

Village of Scarsdale



Memorandum

Village Manager's Office

To: Stephen M. Pappalardo, Village Manager
From: Ingrid M. Richards, Assistant Village Manager *IMR*
Date: July 31, 2017
Re: Farmer's Market Pilot Program

Introduction

The Village of Scarsdale is desirous of establishing a Farmers Market ("Market") in the Village Center for fall 2017. Markets are used by many municipalities as a tool to help energize their downtowns. They increase pedestrian traffic to the area thereby supporting and sustaining retail businesses. This memo will outline the process the Village employed to develop an approach to establish a Market and the recommendation of a Farmer's Market manager ("Manager") to manage the 2017 Scarsdale Farmer's Market.

Background

To obtain a better understanding of the steps involved with launching a successful Market, the Village primarily utilized the following two techniques:

Surveys: The Village conducted an e-mail survey of a number of municipalities that have Markets. The survey asked the following questions:

- Did you issue a Request for Proposal to engage a market manager, if so, please send it ;
- Please provide the name and contact information of the market manager;
- Do you have a contract between the municipality and the market manager, if so, please send;
- If the market manager does not contract with the municipality, then which entity contracts with the market manager in your municipality;
- What do you believe are the pros and cons of a Farmers Market, any do's and don'ts to be aware of prior to engaging a market manager and operating a farmers market;

Interviews: It was determined that interviews should be held with Managers to understand the industry and develop an approach to introduce the Market to the Scarsdale community. As such there was a discussion with three Managers one retired and two who are currently managing Markets in the Westchester County area.

Management Recommendations

Based on the survey results and the discussions with Managers and considering the lateness in the season, it was determined that the best approach would be for the Village to commence a weekly Pilot Market for six weeks this fall. This would allow the Village to determine if residents are amenable to a Market and more importantly provide an opportunity to garner experience and resident feedback to develop a Market moving forward that best meets the community needs and wants.

We sought professional proposals in order to select a Market Manager for the Pilot Market. As a result of this effort, Ms. Corinna Makris has been identified as the Farmer's Market Manager best able to develop a paradigm that will meet the Village's intended objectives. Ms. Makris serves as the Manager for the Peekskill, NY Market and has been lauded by a number of references for revitalizing the Peekskill market through her selection of diverse vendors, family entertainment and most importantly creating a fun and welcoming environment for attendees. Ms. Makris' proposal is attached for your review. If you believe that she will be a good fit, as I do, and the proposal meets the Village's goal of offering a test market, I would recommend engaging Ms. Makris as the Farmer's market manager for the Village of Scarsdale for the 2017 Pilot Market. We can further discuss over the winter whether to continue the Market in 2018 and, if so, whether to continue utilizing Ms. Makris, or seek an alternate Manager through further investigation.

CC: Samantha Garrison, Deputy Village Attorney

Corinna Makris
President

Elemental Events, LLC

RESPONSE TO REQUEST FOR PROPOSAL
SCARSDALE FARMERS MARKET
VILLAGE OF SCARSDALE

July 7, 2017

Introduction

Please find my proposal for the Village of Scarsdale (the "Village") seeking to retain the services of a qualified individual or organization to create and manage the Scarsdale Farmers Market (the "Farmers Market") to be held in downtown Scarsdale.

Downtown Scarsdale has a vibrant downtown that already has an active consumer base. This, in addition to your discerning residential population, makes the Village a great location for a weekly farmers market featuring the best in locally produced specialty foods. A successful market will draw people to downtown, and increase sales for brick and mortar shops.

There is a rapidly growing "shop local" consumer culture and this makes farmers markets a desirable shopping destination. But, there are also more farmers markets in our area than ever before, increasing competition for a limited customer base.

Elemental Events, LLC brings a unique perspective to the standard farmers market model. As a market manager with business management experience, I believe that a successful market model requires a combination of high quality vendors, a fun shopping experience, and a comprehensive marketing campaign. This proposal outlines these ideas.

I look forward to hearing from you.

Corinna Makris
President
elemental events

This proposal follows the discussion outline provided by Ingrid Richards for our meeting on July 5, 2017.

Discussion Outline Farmers Market meeting

1. The type of market the Village of Scarsdale is looking to create (the concept of a test market in Fall of 2017, held during a weeknight, duration and times)
 2. A site visit of potential locations
 3. How you would structure your fee and how you the relationship would work among the market manager, the Village and the vendors
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1. Type of market/day of the week/time and duration

- a) Considering the elevated awareness of quality food among Scarsdale residents, I recommend the creation of the Scarsdale Farmers Market & Specialty Foods event. This market would include the usual vendors found at other markets (farms, bakeries, cheese, honey, etc.) and also feature local producers (on a rotating basis) of fine chocolates, caramel sauce, salsas and tamales, Indian simmer sauce, etc.

Who needs Trader Joe's when you can shop local while reducing your carbon footprint?

- b) Since there is a saturation of weekend markets in the area, and since so many people go out of town on Fridays for long weekends, I recommend a Thursday night event to maximize the number of people in town. This also assists people in getting the weekend shopping done for their weekend homes and entertaining needs.
- c) Hours of operation: 12pm - 6pm (possibly 7pm)
Dates of operation: Beginning Thursday September 7th (Thursday after Labor Day weekend), and every Thursday until October 26th.
- d) Invite the Village to bring their compost to the market where we would arrange for a bin to be provided and removed while working with your Village environmental committee on this project.

2. Site visits

After touring downtown with Ms Richards and discussing the pros and cons of each possible location, I recommend closing Harwood Court to parking and traffic on Thursdays.

The street is lovely with Old World architecture, evocative of European cities. There are trees and the block provides some shade. This is something to consider if the Village continues a weekly market in the summer of 2018. The autumn market - or Harvest Market - is an opportunity to have residents and visitors become familiar with that block being the "market block."

- a) Harwood Court takes fewer parking spaces than the other two locations (Boniface Circle, and Spencer Place).

- b) Harwood Court currently has empty storefronts so a market could potentially reinvigorate a quiet street.
- c) Harwood Court is also a block away from DiCicco's Market. Competition is good - but we don't have to setup on their doorstep.

3. Structure of Management Contract

- a) Establish and enforce such other rules and regulations as the Manager may deem necessary.

I use two forms that have been reviewed and approved by The New York State Department of Agriculture and Markets.

- A comprehensive outline of vendor guidelines
- A seasonal contract with each vendor

- b) Accept, review and approve permit applications from vendors, merchants and artisans interested in participating in the Farmers Market.

Guidelines (mentioned above) are used to carefully vet and approve vendors.

Participation as a vendor requires that each vendor signs a contract with Elemental Events, as market management on behalf of the Village. Each vendor must have a business license, and vendor insurance. I personally taste everything before approving. Vendors must bring their own tents, tables, displays, etc.

- c) Design and coordinate daily set-up and floor plan for the Farmers Market.

A well planned layout means understanding the nature of each vendor's business and creating a plan that encourages shoppers to move through the entire market. There is a reason why the milk is in the back of the supermarket. Similarly, there are many details to consider in setting up vendor tents to maximize sales.

- d) Develop and implement a marketing plan for the Market.

A comprehensive marketing plan is critical for vendor loyalty and increasing a customer base. It should serve as a means of promoting vendors in an effort to increase their sales.

A website would be created that is updated with fresh content at least once a week. This allows customers to feel a part of nationwide farmers market movement. This also educates your customer and establishes farmer/producer loyalty.

- Updates on the vendors at the market
- Information about state and federal laws that affect farmers markets and the farm-to-table movement
- A full social media campaign including Facebook, Twitter, and Instagram.

e) Design and post signage concerning the Market, subject to any and all applicable federal, state and local laws concerning posting of signage.

- Work with a graphic designer on creating a branded campaign complete with logo for signage, posters, a direct mail campaign, websites, t-shirts, etc.
- Work with the Village to choose the best places for banners that could hang over the road or highways, at the train station, etc.

f) Elemental Events will determine and collect vendor fees, and manage the budget for the market. Vendor fees and future sponsorship fees are market income. This income will pay for marketing, and all operational costs associated with the market including market insurance, market management fees, and entertainment.

This model allows the Village to incur no direct expenses in the management of the market.

g) On site market management.

The importance of welcoming customers graciously, while letting them know how important they are, is crucial to the success of the market.

There will always market management on site during hours of operation, set-up and breakdown.

h) Monitor stalls and common areas to make sure they stay clean and free of obstructions, tripping hazards and other dangerous conditions at all times

All vendors must maintain a clean and professional presentation and the area around their booths must be clear of clutter. The vendor contract includes a section making this stipulation mandatory.

i) Ensure the Farmers Market's compliance with any applicable federal, state and local laws, including the New York Agriculture & Markets Law.

Being knowledgeable about federal, state and local laws governing the operations of farmers markets is an important role that a market manager plays.

I am a New York State Certified Professional Market Manager. I attend the annual conference for farmers market managers, and my frequent conversations with the New York State Department of Agriculture and Markets ensures that I am always up to date.

j) Such other and further duties as may be required for the successful operation of the Market.

The market should be a party that people want to attend every week. Studies show that people make decisions based on their emotions.

Prices and products have some influence, but ultimately shoppers will choose the Scarsdale Farm & Specialty Food Market over other markets because they feel valued.