors are required to be set up between 7:00 a.m. and 8:00 a.m. and may sell until 1:00 p.m. Vendor shall be responsible for final clean up of their stall area including broom sweeping the stall and complete removal of all tables, boxes, chairs and any other materials used for the sale or display of any and all merchandise, no later than 2:00 p.m. on each Market day.
7. Vendors may not set up before 7:00 a.m. and will clean up and dismantle stall area by no later than 2:00 p.m. on each day of the Market.
8. No vehicles will be allowed to enter or exit the Market during official Market selling hours unless special permission is granted and Vendor is escorted by Market Management.

**VILLAGE POINTE® FARMERS' MARKET**  
**RULES & REGULATIONS (continued)**

9. Vendor agrees to pay a fee of \$220.00 for a full-term, \$140.00 for a half-term and \$95.00 for seven (7) selling days at the Market. Payment is to be paid in full with contract application per Vendor's designated term. Vendors' preferred location(s) will be honored on a first-come basis as individual Vendor payments are received.

Checks shall be made payable to **Village Pointe Shopping Center** and mailed to:  
Village Pointe Farmers' Market  
17305 Davenport St., Ste. 203  
Omaha, NE 68118

10. For health and safety reasons, Vendors may not bring pets to the Market.
11. All vendors must be 18 years of age or older.
12. Vendors who bring children to the market must keep the children in their stall. If the children are disruptive to the Market's vendors and/or customers, Vendors may be asked not to bring their children for the remainder of the season.
13. Vendors must wear appropriate attire and shoes at all times.
14. All products and signs must stay within each vendor's assigned stall.
15. All Vendors are responsible for collecting and removal of their own garbage.
16. One stall allowed per market vendor (i.e., a husband/wife/other relative/associate cannot each have a stall).
17. The sale of goods not grown or produced by the vendor, the reselling of goods, or the sale of goods that have been traded or bartered for is not permitted. If this occurs, the vendor will not be allowed to sell those products at the Market. Spot inspections may take place, if deemed necessary.
18. Vehicles may not park on grass perimeters at any time. All Vendors who do not sell from their vehicles will be asked to park in the designated Vendor parking area to allow for customer parking.
19. Vendors offering tasting samples must know and comply with all Douglas County health regulations. Samples will be handled properly (i.e., on a covered tray, served with toothpicks or using other appropriate and sanitary serving techniques). Vendors must provide a waste container(s) if sampling items.
20. If Vendor has been assigned a permanent stall location by securing a full-term Contract, and will be unable to sell at a particular day(s) of the Market, Vendor will be responsible for contacting Market managers so stall can be reassigned for the day(s) missed. (Call 402.639.2760 to inform Management or to leave a message.)
21. Should any questions or disputes arise regarding the observance of the Market policies, Village Pointe Farmers' Market Management will resolve any issues accordingly.
22. Village Pointe Shopping Center reserves the right to make any modifications to existing "Rules and Regulations" at any time.



EXHIBIT B



Village Pointe  
Farmers' Market  
Location