

Williams Park Summer Market 2014 Operations Guidelines

This document provides all the practical information you'll need to participate. Be sure to read it thoroughly.

OVERVIEW

Saturday Summer Market operates differently from the regular season market in several key ways.

Simplicity - We manage with maximum simplicity to minimize management needs and keep the cost low.

- We operate without a market tent.
- We have a nominal number of seating space.

Scheduling

- Fulltime vendors are those that commit to at least 10 (of 13) dates in advance. They are given the same spot each week. .
- Occasional vendors are those who come less frequently. They may not be in the same spot each week.

Location:

- Williams Park is on 1st Ave N, between 3rd and 4th Street.
- The park has high visibility to the significant traffic on 3rd and 4th streets. Both are one-way.
- If you are at our regular location (1st St & 1st Ave S), go north on 1st Street for 2 blocks, and turn left on 1st Ave N. Go 2 blocks and turn right on 3rd Street. You are now on the east side of the park.
- The sidewalks are tree shaded and provide a winding and pleasant walking pattern.

Time

- Market is scheduled for 9 am – 1pm.

New Online Management System

We're implementing a new online software tool, provided by MarketSoftOne (MSO), to support key activities such as registering, scheduling attendance and payment.

Benefits to You.

- You will have on-going access to dates you are scheduled to attend.
- You can easily modify your date choices.
- You can make payments online.
- You can see your payment history, and your current status.

Market Benefits

The Market will benefit in multiple ways including:

- The Market no longer having to inform vendors of their payment status (due to the vendor having kept poor payment records).
- The Market and vendors will have mutual visibility to scheduled dates, eliminating any schedule confusion.

You'll need to pay a one time registration fee of \$10 to participate in the Summer Market. The fee is the cost to us for using the MSO system.

How to Register for Summer Market

Start by clicking this link: http://www.farmers-market-software.com/redirect.php?mkt_id=45

This process will take you about 15 minutes. The Registration process includes your completing the following webpages:

1. Business Info – A variety of basic contact information, as well as a user ID and password.
2. Registration Info – A variety of info about your participation (e.g. fulltime or occasional), and signing the Vendor Agreement.
3. Make Registration Payment – Make the fee payment to participate in the Williams Park.
 - You can make the payment using a credit or debit card, or a Paypal account.
4. Confirmation Page – This completes your registration process

Next Steps

You will have on-going access to a variety of capabilities in the software. They can be accessed using menu boxes at the top of the page.

1. My Products – It asks you to identify the category(s) of products you sell.
2. My Dates – Indicate the dates you wish to attend.
 - You can subsequently make changes to your future dates.
 - You will always have on-going visibility to your schedule.
3. My Invoices – This shows the on-ongoing status of your paid and unpaid (future) dates.
 - Your paid dates will include payments made through the system, by mail or at Market.
 - It may take a few days for payments made outside the system to get credited.
4. My Markets – Displays all the markets you participate in (that use this software service).
5. My Licenses – Ignore this category. We are not using it at this time.
6. My Profile – You can make any adjustments (as needed) to your basic profile.

Once you are complete, the Market will approve you as a vendor, and your schedule.

If you have problems you can contact us by email, or MarketSoftOne (xxx-ccc-xxxx) for assistance.

PAYMENT

Payment Amount

- Fulltime vendors pay \$15/ week. They must pay at least 4 weeks in advance, and we strongly prefer advance payment for planned dates.
- Occasional vendors pay \$20/week (in advance).

Payment Methods

- Payments can be made online in the MarketSoftOne system.
- Checks can be given to the Market Manager on Saturday or mailed to Box 1213, St Pete, 33731
 - Make checks payable to Saturday Morning Market.
- Cash payments will be accepted at Market only between 12:30 – 1:30pm.

Payment Deadline

- Payment must be received by the Wednesday before your scheduled date to hold one's space.
- Late payment could result in the loss of your scheduled space.
- Payments received after the scheduled date are subject to a \$5 late fee.

Cancellations/ No shows

- Cancellations after Wednesday or no-shows are subject to the fee.

PRACTICAL STUFF

Setup

- Cathy Harrelson, the Summer Market Manager, will typically arrive by 7:30 am.
- The vendor entry point for most vendors is on 2nd Ave. The entry is on the west side of the bandshell. (See the map). Look for a staff member there to provide further directions.
- You will receive a site diagram with the layout of the market and your assigned booth #/ location. Booth location assignment may become accessible (in advance) in the online system in the future.
- On opening day people will be learning the setup routine and their location. Subsequently fulltime vendors will be returning to the same spot, and only occasional vendors will need to check in first.
- We recommend that you be setup by about 8:30 am.
- We recommend you show up earlier than you normally would on the first week .
- Because its not possible to pass another vehicle on the sidewalk, it is **CRITICAL** that vendors unload as quickly as possible, and immediately exit their vehicle.
- To the greatest extent possible, drive on the sidewalks. .
- Please avoid driving on the grass near trees. It stresses the tree's root system.

Customer Parking

- We will be informing customers about a variety of parking options including the City Lot, Baywalk garage, and free parking on Central Ave.

Vendor Parking

- It's really important that vendors not park in nearby spaces that customers could use.
- We strongly recommend that vendors use the free City Lot located on block away.
 - It's located on the north side of 2nd Ave, between 4th and 5th Street. (See the map).
 - Park on the west side, leaving the closest space for our customers

Breakdown

- Please do not breakdown early.
- In the afternoon, vehicles should enter and exit the same way as the morning.
- It's even more critical that you be prepared to load and exit quickly in the afternoon.

Name Tags

- We strongly request that you (and all your staff) wear a Saturday Market name tag.
- Many vendors will also offer discounts to other vendors (if they know you're a vendor)
- If yours get lost or damaged, request a new one by emailing us your name and business name.

Bathrooms

- There is a renovated public bathroom located on the backside (2nd Ave) of the bandshell.
- Vendors (only) can use a private bathroom in the bandshell (to the right of the stage).

Electricity

- There is very limited electricity located on some temporary electrical poles.
- No one should use the existing electricity without the explicit permission of market management !

No Table and Tent Rental

- Bob & Daughter (Connie Lehmer) will not be attending, so there is no rental service.

Music

- Recorded music will be played with a sound system. Our accordionist may also be playing for tips.

Garbage & Cleanup

- There are numerous permanent garbage cans throughout the market. A city staff person (*who we are paying*) is required by the city to be present. They do tasks such as empty garbage cans.
- As with the regular market, you need to take your own trash home.
- Please thoroughly clean your space. We want to leave the park cleaner than when we arrived.

Homeless Residents

- Our experience has been that the homeless were rarely an issue. If you see an issue, immediately call the Market Manager.
- It critical that food vendors not offer free food during the market. It tends to encourage on-going requests. Any food donations should only occur after the market, if at all.

BAD WEATHER GUIDELINES

Rain Guidelines

- If there is certain and significant rain expected in the morning (which rarely happens), we will close the market in advance.
 - Notice about closure will be posted on our website homepage (typically about 6pm on Friday). In this case, you will receive a payment credit.
- What is more typical is the possibility of rain during the day.
 - The Market Manager will watch the radar closely during Market for potential rain.
 - We strongly recommend that you bring a plastic tarp(s) to cover your products in the event of a brief shower.
 - We will not be applying a payment credit if rain occurs during the day.

Wind Guidelines

Wind challenges can include general wind speed and unexpected gusts.

- Weights - It is critical that all vendors have at least 20 pounds on all 4 legs at all times. Options include sandbags, vinyl pipes filled with concrete or cat litter containers.
 - If there is fixed object nearby, you can anchor your tent to it with a rope.
 - Weights should be on the ground, or secured to the leg so they don't swing freely.
- No Weights - If you don't have appropriate weights, you will be required to vend without the canopy on your tent (aka 'topless'), or go completely 'tentless'.
 - In addition, canopies should be taken down at the first sign of a problem.
 - You will probably need to have a wrench and a screwdriver to take the canopy off of a tent.
- Vendors need to be responsible for taking appropriate precautions to protect their goods, and insuring their tent or goods won't cause damage to a neighboring vendor.

OTHER GUIDELINES

- Product Types – Vendors are only allowed to vend product types for which they have been formally approved by the Market management.
 - The approval is conveyed annually in conjunction with updating of the Vendor Agreement form.
 - Additional products can only be added 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.
- Requests – Vendors should feel free to make requests about unique operational needs they may have. We may not always be able to accommodate them, but we're happy to explore them with you.

- 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 Operations Handbook 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 consume any alcoholic beverage.
- Solicitation – Solicitation of any type (distribution of flyers, requests for money, petitions, etc) is not allowed at the market . Please inform a market representative if you see solicitation occurring.

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.

Enforcement Of Rules

- 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.

As always the heart of the Market is all about community. So take care of yourself and each other. We encourage you to meet other vendors that you may not have had the pleasure of meeting yet!

We’re looking forward to a great summer season!

**Gail, Mark, Carol and more
The Market Management Team**

WILLIAMS PARK SUMMER MARKET - 2013



Parking Options



Nearby Parking Options

City Hall Lot – The lot is free, and available to the public on Saturday.

Central Ave – Free parking. The meters are not enforced on the weekend.

Baywalk Garage – Costs \$1 on weekends for 4 hours or less (except on special event weekends)

Not an option

1st Methodist Church Lot – The parking lot of the Methodist church (on the north side of the park) is not available to market customers, due to events at the church.

