



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Stacey Lipton

ADDENDUM

Tuesday, June 26, 2012 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

A-1 Farmers' Market Vendor Fee Schedule



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
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MEMORANDUM

DATE: June 25, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Vendor Fee Schedule

During discussions with the vendors at last Saturday's Farmers' Market and review of the Market records turned over to Gini Reinecker, Interim Farmers' Market Manager, it is apparent that the rates being paid by the vendors are not consistent with Market Rules & Regulations adopted by the DDA in November 2011. The vendors have continued to be charged the DBPA vendor rates. Staff is recommending the following fee schedule be incorporated into the Market Rules and Regulations.

Vendor Fee Schedule

Rate Type	Fee	Restrictions
Weekly (per space)	\$15	
Monthly (per space)	\$60	Must pay by the second week of the month
Monthly Discount (per space)	\$44	Available to vendors that have paid the monthly rate by the second week of the month (on-time) for more than three months. Vendors with checks returned for insufficient funds are ineligible for the Monthly Discount for one year.
Summer Rate (per space)	\$40	Available for the months of July & August Vendor must qualify for monthly discount Must Pay by the Second Week of the month
Summer Space Reservation (per space per month)	\$22	Vendors not planning on being in the market over the summer months can reserve their location in the market by paying for those months by check to the DDA by July 15

Note: Vendor space is generally 10'x10'



Daytona Beach Farmers' Market Saturday Morning Market

Vendor Guidelines

(Updated June 2012)

Introduction

The Saturday Morning Market is located at 105 E Orange Ave (at Jackie Robinson Stadium parking lot), [Daytona Beach Florida](http://www.daytonabeach.com) 32114. It is the oldest continually running Farmers' Market in Florida. The Market's mission is to offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products; to serve as a marketplace catalyst for local entrepreneurs; to provide an opportunity for local musicians to perform, and to provide a festive community gathering place.

New vendors are encouraged to visit the market to get a feel for the design and layout, the products that are already well represented, and how their product or service might best fit into the Market mix.

As a new vendor you need to:

1. Fill out and return this application to the Redevelopment Office. Attention Jason Jeffries, Project Manager.
2. Get approval by the Market Manager to be a vendor at the Market. The Market is not accepting new applications from Wholesale produce sellers at this time. We are accepting local farmers who wish to sell their own local produce. Other products are approved on a case-by-case basis.
3. Once approved, make contact with the Interim Market Manager, Gini Reinecker.
4. You may be asked to come to the Market one time on a trial basis before you gain final approval.
5. Once approved you may become a regular full-time vendor, paying the rate of \$60 a month. Or, depending on the types of products you are selling you may choose to come to the Market less frequently, and pay every Saturday you attend, at a rate of \$18 per day; however your schedule must be pre-approved.
6. If you do not attend the Market every Saturday, you will NOT be entitled to an assigned vendor space. You will be used to fill in "vacant" spaces left by regular vendors who could not attend a particular Saturday, or you will be assigned to an overflow space. Spaces are assigned based on SENIORITY and also set in such a way to best ensure a good flow and mix at the Market.
7. When you arrive at the Market, ask for the Market Manager to be shown where to set up.
8. If you attend the Market every Saturday for one year, including the summer months, you may qualify for a rental discount.

New Vendor Tips

1. **Set up close to the traffic flow!** New vendors have a tendency to set up further back in their space than the regular vendors surrounding them. This is NOT good! Your products are new to the Market. Customers did not come specifically to get your product, and they will most likely not step IN to view what you are selling. Look to your right and left. You should be even, or even out just one step from your neighbors, so customers get a good view of your display as they walk by.

2. **Jewelry and Art vendors might want to alternate Saturdays with another Jewelry/Art vendor.** Under new management, the Market no longer requires every Saturday attendance. For artisans with limited inventory and products customers don't need to buy every week, the extra \$3 a week rental rate is worth the flexibility. If you see another vendor selling a similar product line, don't think competition, think synergy! The Market Manager will work with you to create alternating schedules. Together you can offer customers variety, and the Manager can keep you in a similar location each week so customers can find you!
3. **Be Happy and Enthusiastic.** Think Disney World and help make our Market the happiest place on earth. Friendly, outgoing, positive vendors make the most money at the Market. Think about wearing a costume that helps promote your product.
4. **Ask the Market Manager.** She's seen a lot of vendors thrive and others leave. She can give you helpful suggestions, and we have volunteers she can introduce you to that are experts in Small Business Development.

Rules and Regulations

The Saturday Morning Market is held weekly on Saturday mornings at City Island in the baseball stadium parking lot. The Market hours are from 7 am until 1 pm

1. Vendors must arrive by 7 am to keep their spot
2. Vendors must stay until 1 pm unless they sell out.
3. Vendors must maintain their space, and remove all trash and debris from their space before they leave
4. Displays should be neat and orderly.
5. Signs that display your vendor name are encouraged
6. Tablecloths or other aesthetically pleasing covering, draping 2 inches above the ground are encouraged.
7. All vendors and their workers must wear shirts and shoes at all times.
8. Vendors may only sell pre-approved goods and services.
9. All vendors agree to participate in retail promotions. Advanced notification will be given.
10. All vendors agree to display signs that are provided by the Market Manager.
11. Vendors will conduct themselves in a professional and polite manner with customers and other vendors.
12. Vendors should never confront each other about complaints.
13. Complaints about other vendors should be reported to the Market Manager.
14. No smoking in the market area. Smoke breaks must be taken off premises.
15. Vendors can be terminated at any time or for any reason by the Market Manager during the vendors first year at the Market. After a vendor has been with the Market for one year, they can be removed from the Market for Cause by the Market Manager with the approval of the DDA Board.

Market Management

The Market is operated by the Daytona Beach Downtown Development Authority. The Authority defines the mission, strategies, marketing practices, and operational guidelines of the Market and supervises the Market Manager, who is responsible for all day-to-day management functions.

Market Manager

Gini Reinecker, Interim Market Manager, is responsible for the weekly operations of the market, as well as managing the new vendor screening process.

Phone: (386) 846-8060

Email: gini602@aol.com

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.

Product Types

Food Products

Food-related items are intended to be the core of the market experience.

- Healthy Food – We have a strong preference for products that reflect healthy eating practices, e.g. baked vs. fried, low sugar, healthy ingredients, freshly prepared, etc
- Unique products – We're interested in products that are unusual and not readily available in stores. In particular, this might reflect gourmet preparation, unusual flavors or ingredients, or ethnic recipes.
- Vendor Overlap – We recommend that you carefully compare your product to existing products before applying. Unique food items that are not currently present at the Market will be given greater consideration.
- Vendor Development – For food vendors with promising ideas and backgrounds, we will work with them over time to help refine their product, preparation, and presentation to ensure their success.
- Product Types – There are 3 general categories of food products.
 1. Ready to Eat Foods – e.g. sandwiches, omelets, BBQ, crepes, tamales, beverages, or smoothies.
 2. Take Home Foods – e.g. smoked fish, soup, bread, pies and cakes, salsa, granola, etc.
 3. Specialty Foods & Condiments – e.g. gourmet oils, cheese, vinegar, herbs, olive salad, pasta, jams, etc.
- Product Type Combinations – Vendors who sell ready-to-eat food will be favored if they also sell items that are packaged to take home.
- Licenses – Food vendors are expected to meet the requirements of applicable State regulatory agencies. Most food vendors need to have a license/permit from one of the following 2 agencies.

Florida Dept. of Agriculture – This agency regulates mobile vendors that sell pre-packaged foods or food that is prepared prior to the event (bread, soup, etc).

DAYTONA BEACH FARMERS' MARKET

- Dept of Agriculture [Standards for Farmers' Market Vendors](#).
- Dept of Agriculture [Application Form](#).
- Dept of Agriculture contact info: (850)245-5520. This is a central contact point. Typically a local agent will then return the call within a day.

Dept of Business & Professional Regulation – Hotel & Restaurant Division. – This agency regulates mobile vendors that prepare and cook food at the event.

- DBPR – Hotel & Restaurant Division - www.hospitalityeducation.org
- Market Kitchen – The market may be able to provide a referral to a local kitchen that is certified by the local Health Dept, which enables new food vendors to meet the licensing requirements associated with cooking food for sale
- Management Guidance – It is also very important to visit the market to understand the types of food products that are currently represented.

Farm Produce

- Produce resale – We are not accepting additional produce resellers.
- Farmers – We are very interested in cultivating relationships with farmers.
 - Interested farmers should contact us directly to learn about the current opportunities available.
 - Farmers also receive discounts on the vendor fee.

Plants & Flowers

- Grower Preference – Preference is given to growers versus resellers.
- Product Types – Prospective plant vendors are evaluated based on the unique character of their plants, and how they are different than other plant vendors already at the market.
- Licensing – You must hold an [appropriate license](#) with the Division of Plant Industry in the Florida Dept. of Agriculture.

Crafts

- Product Priorities – The primary focus of the Market is related to food and plants. Crafts are intended to supplement these core products and provide color and variety to the marketplace. Our current interest is primarily in very unusual or high end type of crafts.
- Product Categories – Crafts are evaluated within a respective product type (e.g. pottery, clothing, jewelry, personal care products, yard art, etc).
- Homemade – Crafts made by the vendor themselves are given strong preference. It's our intention to support local craftspeople and artists at the Market.
- Resale – Items offered for re-sale or commercially produced are not generally acceptable.
- Fair Trade Crafts – Unique crafts from 3rd world artisans will be considered when there is a direct relationship between the vendor and craftspeople, and fair trade practices are observed.
- Food-Related – High quality and unique items that are food related (e.g. cookbooks, kitchen utensils, table linens, aprons, etc) will be considered even if they are not made by the vendor
- Attendance Frequency – Approved new craft vendors are typically invited to attend (on average) once every 4 weeks.
 - The limitation on craft vendor frequency is intentionally designed to create a rotation of craft vendors so the customers experience significant variety in the craft selection.
 - Vendors are given the opportunity to select which dates they want to request in a 10-12 week scheduling window.

- For more information about the how scheduling works, refer to the Vendor Operations Guidelines.

General Vending Guidelines

- Selection Criteria – 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 separate *Vendor Success Guidelines* document)
 4. Vendor Style – The overall friendliness and general appearance of the vendor.
- Product Lines – The Market Management attempts to make judgments about the appropriate number of vendors within a product category.
 - This assessment is based on factors such as the current size of our weekly attendance, the number of total available spaces, etc.
 - Our intention is to limit the number of vendors so that each has the opportunity to be successful, while also stimulating them to improve due to competition.
- Visiting – We strongly recommend that you visit the Market before submitting an application.
 - We strongly encourage you to provide us with your perspective about how your product is similar to or different from our existing vendors.
- Product Additions – Vendors are not permitted to add additional product lines (outside the products described in the acceptance email) without written approval. Requests must be made by email.
 - Any subsequent additions to a product line must to be approved by the Market Manager.
 - Examples of a product line addition requiring approval would include:
 - a baked goods vendor adding prepared sandwiches to their offering.
 - a craft vendor, who sells decorative accessories, adding a line of jewelry.
- Booth Size – The standard booth space is up to 10 feet wide and 10 feet deep (somewhat larger than the size of the typical EZ-UP tent).

Fees

- The fee for vending at the market is \$18/ day or \$60 (\$15/day) for a month.
- Fees must be paid the second Saturday of each month if you are a regular vendor, or each day if you are not a regular.

The Email Application Process

- Description – A prospective vendor begins by emailing a detailed description of the proposed products and booth setup. 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.)
- Pictures – Vendors should also send digital pictures of a reasonable sample of your products. (This is optional for food/ plant vendors). We also prefer to get a photo of your overall booth setup.

DAYTONA BEACH FARMERS' MARKET

- Application Example – See the examples at the end of this document (page 6) for guidance about the degree of detail we need in your application. The quality and detail in the application can substantially impact the likelihood of a positive response!
- Email Accounts – Vendors who do not have email accounts will probably not be considered. Exceptions are made for local farmers, as we are actively recruiting local farmers. We are too large to attempt to do business without email communication.
- Submission – Send the application to jeffriesj@codb.us
- Application Review – It may take up to 2 weeks for an application to be reviewed.
- Waitlisting – If a prospective vendor applies in a product line that we deem to be full, the application will be waitlisted.
 - When space becomes available because a current vendor in a product category leaves, or new space becomes available (because of expansion), the vendor with the strongest application (within the category) on the waitlist may be invited to screen.
- Attendance Frequency – Full time vendors with good attendance are given priority in placement, and can be eligible for rental discounts.

Vendor Screening & Approval Process

- The Market Manager may decide that your application warrants an invitation to vend once at the Market for free. The purpose of this opportunity is for the Manager to complete the overall assessment of your product, booth setup, and your personal presentation.
- You'll receive an email invitation to vend at the Market, including a choice of dates to select from. You should email back with your preferred date.
- The Market Manager is responsible for making the final decision about the approval of a new vendor after the screening visit.

Reservation Process

- If you wish to reserve a space, payment must be received one week prior to your scheduled date to hold your space. Payment received after that may result in loss of that space for that week.

Checks should be made to *The City of Daytona Beach / DDA*. Send the payment to:

Downtown Development Authority
Attn: Jeanne Tolley
P.O. Box 2451
Daytona Beach, FL 32115-2451

- Payments made to reserve a spot are not refundable. However, if you cancel your scheduled date by Wednesday prior to the Saturday market, your payment will be credited to a future scheduled date.
- Reserved vendors who do not arrive by 7:15 a.m. on Saturday, or fail to indicate in advance that they will be late, may forfeit their space.

Taxes

- Sales Tax – Sales tax, where required by the State, is the responsibility of the seller.



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Robert Abraham
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Vendor Application

Date of Application: _____

Please Return Applications to:
Jason Jeffries, Project Manager
Downtown Development Authority
Or email completed form to:
jeffriesj@codb.us

Applicant Information

Name of Contact: _____ Business Name: _____

Mailing Address: _____

City, State, Zip: _____

Daytime Phone: _____ Evening Phone: _____

Cell Phone: _____ Fax Number: _____

E-Mail: _____ Number of 10x10 Spaces Needed: _____

As Applicable:

For Profit Federal Tax Number: _____ Nonprofit Federal Tax Number: _____

Insurance #: _____

When would you like to start selling at the market? _____

Products/Goods to Sold

1. Please list all specific goods you wish to sell at the Daytona Beach Farmers' Market:

2. Are you a farmer or a grower?: _____ (Y/N)

3. Are you a grower, but not recognized by the FL Department of Agriculture and Consumer Affairs?: _____ (Y/N)

- 4. Do you sell Certified USDA Organic products?: _____ (Y/N)
- 5. Do you sell Organic products that have cert. other than USDA?: _____ (Y/N)
- 6. Are your products locally handmade?: _____ (Y/N)
- 7. Do all of your products originate in the state of Florida?: _____ (Y/N)

Other Markets

In what other markets do you currently participate?

Name of Market	Day Time	Market Manager
_____	_____	_____
_____	_____	_____
_____	_____	_____

OFFICIAL USE ONLY

Date Accepted _____ Date Denied _____

NOTES: