

How to Operate a Successful GreenMarket



PALM BEACH
GARDENS

August 29, 2012

Session Outline

- Gardens GreenMarket History and Mission
- Overview of the Gardens GreenMarket
- Starting a Market
- Market Site & Amenities
- Operations
- Sponsors
- Challenges



History of the Gardens Sunday Market

First Season:

- January 5, 2003 - April 6, 2003
- 14 Sundays
- 20,000 Patrons
- 50 vendors per week

Tenth Season:

- October 16, 2011 – May 6, 2012
- 29 Sundays (Closed Christmas)
- 90,000 Patrons
- 125 vendors per week



Gardens GreenMarket Mission

The Gardens GreenMarket is intended to be a combination of a "green" shopping opportunity and a cultural event. We provide farm fresh, locally grown produce weekly to the community.



Overview of Gardens Market

- Initial ideas and goals of operations

1. Creating a market theme
2. The goal of the investment
3. Maintaining consistency and reliability

- Funding Issues

1. Start up costs
2. Continued costs
3. Revenue neutral budgeting

- Staff and Community Support

1. Winning support from other departments
2. Community acceptance



Starting a Market

- Making the decision on what the market is going to be

1. Community Assessment- What is the goal?
2. Be conscience-what don't you want
3. Sticking to the plan , but remaining flexible

- Structure

1. In house or hire a contractor?
2. In house commitments-what it would take to operate
3. Using a contractor
4. Support needed to operate

- Marketing

1. How much do you want?
2. Who can help-partnerships
3. Associations to belong to
4. Keeping the market "fresh" attraction

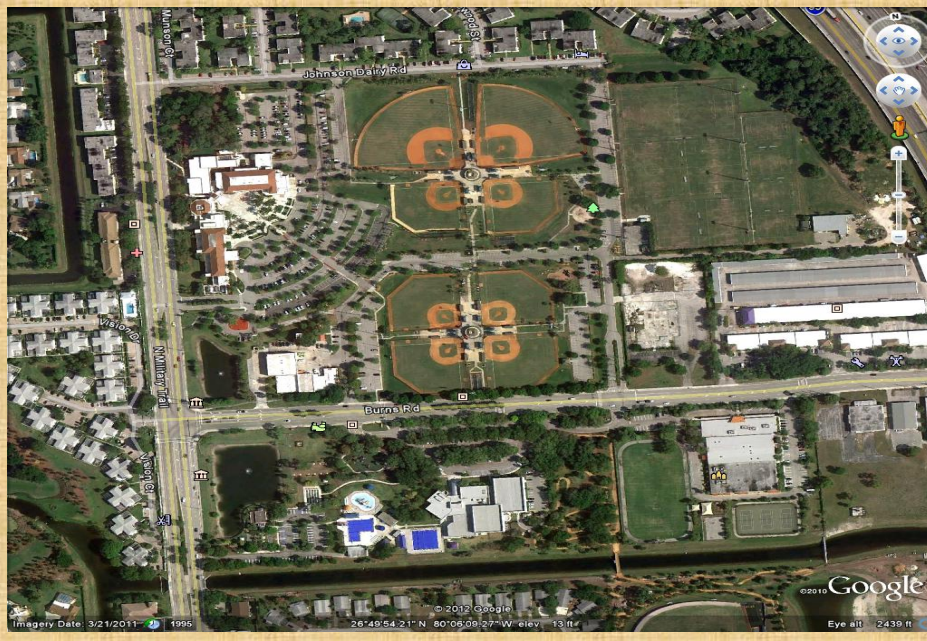


Green Market FAQ's

- What is a GreenMarket ?
- What are the time, dates and location?
- What happens to the unsold food?
- What are the farm locations?
- Can I have direct contact with the farmer?
- Can I visit the farm where the products are locally grown?
- Are the same products sold every week at the market?
- Which farmers are Organic /Non-organic ?
- How do I become a vendor at the market?
- Do you sell raw milk or fresh eggs at the market ?
- Why is the same product different prices at different booths?
- Can non-profits come to the market ?
- I am running for political office can I buy a booth at the market?



GreenMarket Site



GreenMarket Site



GreenMarket Site



GreenMarket Site

Before

- All traffic is one way thru the Market during set-up.
- Vendors must unload their items, park, then set-up their vendor space.

During

- No motorized vehicles, scooters and/or skateboards are permitted in the Market once it has open.
- Animals are not permitted into any City park, except those assisting or aiding impaired or physically disabled persons.

After

- Vendors cannot drive into the Market before 1:15pm.
- Vendors cannot line up on surrounding streets to wait to drive into the Market- this is considered an obstruction to the flow of traffic.

Amenities

Water & Electrical Towers

- Upon moving to the current Market location, these towers were installed and have been essential to the operation of the Market.



Amenities

Sound

- We installed a state of the art audio system which allows Market staff to be heard throughout the Market when making essential announcements as all as allowing the bands to have their music play throughout the Market.



Market Operations

- Evolution of the Policy Manual

1. PBG Manual-policy decisions
2. Legal issues

- Financial Operations

1. Revenue neutral operation
2. Booth fees-vs. percentage of sales
3. Funds Collection

- A Day at the Market-Reality

1. Set-up, operation and tear down

- Events inside the Market

1. Cooking demonstrations, Scavenger Hunts, Holidays



Market Challenges

■ Other Markets

1. Can you work in partnership with other markets

■ What can spiral out of control?

1. Politics
2. Number of Vendors
3. Success

■ Licensing issues

1. State Agencies
2. Occupational Licensing from the City



Sponsors at the Market

SIGNATURE SPONSOR \$3000

Vendor space available every Thursday night for the entire season
 Provide a business link from our website to your business website
 Business name on all advertising
 Business recognition on the lobby marketing presentation at Burns Road Recreation Center during the entire season
 Recognition plaque
 Announce your business as the Signature Sponsor each week at the Market
 Recognize your business on Facebook and Twitter
 Recognize your business as a sponsor in the Gardens Life Recreation brochure
 Recognize your business on the City's website sponsor recognition page
 First right of refusal for the 2013 season.

OFFICIAL SPONSOR \$1500

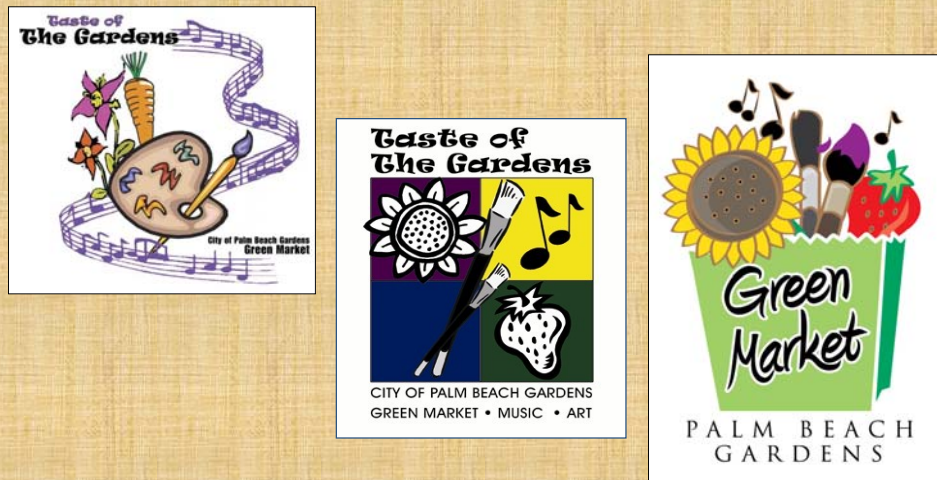
Vendor space available for a total of seven (7) Thursdays during the season
 Provide a business link from our website to your business website
 Business recognition on the lobby marketing presentation at Burns Road Recreation Center during the entire season
 Announce your business as the Official Sponsor each week at the Market
 Recognize your business on Facebook and Twitter
 Recognize your business as a sponsor in the Gardens Life Recreation brochure
 Recognize your business on the City's website sponsor recognition page

WEEKLY ENTERTAINMENT SPONSOR \$500

Vendor space available on the sponsored Thursday night
 Announce your business as the entertainment sponsor for the night
 Recognize your business as a sponsor in the Gardens Life Recreation brochure
 Recognize your business on the City's website sponsor recognition page



GreenMarket Logo Transition



“New” Summer Market Nights

- Palm Beach Gardens opens the first summer evening market May 17, 2012.
- Expectations for a summer evening market compared to the Sunday morning Fall market
- Financial challenges • Weather challenges



Questions?

