

# CUESA



CULTIVATING A HEALTHY  
FOOD SYSTEM

## CUESA's Ferry Plaza Farmers Market Photography & Filming Agreement

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Thank you for your interest in photographing or filming at the Ferry Plaza Farmers Market. The market is run by the educational nonprofit CUESA (Center for Urban Education about Sustainable Agriculture). In allowing filming and photography in our farmers markets, our priority is to support our local farmers and sellers and promote a sustainable food system, while operating a smooth and uninterrupted market for both our sellers and shoppers. To that end, we have established these guidelines and policies.

### **Ferry Plaza Farmers Market (Outside) vs. Ferry Building Marketplace (Inside)**

The Ferry Plaza Farmers Market takes place *outside* of the Ferry Building on Saturdays (8 am to 2 pm) and Tuesdays and Thursdays (10 am to 2 pm). The shops *inside* the Ferry Building are managed separately by Hudson Pacific Properties ***Your agreement with CUESA does not cover filming or photography inside the Ferry Building at any time, nor does it cover filming or photography outside the Ferry Building during non-farmers-market hours.*** For requests to film inside Ferry Building or outside during non-farmers-market hours, contact [ferrybuildingpr@wagstaffmktg.com](mailto:ferrybuildingpr@wagstaffmktg.com).

### **Eligibility**

All individuals, students, companies, or organizations who wish to film or photograph in the Ferry Plaza Farmers Market for commercial, editorial, educational, or not-for-profit purposes must coordinate their requests through CUESA. All requests are subject to the approval of CUESA's Communications Director and Executive Director. CUESA reserves the right to refuse projects it deems inappropriate to the Ferry Plaza Farmers Market or CUESA's mission. Permission to film or photograph is granted only for the use indicated on an approved application. Permission must be obtained prior to the day of filming.

### **Crew Size**

Size of the crew (including talent, producers, and production crew, such as camera operators, lighting, and sound) must be determined in advance of your visit. Depending on the scope of the production, CUESA may require a staff person to attend to the crew and facilitate introductions to individual sellers. Filming related donations may be increased for more complex projects with large crews.

### **COVID-19 Safety Protocols**

All crew members and talent must follow CUESA's COVID-19 safety protocols, including wearing a face covering at all times, social distancing, no food sampling, etc., while in the farmers market, per orders and requirements of the San Francisco Department of Public Health and the California Department of Public Health. For full details and updates, visit [cuesa.org/covid19response](https://cuesa.org/covid19response).

### **Vehicles & Parking**

We cannot provide for or allow parking directly in front of the Ferry Building. The closest parking is the ProPark lot on the corner of Washington and Embarcadero Streets. Please coordinate with CUESA in advance if you need to load off equipment before parking your vehicle.

### **No Disruption of Operations**

Your filming or photography must not interrupt normal market operations or sales (i.e. we cannot move sellers from their traditional stall locations or block customers' access to stalls). Your crew must treat all market sellers, shoppers, and staff with respect. Individual sellers reserve the right to remain off-camera. On Saturdays, we request that you wrap up your filming between 8:00-10:00 am, as the market tends to get crowded.

### **Product Use**

If any farmers market products are handled as a prop or part of the filming, they must be purchased from the seller. If you would like to feature produce or products not purchased at the farmers market, those items must be approved by CUESA in advance.

### **Editorial vs. Commercial Projects**

Typically there is no required filming related donation for editorial shoots, except in the case of complex projects. For approved commercial filming and photography (including sponsored content), we require a filming related donation based on the scope and complexity of the project. Each request will be considered on a case-by-case basis. Please make checks payable to "CUESA." CUESA is a 501(c)(3) nonprofit organization (EIN 94-3212988). Your filming related donation supports our mission to grow thriving communities through the power and joy of local food, and is tax deductible to the full extent of the law.

**Please email or fax the following application to Communications Director Brie Mazurek at [brie@cuesa.org](mailto:brie@cuesa.org) or 415-291-3275 (fax). For questions, call 415-291-3276 x104.**

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## CUESA's Ferry Plaza Farmers Market Photography & Filming Permit Application

Name of Applicant: \_\_\_\_\_ Date of Application: \_\_\_\_\_

Company & Title: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Company/Client for whom film/photos are being made: \_\_\_\_\_

Purpose of the filming/photography and when and where the material will be published/released:

Name of Site Crew Leader: \_\_\_\_\_ Size of Crew: \_\_\_\_\_

Cell Phone of Site Crew Leader: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Filminssg: \_\_\_\_\_ Timeframe (e.g., 10-12 am): \_\_\_\_\_

Vehicles: \_\_\_\_\_

Equipment Details (please indicate if any of the below will be used and the quantity):

\_\_\_\_\_ Handheld camera      \_\_\_\_\_ Rails and/or dollies      \_\_\_\_\_ Tripod  
\_\_\_\_\_ Microphones/booms      \_\_\_\_\_ Lighting equipment including sun bounce screens, lamps, etc.

Special Needs or Requests:

**Filming related donations are required for commercial filming/photography (including sponsored content), and will be determined based on the scope and complexity of each project.**

In signing this application, the applicant agrees to the terms in CUESA's Photography & Filming Agreement, and assumes responsibility for any damage to CUESA equipment or Ferry Building property. The applicant agrees to cause no interruption to the sellers' business at the Ferry Plaza Farmers Market and agrees to follow COVID-19 safety protocols. In some cases, a certificate of insurance naming CUESA as additional insured may be requested. When you arrive at the Ferry Plaza Farmers Market to film you will need to check in at the black CUESA Info Booth with a completed copy of this form. You will then be escorted or directed to the Ferry Building security office to pick up badges. Everyone in the crew must be identified and wearing the badge. This agreement does not cover filming or photography inside the Ferry Building Marketplace. Thank you for supporting CUESA's mission to grow thriving communities through the power and joy of local food.

*Applicant Signature*

*Title*

*Date*

*CUESA Signature*

*Title*

*Date*