



Town of Moncks Corner  
Farmers' Market

Growers Meeting

Thursday, July 30

2:30 – 3:30

# Agenda

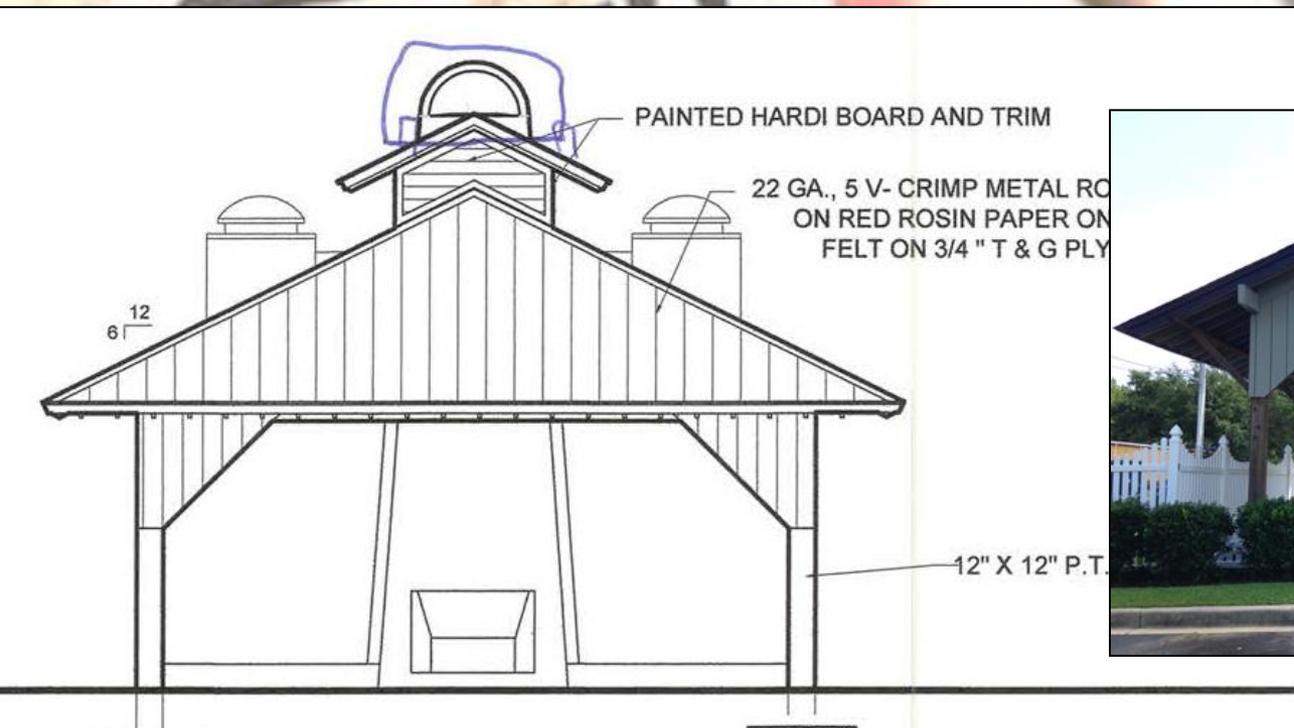
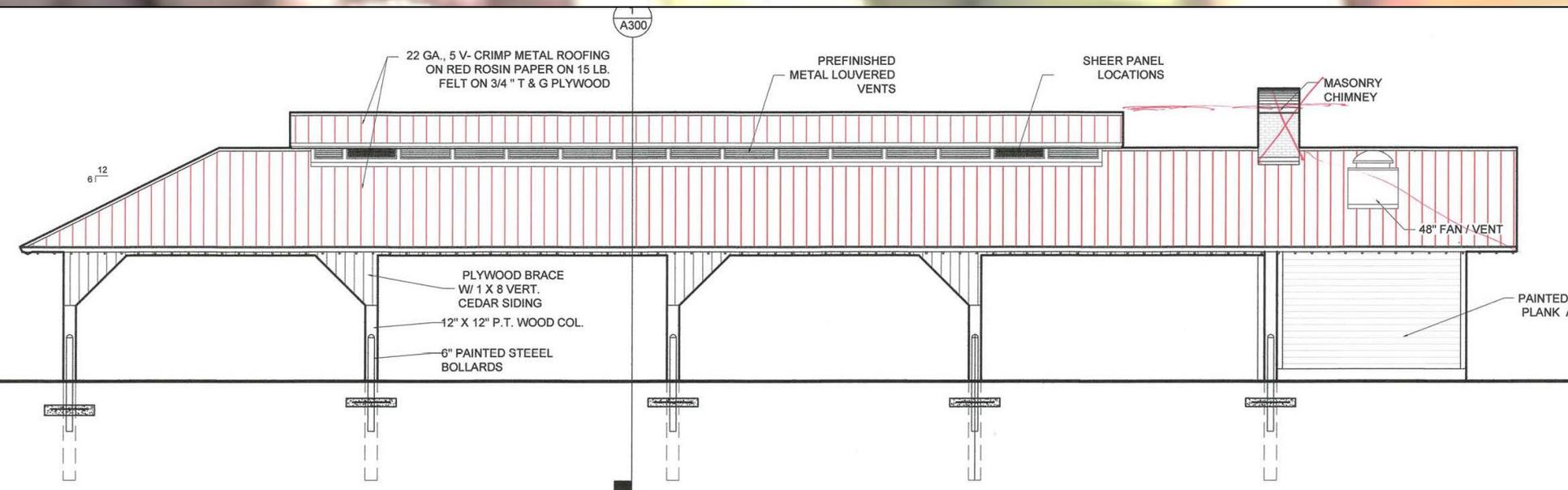
- 1. Discussion of Market Specifics**
- 2. Application Requirements**
- 3. Discussion of Site Specifics**
- 4. Q&A**
- 5. Adjourn**

# Market Specifics – Day & Times

- Every Thursday, 3:00 – 7:00 PM
- Inaugural 2015 Fall Season – October 15 to December 17
- Tentative 2016 Market Schedule:
  - Summer Season: April – August
  - Fall Season: September – December.







# Market Specifics – Pavilion

- Pavilion vendor space is 96' x 24'
- Equipped with the following amenities:
  - Fans
  - Restrooms
  - Gas Fireplace
  - Water spigots
  - Exterior outlets

# Market Specifics – General Info

- The Farmers' Market will be managed and operated by the Town of Moncks Corner and overseen by the Market Manager
- Open to Farmers, Bakers, Food Processors, Artisans, Musicians, and Civic Associations
- Farmers will comprise approximately **60% to 80%** of the vendors and have priority
- Other types of vendors will comprise the remaining **20% to 40%**

# Market Specifics - Licensing

- Growers/Vendors must submit Vendor Application
- A Moncks Corner Business License is required for any grower engaged in re-sale of produce
- For any grower engaged in re-sale of produce, he/she must indicate where the produce was grown/purchased in signage visible to all customers

## Market Specifics – Grower Grown

- While 100% is encouraged, at least 75% of quantity of the produce sold at each market must be grown by the farmer
  - Under the discretion of the Market Manager, this threshold may be reduced for the period of one (1) growing season if determined that farmers are unduly burdened by unique weather and/or environmental conditions that drastically limit crop yields

# Market Specifics – Grower Grown

- The other 25% may be purchased and resold, but the farmer shall fully disclose and display in a manner visible to customers where the produce was grown and purchased
- When any crop is in season locally, it is encouraged that 100% of this item sold at the market is locally-grown
- **What are your thoughts?**

# Market Specifics – Booth Rentals

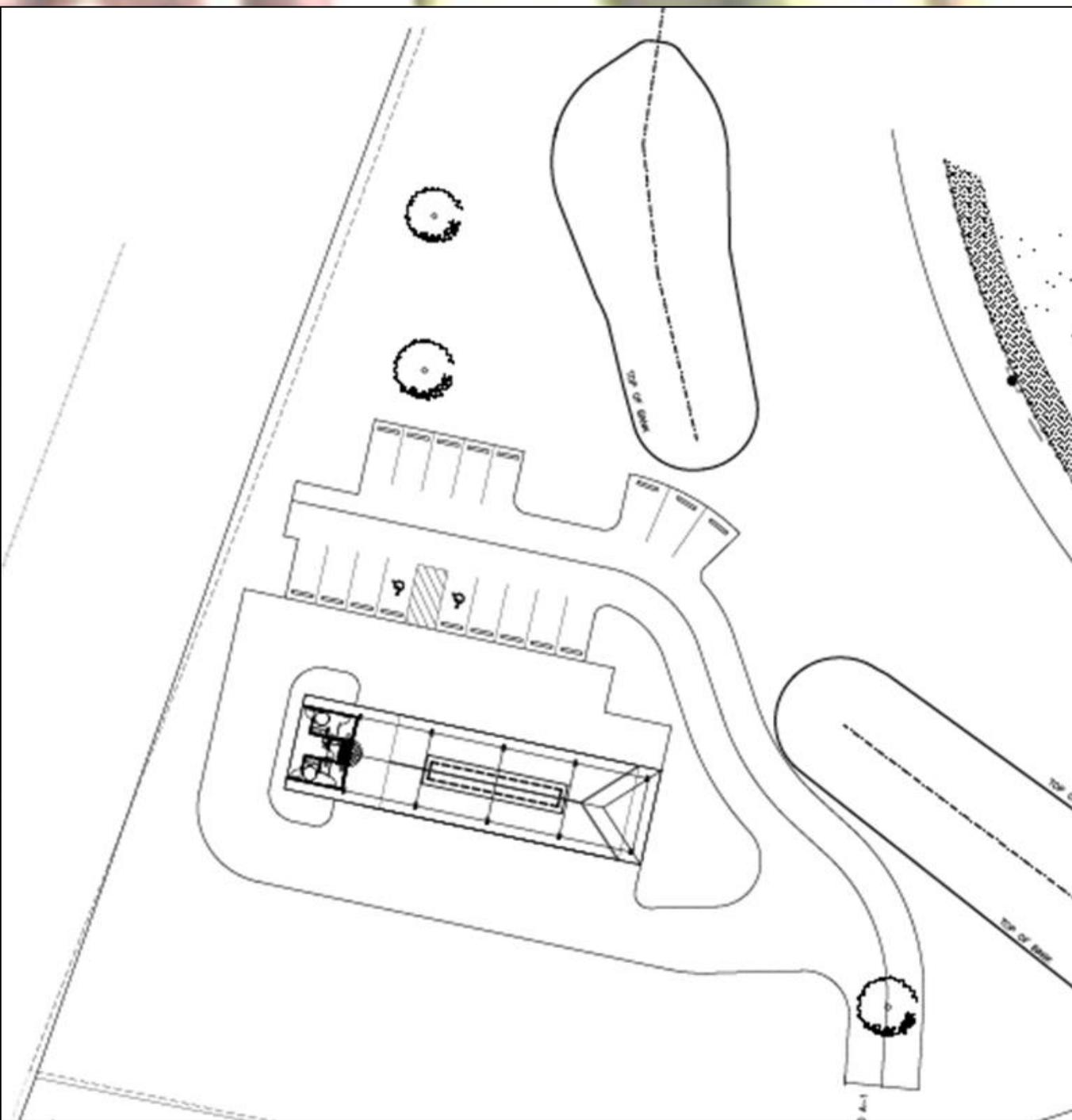
- Farmers will be allowed to rent up to two (2) 10'x10' vendor spaces, if justified
- Seasonal commitments are encouraged (exact dates of 2016 growing seasons TBD)
- Farmers may distribute cut samples of produce if sliced at the market

# Market Specifics – Booth Layout

- 16 Vendor Spaces within Pavilion
- Vendor spaces are assigned on a first-come, first-serve basis with priority granted to growers
- Spaces 1 – 4 are reserved for long-term/seasonal commitments
- 16 Additional (spillover) spaces may be provided in the residual grassed area

# Market Specifics – Booth Layout

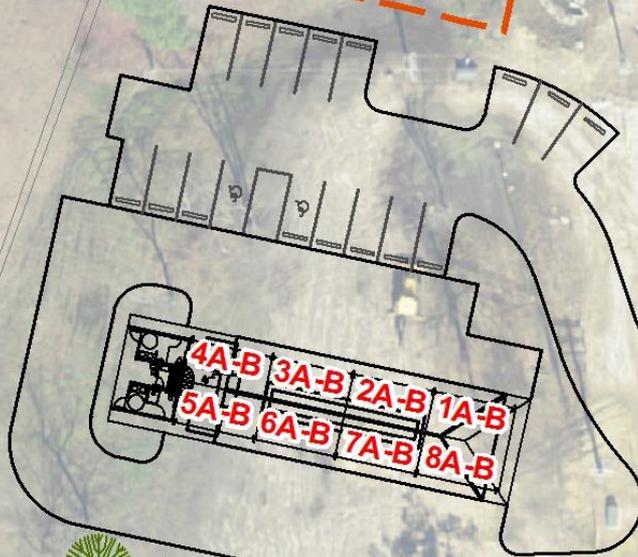
- Pavilion vendor spaces may support tailgate/truck vending; however, all vendors are required to use a table to display merchandise
- Tents and tables will be required for any vendors that sell within the grassed area



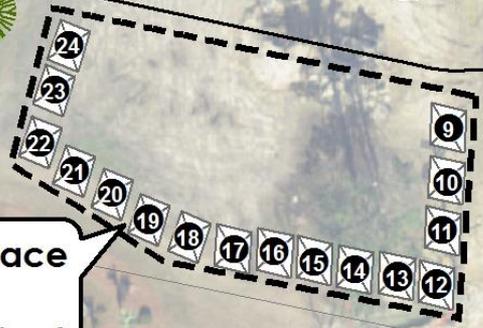
W RAILROAD AV



Spillover Customer Parking



Customer Entrance



Vendor Spillover Space  
+/- 8,200 SF  
10' x 10' Tents Required

Vendor Entrance Only

PEAGLER WAY

# Market Specifics – Booth Setup/Breakdown

- All vendors should arrive within 1.0 – 2.0 hours before the Market to set up.
- Growers may park their trucks behind their designated vendor spaces if they arrive at least 1 hour in advance of the Market and upon approval by the Market Manager.
- Under no circumstances will vehicles be allowed within the Market area once it is underway without approval of the Market Manager and utilization of appropriate safety measures to protect the safety of pedestrians.

# Market Specifics – Booth Setup/Breakdown

- Each vendor is responsible for cleaning up all debris and garbage at his/her booth space before leaving the Market.
- The Market Manager will be on hand to direct vendors when loading and unloading. The Market Manager will arrive two (2) hours in advance of the Market and depart once all vendors have packed up.

# Market Specifics – Reservations

- Vendor reservations must be placed in advance of at least one week.
- Payments must be received before the Market.
- If a vendor is unable to attend on a prepaid and/or reserved day, he/she shall contact the Market Manager by **noon on the Tuesday** before the Market in order to be reimbursed.

# Market Specifics – Reservations

- If a vendor fails to make it to the Market 30 minutes ahead of time, he/she will forfeit his/her reserved spaces and fees paid unless they have previously contacted the Market Manager.
- Non-reserved spaces will be assigned on a first-come, first-serve basis by the Market Manager.
- Vendors with long-term reservations that fail to show over three (3) consecutive weeks without contacting the Market Manager will forfeit any prepaid fees as well as reserved spaces.

# Market Specifics – Complaints

- If a vendor has a complaint, concern, and/or problem regarding another vendor, Market Staff, safety, and/or Market operations or guidelines, he/she must first address the Market Manager in a manner that is both timely and not disruptive to the Market. The Market Manager may request that a formal complaint be submitted in writing.
- The Market Manager will mediate any disputes that emerge among vendors.

# Market Specifics – Complaints

- A vendor may aggrieve the Market Manager's decision and/or enforcement action by submitting a formal written appeal to the Mayor within 30 calendar days of the action. Both the aggrieved and the Market Manager will have an opportunity to discuss their case with the Mayor, who will carefully review their findings and resolve the situation.

# Market Specifics – Cancellations

- The Market is open rain or shine. Conditions that threaten public safety (high winds, flooding, lightning, etc.) will cause cancellation. If the weather conditions deteriorate during the market hours, the Market Manager will make a decision to close the market early. In either case, all vendors will be reimbursed accordingly.
- Feel free to contact the Market Manager if you have any questions about weather conditions.

## Fee Table

Description	Weekly Market Rate
Town of Moncks Corner Business License	Fees Vary
Rent 10x10 Vendor Space (Pavilion)	\$10.00
Vendor Space Rental in Residual Grassed Area (Upon Vendor Spillover Demand Only)	\$5.00
<b>Discount Opportunities for Long-Term Commitment</b>	
Seasonal Commitments	10% Discount
<b>Non-Profit and Civic Associations</b>	
Non-Profit, Civic Associations, Public Service, and Education Providers	No Charge for Vendor Space

# Market Specifics – Benefits

- Free Advertisement/Promotion
- Visible and Accessible Location
- Spillover Customer Traffic
- Awesome New Facility

# Market Specifics – Organization

- Anyone interested in participating in a Steering Committee?

**FRESH  
LOCAL  
PRODUCE**

A collage of fresh produce including strawberries, blueberries, and various fruits, with a 'FRESH LOCAL PRODUCE' stamp overlaid.

A collage of fresh produce including strawberries, blueberries, and a 'FRESH LOCAL PRODUCE' sign. The text is overlaid on a semi-transparent white rounded rectangle.

# **Any Questions, Suggestions, or Ideas?**

Please take a minute to fill out the applications if you are interested for the 2015 fall Market