



Non-Profit Guidelines

(February 2011)

INTRODUCTION

The Saturday Morning Market is the result of the grassroots efforts of individuals committed to developing a creative community spirit in downtown St. Petersburg. The Market has achieved remarkable success in fulfilling its mission, becoming the largest fresh market in the southeast United States. But more importantly, it's brought a vibrant energy to our city that is transformational.

The Saturday Morning Market is held weekly on Saturday mornings in downtown St. Petersburg.

- It's located in the parking lot of Al Lang Stadium, at the corner of 1st Ave S and 1st Street.
- The market is open to customers from 9:00 a.m. to 2:00 p.m.

The Market is guided by the three member Steering Committee, who have planned the markets growth since inception. The committee is composed of Mark Johnson (Market Director), Gail Eggeman (Market Manager), and Carol Ringold.

Gail Eggeman, the Market Manager, is responsible for the weekly market operations.

- Phone: (727)455-4921
- Email: saturdaymkt@yahoo.com

OPERATIONAL GUIDELINES

OVERVIEW

- Purpose – The purpose of this program is to enable non-profit community organizations to interact with and educate our community about their organization, programs, projects, and/or events.
- Organization Types – The following are examples of different types of acceptable organizations
 - Human Services
 - Cultural Arts
 - Health
 - Environmental
 - Educational
 - Government
- Organizations Not Invited – These organizations include any political or religious organizations/schools with the exception of nonpartisan voter registration. We honor and respect all political and religious opinions by supporting none at Market.
- Cost - There is no charge for this type of booth.
- Frequency – Non-profits are invited to schedule two dates in each scheduling quarter. We will consider other patterns of attendance for specific circumstances.

ACCEPTABLE AND UNACCEPTABLE ACTIVITIES

- Donations – Donations can be solicited for the organization.
- Sales/ Fundraising - Non-profits are allowed to use Market as a fundraiser through the sales of approved products. However the sale or free distribution of products must be fully and clearly disclosed and approval given.

- Information Distribution – Distributing literature outside your booth area is strictly prohibited! Our intent is that customers not feel that they are being bothered by leafletters as they walk the market.
- Advocacy - Advocacy or political activity is not allowed (even if we think it's a great cause!).
 - Examples of disallowed activities include: petition signing, election campaigning, or promoting of specific political positions.
 - The Steering Committee will make the final determination of what is considered a political activity.
 - Advocacy activities can take place off the Market. The best place for these to occur is next to Bayfront Tower on the NE corner of 1st Street and 1st Ave South.
- Outcrying - No 'out crying' is allowed.
- Personal Fundraising - *Personal fundraising for an event such as a breast cancer walk, are not eligible.*

APPLICATION PROCESS

- Prospective participants should send a description of the proposed booth including:
 - The mission of your organization. A website is acceptable.
 - What activity you will be conducting in your booth (handing out materials, requesting donation, doing a demonstration, etc)
 - How you will be displaying your materials.
 - When you wish to attend.
- Any activities which were not specifically applied for and approved are not allowed.
- We expect organizations to put effort and creativity into their booth designs (as we do regular vendors). Organizations with poor displays (e.g. poor materials, signage, etc) may not be invited back.
- Due to high demand, spaces are typically booked at least one month in advance and will be limited to four non-profits per week. Submit your application far enough in advance to allow time for approval.
- Proposals should be submitted by email to ... saturdaymkt@yahoo.com .
- The Market Steering Committee is responsible for making the final decision about participants. We reserve the right to accept or not accept a request from a non-profit or individual in this category.
- Once approved, you'll receive an emailed confirmation of the dates that you are scheduled.
- The organization must bring a signed copy of the Nonprofit Vendor Agreement to their first attendance at the market.

SCHEDULING

- Scheduling Periods – There are 3 scheduling periods
 - Oct – Dec
 - Jan – Mid March
 - Mid March – May (We are always closed for the Grand Prix auto races)
- Schedule Requests – Requests for a date in a scheduling period can be made up to 6 weeks before the beginning of the period.

STAFFING GUIDELINES

- Please carefully consider the volunteers or staff who will be attending.
 - Our expectation is that your staff conduct themselves as professional representatives of your organization.
 - We welcome smiling, friendly and interactive folks with a clear commitment to the community.
- Any disputes with customers or other vendors should be reported to the Market management.
- Please ensure that all volunteers and staff at Market have read these guidelines.

SATURDAY OPERATIONS

SETUP

- Arrival - Participants can begin setting up after 7:00 a.m. and should be completed and all cars out of the Market by 8:30 a.m.
 - The market is closed to incoming vendor traffic at 8:15 a.m., due to the volume of pedestrian traffic.
 - After 8:15, vendors will have to unload their vehicle from the parking area on the east side of the market.
- Entering the Market - All vehicles should only enter from 1st Avenue South, east of First Street.
 - Check with the Market staff on your arrival to get directions to your specific booth location. Be sure to get a clear understanding of the boundaries of your booth space.
 - Unload your vehicle and move it out of the market as soon as you are unloaded. Then, set up your booth. Vehicles should be removed from the market no later than 8:30 am.
- Driving - Please be very conscious of your speed as you drive through the market at the beginning and end of the day. You should drive no faster than walking speed – about 4 mph.
- Set-Up - As you are unloading and setting up, be conscious of parking your car in a way that maximizes the ability of other cars to get around you. Move your car out at the very earliest opportunity.
- Parking - It's critical that we leave the most convenient parking available for customers. Vendors parking on the street should park at least two blocks away, preferably to the south.
- Tents and Tables– A tent and a table are provided to each non-profit on their scheduled day and will be set-up in their space.

OPERATIONS

- Hours – The Market is open from 9 a. m. until 2 p. m. We request that you remain set up for the entire time the Market is open. Let the Market Manager know if you need to break down early for any reason.
- Obstacles - Minimize any obstacles (such as signs) that might impede free flow of pedestrian traffic.

BREAKDOWN

- Vehicle Access - A vehicle should never be driven into the market until the Market staff has officially opened the entry gate.
 - Opening is typically about 2:20, depending on the volume of pedestrian traffic in the market.
 - Do not bring your vehicle into the market until you are completely packed and ready to load.
 - Then, load your vehicle as quickly as possible, and exit immediately.
- Clean-Up– Vendors are responsible for leaving their area free of garbage and debris. All garbage is to be carried out by the organization.
- Completion - Cleanup should typically be complete by 3:30 pm.

WEATHER CLOSING

- We have a link on the market website (www.saturdaymorningmarket.com) that will indicate in advance if the market will close due to bad weather.
- A message about a weather-related closing will be posted at about 10pm on Friday night.
- The market will not be closed simply due to a general rain possibility (e.g. a 60% percentage chance of rain on Saturday).
 - If rain threatens after the market opens, we actively monitor radar on the Web to determine if and when to close.



NON-PROFIT VENDOR AGREEMENT

Please complete and bring this agreement form to the market tent on the first day of attendance at the market. It only needs to be completed once during each market season.

Please be sure that all participants in your booth read these market guidelines.

Name: _____

Organization _____

Address: _____

Telephone: _____ Email _____

I, the undersigned, have read the Information Vendor Guidelines and agree that the participating representatives from my organization will adhere to them.

I understand that the market reserves the right to limit or discontinue the participation of a vendor at any time.

I agree, as a designated representative of my organization, to indemnify and hold harmless the St. Petersburg Saturday Morning Market and its agents and employees from any liability, cost, damages, and other expenses suffered or incurred during the Market.

Representative's Signature _____

Date _____