

Saturday Morning Market

Vendor Operations Handbook

(September 2009)

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 a 3 member Steering Committee. The committee is composed of Mark Johnson (Market Director), Gail Eggeman (Market Manager), and Carole Ringold.

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

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

OUR VENDOR PHILOSOPHY

Vendor Community – It's our hope that all vendors feel that they are vital members of our community.

- We encourage you to meet, learn about and support the vendors around you. Our vendors indicate that they greatly appreciate this characteristic of our market.
- This spirit of community among vendors is a foundation for the sense of community that customers experience and love about the Saturday Morning Market.

Continuous Improvement - We are committed to our vendors' growth and success.

- We encourage vendors to continuously explore how they can improve their products and their booth display. We also know that each vendor's development of their products and display helps the market grow as a whole.
- We offer tools, coaching, and feedback (wherever desired) to help vendors develop. Many vendors report that this support has resulted in a substantial increase in their sales.

OPERATIONAL GUIDELINES

SCHEDULING PROCESS

- Initial Scheduling - New vendors will receive notification by email once their proposal has been approved by the Steering Committee.
 - It will indicate the number of dates being offered in the current scheduling period.
 - Once a date has been selected, the payment will confirm the reservation.
- Quarterly Scheduling – Scheduling is done on a quarterly basis (typically a 10 – 12 week period)
 - An email is sent about 3-4 weeks in advance of each period asking each vendor to request specific dates during the period. The number of eligible dates is indicated in the email.
- Schedule Changes - Any subsequent communications regarding changes in your schedule must be made by email (see above) to the Market Manager, and not verbally during the market.
- Late Arrival - 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.

- Last Minute Cancellations – Vendors who unexpectedly find that they will not be able to attend (even late Friday or early Saturday morning) should call the market cell phone to inform us about the situation.
- No Shows - Repeated no-shows without prior communication (even when pre-payment has been made) may result in revoking future attendance privileges.
- Ad Hoc Requests – Due to last minute cancellations, we may have unanticipated open spaces.
 - Vendors who wish to attend an additional date may email the request within one week of the date to be put on the wait list for that date.
 - Notification of the opportunity to attend could happen as late as Friday evening.

FEE PAYMENT

- Payment Amount - The fee for vending at the market is \$45/ day. We provide a discount to vendors that pay for four dates in advance. The fee for four weeks is \$165 (they do not need to be consecutive).
- Payment Method - We strongly prefer that payment checks for upcoming weeks be mailed (or PayPal'ed) to us rather than delivered at the market.
- Mailing Address - Checks should be made to Saturday Morning Market. Send the payment to:
 - Saturday Morning Market
 - Box 1213
 - St Petersburg, FL 33731
- Paypal Option - Payments can also be made online using PayPal.
 - Visit the [page on our website](#) that describes how to make an electronic payment.
 - It can be made from either a credit card or checking account.
- Payment Deadline - Payment must be received by Wednesday in advance of your scheduled date to hold one's space for Saturday. Late payment may result in the loss of your scheduled space.
- Cancellations/ No shows – Cancellations after Wednesday, or no-shows are not subject to a refund or credit.
- Rainouts - No refunds are given due to rain cancellations.

SATURDAY OPERATIONS

Setup

- Arrival - Vendors can begin setting up their display after 6:00 a.m. and should be completed by 8:30 a.m.
 - The market entrance is closed to incoming vendor traffic at 8:00 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.
 - Unload your vehicle and then move it as soon as you are unloaded. Then, set up your area.
 - You can either exit back out the main entrance or park in the vendor parking area, if there is room.
- 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.
- Booth Size - The standard booth space is up to 12 front feet across and 12 feet deep. Spaces are delineated. Be careful to stay within the boundaries of your allocated space.

- Location - Vendors are not guaranteed a specific location 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 staff on your arrival on Saturday morning to confirm your location.
- Equipment – Vendors are responsible for supplying all of their booth materials e.g. tables, chairs, etc.
- Rentals – Tents (\$25) and tables (\$7) are available for rent. A tent & table is \$30. The price includes setup.
 Contact: Connie Lehmer (727) 433-0849
 1266 Lakeview Rd.
 Clearwater, FL 33756
 The fee is collected from vendors at the Market the day of the rental.

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 to the south.
 - Vendors are not allowed to park inside the Market footprint.
 - Vehicles should be moved from the market 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.
 - If you want electricity, indicate your exact requirements in an email.
 - We need to know the exact amperage or wattage associated with each device.
- Fire Protection – Any vendor with an open flame (typically used to heat food) needs to have 20 pound fire extinguisher on hand that has a current inspection sticker. Gas tanks also need to be stabilized (e.g. set in a milk crate or tied to a post)
- Obstacles - Minimize obstacles in the aisles 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 areas.
- Garbage - Vendors must take their garbage with them at the end of the day.
 - The Market garbage cans are for customer use only. Do not place your garbage in them.
 - Food vendors should provide an appropriate trash receptacle if they are providing samples.
- Wind – Wind can often be a challenge. We strongly recommend you always bring weights for a tent in case of windy conditions. Cat litter, in a 25 pound container (with a handle), hung from a long bungy cord tends to work well.
- Name Tags – We *strongly* request that you (and all your staff) wear a Saturday Market name tag.
 - Wearing a nametag encourages people to talk with you. It also reinforces that they're buying from a person, not a corporation.
 - Many vendors will also offer discounts to other vendors (if they know you're a vendor)
 - If you lose your nametag, or it gets damaged, request a new one by emailing us with your name and business name.
- Dogs – Dogs are allowed at the market. Please inform a market representative if a dog is behaving in a disruptive manner.
 - A key complaint is that large dogs get their noses up to food tables, or that customers with small dogs in their hands are leaning over food.
 - If a customer's dog gets too close to your food, kindly request that they step back.

- 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 unfair imposition on them.
- Recycling – The market provides recycling containers for aluminum cans and plastic.
 - If you sell these types of items, please inform and encourage customers to dispose them in the designated containers.
- Gift Certificates – We sell gift certificates in \$10 and \$20 denominations. If a customer redeems one with you, you should:
 - check to insure that it’s signed by a market representative (its easy to tell)
 - redeem it for cash at the end of the day at the Market booth.

Breakdown

- Vending Duration - Vendors are expected to remain “open” for business until the close of the Market.
 - If a vendor sells out of product, we request that they remain setup until the end of the market.
 - If a vendor needs to leave before the end of the market, they should always inform the Market Manager before market begins.
- 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 2:15 pm, 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.
- Garbage: Vendors must take their garbage with them at the end of the day. Do not place garbage in the nearby dumpster (as it gets filled completely by the Market’s garbage cans).
- Clean-Up– The amount of trash left on the ground at the end of the day doesn’t become fully visible until all the vendors have left. It looks like there’s been a party – which there has.
 - Vendors are responsible for leaving their area free of garbage and debris
 - It’s too big a task for our market staff to effectively sweep up. The only way to handle this is to get everyone to consistently pitch in.
 - So after you’ve packed your goods, gotten your car, loaded it up, and are about to drive home to rest your weary bones, we need you to doone last thing.
 - Pick up all the manmade trash in the footprint of your booth.
- Completion - Cleanup should typically be complete by 3:30 pm.

WEATHER CLOSING

- Notification - We have a [link](#) on the market website 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.
- Closing Standard - 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).
- Rain After Opening - If rain threatens after the market opens, we actively monitor radar on the Web to determine if and when to close.

LICENSES & HEALTH CODES

- Licensing Responsibility - 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.
- Occupational License - The market provides a blanket city occupational license for all participating vendors (that applies only while they are vending at the market).
- Sales Tax - The seller is responsible for paying sales tax , where required by the State.

OTHER GUIDELINES

- Products – Vendors are only allowed to vend product types for which they have been formally approved by the market management.
 - Additional products can only be added by an existing vendor if they are clearly within the product type for which they have already been approved.
 - If there is any question about the acceptability of new products, vendors should seek approval from the market manager.
- 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.
- Alcohol - No vendor shall possess any alcoholic beverage.
- 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

- Vendor Agreement - Every vendor must sign the Vendor Agreement (pg 6) and provide it to the Market Manager on or before the first day they vend at the market.
- Problems with Other Vendors - 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.
- Non-Adherence - Vendors who don’t observe key guidelines may be subject to loss of vendor privileges. Examples are:
 - safety related issues such as driving too fast in the market area
 - consistently missing a pre-payment deadline.
- Eviction - 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.
- Rules Modifications - These rules have been developed by the Steering Committee of the Saturday Morning Market, and are subject to change upon review.

ST PETERSBURG SATURDAY MORNING MARKET

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) _____

1. I, the undersigned, have read the entire Vendor Operations Handbook governing the St Petersburg Saturday Morning Market, and agree to adhere to the rules that are outlined within it.
2. I agree that anyone working in my booth will also read the Operations Handbook.
3. I agree that I will limit my product sales to those products that I have been explicitly approved to sell.
4. I understand that the market reserves the right to limit or discontinue the participation of a vendor at any time.
5. 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.
6. 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).

Vendor Signature _____

Date _____