

Saturday Morning Market

Vendor Information Packet

(October 2005)

INTRODUCTION

The Saturday Morning Market is the result of the grassroots efforts of individuals committed to developing a creative energy and community spirit in downtown St. Petersburg. The Market has achieved remarkable success in fulfilling its mission. In just several short years, it's become the largest fresh market in the state. But more importantly, it's brought a vibrant life and flavor to our city that is transformational.

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

- It is located in the downtown area on Central Avenue at 2nd Street.
- This block is closed to vehicle traffic during Market hours.
- The market is open to customers from 9:00 a.m. to 2:00 p.m.

For more information, contact David Cellon, the Market Operations Manager.

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

OPERATIONAL GUIDELINES

PRODUCT TYPES

Food-related items are intended to be the core of the market experience. As a result, they will be given preference over non-food-related items. The following are examples of items at the market:

Food Related & Greenery

- ♦ Produce, Plants & Flowers – fruit & vegetables, garden plants, herbs, cut flowers, bonsai, seeds, etc
- ♦ Cooked/ Prepared Food - baked goods, fresh bread, seafood, BBQ, cheese, smoothies, pasta, ethnic food, etc
- ♦ Specialty Foods – coffee, condiments, jams, nuts, dried herbs, sauces, flavored oils & vinegars, etc
- ♦ Food Related Items – cookbooks, kitchen utensils, food gift baskets, table linens/ aprons, etc

Non-Food

- ♦ Handmade (preferably by the vendor) – artwork, crafts, clothing, toys, stained glass, massage
- ♦ Household items (decorative items used in the house)– wreaths, refrig magnets, dried flowers
- ♦ Consumable (is used up) – soap, personal care, candles, greeting cards

Educational

- ♦ A limited number of spaces are available for non-profit organizations. Educational communications must be confined to the assigned area.

ELIGIBILITY GUIDELINES

- ♦ The Market is not intended to be a crafts fair or flea market. We will accept crafts on a limited basis, particularly those that fit the non-food criteria above.
- The market reserves the right to decline the participation of vendors that do not fit the Market objectives or criteria for participation.

FEES

- The fee for vending at the market is \$35/ day, or \$125 for 4 weeks (they do not need to be consecutive).
- The standard booth space is up to 12 front feet across and 10 feet deep. Vendors with smaller space needs may be assigned to spaces that are smaller in size.

VENDOR APPROVAL PROCESS

- The application process begins by the prospective vendor sending a detailed description of the proposed products and booth setup. See the sample descriptions at the end of this packet. The description should include:
 - a detailed description of the types of item(s) you want to sell.
 - any unique characteristics of the items (e.g. who makes them, how they're made, etc)
 - how you plan to display your item (e.g. displayed on table, hung on racks, use of a tent, etc.)
- Our preference is that you submit the application by email.
- If you are selling crafts, we also need pictures of a reasonable sample of your products.
 - If you don't have a convenient camera, we'd recommend using an inexpensive disposable one. Kodak has a model (Max HQ) that takes pictures as close as 30 inches (about \$13)
 - You can email digital photos (which we prefer), or send us 'paper' pictures (which aren't returned).
 - If you have standard film developed, you can have digital pictures put on a picture CD, and then email them or send the disk.
- Potential vendors are screened based on a number of criteria, including:
 1. Product Type - Whether the product/service falls within the market guidelines (described above).
 2. Product Quality – The style, construction and uniqueness of the product.
 3. Presentation – The display of the products on tables and throughout the booth. (see the Guidelines for Success section in this packet)
 4. Vendor Style – The general friendliness and appearance of the vendor.
- Craft products are generally only considered if they have been made by the seller.
- The Market Steering Committee is responsible for making the final decision about new vendors. Due to the volunteer status of the Committee, the screening and approval process may take several weeks.
- Once it has been tentatively determined that the products are the quality and type to fit the market, the vendor may be invited to vend at the market for a Saturday to complete the overall assessment of your product, booth setup, and your personal presentation.
- We restrict the number of vendors who carry specific types of products. If a category of product is already 'filled', we will notify the applicant and keep the application pending future openings.
- Vendors are not permitted to add additional product lines (outside the products described on their market application). Any subsequent additions to their initial product line need to be reviewed with and approved by the Market Manager. Examples of a product line change requiring approval would include:
 - a baked goods vendor adding prepared sandwiches to their offering.
 - a craft vendor, selling decorative accessories, adding a line of jewelry.
- The Market reserves the right to ask that unsuitable or unapproved products be removed from sale.

RESERVATION PROCESS

- Reserving a date at the Market can happen only after you have been approved to attend by the Market Steering Committee.
- Reservations for a specific date are ‘officially’ made by making a payment for the booth in advance.
- Payments should only be made after talking with the Market Manager to confirm that space is available.
- We prefer that payments for upcoming weeks be mailed in rather than made at the market.
- Checks should be made to Saturday Morning Market. Send the payment to:
Saturday Morning Market
Box 10812
St Petersburg, FL 33733
- Payment must be received no later than 9 pm on Wednesday before that Saturday’s market to hold your space. Payments received after the deadline may be subject to a late fee of \$10.
- Payments made to reserve a spot are not refundable.
- Reserved vendors who have not arrived by 8:15 a.m. on Saturday, or indicated in advance that they will be late, may forfeit their space.
- Any subsequent communications regarding changes in your schedule should be made by phone or email to the Market Manager, rather than verbally during the market.
- No refunds will be given due to rain cancellations.

SATURDAY OPERATIONS

Setup

- Arrival - Vendors can begin setting up their display after 6:30 a.m. and should be complete
 - by 8:30 a.m.
 - The street is closed to incoming vendor traffic at 8:00 a.m., due to the volume of pedestrian traffic.
 - After 8:00, vendors should unload their vehicle from the parking lot on the north side of the market.
- Driving - Please be very conscious of your speed as you drive through the market (or the neighboring parking lot) 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 through. Move your car out at the very earliest opportunity.
- Location - Vendors are not guaranteed a specific location on the street on a week-to-week basis.
 - We will do our best to meet the specific needs and requests of each vendor, while balancing the overall needs of the market.
 - Check with the Market Manager on your arrival on Saturday morning to confirm your location.
- Booth Location - Spaces are delineated and numbered. Be careful to stay within the boundaries of your allocated space.
- Equipment – Vendors are responsible for supplying all of their booth materials e.g. tables, chairs, etc.
- Rentals – Tents (\$20) and tables (\$5) are available for rent. A tent & table is \$22.50. The price includes setup. Contact:
Connie Lehmer (727) 433-0849

Operations

- 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 on 2nd Ave S.
 - Vendors are not allowed to park in the Market area.
 - Vehicles should be moved from the market street no later than 8:30 am.
 - Double parking (even for a short period of time) in a thru-traffic lane on the street bordering the market should not occur.
- Electricity – Limited electricity is available. Preference is given to the needs of food vendors.
- Fire Protection – Any vendor with an open flame or electrical device for heating food needs to have a 20 Lb. ABC fire extinguisher on hand. This is required by the Fire Marshall.
- Obstacles - Minimize any obstacles (such as signs) that might impede free flow of pedestrian traffic.
- Selling - Vendors should limit their sales activities to their general booth area. In addition, no 'out crying' devices (that would be disruptive to neighboring vendors) should be used.
- Flyers – Vendors may only distribute flyers within their booth space, and not in the pedestrian traffic areas.
- Garbage - Vendors are responsible for providing their own garbage receptacles.
 - The garbage cans in the street are for customer use only.
 - Vendor garbage can be put into the parking lot dumpster located in the middle of the alley. Nothing should be left outside the dumpster.
- Wind – Wind can often be a challenge. We strongly recommend you always bring weights for a tent in case of windy conditions. Gallon jugs of sand or water hung from a long bungy cord tends to work well.
- Dogs – Dogs are allowed at the market. Please inform a market representative if a dog is behaving in a disruptive manner.
- Change – Plan to bring adequate change (bills and coins) with you. The market management does not provide change. A few vendors tend to primarily get asked for change, which is an imposition on their serving their customers.

Breakdown

- Clean-up - Vendors are responsible for leaving their area free of garbage and debris. Cleanup should be complete by 3:30 pm at the latest, to enable the street to be reopened.
- Vending Duration - Vendors are expected to remain "open" for business until the close of the Market, unless they sell out all their products. We request that you leave your booth set up and return at 2 PM to breakdown your display. If a vendor does leave before the end of the market, they should always obtain prior approval from the Market Manager.
- Vehicle Access - A vehicle should never be driven into the market until the street has been officially opened by the Market Manager. This is typically about 2:20, depending on the volume of pedestrian traffic on the street.

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. Links to weather reports and animated radar are also included at the website
- 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). The weather will need to have a very high probability of being bad to close the market (such as radar showing a line of showers that will definitely hit during the morning).
- If rain threatens after the market opens, we actively monitor radar on the Web to determine if and when to close.

LICENSES & HEALTH CODES

- Obtaining the proper licenses or permits, and obeying all codes is the sole responsibility of the vendor, including any regulations of the Florida Dept of Agriculture or other regulatory agencies.
- The market provides a blanket occupational license for all participating vendors (that applies only while they are vending at the market).
- Sales tax, where required by the State, is the responsibility of the seller.

GENERAL GUIDELINES

- Substitute Representatives– If a vendor is going to be absent for a day and have a representative stand in for them, they should inform the Market Manager of this in advance. It's also very important that the substitute read our Vendor Guidelines so that they are well informed about our policies and practices.
- Community Behavior - Vendors are expected to be courteous to customers, vendors, and market staff.
 - Any disagreements need to be handled in a constructive and civil manner.
 - Inappropriate behavior (such as loud angry conversation or obscenities) is cause for immediate and/or permanent removal from the market.
- Smoking – Smoking by vendors in the market area is strongly discouraged, particularly around food or in their booth.
- Alcohol and Illegal Drugs - No vendor shall possess any alcoholic beverages or illegal drugs.
- Solicitation – Solicitation of any type (distribution of flyers, requests for money, petitions, etc) is not allowed within the market boundaries. Please inform a market representative if you see solicitation occurring.

ENFORCEMENT OF RULES

- Every vendor must sign the Vendor Agreement (pg 9) and provide it to the Market Manager on or before the first day they vend at the market.
- Any grievance regarding the actions of other vendors should be brought to the attention of the Market Manager, and not directed to the vendor in question.
- Any vendor not in compliance with the above regulations may be asked by the manager to leave the premises immediately. No refund will be given. Approval for further participation is subject to the discretion of the Market Steering Committee.
- These rules have been developed by the Steering Committee of the Saturday Morning Market, and are subject to change upon review.

SAMPLE VENDOR APPLICATIONS

The following are 2 hypothetical examples of an application to participate in the market.

- These examples are designed to clarify the type of description that will speed up the review process for your submission, and increase the possibility of acceptance.
- The application examples are for the same product and vendor.
- The key characteristic that distinguishes a poor from a strong application is the amount of detail provided. This is true for all types of products – food, plants or crafts.

A Poor Application

I'd like to sell Guatemalan hammocks, made by the native Indians. I've had a dream to create a business selling these since I lived there 7 years ago.

They're colorful, sturdy, and very unique. I've been selling them to friends, who just love them. I'm really looking forward to bringing them to the market!

Pictures – 3 pictures are included. The hammocks are lined up on a table. Lighting is poor. The photos are from 6-8 feet away.

A Strong Application

Product Description

I'd like to sell Guatemalan Hammocks. They are made by native Indians I worked with while in the Peace Corps. Making these hammocks provides an important source of income for them, as their only other source of support is the crops they raise.

The hammocks come in several styles – singles, doubles and chair. They're made with all natural fibers and typically include 3-5 colors woven throughout. They are very sturdy - the double can safely hold over 400 lbs. They typically last 4-5 years or more when left outside in Guatemala. The prices will range from \$30-70. Each hammock comes with instructions about options for safely hanging it, and information about the Indians who make them.

To my knowledge, hammocks like these are not available in stores anywhere in the Bay area. They are being sold in stores in California.

Display Description

We are still thinking through how to display them. My husband is thinking about making a tall rack made from PVC pipe that can be easily assembled at the market. It would enable customers to see the variety of colors easily as they walk by.

Pictures – 5 pictures are included. One shows numerous multicolored hammocks hung over a clothesline in sunlight. Another shows close-ups of the workmanship. There are pictures of 2 people in a double hammock and one of a chair style hammock.

VENDOR GUIDELINES FOR SUCCESS

INTRO

The purpose of this section is to share guidelines for successful vending that we've learned from experience, and from studying other markets. Our intent is to help you continuously grow, and enhance your success.

- The key principle is that the appearance of a booth and vendor interaction with customers is as important to success as the product being sold.
- These guidelines describe our recommendation about how products can most effectively be displayed, and how to build effective relationships with customers.
 - They describe the factors that are used to evaluate new vendor candidates.
 - In addition, they are intended to help existing vendors improve their displays.

PERSONAL SERVICE

A primary reason for the popularity of markets is that they represent a friendly and personal way of shopping. A successful market represents a community setting much like the village markets of Europe— you know the shopkeeper by name, you get personalized service, and you enjoy running into your friends and neighbors. We want to nurture this vision of community.

- Greetings – Initiate interactions with customers with a big smile, direct eye contact, and a warm hello.
- Samples – Offer samples of your food products to entice customers to try your products.
- Cheerful Attitude – One way to create a positive atmosphere for customers is to have a playful and relaxed attitude yourself.
- Name Tag – We strongly recommend you wear a name tag, which is available from the Market Manager.
 - Wearing a nametag encourages people to talk with you.
 - It also reinforces that they're buying from a person, not a corporation.
- Business Cards – Having a business card helps communicate a professional image.
 - It also enables satisfied customer to tell their friends about you, as well as remember your name.
 - They're available at office supply stores for a nominal cost. (\$13 – 25)
- Learn customer's names - It's often easier to ask a customer their name, if you are wearing a nametag. You may want to keep a simple log to help you remember them over time. You can also note any personal details or preferences about them. Your personal attitude and demeanor will encourage repeat customers.
- Appearance - Depending on the type of product you have, it pays to 'look the part'. Think about how you can use your personal appearance to complement your products.

BOOTH APPEARANCE

Creating your booth setup can be a challenging but creative process.

- Turning a good display into a great one is often a process of making continuous small improvements. Be committed to experimenting and discovering little enhancements on a regular basis.
- If you're a first time vendor, practice setting up your booth before coming to market.
- If you are a veteran vendor, it's important to constantly explore any improvements you can make.
- We'd be glad to offer suggestions about ways to enhance a booth appearance or how to design signs that are effective.

Product Display

- Product Setup - Products should be displayed in an organized and attractive manner.
 - Use color and accessories (such as flowers or plants) to give your display visual appeal.
 - Explore how to use boxes, pedestals or shelves to create a tiered effect on a tabletop.
 - Plan ahead how to cluster and display products so the effect doesn't appear cluttered.

- Table Cloth - Your tables should have an attractive colorful table cloth. This helps with both the overall appearance of the booth, and enhances your product display.
 - An inexpensive and attractive option is a solid color twin bed sheet.
 - The cloth should hang down several feet off the front of the table. This is both more attractive and helps to hide anything that may be stored underneath.
 - The table cloth should be in good condition, clean and unwrinkled.

Signs

- Product Signs - Consider having a fairly large sign that provides describes what is unique about your products e.g. vegetarian or low fat food, or personal care products made with all natural ingredients.
 - Possibilities include a standing table top sign, or a sign on an easel stand or hanging from your tent.
 - Sign lettering should be large enough to read from a distance.
 - Consider using an attractive erasable sign to list featured products or price specials.
- Price Signs - All products should be labeled with a price. This might seem obvious, but it's a common problem at markets.
 - It can be frustrating for customers to repeatedly have to ask about products or prices as they move from table to table.
 - If you have a product, where the price changes weekly, an erasable sign will save work.
- Business Sign - We recommend putting up the name of your business (if you have a name). It helps people to remember you more clearly (even if they never learn your name). Use this banner to give identity to your booth.

Weather Protection:

- Sun Protection - A large umbrella or tent can dramatically affect your comfort.
 - Your tent or umbrellas should be clean and in good repair.
 - Sunscreen and a hat are also valuable sun protection.
- Bad Weather - Be prepared for bad weather, even if it's brief.
 - If it rains, you will want to have appropriate covers for your merchandise close at hand.
 - If it's windy, stabilize your tent or umbrella with gallon jugs of sand or water.

Pricing

- Pricing Strategy - Research shows you'll sell more using multiple unit pricings (like 3 for \$1.00). Oddly enough, people will buy more of something at 2 for \$1.00 than they will at 45 cents each!
- Something for Free - People like the idea of getting something for free. A technique for selling slow-moving items is to offer "*Buy two, get one free*".
- Bartering - You're welcome to barter/ trade with other vendors.
- Late Day Discounts - Food vendors with perishable items are invited to offer discount prices to vendors or customers at the end of the market day.

What To Bring

- Change (both bills and coins) - Bring more than you think you will need. What if your first customer gives you a \$20 bill?
- Bags - Some customers may expect you to have paper bags or sacks.

Saturday Morning Market

2005 - 2006 VENDOR AGREEMENT

This agreement does **not** need to be submitted as part of the new vendor application process. It only needs to be submitted by the first day a vendor begins vending at the market.

Name: _____

Business Name (if applicable): _____

Address: _____

Telephone: _____ Email (important) _____

Description of Products: _____

I, the undersigned, have read the entire Vendor Information Packet governing the Saturday Morning Market, and agree to adhere to these guidelines.

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

I agree to indemnify and hold harmless the St. Petersburg Saturday Morning Market and its agents, employees and volunteers from any liability, cost, damages, and other expenses suffered or incurred during the Market.

I understand that I am responsible for adhering to all relevant government regulations e.g. health codes, licenses, etc (with the exception of the city occupational license which is provided by the Market).

Vendor Signature _____

Date _____