

CUESA



CULTIVATING A HEALTHY
FOOD SYSTEM

CUESA's Ferry Plaza Farmers Market Photography & Filming Policy

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). CUESA welcomes the opportunity to spread the word about eating seasonally, supporting local farmers, and promoting a sustainable food system. Our primary objective is to operate a smooth and uninterrupted farmers 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 the Ferry Building year-round on Saturdays (8 am to 2 pm) and Tuesdays and Thursdays (10 am to 2 pm). It is distinct from the Ferry Building and Ferry Building Marketplace (shops inside the building), which are operated separately by Equity Office Properties. ***Your agreement with CUESA does not cover filming or photography within the Ferry Building Marketplace or outside the Ferry Building during non-farmers-market hours.*** For Ferry Building requests, contact the Assistant Property Manager Lauren Sivley at Lauren_Sivley@equityoffice.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's communications department. All requests are subject to the approval of CUESA's executive director. CUESA reserves the right to refuse projects it deems inappropriate to the Ferry Plaza Farmers Market or CUESA's mission, and 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 in the market.

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, and there may be an additional fee for more involved projects.

Vehicles & Parking

The closest parking is the ACE lot on the corner of Washington and Embarcadero Streets. Complimentary or reduced rate parking can be made available with adequate advance notice. We cannot, however, provide for or allow parking directly in front of the Ferry Building.

No Disruption of Operations

Your filming 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 and 10:00 am, as the market tends to get crowded. Please let us know if you have any questions or concerns.

Product Use

If any products are handled as a prop or part of the filming, this product must be purchased from the seller.

Base Fees

Typically, there will be no fees for editorial shoots, but fees may increase for complex filming projects. For approved commercial filming, we charge the following fees:

\$500 under 2 hours

\$700 under 4 hours

CUESA reserves the right to waive all or part of these fees or increase fees on a case-by-case basis.

Please email or fax the attached application to Communications Director Brie Mazurek at 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 Form

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: _____

Phone Number of Site Crew Leader: _____ Size of Crew: _____

Date of Filming: _____ Hours of Filming: _____

Parking Requirements: _____

Filming/Photography Fees:

_____ Commercial photography under 2 hrs (\$500*) _____ Commercial photography over 2 hrs (\$700*)

** Note: Please make checks payable to "CUESA." Fees are subject to change based on the scope of the project.*

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:

In signing this application, the applicant agrees to assume responsibility for any damage to CUESA equipment or Ferry Building property, and to cause no interruption to the sellers' business at the Ferry Plaza Farmers Market. 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. Thank you for your interest in CUESA and for supporting our work to cultivate a healthy food system.

Applicant Signature

Title

Date

CUESA Signature

Title

Date