Boot Camp 101: From Pre-Season Prep to Post-Season Thanks
What You Need to Be Successful!

Ivy Fox
WSFMA Conference
February 21, 2020
Hotel Murano, Tacoma
Learning Objectives:

1. To understand larger farmers market landscape/ecosystem and how your FM fits in.

2. To get practical resources and tools for the long and the short of market operations. Minimum structure to be successful!

3. To know where to find additional resources!
What is a Farmers Market?
It All Starts Somewhere:

Starting from scratch or entering into an existing market, here are some best practices and reminders

• Foundation and Boundaries
  -Utilizing Organizational Structure to Maximize your Input

• Mission, Vision, Values
  -What is driving decision making?
It All Starts Somewhere:

Starting from scratch or entering into an existing market, here are some best practices and reminders

• The “Who” of the Farmers Market
  -Identifying Stakeholders (the Team and Resources)
  -Who is the Farmers Market Customer?

• Communication and Access
  -Farmers Market Services
  -Roles, Responsibilities and Expectations
  -How are we receiving feedback? Creating opportunities?

• Ask Questions!
The Arc of the FM Year!
Organizational and Operational Tools

- Market Rules and Policies, ROOTS Guidelines, Permits
- Vendor Roster
- Communications/Outreach
- Development Plan & Budget
- Market Work Plan
Example Work Plan

**Market Opening Work Plan CCFM**

### February

**Permitting**
- Apply for Columbia Park Permit (provide Janet with a market map) *(Janet)*
- Check on Permit status (fire, park use, street closure, ed, gas tank, etc)? *(Janet)*
- Send Street Closure Authorization forms to adjacent properties with deadline (TDS, Southside Commons) – give to Janet for permit application *(MM)*
- Check application status for FMNP/WIC? *(Janet)*

**Marketing**
- Check in with office staff about staffing, poster re-printing, march, events *(MM)*
- Do merchandise inventory and place order for whatever merchandise we need *(MM)*

**Operations**
- Determine needs for signage (parking, exits, bathrooms...) - order from Tina, Ballard Outdoor or National Barricade *(MM to CL)*
- Check in with Kids Tent coordinator rachelleharrison@gmail.com about season and to update forms *(MM)*

**Vendors**
- Finalize market schedule and permits to sell *(MM)*

**Special Circumstances**
- Meeting with PCC re: CCFM Redevelopment
- Meeting with School re: CCFM/school garden plan

### March

**Permitting**
- Order 450 3-up flyers from Janet *(MM)*

**Marketing**
- Coordinate the putting up of Rainier Ave Banners (14) w/George (679-2945) - split billing with CCBA *(MM)*

**Operations**
- Send Glenning Agreements to all three food banks – confirm dates *(Janet)*
- Send Utilities Agreement to South Side Commons *(MM)*
- Contact businesses for Parking Sponsorships *(MM)*
- Set up Santiam: United Site Services 832-3022 acct# PNW-04733. Ask to “chain to utility pole between park and alley.” End service in Fall *(MM)*
- Set up Garbage, Recycling bags and pick up: Waste Management 762-3000
  - Account Address: 4801 Rainier Ave S.
  - acct# 493-257 Recycling
  - acct# 498-362 Garbage
  - (Still have ½ rolls from 2014 season) Order 33gal green bags and 33gal orange bags *(MM)*
- Set up Compost Bin and pick-up: Cedar Grove Compost
  - Casey Funkhouser Delivery and Sales Specialist: Cedar Grove Composting Office - 206.832.3000 | cell - 206.491.5427 | casey.funkhouser@surroundpost.com

**Vendors**
- Send out Permits to Sell-March 1st
- Remind vendors to apply for FMNP/WIC by April 1st

**Special Circumstances**

Make it manageable and identify role expectations!
Seasonal Success: Monthly/Weekly Tools for Success

- Vendor Relations and Expectations ...Cliff notes!
- Safety and Being Proactive
- Marketing and Promotions
- Weekly Report and Data Collection
- Market Profile
Expectations: Cliff Notes!

Shows you are actively working to create a safe, accessible market place

Holding everyone to the same standards is appreciated by staff and vendors

Spell it out, be honest and consistent, and a new precedent is set!

VENDOR RULES TO REMEMBER

Make sure you and your sales staff are familiar with all NFM rules and guidelines before selling at our markets.

1. CONCERNS: If a vendor has a concern about Market policies or other vendors, please contact the Manager and fill out a Vendor Concern Form (available at the Market Information Booth).
2. TENT WEIGHTS: Tents and umbrellas must be securely weighted down with 25 pounds per tent leg or umbrella stand. Vendors cannot set up tents or umbrellas without proper weights. Any damage incurred by a vendor due to insufficient weights will be at the expense of that vendor. The market will charge $20 to borrow a tent and $5 per tent weight.
3. PUNCTUALITY: Vendors must be at the Market site at least 30 minutes before the Market opens and be ready to sell at the opening bell. Vendors are not allowed to set up until the Market area has been chalked and the Market Manager gives permission. Vendors who arrive fewer than 30 minutes before Market opening will load off from the street and find other parking for their vehicle. Vendors must pay their daily fee no later than one hour after the Market is closed.
4. SELLING TIME: Selling starts at opening bell, no selling before. All vendors are required to stay until closing. Vendors who sell-out early should post a sign, “Sold Out,” and not leave their vehicles or possessions unattended.
5. SIGNAGE: Vendors must post a sign identifying the name of the farm/business represented and where it is located. Signs should be at least 24” wide by 8” high. Signs must be displayed before sales begin. The NFM can assist vendors in obtaining signs.
6. PRICE SIGNAGE: All goods for sale must be clearly marked with their price.
7. LOCAL SOURCING SIGNAGE: All prepared food vendors are required to display at least one sign that identifies farms and ingredients which they are currently sourcing.
8. DISPLAY/SELLING SPACE: Booths and/or vehicles must not extend beyond allotted booth space. Signs and displays must allow clear visibility to adjoining booths. Display and selling techniques must not impair other vendors’ ability to sell, nor create a hazardous situation for customers.
9. STALL SPACE CLEAN UP: Vendors are required to maintain their individual selling space in a clean, safe and sanitary manner (protect the pavement from vehicle/cooking drips). Each vendor is responsible for complete clean up of their space at the close of the Market (haul away trash/garbage, sweeping up any product debris). PACK OUT ALL TRASH.
10. SAMPLING: To sample, vendors must have the appropriate King County Health Department permits, a hand-wash set up (including waste water bucket), and sneeze guards protecting the samples. All non-farmer vendors must have a food handler’s permit in order to sample.
11. REPORTING SALES: Report daily gross revenue accurately. This data is integral in the NFM’s efforts to secure necessary support from local governments and the communities that host our markets. We only share this information in the aggregate; your data will never be shared.
12. USE OF HOT WATER: Vendors must bring hand-wash containers full of hot water. Vendors may fill up hand-wash containers onsite in cases of emergency.
13. FOOD BANKS AND GLEANING PROGRAM: Food banks are scheduled around closing to collect donations. Please talk to the Market Manager about any issues and avoid donating to nonscheduled groups.
14. VENDOR PARKING: Vendors may park in designated parking areas as directed by the Market Manager.

First time violation of each of the above rules will result in a verbal warning from the Market Manager. Additional violations will result in fines of varying amounts (as specified in the NFM’s Policies and Guidelines) and the possible termination of the vendor’s Permit to Sell.
# Market Day-Weekly Report

## Lake City Farmers Market Weekly Report 2017

<table>
<thead>
<tr>
<th>Date:</th>
<th>Weather:</th>
</tr>
</thead>
<tbody>
<tr>
<td># Vendors:</td>
<td>Market Staff:</td>
</tr>
<tr>
<td># Customers:</td>
<td>Market Staff:</td>
</tr>
<tr>
<td># Volunteers:</td>
<td>Market Staff:</td>
</tr>
<tr>
<td># Volunteer Hrs:</td>
<td></td>
</tr>
<tr>
<td>EBT Sales:</td>
<td>Non-profits:</td>
</tr>
<tr>
<td>Merchandise Sales:</td>
<td>1.</td>
</tr>
<tr>
<td>Vendor Fees:</td>
<td>2.</td>
</tr>
<tr>
<td>Market Vendor Sales:</td>
<td>3.</td>
</tr>
<tr>
<td># Can Towed:</td>
<td></td>
</tr>
</tbody>
</table>

**Music/Tasting/Chef Demo/Special Promotion (circle one):**

**Event Comments:**

**Manager/Staff Notes:**

**Vendor/Volunteer/Shopper Suggestions:**

<table>
<thead>
<tr>
<th>Cash Amount</th>
<th>Credit Amount</th>
<th>Merchandise Items</th>
<th>Donations Above $10 (Type Gift Certificate Note)</th>
<th>Staff Initials</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lost Item(s):</th>
<th>Name:</th>
<th>Phone:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Found Item(s):</th>
<th>Name:</th>
<th>Phone:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Customer Counts:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Name</th>
<th>Time In</th>
<th>Time Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Health Department Inspector/NFMA Staff:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Time In</th>
<th>Time Out</th>
<th>Total Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Volunteers:** Please print first and last name clearly

<table>
<thead>
<tr>
<th>Name</th>
<th>Time In</th>
<th>Time Out</th>
<th>Total Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Volunteer Hours:**

**Market Sales**

<table>
<thead>
<tr>
<th>Cash Amount</th>
<th>Credit Amount</th>
<th>Merchandise Items</th>
<th>Donations Above $10 (Type Gift Certificate Note)</th>
<th>Staff Initials</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GC Redeemed (Amount $):</th>
<th>TOTAL</th>
</tr>
</thead>
</table>
## Market Day Data by Season

| XYZ Farmers Market 2019 |  |  |  |  |  |  |
|-------------------------|------------------|------------------|------------------|------------------|------------------|
|                         | # Shoppers | Sales | # vendors | Weather | EBT Redeemed | Fresh Bucks Redeemed |
| 1 6/10                  | 1,608      | $19,300 | 29    | sun, clouds | $347           | $248             |
| 2 6/17                  | 1,670      | $20,044 | 27    | sunny, breezy, 60's | $361           | $260             |
| 3 6/24                  | 1,907      | $22,884 | 29    | 60's, breezy, | $412           | $286             |
| 4 7/1                   | 2,255      | $27,060 | 29    | sun, 70's   | $487           | $392             |
# Market Day Data by Season

<table>
<thead>
<tr>
<th>Date</th>
<th>Produce</th>
<th>Plants</th>
<th>Processed</th>
<th>Prepared</th>
<th>Artisan</th>
<th>Service</th>
<th>NP Sales</th>
<th>Total Gross</th>
<th>Vendor fees</th>
<th>Vendors</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/27</td>
<td>$1,157.00</td>
<td>$603.00</td>
<td>$550.00</td>
<td>$362.00</td>
<td>$674.00</td>
<td>$85.00</td>
<td>$390.00</td>
<td>$1,630.00</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$835.00</td>
<td>$162.00</td>
<td>$410.77</td>
<td>$315.50</td>
<td>$127.00</td>
<td>$900.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$689.00</td>
<td>$268.00</td>
<td></td>
<td>$223.00</td>
<td>$350.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$700.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$1,120.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$90.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,475.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$111.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$755.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$8,335.00</td>
<td>$765.00</td>
<td>$1,228.77</td>
<td>$6,862.00</td>
<td>$5,667.00</td>
<td>$85.00</td>
<td>$390.00</td>
<td>$23,332.77</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Info**
  - Market Booth: 1
  - Master Gardeners: 1
  - SLC: 1

**Total Vendors**: 41

**Total Gross**: $23,332.77
## Year to Year Comparison

<table>
<thead>
<tr>
<th>XYZ Farmers Market 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong># Shoppers</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
</tbody>
</table>
## Daily Market Sales Sheet

**Vendor Sales Reporting**

**Farm/Business Name:**

**CIRCLE ONE:** CHFM CCFM LCFM MFM PFM UDFM WSFM

**Today's Date:**

<table>
<thead>
<tr>
<th>Vendors: Detail Your Gross Sales Here</th>
<th>Gray Section to be Completed By Market Staff:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Sales $ _______________________</td>
<td>Total Stall Fee $ ____________________________</td>
</tr>
<tr>
<td>Credit Card Sales $ __________________</td>
<td>User Fee if applicable + $ ____________________</td>
</tr>
<tr>
<td>Tokens $ ____________________________</td>
<td>Additional Fees if applicable + $ ______________</td>
</tr>
<tr>
<td>Fresh Bucks, Market Bucks, etc. $ __________</td>
<td>(e.g., parking, electrical, equipment rental, fires) + $ __________</td>
</tr>
<tr>
<td>WIC &amp; Senior Vouchers $ __________________</td>
<td><strong>AMOUNT OWED</strong> $ ____________________________</td>
</tr>
<tr>
<td><strong>TOTAL GROSS SALES</strong> $ __________________</td>
<td><strong>Less EBT Tokens (red 'X')</strong> - $ __________</td>
</tr>
<tr>
<td><em>Of your total sales reported above, please tell us how much of it was:</em></td>
<td></td>
</tr>
<tr>
<td>Wholesale &amp; Restaurant Sales $ __________</td>
<td><strong>Less Tokens (no 'X')</strong> - $ __________</td>
</tr>
<tr>
<td>CSA's sold today $ ___________________</td>
<td><strong>Less Fresh Bucks, Market Bucks</strong> - $ __________</td>
</tr>
<tr>
<td><strong>Other (explain):</strong> $ __________________</td>
<td><strong>Less Other</strong> - $ __________________</td>
</tr>
</tbody>
</table>

**Inventory Notes** (e.g., sell-out time; sales on particular products like eggs, cider; meat vs. cheese; flowers vs. produce, etc.)

---

I hereby declare that this produce and/or food product is grown and/or produced by the seller and is brought to this market in accordance with the rules of this market, and all other pertinent regulations. I also declare that all information and gross sales written here accurately reflect my sales for this market day.

**Signature** __________________________ **Print Name** __________________________ **112412**
### Vendor Sales Reporting

**Downtown Farmers Market**  
*Market Receipt*

**Date:**  
**Vendors Name:**

<table>
<thead>
<tr>
<th>Vendor Type</th>
<th>MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer/Processor</td>
<td>General Market Row $30</td>
<td>General Market Row $40</td>
</tr>
<tr>
<td>Artisan/Crafter</td>
<td>General Market Corner $35</td>
<td>General Market Corner $45</td>
</tr>
<tr>
<td>Prepared Foods</td>
<td>Pavilion &amp; Premium $45</td>
<td>Non-Member Pavilion $60</td>
</tr>
<tr>
<td></td>
<td>Non-Profit $25</td>
<td>(if available)</td>
</tr>
<tr>
<td></td>
<td>Junior $15</td>
<td></td>
</tr>
</tbody>
</table>

**Office Use**  
- **Paid by:**  
- **Cash:**  
- **Check:**  

**GROSS MARKET SALES**
- **Produce** $  
- **Plants** $  
- **Prepared Foods** $  
- **Processed Foods** $  
- **Artisan/Craft** $  
- **Service** $  
- **Non-Profit** $  

**TOTAL** $ (Your gross sales for the day)

**MARKET CURRENCY**
- **EBT** $  
- **CC-17** $  
- **CC-Old** $  
- **FB** $  
- **Other** $  

**TOTAL** $  

**DFM** VENDOR

**SUB TOTAL** $  
**FEE** $  
**TOTAL** $  
**CK#** $  

---

**Thank You**

This information is confidential for Downtown Farmer's Market use only.

Please reserve space(s) for next week, or this return date:  
Contact Shane: shane@downtownwallawalla.com
## Summary of Vendor Sales

### XYZ Farmers Market 2019

<table>
<thead>
<tr>
<th>Tuesdays</th>
<th>10am-2pm</th>
<th>6/10</th>
<th>6/17</th>
<th>6/24</th>
<th>7/1</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berries</td>
<td></td>
<td>$986</td>
<td>$1,173</td>
<td>$1,664</td>
<td>$2,126</td>
<td>$5,949</td>
</tr>
<tr>
<td>Row Crops</td>
<td></td>
<td>$958</td>
<td>$1,375</td>
<td>$1,981</td>
<td>$2,038</td>
<td>$6,352</td>
</tr>
<tr>
<td>Row Crops</td>
<td></td>
<td>$1,022</td>
<td>$1,080</td>
<td>$1,239</td>
<td>$1,957</td>
<td>$5,298</td>
</tr>
<tr>
<td>Berries</td>
<td></td>
<td>$848</td>
<td>$1,114</td>
<td>$1,278</td>
<td>$1,924</td>
<td>$5,164</td>
</tr>
<tr>
<td>Orchard</td>
<td></td>
<td>$552</td>
<td>$389</td>
<td>$1,397</td>
<td>$1,575</td>
<td>$3,914</td>
</tr>
<tr>
<td>Specialty Farm</td>
<td></td>
<td>$891</td>
<td>$961</td>
<td>$1,139</td>
<td>$1,556</td>
<td>$4,547</td>
</tr>
<tr>
<td>Orchard</td>
<td></td>
<td>$1,517</td>
<td>$999</td>
<td>$915</td>
<td>$1,134</td>
<td>$4,565</td>
</tr>
<tr>
<td>East Side Farm</td>
<td></td>
<td>$871</td>
<td>$921</td>
<td>$851</td>
<td>$1,316</td>
<td>$3,959</td>
</tr>
<tr>
<td>Flowers</td>
<td></td>
<td>$1,100</td>
<td>$1,002</td>
<td>$880</td>
<td>$1,080</td>
<td>$4,062</td>
</tr>
<tr>
<td>East Side Farm</td>
<td></td>
<td>$450</td>
<td>$1,079</td>
<td>$475</td>
<td>$601</td>
<td>$2,605</td>
</tr>
<tr>
<td>Rancher</td>
<td></td>
<td>$890</td>
<td>$673</td>
<td>$884</td>
<td>$1,045</td>
<td>$3,492</td>
</tr>
<tr>
<td>Prepared Food</td>
<td></td>
<td>$825</td>
<td>$990</td>
<td>$858</td>
<td>$677</td>
<td>$3,350</td>
</tr>
<tr>
<td>Eggs and Poultry</td>
<td></td>
<td>$646</td>
<td>$764</td>
<td>$892</td>
<td></td>
<td>$2,302</td>
</tr>
</tbody>
</table>
# Summary of Vendor Sales

<table>
<thead>
<tr>
<th>Date</th>
<th>Produce</th>
<th>Plants</th>
<th>Processed</th>
<th>Prepared</th>
<th>Artisan</th>
<th>Service</th>
<th>NP Sales</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/06/17</td>
<td>$4,650.50</td>
<td>$1,919.50</td>
<td>$1,920.00</td>
<td>$5,856.25</td>
<td>$4,973.76</td>
<td>$7.00</td>
<td>$926.00</td>
<td>$20,253.01</td>
</tr>
<tr>
<td>05/13/17</td>
<td>$4,459.00</td>
<td>$2,096.00</td>
<td>$1,192.00</td>
<td>$4,581.75</td>
<td>$4,644.70</td>
<td>$83.00</td>
<td>$1,155.00</td>
<td>$18,211.45</td>
</tr>
<tr>
<td>05/20/17</td>
<td>$5,807.00</td>
<td>$1,307.50</td>
<td>$1,926.00</td>
<td>$4,400.50</td>
<td>$3,616.50</td>
<td>$105.00</td>
<td>$1,185.00</td>
<td>$18,347.50</td>
</tr>
<tr>
<td>05/27/17</td>
<td>$8,335.00</td>
<td>$765.00</td>
<td>$1,228.77</td>
<td>$6,862.00</td>
<td>$5,667.00</td>
<td>$85.00</td>
<td>$390.00</td>
<td>$23,332.77</td>
</tr>
<tr>
<td>06/03/17</td>
<td>$8,896.00</td>
<td>$723.00</td>
<td>$1,270.68</td>
<td>$5,698.75</td>
<td>$6,367.30</td>
<td>$282.00</td>
<td>$435.00</td>
<td>$23,672.73</td>
</tr>
<tr>
<td>06/10/17</td>
<td>$7,710.00</td>
<td>$33.00</td>
<td>$1,140.00</td>
<td>$4,960.25</td>
<td>$4,758.51</td>
<td>$20.00</td>
<td>$20.00</td>
<td>$18,641.76</td>
</tr>
<tr>
<td>06/17/17</td>
<td>$8,160.00</td>
<td>$378.00</td>
<td>$2,160.75</td>
<td>$9,332.50</td>
<td>$5,421.00</td>
<td>$55.00</td>
<td>$50.00</td>
<td>$25,557.25</td>
</tr>
<tr>
<td>06/24/17</td>
<td>$9,276.75</td>
<td>$270.00</td>
<td>$1,179.94</td>
<td>$5,706.25</td>
<td>$3,415.91</td>
<td>$60.00</td>
<td>$43.00</td>
<td>$19,951.85</td>
</tr>
<tr>
<td>07/01/17</td>
<td>$10,051.50</td>
<td>$76.00</td>
<td>$1,411.75</td>
<td>$5,477.75</td>
<td>$4,498.36</td>
<td>$105.00</td>
<td>$73.00</td>
<td>$20,693.36</td>
</tr>
<tr>
<td>07/08/17</td>
<td>$9,438.50</td>
<td>$0.00</td>
<td>$1,059.00</td>
<td>$3,788.83</td>
<td>$2,810.00</td>
<td>$0.00</td>
<td>$121.00</td>
<td>$17,217.33</td>
</tr>
<tr>
<td>07/15/17</td>
<td>$10,342.85</td>
<td>$0.00</td>
<td>$889.00</td>
<td>$3,974.00</td>
<td>$3,215.50</td>
<td>$55.00</td>
<td>$65.00</td>
<td>$18,550.35</td>
</tr>
<tr>
<td>07/22/17</td>
<td>$10,274.73</td>
<td>$0.00</td>
<td>$880.00</td>
<td>$5,797.03</td>
<td>$4,044.50</td>
<td>$120.00</td>
<td>$168.00</td>
<td>$21,254.26</td>
</tr>
<tr>
<td>07/29/17</td>
<td>$11,660.50</td>
<td>$0.00</td>
<td>$1,482.00</td>
<td>$3,927.35</td>
<td>$3,083.50</td>
<td>$60.00</td>
<td>$65.00</td>
<td>$20,278.35</td>
</tr>
<tr>
<td>08/05/17</td>
<td>$8,727.50</td>
<td>$0.00</td>
<td>$1,086.50</td>
<td>$4,105.67</td>
<td>$922.00</td>
<td>$120.00</td>
<td>$6.00</td>
<td>$14,979.67</td>
</tr>
<tr>
<td>08/12/17</td>
<td>$11,331.50</td>
<td>$0.00</td>
<td>$1,804.00</td>
<td>$4,691.35</td>
<td>$1,595.00</td>
<td>$0.00</td>
<td>$3.00</td>
<td>$19,424.85</td>
</tr>
<tr>
<td>08/19/17</td>
<td>$12,417.75</td>
<td>$0.00</td>
<td>$1,292.00</td>
<td>$5,565.30</td>
<td>$3,024.50</td>
<td>$50.00</td>
<td>$72.00</td>
<td>$22,421.55</td>
</tr>
<tr>
<td>08/26/17</td>
<td>$14,094.00</td>
<td>$0.00</td>
<td>$2,217.00</td>
<td>$6,418.75</td>
<td>$2,968.00</td>
<td>$65.00</td>
<td>$0.00</td>
<td>$25,762.75</td>
</tr>
<tr>
<td>09/02/17</td>
<td>$10,413.60</td>
<td>$0.00</td>
<td>$1,149.00</td>
<td>$5,348.00</td>
<td>$1,929.50</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$18,840.10</td>
</tr>
<tr>
<td>09/09/17</td>
<td>$8,965.10</td>
<td>$0.00</td>
<td>$751.00</td>
<td>$5,020.00</td>
<td>$2,774.30</td>
<td>$0.00</td>
<td>$76.00</td>
<td>$17,586.40</td>
</tr>
<tr>
<td>09/16/17</td>
<td>$9,639.00</td>
<td>$0.00</td>
<td>$1,153.00</td>
<td>$3,964.95</td>
<td>$3,041.00</td>
<td>$0.00</td>
<td>$99.00</td>
<td>$17,896.95</td>
</tr>
<tr>
<td>09/23/17</td>
<td>$8,233.59</td>
<td>$0.00</td>
<td>$1,306.00</td>
<td>$4,000.50</td>
<td>$3,408.50</td>
<td>$3.00</td>
<td>$21.00</td>
<td>$16,969.59</td>
</tr>
<tr>
<td>09/30/17</td>
<td>$8,841.00</td>
<td>$0.00</td>
<td>$1,506.00</td>
<td>$3,580.25</td>
<td>$3,781.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$17,708.25</td>
</tr>
<tr>
<td>10/07/17</td>
<td>$7,713.45</td>
<td>$0.00</td>
<td>$1,416.00</td>
<td>$2,479.00</td>
<td>$4,071.00</td>
<td>$0.00</td>
<td>$14.00</td>
<td>$15,693.45</td>
</tr>
<tr>
<td>10/14/17</td>
<td>$5,217.50</td>
<td>$0.00</td>
<td>$1,232.00</td>
<td>$2,225.50</td>
<td>$2,767.50</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$11,442.50</td>
</tr>
<tr>
<td>10/21/17</td>
<td>$5,412.00</td>
<td>$0.00</td>
<td>$964.00</td>
<td>$2,507.00</td>
<td>$1,494.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$10,377.00</td>
</tr>
<tr>
<td>10/28/17</td>
<td>$6,053.33</td>
<td>$0.00</td>
<td>$1,289.00</td>
<td>$3,122.50</td>
<td>$2,434.75</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$12,899.58</td>
</tr>
</tbody>
</table>

**Subtotal:** $226,121.65  
**Subtotal:** $7,568.00  
**Subtotal:** $34,896.39  
**Subtotal:** $123,391.98  
**Subtotal:** $89,727.59  
**Subtotal:** $1,272.00  
**Subtotal:** $4,987.00  
**Subtotal:** $487,964.61
Time for a quick 10 minute break!
Market Profile

OPERATIONAL GUIDELINES

CCFM Information Booth
- Located on S. Edmunds near the alley between 35th and 36th.
- If using GPS to locate market, search PCC Columbia City.
- If you do not have a space assignment, please stop by the Information Booth or look for the manager.

Unloading and Loading
- Unloading time begins at 12:15pm and no earlier.
- Vehicles may not enter the park.
- All vehicles must exit the market by 2:30pm and may not re-enter until 7:16.
- Breakdown is not allowed before the market closes at 7 pm.
- The loading protocol is based on your location in the market. Please see below.

Make the tools fit your needs! No need to keep repeating yourself!
Day of Success!

• Farmers Market Coordinator Check lists

• Market Checklist and Staff Tasks

• Market Concern Forms/Incident Reports

• Multiple Currency Sheet

• Layout & Vendor Mix
Design and Layouts

Visualize both inside the market and from the street

Maximize frontage & square footage
ie: “Pile it high, and watch it fly!”

Design with intention

Unintended consequences of neighbor businesses...

Collaboration vs conflict!
Layout and Design

Downtown Farmers Market – Walla Walla
Layout and Design

Downtown Kennewick
Layout and Design

Columbia City Farmers Market

Date: 8/22/18
Vendors: 39
Kits: None
Non-Profit: None
Event: None

Southside Commons

Water

Driveway

35th Ave

Alliance

Move yard

North
Market Check List/Tasks!

ECFM Day of Procedures 2016

10:00 am (MA1: Thea)
- Unlock signs (combo lock: 7-9-33)
- Place directional signage around the neighborhood
- Stage street closure signage at East and West ends
- Open Shed – combo 4-2-1-2

11:00 (Market Manager) Arrives
- Chalk vendor stalls (MM)
- Monitor vehicles coming in and out, notify drivers of street closure (MM/Thea)
- Stage street closure signs (MM/Thea)
- Clean street/doggie patrol (MM)

1:00 pm
- CLOSE STREET (MM on west end, Thea on the east)
- Stage kids and manager tent (Thea)
- If there are cars parked in the street (MM)
  - Call SPD Non-Emergency: 3516 S Edmunds St.
- Unlock and move picnic table – combo 7-9-20 (MM with Vendor [Tendoes/Lily's])
- Monitor vendor parking and loading: keep street mostly closed (MM)
  - Put out No Left Turn sign at alleyway (backsides of chef's parking sign)

1:00-2:30 pm (MA2 Arrives @1pm: Connor)
- Monitor driveway (MM/Thea/Connor)
- Set aside Construction No-Parks (Connor)
- Line waste cans, place waste bins at East, West and Park (Connor)
- Place A-Boards in park and stage at Manager tent (Connor)
- Set up Kids tent (tent, table, 2 chairs) (Thea, if needed)
- Set up Music Tent (tent, 2 chairs) (Connor, if needed)
- Set up Info Tent (tent, 2 chairs) (Thea)
  - Set up display for merch and info
- Put out 3 x 3 white plastic tables w/ chairs in park with table cloths (Connor)
- Fill up water for drinking and hand wash station/ set up hand wash station (Thea)

2:00 pm (MA3: Sarah-Manager's Booth)
- Stage comes at alley on Edmunds (Sarah)
  - Line up when all vendor vehicles are cleaned (Sarah, MM, Connor)

- Secure handicapped and Chef parking spot Edmunds w/handicapped sign (Sarah)
- Set up materials at info Booth (Thea and Sarah)
- Arrange info table, put up EBT banners & signage (Thea and Sarah)
- Write up and display signs for special events, what's fresh, etc. (Sarah)
  - A-Boards throughout market (Sarah/MM)

3:00pm
- Open Market with bell

3:00pm-7:00pm
- Staff Info Booth (MM, Thea, Connor, Sarah)
- Run EBT transactions (MM, Thea, Connor, Sarah)
- Health Dept. logs @ 5:15 (Sarah)
- Shopper Counts/Check All Trash/Eating Tables/Barnacles - (Rotate)
- Cover staff breaks (MA1 3:30-4:15, MM 4:15-4:45, MA2 4:30-5:00, MA3 5-5:30)

6:00 pm
- Pass out vendor envelopes (MM)
- Take down kids tent/umbrellas in playground plaza (Connor)
- Collect neighborhood directional signs and place back in stock (Thea)

6:30 pm
- Begin cleaning info table (MM)
- Collect in-market signage (Sarah)
- Collect Farmer Posters (Thea)

7:00 - 8:00 pm
- Check out vendors (MM/Thea)
- Monitor vendor load out (Connor)
- Take down music tent, extra tables and all equipment: pack in shed (Connor/Sarah)
  - Wipe Down Tables and Chairs
  - Dispose of garbage/recycling into RCC dumpsters – (Connor/Sarah)
  - Break down Info Tent (MM/Thea)
  - Take supplies to shed (Connor/Sarah/MM)

8:00 pm (MA1: Thea Leaves)
- Re-Open street when vendors are cleared (MM/Connor/Sarah)
- Load market boxes in manager vehicle (MM)
<table>
<thead>
<tr>
<th>STAFF</th>
<th>Time</th>
<th>Chalk</th>
<th>Close St Chalk/Tow Vehicles</th>
<th>Unlock U-Heights, Traffic</th>
<th>Traffic/vendor load in</th>
<th>Info/break/market walk through</th>
<th>N/A</th>
<th>Breaks</th>
<th>Shift Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>MM Ivy</td>
<td>5:30</td>
<td>Chalk</td>
<td>Close St Chalk/Tow Vehicles</td>
<td>Unlock U-Heights, Traffic</td>
<td>Traffic/vendor load in</td>
<td>Info/break/market walk through</td>
<td>N/A</td>
<td>10:30</td>
<td>5:30-12:00</td>
</tr>
<tr>
<td>TC</td>
<td>5:45</td>
<td>Stage Signs</td>
<td>Close St/drop off detour signs/Open Water</td>
<td>Electrical, Info Booth Set up</td>
<td>Secure Street</td>
<td>Break(10:00, 12:00)/info</td>
<td>Traffic/Tear down</td>
<td>St opens/ sign pick up</td>
<td>10:00 &amp; 12:00</td>
</tr>
<tr>
<td>V (1)</td>
<td>5:30</td>
<td>N/A</td>
<td>Stage Internal Signs, Garbages</td>
<td>Farm Posters</td>
<td>Secure Street</td>
<td>Break (11:00)/info</td>
<td>Garbage Check (12:30)</td>
<td>A Board</td>
<td>Check out</td>
</tr>
<tr>
<td>V (2)</td>
<td>N/A</td>
<td>N/A</td>
<td>Stage Internal Signs, Garbages</td>
<td>Farm Posters</td>
<td>Secure Street</td>
<td>Break (12:30)/info</td>
<td>Envelope set up(check out)</td>
<td>Traffic/Check out as Needed</td>
<td>11:30</td>
</tr>
<tr>
<td>V (3)</td>
<td>N/A</td>
<td>N/A</td>
<td>Stage Internal Signs, Garbages</td>
<td>Farm Posters</td>
<td>Secure Street</td>
<td>Break (12:30)/info</td>
<td>Envelope set up(check out)</td>
<td>Check out</td>
<td>St opens</td>
</tr>
</tbody>
</table>
Concern and Incident Reports

Vendor Concern Form

Your Name: ________________________________
Farm and/or Business Name: ________________________________
Market Location: ________________________________
Summary of concern and/or complaint (25 words or less):
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Date of incident: ________________
Please describe in more detail your concern and/or complaint. Be as specific as you can and explain how this affects the operations and goals of the Market (you may use the back of this sheet, if necessary):
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Signature: ________________________________
Today’s Date: ________________________________

Market Incident Report Form

Your name: ________________________________
Date: ________________________________
Phone number or email address (optional): ________________________________
Date and time that incident occurred: ________________________________
Market where the incident occurred: ________________________________
Brief description of incident: ________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Please describe incident(s) in greater detail (who was involved, what happened, what follow-up action has been taken or should be taken):
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Please list names and contact information for any witnesses of incident.
Multiple Currency Sheets

**Seattle Neighborhood Farmers Market**
2018 Funny Money

<table>
<thead>
<tr>
<th>Type of Funny Money</th>
<th>What It Looks Like</th>
<th>Who can accept it?</th>
<th>Expiration Date</th>
<th>What can be purchased?</th>
<th>How is it processed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift Certificate Tokens No X</td>
<td>![Token Image]</td>
<td>All vendors</td>
<td>No expiration date</td>
<td>All items sold at market, change can be given</td>
<td>Use towards market stall fee at any NFM Market.</td>
</tr>
<tr>
<td>SNAP/EBT Food Stamp Tokens Red X</td>
<td>![Token Image]</td>
<td>All non-prepared food vendors</td>
<td>No expiration date</td>
<td>All food except prepared foods (NO alcohol or flowers)</td>
<td>Use towards market stall fee at any NFM Market.</td>
</tr>
<tr>
<td>Market Bucks EXPIRED 2017 Color RED</td>
<td>![Token Image]</td>
<td>NO longer in use</td>
<td>NO longer in use</td>
<td>NO longer in use</td>
<td>NO longer in use</td>
</tr>
</tbody>
</table>

**Downtown Farmers Market Currency**

**Tokens**
Market Products $5

- All vendors can accept these...same as Cash. Change can be given.

**Special Tokens**
Market Products $5

- All vendors can accept these...same as Cash. Change can be given.

**Checks**
You must be an authorized grower to accept these checks!

- **FMNP (WIC) - 2016 Pink**
  - Only good for fresh fruits, veggies, and fresh cut herbs. NO HONEY!!
  - Void

- **SMNP [Senior] - 2016 Blue**
  - Only good for fresh fruit, mushrooms, herbs, veggies, veggie plant starts.
  - Void

What can you do to make your job easier especially during a busy market day?
Post Season: Evaluating Your Market

There is VALUE in taking time to evaluate and debrief your market season

• What have you learned? Summarize the data!

• What stakeholders were missing?

• Is the organizational structure able to adapt to the changing needs of your stakeholders?

• How are market policies/procedures being enforced?

• Control versus Adaptability-What needs to change/stay the same?

• Give thanks! It takes a village and we don’t acknowledge each other enough!
Resources:

- WSFMA Website & Members Only ListServ
  [www.wafarmersmarkets.org](http://www.wafarmersmarkets.org)

- Market Management ToolKit
  [www.wafarmersmarkettoolkit.org](http://www.wafarmersmarkettoolkit.org)

- Small Farm Direct Marketing Hand Book
  (The Green Book!)
  [https://agr.wa.gov/Marketing/SmallFarm/greenbook/](https://agr.wa.gov/Marketing/SmallFarm/greenbook/)

- WSU Extension Agents
  [http://extension.wsu.edu/locations/](http://extension.wsu.edu/locations/)

- Food Access Activities
  [laura@wafarmersmarkets.org](mailto:laura@wafarmersmarkets.org)

- FM Legal Toolkit
  [https://farmersmarketlegaltoolkit.org/](https://farmersmarketlegaltoolkit.org/)

- Farmers Market Coalition
  [www.farmersmarketcoalition.org](http://www.farmersmarketcoalition.org)

- Other Farmers Markets!