

# **Business Plan for a South Lyon Farmers' Market**



Prepared by:  
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## Summary

The City of South Lyon Downtown Development Authority (DDA) has been working hard to revitalize downtown South Lyon. With the completion of a major streetscape project several years ago, the current DDA has been looking for ways to build on this success. In 2009 the DDA undertook a number of new retail promotions and events to bring people downtown and to help promote and retain the businesses currently located there.

As part of this effort and in response to requests from the public, elected officials and downtown business owners, the DDA is seeking to establish a farmers' market in 2010. With just over 10,000 people residing within the city limits, and around 40,000 within a 5 mile radius of downtown, the DDA feels confident that a farmers' market in downtown South Lyon could fit a niche that is currently being unmet.

The three major driving forces for establishing a downtown farmers' market are:

- **Making fresh produce available to residents.** While quality grocery stores are plentiful in the area, the rising number of farmers' markets, both in the state and the country as a whole, demonstrates that people will also patronize alternative sources for produce and local goods. There are several established farmers' markets in nearby communities. This includes:

Community:	Distance:
Northville	(11 miles)
Brighton	(12 miles)
Ann Arbor	(20 miles)
Howell	(22 miles)

There has been some discussion at Lyon Township about starting a farmers market that would be run by the South Lyon Area Chamber of Commerce. At this time, no day or time has been chosen, nor has a market manager been hired. Salem Township, located approximately 7 miles from downtown South Lyon started a farmers market in 2009. This market was a one-time only event, held in the parking lot of the township offices. There are plans to possibly expand the market to once a month during the summer in 2010.

- **Providing a compelling reason for people to come downtown on a weekly basis.** Unfortunately, many area residents have simply gotten out of the habit of coming to downtown South Lyon. The intent of the farmers market is to give residents of the City of South Lyon and surrounding communities, a reason to come here. In addition, we

plan for this to be a fun, community-oriented event that will highlight the downtown and expose attendees to the wide range of shops, restaurants and services that are available here. To accomplish this, we plan to attract a critical mass of vendors and customers and to eventually incorporate entertainment and educational events into the market that will be a draw for all ages. If successful, we hope that the farmers market will be a tool for economic development and improve quality of life in the area by functioning as a community gathering place.

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## History & Current Situation

There have been previous attempts to establish a farmers' market in downtown South Lyon. There is a general consensus that these attempts failed due to their location as well as their over-reliance on volunteers. For example, one incarnation of the farmers' market was held in the alleyway that connects Lake Street to the Wells Street Parking Lot. While this is an attractive setting for a market, the visibility is less than ideal because it cannot be seen from Pontiac Trail. It also would not be able to accommodate more than a few vendors because of its size.

Attempts to establish a farmers' market were also unsuccessful in the past because they lacked a market manager who was hired expressly to run the market and be there for the duration. For this event to be highly-visible and long range it will need to be managed by a person with an event planning background and the organizational skills necessary to work with the vendors and do record keeping.

For a farmers' market to succeed, someone must be responsible for daily operations and be accountable to the steering committee which oversees the market's long-term sustainability.

We have attempted to address these shortfalls in this plan. First, we propose to have the farmers' market in the city-owned parking lot on Pontiac Trail on the south side of Liberty Street. Commonly referred to as the "Veteran's Memorial Lot" this lot offers approximately 8,000 square foot of paved surface for vendors to set up and frontage on Pontiac Trail which will give the market maximum visibility. Second, we plan to hire a part-time market manager to ensure that the event is organized and that there is a point-person on site for vendors and customers. The farmers' market will be a self-sustaining event, and the fee that vendors pay to participate will be used to compensate the market manager.

## Description

### Mission

The mission of the South Lyon Farmers Market is to provide a weekly community event for all ages that will:

- Provide a source of fresh fruit, vegetables and local goods to residents, and
- Highlight downtown South Lyon and encourage residents to get in the habit of coming downtown.

This market is being created to function as an economic development tool and a community gathering place. The purpose of the market is to promote locally grown/made products, highlight downtown South Lyon and encourage visitors to patronize nearby businesses. It is also hoped that the Market will foster a sense of community and improve quality of life. The intention is that vendors, customer, downtown businesses and residents will benefit from this market.

### Vision & Goals

Our vision for the South Lyon Farmers Market is for it to ultimately become an established market that attracts people from South Lyon and the surrounding areas to downtown South Lyon. The first two years will be dedicated to making sure that the market is consistent, professionally-managed, well attended and highly-visible.

In 3-5 years our goal is to greatly expand the size of the market and the number of people that attend, perhaps utilizing the parking lot across Liberty Street from the Veteran's Memorial Lot. We would also like to focus on programming that would include: music, cooking demonstrations and activities for children in order to increase attendance and make the market fun and exciting. Within 5-7 years we would like to purchase or build a structure to house the Market. This would allow us to increase the number of market days and



**Figure 1 Example of a permanent farmers' market structure from South Haven, Michigan.**

possibly hold a holiday market in the winter as well as other events throughout the year. It would also enable us to hold a market when there is inclement weather.

To accomplish these goals, our priorities (after the Market becomes established in 1-2 years) will be 1) publicizing the Market, both to customers and vendors and 2) obtaining grants from state organizations as well as the federal government and seeking sponsorships.

### Location

The proposed location is the Veteran's Memorial Parking Lot, at the southwest corner of Lake Street and Pontiac Trail. This spot is ideal because it is highly visible from Pontiac Trail and easy to keep vehicles from entering once the market begins. There is also an adequate amount of on-street parking in the area surrounding the lot. Nearby parking lots include the City lot across Liberty Street as well as the Wells Street lot a few blocks to the north. The proposed location is also near businesses and would encourage foot traffic to nearby merchants. However, because the lot has only one entrance it may prove to be difficult for vendors to easily load and unload their merchandise.

An alternative location could be the parking lot located next to the Tuscan Café. This could be a beneficial spot for two reasons:



Figure 2) Proposed Farmers' Market location (Liberty Street at Pontiac Trail, southwest corner).

- 1) its proximity to downtown and
- 2) the convenience of parking at the Post Office lot (if allowed by the Post Office).

One drawback to this location is that the parking lot is not owned by the City, so obtaining permission to use it may be difficult.



Figure 3) Alternative location next to the Tuscan Café.

**Ownership**

The market will be owned by the DDA, and under the direction of and Market Manager, the Director of Community and Economic Development and the Farmers' Market Steering Committee. Ideally, one or more DDA board members would sit on the Farmers' Market Steering Committee. All financial transactions for the Farmers' Market would be run through the City's bookkeeper, like all DDA financial transactions.

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## Key Planning Assumptions

### Size of Market

Most organizations that assist communities in establishing a farmers' market recommend that a new market have at least 8 vendors. This is the number that creates the minimum critical mass to attract a steady crowd. Ideally, we would like to have 10 or more, however this number would likely fluctuate throughout the different growing seasons.

### Foot Traffic

If adequately publicized and placed in a highly-visible location, a farmers' market in downtown South Lyon could attract a sizeable number of customers. A reasonable goal for the first year of the market would be to attract 150-200 people each Sunday. Foot traffic goals would increase as the size of the market expands.

### Competition

There are a number of farmers' markets within a 20 mile range of South Lyon. These markets include:

Location	Day of Week	Times	Duration
Ann Arbor	Wednesday/Saturday	7 am – 3 pm	Year-round.
Brighton	Saturday	8 am - 1 pm	May – October
Canton	<b>Sunday</b>	10 am - 2 pm	April 27 - October 26
Chelsea	Saturday	8 am – noon	May – October
Farmington	Saturday	9 am – 2 pm	May 9 – November 21
Fowlerville	Wednesday	2 pm – 7 pm	May 7 – October 29
Hartland	Saturday	9 am – 1 pm	May – October
Howell	<b>Sunday</b>	9 am – 2 pm	May 4 – October 26
Milford	Thursday	3 pm – 8 pm	May 28 – October 29
Northville	Thursday	8 am – 3 pm	May 1 – October 30
Plymouth	Saturday	7:30 am – 12:30 pm	May – October



Because many of the nearby markets are on Saturday mornings, it might be wise for South Lyon to hold our market on an alternative day of the week such as Sunday. Having a market on Sunday would put us in direct competition with Canton and Howell. We should note however, that both towns are over 20 miles away and it is unlikely that a large number of people from South Lyon attend these markets.

One of the disadvantages of having a farmers' market on Sunday is that many of the downtown businesses will not be open. The Tuscan Café will likely benefit from the foot traffic, but many of the retailers will not because they are not open on Sundays. The Steering Committee may want to consider having the market on a weekday to maximize the amount of "spillover" from the market to the downtown. The idea of a weekday market was not well-received in the informal Facebook poll that we did (see Appendix #1). Most respondents stated that they would favor a weekend market held in the morning.

The South Lyon Farmers' Market may face competition from a yet-to-be-established market in Lyon Township. There is some speculation that Lyon Township has obtained a building to hold their market in, and if that turns out to be true, they will likely have more room and will be protected from the elements, two factors that could help them draw more customers than an open-air market like the one we are proposing.

## **Summary**

### **Strengths**

- Quaint downtown setting.
- High visibility location that may attract passersby.
- Community interest and support for establishment of a market.

### **Weaknesses**

- Lack of a structure to protect vendors and shoppers from the elements.
- Holding the market on Sundays will likely not produce the desired "spillover" effect.

### **Opportunities**

- Small number of community events would likely help us stand out and promote the market.
- Move towards buying local food and increased interest in farmers' markets will work in our favor.

**Threats**

- Surrounding markets could draw customers from this area.
- Inability to secure enough vendors would result in a small market that won't draw enough foot traffic.
- Limited budget for advertising and promotions.

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## Marketing Strategy

As was mentioned in the previous section, there are a small number of community events in the area. This could play in our favor, and help to make the market stand out as a unique opportunity to purchase local food in addition to being a fun, community gathering.

Because the market will likely have a very small budget there will not be much room for advertisements. The market will have to rely almost exclusively on free marketing. These outlets include:

### (Free)

- The Downtown South Lyon Facebook page
- The City's website
- Channel 19
- The South Lyon Herald
- Gathering email addresses from attendees and using a program like Constant Contact to stay in touch
- Include the market on the Chamber's email newsletters as well as on individual merchant's email lists

### (Nominal Charge)

- Signage at the event
- Utilizing the car wash sign on Pontiac Trail
- Joining the Michigan Farmers' Market Association and getting listed on their website
- Posters

## **Management**

Who runs the market? What qualifications do they have? Compensation and incentives? Recruitment and retention?

X Kristen Delaney will do the administrative work needed to get market started. Will handle putting together business plan, rules. Will do publicizing of the market. Advertise and promote the market with the help of the Steering Committee.

Terms of employment/responsibilities

### **Skills & Qualifications**

Farmers' market managers need a variety of interpersonal and technical skills to work effectively with farmers, consumers and community partners. It is critical that the market manager have the following skills to perform the job effectively:

- Effective problem solving
- Creative thinking
- Self-motivation
- Organizational skills
- Communication skills
- Marketing skills
- Financial skills
- Passion and dedication to the community

### **Responsibilities**

- 1) Determine the eligibility of those wanting to sell at the market based on the rules established by the market's Steering Committee.
- 2) Actively recruit new producers to expand the variety of products for sale.
- 3) Collect daily fees from vendors and maintain accurate records of payment.
- 4) Assign selling spaces.

- 5) Ensure that all applicable licenses, permits and insurances are filed with the relevant agencies.
- 6) Stress the sale of high quality produce.
- 7) Establish and enforce regular hours of operation.
- 8) Continually evaluate the markets' strengths and weaknesses.

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## Financial Strategy & Projected Income

### Overview

Ideally, the South Lyon Farmers' Market would run for a total of 18 weeks. The one week without a market would be July 4<sup>th</sup>.

<b>May 30</b>	<b>August 8</b>
<b>June 6</b>	<b>August 15</b>
<b>June 13</b>	<b>August 22</b>
<b>June 20</b>	<b>August 29</b>
<b>June 27</b>	<b>September 5</b>
<b>July 4 (no market)</b>	<b>September 12</b>
<b>July 11</b>	<b>September 19</b>
<b>July 18</b>	<b>September 26</b>
<b>July 25</b>	<b>October 3 (Pumpkinfest!)</b>
<b>August 1</b>	

### Initial Investment

While the aim would be to make the market self-sustaining, some initial seed money is necessary. As little as \$500 would allow the Farmers' Market to purchase signage that would be visible from Pontiac Trail and some very inexpensive advertising such as the car wash sign on Pontiac Trail, in addition to the numerous sources of free advertising that is available.

It is expected that 90% of revenue will come from membership fees. In addition to this, the Director of Community and Economic Development, in collaboration with the Market Manager and the Steering Committee could seek a small amount of sponsorships. After the market is established (2-3 years) it is important that the Steering Committee pursue grants from federal and state agencies to support the expansion of the market.

### **Cash Flow Scenarios**

There are a number of possible cash-flow scenarios for the South Lyon Farmers' Market. Below are two cash flow forecasts considered to be at either end of the anticipated fiscal performance scale. For both, a late-May opening and an early-October closing is assumed. This means 18 market days total, at 1 market day per week.

In Forecast #1, the assumption is based on a weekly membership fee of \$10 per vendor with a total of 8 vendors attending throughout the duration of the market. Forecast #2 assumes that the market will have 10 vendors.

#### **Forecast #1)**

\$10/per vendor X 8 vendors = \$80

#### **Forecast #2)**

\$10/per vendor X 10 vendors = \$100

The intention would be to pay the market manager with the proceeds from the fees charged to vendors to participate in the market. Not only would this create a self-sustaining market, but it would also motivate the market manager to actively recruit and retain more vendors. This arrangement would suffice for the first few years of the market when it is still in a growth phase. When the market eventually expands, we may want to pursue giving the market manager a salary or hourly wage so some of the market's profit can be saved to build a shelter.

### **Projected Market Income**

May 30	4 vendors = \$40
June 6	6 vendors = \$60
June 13	8 vendors = \$80
June 20	8 vendors = \$80
June 27	9 vendors = \$90
July 4 (no market)	
July 11	10 vendors = \$100
July 18	10 vendors = \$100
July 25	10 vendors = \$100
August 1	10 vendors = \$100
August 8	9 vendors = \$90
August 15	8 vendors = \$80
August 22	8 vendors = \$80



August 29	8 vendors = \$80
September 5	7 vendors = \$70
September 12	6 vendors = \$60
September 19	6 vendors = \$60
September 26	6 vendors = \$60
October 3 (Pumpkinfest)	20 vendors = \$200

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**\$1,530 total profits**

Estimated 6 hours of Market Manger's time / market & 18 markets = **108 hours**

**\$14.16/hour**

## Next Steps

The next steps are intended for the Steering Committee. These should include sharing this business plan with current and prospective community stakeholders for comment and input.

At the same time, the Committee will engage the City of South Lyon Downtown Development Authority and the Chamber of Commerce to assist with coordination of:

- Making some key decisions about the market, including what products will be allowed (will we allow crafters and artists and if so we will put any stipulations on their participation?) and what types of products will be allowed (all organic, all local or no restrictions?).
- Developing a vendor application and market manager job description.
- Determine exactly what kind of insurance will be required and obtaining the necessary policy.
- Attracting seed funding.
- Campaigning to gain support from officials and the community.
- Assembling of a job description, identifying and hiring a manager.
- Securing a market site and deciding on a market day and time.
- Recruiting the necessary volunteers.
- Publicizing the future launch of the market and attracting the necessary amount of vendors to make the market viable.

## **Appendices**

- 1) Informal Facebook Poll**
- 2) 2010 Downtown South Lyon Farmers' Market Rules and Regulations**

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## 1) Informal Facebook Poll

[Downtown South Lyon](#) 2 questions...Is there interest in having a weekly farmers market in SL and if so, what day of the week would you be most likely to visit?

[September 4, 2009 at 12:19pm](#) ·

[Jen Tomlinson-Moll](#) and [15 others](#) like this.

[Lindsay Storm](#)

Sunday

[Lisa Ellsworth Gates](#)

yes Saturday or Sunday

[Jennifer White](#)

Yes, Saturday or Sunday. I was just thinking about this yesterday! :)

[Katie Sorensen Steele](#)

1. YES! That would be awesome!

2. Saturday

[Cathy Renee](#)

YES! SATURDAY MORNINGS!!!

[Emily Eberhart McCormick](#)

Yes!!! Saturday and/or Sunday.

[Jen Tomlinson-Moll](#)

Yes...the weekend:)

[Donna Burr](#)

Definitely. Saturday or Sunday.

[Linda Bruns Hare](#)

Would love it!!!!

[Leslie Toth](#)

Yes saturday.

[Lisa Knauss Porter](#)

YES.. Saturdays would be awesome! ;-)

[Laurel Schnell Mathers](#)

Yes! Saturday mornings.

[Carrie Tavernaro Moore](#)

Yes!! Either Saturday or Sunday would be great!

[Tim Moore](#)

yes. saturday please.

[Jennifer Blackburn-McCourtie](#)

Yes Saturday or Sunday would be great!

[Lori Ochodnický Penndorf](#)

Saturday morning. That would be awesome to have! I would definitely go.

[Katie Darling](#)

Yes! Saturday or Sunday in the late morning/early afternoon!

[Kristin Henzi Abate](#)

Yes!! I'd go any day but weekends would probably be best.

[Michael T. Long](#)

Yes, Sunday afternoon

[Scott Black](#)

Yes and sat am

[Amy Weller Weingartz](#)

YES!! ANY day!

[Cathie Lebbon Kurt](#)

YES!!! Sat or Sun

[Jonathan Higgins](#)

Yes! Sat or Sun.

[Melissa Zucal](#)

Yes-but I live in Florida so I would only attend on visits

[Vince Tiaga](#)

Yes, Saturday mornings are the best!!!!

[Jenna Smith](#)

Yes, I agree... saturday morning.

[Deborah Sellis](#)

Absolutely. And Sat. or Sun.

[Jon Locke](#)

I'm game for it...Saturday would be best.

[Jessica Bliss Connolly](#)

Love it! Sat. or Sun.

[Steve Gilmer](#)

Yes - While I would prefer a weekday evening, if it was fully stocked with produce, I would attend any day.

[Christine Horton-Grossmueller](#)

Come to the Livingston Organic Food Co-op Open House, (It's in SL) Sept 15, 6:30-8  
www.livingstonfoods.com

[Thad Bogert](#)

A Saturday market would be excellent.

[Amy Miller](#)

yes, Saturday or Sunday

[Stacy Talamini Elenbaas](#)

YES! I would LOVE a Farmer's Market. I would recommend Sunday, as to not compete with other Farmer's Markets in the area (Brighton, Milford, Wixom, Walled Lake... all have their FM on Saturday. Not too mention, a lot of families have commitments with their kids on Saturdays. Just a thought...

[Judy Muse](#)

The weekend is the best...but Sunday is the best day.i would go any day.

[Adam Anderson](#)

Yes. thursday, friday, saturday.

[Sarah Barnes](#)

Definitely! Saturday or Sunday.

[Eileen Isotalo](#)

Yes on Saturdays!!

[Kim Elliott Milton](#)

YES! I like Sat or Sun but also think an evening during the week might work as well. 5pm-7pm on Tues seems to work well in the community I grew up in. People stop by on the way home from work and have fresh fruits/veggies for the rest of the week.

Business Plan for a Downtown South Lyon's Farmers Market

[Bob Corbett](#)

A South Lyon farmer's market would be awesome. Saturday and/or Sunday would be the best for me. (or, if on a weekday, then in the evening)

[Kristen Calder-Bowman](#)

EARLY Sat. or Sunday's...but also at least until noon for after soccer or after church. I've been craving this for years--we live in a rural area but have nothing here! Let me know maybe I can get local products from Calder Dairy products at a lower price, available!

[Gina DeRose Franciosi](#)

Yes! Saturday or Sunday morning.

[Greg Sadler](#)

Absolutely....Saturday and Sunday for sure...maybe even Friday....

[Deanna Knasiak Wilcox](#)

YES! YES! YES! Any day!!!

[Elizabeth Van Schoick Cook](#)

Yes. I would go every week. Saturday AM would be great, but I would attend any day.

[Melissa Smith](#)

Sunday mornings :)

[Jill Morgan Banchoff](#)

would love to have one any day would be great

[Patty Montgomery](#)

I'd love to see a farmer's market on Saturday!

[Bob Corbett](#)

I just had to post another comment because I think this is a great idea and I really hope this happens.

[Amy Han](#)

Yes!

[Richard Perry](#)

Sat morning would be great as long as they are open long enough to also fit in the usual Sat morning sports/activities... and only if someone sells radishes.

[Chris Campo Butterfield](#)

Yes, Saturday

[Jim Melvin](#)



Yes...Saturday

[Cheryl Wickham](#)

Yesssss!!!!

[Brigitte Wall](#)

Yes. Saturday

[Beth Birdwell](#)

Yes, Saturday or Sunday would be great.

[Lisa Hanes Spratke](#)

Yes-saturday

[Nathan Pelton](#)

Definitely! Saturday or Sunday.

[Sherri Lynn Simmons](#)

would love to see a farmers market in south lyon! Saturday would be a good day.

[Sherrie Dolby-Arnoldy](#)

Would love to see a Farmer's Market in South Lyon! Saturday would be perfect!

[Kathy Jerore](#)

Yes, but this time don't hide it on a back street again. Put it somewhere where people driving through town can see it.

[Laura Weening Jones](#)

That would be awesome to contribute to local farmers! Boost the economy in beautiful downtown South Lyon! Saturday I think would be the best day.

[Becky Williams Hall](#)

Would love to see the return of the Farmer's Market. My dad was a big part of the previous one before he passed away, and Kathy's right - we need it IN VIEW of those passing thru town.

[Laurie Donaldson](#)

YES!!!! Sat or Sun

[Kristie Killeen Hansen](#)

Saturday!

[Kelly Bowman](#)

Saturday

[Rebecca Kreisher](#)

Yes, on a Saturday.

[Kim Abruscato Thompson](#)

Most definately...weekend morning - either one

[Eleanor Rummer](#)

yes yes yes

[Tracy Kwolek-Booker](#)

any day is good with me.

[Jennifer Rybicki Clement](#)

would love it

[Kelly Peters- Womac](#)

yes!! saturday! that would be awesome!

[Lisa Weaver](#)

How about on Thursday evenings, and have the downtown stores stay open later that night so some synergy could be developed with increased foot traffic & a reason to come downtown?

[Downtown South Lyon](#)

WOW - thank you for the overwhelming response! One thought is that we might have some trouble competing for vendors with well-established markets already on Saturday/Sunday (Brighton, Howell, Northville, Ann Arbor)...we'll have to do some research on that. An alternative might be a Thursday, Wednesday or Tuesday evening from 3-8, in addition to ... See Morehaving the downtown stores stay open later that night (good suggestion Lisa). Kristen: I would love to get in touch with you about getting Calder Dairy involved, you can email me at [kdelaney@southlyonmi.org](mailto:kdelaney@southlyonmi.org). Last thought...someone mentioned that it would need to be visible - our initial thought was to put it in either one or both of the City lots at Pontiac Trail and Liberty Street. I would love to hear any other suggestions that you might have so we can make it as good as possible. Thanks again!

[Kristen Woodward Benjamin](#)

Yes, I think Saturday would be nice.

[Annie Chetcuti Albanice](#)

Would LOVE a farmers market. Would prefer a Saturday or Sunday, but if it needed to be during the week - Wednesday would be good.

[Erin Madeline](#)

Yes! Saturday would be nice.

## **2) 2010 Downtown South Lyon Farmers Market Rules and Regulations**

### **2010 South Lyon Farmers' Market Rules and Regulations**

The South Lyon Farmers' Market ("the Market") has been created to establish a market in the heart of downtown South Lyon at the Veteran's Memorial Parking Lot. The objectives of the market are: (a) Provide a source of fresh fruit, vegetable and local goods to residents, and (b) Highlight downtown South Lyon and encourage residents to get in the habit of coming downtown.

#### **1) 2010 South Lyon Farmers' Market**

**Market Dates and Times:** Sundays, May 30 through October 3, 2010.

(There will be no market on Sunday, July 4<sup>th</sup>.)

**Market Hours:** 10:00 a.m. – 2:00 p.m.

#### **2) Location of the Market**

The Market is located at the Veteran's Memorial Parking Lot on Liberty Street at Pontiac Trail (southwest corner).

#### **3) Check-In Requirements**

Vendors who need to off-load their vehicle in the market area must arrive to the market no later than 8:30 a.m. Vendors who do not need to drive into the market area are to arrive no later than 9:30 a.m. or by arrangement with the Market Master. Late arrivals risk the loss of access to the parking lot for off-loading.

Vendors are to be set up by 9:45 a.m. for market opening at 10:00 a.m. Vendors who will be late should notify the Market Master as soon as possible. Due to safety concerns, vehicles MUST be removed from the market area by 9:30 a.m. At 9:30 a.m. unclaimed and unoccupied spaces will be made available for use by other vendors.

#### **4) Products to be Sold**

Since the Market's mission is to add to, enhance and promote the entire downtown shopping district, existing merchants in the district are encouraged to take advantage of their proximity to it and tie-in their own marketing efforts with market activities and promotions.

Locally owned and operated businesses within the DDA district but with merchandise or services outside the scope of the market may rent the DDA-reserved space on a rotating basis to promote the business and its location but may not offer merchandise for sale. Rentals at no charge will be at the discretion of the Market Master, the Director of Community and Economic

Development for the City of South Lyon and/or the Farmers' Market Steering Committee. Businesses may use the space to display menus, flyers and limited promotional signage, hand out discount coupons or samples, describe services, etc. Businesses wishing to hand out promotional literature, coupons or product samples without renting a space must have prior approval of the Market Master, and are restricted to designated areas on the market's periphery.

The Market Master, in conference with the Director of Community and Economic Development will determine, on an annual basis, the overall size of the market in terms of the number of seasonal and daily vendors. Based on this number, the Market Master will select all vendors with a priority towards produce, florists and greenhouses, food items and handmade arts and crafts *in that order* with an emphasis on those that are Michigan-made and/or locally-owned.

The selection process will take into consideration the needs of the community, objectives of the market, quality, display and originality while minimizing product duplication. The Market Master will notify approved vendors in writing to confirm their status.

**Produce:** To encourage economic growth in Michigan, the Market will favor vendors that produce items in Michigan. These items will be approved at the discretion of the Market Master. The Market is not an outlet for resale or wholesale produce or merchandise.

**Flowers and Plants:** Please note, vendors selling flowers and plants are allowed to bring plants to Market purchased from a wholesaler.

**Food Items:** Includes baked goods, eggs, honey, jellies, jams, cider, sauces and other prepared foods. These items must have the appropriate licenses to be sold at the Market.

**Original Art Work:** Examples are jewelry, ceramics, oils, water colors, photography, metal smithing, iron works and mixed media. These are to be offered to sale by the artist/producer of said goods or their designated representative.

**Crafts/Other:** Craft items produced by the vendor include, but are not limited to: dried flowers, wreaths, baskets, garden décor, woodwork, soaps, and clothing. Reselling is prohibited.

## 5) Fee Structure

<b>Daily Rate for 10 X 10 Area:</b>	\$10.00
<b>Full Season Fee (10' X 10' Area):</b>	\$150.00 (18 market days)

## **6) Space Allocation Requirements**

Market management has prioritized the types of vendors that are desired at the market. Since space is limited, greater space has been allocated for produce and flower vendors, and 10' x 10' spaces for artisans, crafts, other products and nonprofit organizations. More space may be allocated to a vendor on a daily basis at the discretion of the Market Master.

Vehicles will not be permitted onsite during market hours without permission of the Market Master. This space allocation includes any vehicle or truck required on-site.

## **7) Application for the Market**

All interested vendors must submit an application to participate in the Market. If you are accepted as a full season vendor, you will have a reserved, non-specific space. Daily vendors will be assigned space as is available. Request for specific locations will be considered and will be assigned at the discretion of the Market Master.

If you are accepted as a full seasonal vendor you will be billed and your payment is due within 30 days of the invoice date. Daily vendors are required to pay the \$10.00 daily rate for a 10' x 10' space at the time of check-in pending approval of the Market Master. You will be issued a receipt for daily fees.

## **8) Civic Organizations Participation**

All charitable organizations must fill out an application and be approved by the Market Master.

Nonprofit, charitable organizations are welcome at the Market. Organizations setting up information and donation-only tables will be allowed to set up free of charge. The Market is a public space, not a public forum. Organizations espousing controversial and/or incendiary messages (i.e. political or religious groups) are not allowed.

Organizations selling a product in order to raise funds will be charged the normal rental fee for a 10' x 10'. Determination as to acceptability to participate in the Market will be made by the Market Master. Space will be allocated based on availability and selection criteria as specified by the Market Master.

## **10) Rights Reserved by the Market Master**

- a) The Market Master reserves the right to reject a vendor application if, in the Market Master's judgment, the goods and merchandise are not compatible with the overall concept of the market or are inappropriate.

- b) The Market Master reserves the right to immediately deny a vendor the privilege of selling at the market. Reasons may include misrepresentation of products, poor quality of products or produce, nonpayment of fees, disorderly conduct or failure to heed the Market Master's direction.
- c) The Market Master shall have the authority to oversee and enforce the market rules and has the right to refuse a vendor's participation at any time for any reason that the Market Master feels appropriate.

The Market Master may also exercise Due Process for suspension in accordance with the following criteria:

- i) adequate verbal notification to the specific vendor by the market master;
- ii) written notification to specific vendor provided by the market master and copy to the Director of Community and Economic Development and the DDA Board;
- iii) written notification of suspension from the market master based on noncompliance by the vendor to adhere to verbal and written direction;
- iv) Fees are nonrefundable and will be enforced whether the vendor shows or not. This includes any early closing of the market due to inclement weather or any other unforeseen emergency situation.

## **11) Vendor Responsibilities**

- a) Vendors are responsible for their own sales taxes, licenses, permits and fees required for operation and will abide by all local, state and federal laws.
- b) Food shall be clean, wholesome and safe for human consumption and shall be handled, stored, transported and offered for sale in a sanitary manner.
- c) Food products can be cut or opened for displays at the market if properly wrapped, but cannot be sold. Free samples may be given to customers in accordance with county health regulations. Disposable utensils (i.e., napkins, toothpicks, etc.) will be provided and disposed of by the vendor.
- d) Each vendor is responsible for keeping his or her own space clean and attractive and staying within his or her designated area. Failure to maintain space upkeep and cleanliness may result in disciplinary action. Upon closing of the market, spaces are to be cleaned and swept by the vendor. Vendors are responsible for bringing their own equipment/utensils for clean-up. Trash is to be hauled away from the market site by the vendors.

- e) Vendors must supply their own sales equipment; tables, chairs, display racks, display signs, bags for customers and money for change. Use of electrical requires market master approval.
- f) Vendors are required to display a license or permit, price list and a sign posting their name and location of their farm. Signage is subject to the approval of the Market Master.
- g) Vendors are restricted from attracting attention to items for sale by outcries in a loud or annoying, rude or offending manner.
- h) Each vendor may set his or her own prices. Prices should be set in keeping with customer satisfaction and consideration of other market vendors.
- i) Each vendor is encouraged to provide scales of demonstrative accuracy and price and sell products in an easily understandable manner: by weight or by the bushel, quart, pint or individual piece. Inaccurate or deceptive measurement practices will not be tolerated.
- j) Vendor will occupy and attend assigned space for market's entirety, from the opening bell to its scheduled closing. A consistently full market is vital to its success and growth. The expectation of the public is that the market ends at 2:00 p.m. Only the Market Master or his representative can close the market at any time other than that which is scheduled. Vendors are to end sales at 2 p.m. and must vacate the market area by 3 p.m. Early pack-up or departure not approved by the Market Master may result in disciplinary action, as outlined in section 10.c.
- k) The Market encourages a 'team' philosophy and a cooperative spirit. Vendors are strongly advised to refrain from openly criticizing or challenging other vendor's products, displays, pricing, etc. Any questions regarding another vendor's participation must be directed solely to the Market Master. Failure to comply may lead to suspension and or dismissal.

## **12) DDA and City of South Lyon Responsibilities**

- a) If the decision is made to change a market rule, seasonal vendors will be given a seven-day notice prior to the new rules taking effect. Others will be notified in a timely manner in accordance to their circumstances.
- b) The Market is not responsible for product liability or the paying of sales taxes by individual vendors. The Market is not held responsible in any way for any loss of vendor property by theft, vandalism, weather or anything outside of the control of the market administrators. Vendors agree to indemnify and hold harmless the City of South Lyon and



the South Lyon Downtown Development Authority and assignees from and against all liability, claims, demands, losses, damages, levies and causes of action or suits of any nature whatsoever, arising out of or related to activities at the Market.

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