



14-1394

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2015 FARMERS' MARKET PROPOSAL

June 13, 2014

Licensing, Permits & Inspections Committee
City of Manitowoc
900 Quay Street
Manitowoc, WI 54220

Dear Committee Members,

Thank you for the opportunity to submit a proposal to oversee the day-to-day operation and management of the Manitowoc Farmers' Market. Mainly Manitowoc's Board of Directors has discussed this opportunity and is submitting the proposal outlined below. We feel the downtown Farmers' Market is an important asset to our Main Street district and we look forward to the opportunity to grow and enhance the existing successful operation.

In response to Section V. Scope of Services listed in the RFP, we offer the following:

- 1. Provide a business profile of the non-profit entity and independent contractor, if applicable, which shows its ability, capacity and skill to perform the services required in this RFP. Include documentation of non-profit status, name and contact information for the entity, as well as identify any independent contractor that may be engaged to perform the Market services, and will be present at each Market to facilitate operation of the Market, and who can be contacted in an emergency.**

Mainly Manitowoc is an established Main Street program operating here since 2008. Our mission is to promote the overall economy and quality of life for the City of Manitowoc by engaging the community in an effort to preserve and revitalize downtown through the Main Street Program's Four Point Approach of Organization, Promotion, Design, and Economic Restructuring. We promote the downtown district, businesses, and organizations by marketing the downtown as a destination, coordinating joint advertising opportunities for downtown businesses, and organizing retail and special events. We foster business growth by connecting businesses to appropriate resources, providing networking and educational opportunities to downtown business owners, and gathering, maintaining and disseminating market data used when recruiting new businesses. We encourage historic preservation by providing financial incentives and design assistance for renovations,

property development, and to enhance public areas in the downtown district. We do this to keep the heart of this community vibrant, encourage continued vitality, and create the preferred location to operate a business.

Mainly Manitowoc is governed by a Board of Directors that assumes legal and philosophical responsibility for the Main Street program's activities, and establishes policy for all of its activities. Board members provide leadership for the program, participate in committee assignments, and serve as advocates for the commercial district's revitalization efforts. They represent the larger view of why downtown revitalization is crucial for the entire community. Board positions are filled with nominees representing a diverse scope of community sectors including banking, finance, law, education, healthcare, construction, architecture, marketing, volunteer coordination, real estate, economic development, tourism, art, non-profit management, manufacturing, as well as downtown business owners or property owners. It is a priority that a well-balanced Board is maintained.

We are a Nationally Accredited Main Street Program since 2010. Accreditation is received for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center. Each year, the National Trust and its partners announce the list of accredited Main Street® programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street Four-Point Approach® methodology for strengthening their local economy and protecting their historic buildings. Accredited Main Street programs are meeting the challenges of the economy head on and are successfully using a focused, comprehensive revitalization strategy to keep their communities vibrant and sustainable. In the 5 years we have been operating, there has been over 19 million dollars in public and private investment in the Main Street district. Forty one new businesses joined the district, and 6 have expanded resulting in over 230 new or expanded jobs.

Mainly Manitowoc has established a Vision Statement as the result of a Community Visioning Session. The vision statement provides direction for projects and actions that, ultimately, will help the community achieve its vision. The Farmer's Market fits perfectly within the fabric of the downtown as the community center and its commerce, cultural attractions, and natural assets. It is an important element in this vision. The Vision Statement is as follows:

Downtown Manitowoc of the future is a progressive downtown center renowned for its vibrant mix of commerce, culture and residences. The festive riverfront and beautiful lakeshore with its working harbor have come to symbolize a community that works and plays hard – a community where people have come together to foster positive changes and shape Downtown Manitowoc as an exciting world-class waterfront destination.

People moving about the streets, sidewalks, parks and public spaces create a steady stream of activity as daytime commerce spills into nighttime fun and entertainment. Pedestrians, bicyclists and motorists descend on downtown via its easy-to-navigate transportation network that features visual connections and physical links with the lakefront, riverwalk, historic sites, special attractions and surrounding neighborhoods.

The beautifully restored Manitowoc County Courthouse is a jaw-dropping attraction along the historic downtown walking tour which features an impressive inventory of historic buildings and natural features that have been woven into the fabric of downtown. The downtown's clean, attractive and interesting streetscape reflects the traditional values, caring attitudes and eco-conscious concerns of a downtown business community that, for all the change, has retained the very best of this historic port city's past.

Historic structures and new buildings constructed with pride to mark their own place in time are home to a diverse mix of retail establishments, dining and entertainment venues, service providers, professional offices and civic entities. The prevalence of the arts and abundant cultural attractions lend to the renown of this stylish Lake Michigan harbor. The artsy flair of the downtown environment can also be found in unique living spaces that have become home to a growing population of residents who contribute to the lively nature of Downtown Manitowoc.

Momentum for Downtown Manitowoc enhancement efforts is rooted in positive attitudes and strong partnerships among groups and individuals who have rallied to the cause for downtown sustainability and livability. Working together, these players are marking a new place in time that will be celebrated by future generations as part of Downtown Manitowoc's resilient and storied history.

Mainly Manitowoc staff and committee volunteers coordinate many successful events in the downtown district and marketing campaigns on behalf for the downtown businesses. Currently, the Farmers' Market is included in advertising and marketing campaigns touting the numerous businesses and activities "happening" in our downtown. Staff and committee members coordinate events that bring many people to the downtown throughout the year. The same structured and well-planned efforts would be brought to the Farmers' Market, also.

As an organization affiliated with the Wisconsin Main Street program and the National Main Street Center, we have an abundance of information and resources available regarding event planning, marketing, management, and much more. There are numerous Main Street programs or other downtown associations that manage local Farmers' Markets and there are often educational opportunities, seminars, and written information available at little or no cost. We maintain close relationships with many of these organizations throughout the region and state. Idea sharing, problem solving, recommendations, and general support are commonplace. Of particular interest in the northeast region of the state, we have strong relationships with Downtown Green Bay, On Broadway (Green Bay), Appleton Downtown Inc., and Two Rivers Main Street all of which manage very successful Farmers' Markets. Mainly Manitowoc would also look to join organizations, like the Wisconsin State Farmers' Market Association, that offer networking, mentoring, education, library, food safety information, promotional opportunities, and up-to-date information about Farmers' Market management and regulations.

Mainly Manitowoc's plans are to hire a Market Manager as a seasonal, part-time employee. This manager would be present at each Market and would facilitate operations at the market. This Manager would be the point of contact in an emergency. The Mainly Manitowoc Executive Director would be secondary, and the Mainly Manitowoc Board President listed, also. The Market Manager would meet the qualifications included in the Farmers' Market Manager job description attached to this proposal (Exhibit "A").

2. Provide a list of dates and times the Market shall be held.

Mainly Manitowoc anticipates the same Market schedule as held in 2014 on Tuesdays and Saturdays. The Saturday Market would run from 8am-2pm beginning the third Saturday in May through the final Saturday in October. The Tuesday Market would run from noon-6pm beginning the second Tuesday in June through the first Tuesday in October.

3. Provide the anticipate number of Market vendors expected in 2015.

Mainly Manitowoc would anticipate the same amount of vendor participation in 2015 as there has typically been in the past. We would continue contact with the current vendors on file with the City and share Market vendor information in press releases to the local and regional media. In addition, any additional potential vendor expansion identified through our Main Street contacts or other affiliations will be invited to submit vendor applications.

4. Provide estimated vendor fees for 2015.

There is no anticipated change in vendor fees for 2015.

5. Provide a preliminary 2015 operating budget.

See attachment (Exhibit "B").

6. Provide a detailed listing of what support and services will be provided by the entity awarded a contract under this RFP, and what support and services, if any, are expected or required from the City.

Mainly Manitowoc will be responsible for the management of the day-to-day operations of the Market pursuant to, and in accordance with, the most current vendors' "Participation and License Agreement" of the Market (attached Exhibit "C"). This document will remain the same as 2014, with updates to reflect Mainly Manitowoc as the managing organization, replacing the City. This includes all rights of ingress and egress to the Market Location. Mainly Manitowoc will hire a Market Manager at our expense and collect, hold, and disburse rents and other fees, charges, and deposits with respect to the market.

Mainly Manitowoc is expecting the City staff to assist in transitioning the Market to their management by providing documents, files, records and other administrative assistance related to the Farmers' Market. Mainly Manitowoc is also expecting that garbage collection, barricades, signs, picnic tables, and any other City support services not accounted for in the 2013 Manitowoc Farmers' Market Income and Expense Summary-Fund #2150 will be continued in-kind.

7. **Provide detail regarding what amount, if any, of the funding available in Exhibit "C" is being requested by the entity taking on operation and management responsibilities of the Market.**

Based upon the time study provided by the City Planning Department in October 2013 (attached as Exhibit "D") and the Proposed 2015 Farmers' Market Budget (attached Exhibit "B"), column "2015 Start-Up Expenses", Mainly Manitowoc is requesting a \$4000 start-up fund. This amount includes the anticipated expenses prior to collecting vendor fees in 2015.

It is expected, therefore, that the fund balance remaining in the City Fund #2150 after the 2014 Farmers' Market will be retained by the City and restricted for property maintenance and improvements of the Market site.

8. **Provide detail regarding any benefits that may be paid directly, or provided in-kind to the city for the use of City property.**

Mainly Manitowoc will return to the City 5% of vendor fees collected for the 2015-2016 Farmers' Market to be added to City Fund #2150 for maintenance and improvements to the Market site.

9. **Provide an outline of an operations plan and timetable for implementing the Market which may include, but not be limited to initial outreach to vendors to participate in the Market; staffing and how management at the Market site will take place; marketing/community outreach program; Market maintenance including addressing garbage collection; coordination with other community entities; planned special events at the Market; and any other significant modifications to the Market that you would envision, including identification of capital needs at the Market site such as barricades, signs, picnic tables and the like, that the City would be asked to provide.**

Mainly Manitowoc is not planning or anticipating significant modifications to the Market operations. The timeline for implementing the Market would include:

- December, 2014: Begin Farmers' Market Manager hiring process
- January, 2015: Prepare Market policies and all licensing forms, applications, and questionnaires
- February, 2015:
 - Mail 2015 vendor information to 2014 vendors and others on file
 - Place advertisements in local media outlets for the 2015 Market
 - Begin receiving vendor applications
- March, 2015:
 - Deadline for vendor application submittal
 - Begin working on stall placement
- April, 2015:
 - Send information to vendors with final agreement and stall assignments
 - Host pre-Market vendor meeting
- May, 2015: Begin Saturday Markets
- June, 2015: Begin Tuesday Markets
- October, 2015: Market Ends
- November, 2015: Host post-Market vendor meeting

Staffing and management at the Market site is addressed in item #1 and in Exhibit "A" of this proposal.

Mainly Manitowoc utilizes an extensive committee structure in its organization to coordinate events and many other projects. If managing the Farmers' Market, it would create a Farmers' Market Advisory Committee to coordinate the activities and issues related to the Market. Members of this committee would be appointed by the Mainly Manitowoc Board of Directors and interested persons would need to complete a short application or questionnaire. This committee would consist of two Mainly Manitowoc Board Members, two Farmers' Market vendors, one community member at-large, the Farmers' Market Manager, and the Mainly Manitowoc Executive Director. This committee would meet monthly and will give recommendations on marketing, outreach, policies, fees, and resolution of any other Farmers' Market related issues.

Market maintenance including garbage collection is addressed in item #6 of this proposal.

Mainly Manitowoc collaborates with many community entities on various projects and activities. This philosophy would endure with the Farmers' Market. It would offer Mainly Manitowoc another opportunity to work in partnership with organizations focused on the quality of life in Manitowoc.

Mainly Manitowoc would maintain the current special events held at the Market as listed in the "Downtown Manitowoc Farmers' Market 2014 Market Information and Policies" included as Exhibit "B" in the Request for Proposal. Two of those events listed, Crazy Daze and HarvestFest, are events the Mainly Manitowoc's Retail Committee currently coordinate. Any additional special events would be at the discretion of the Market Manager, the Farmers' Market Advisory Committee, and approved by the Mainly Manitowoc Board of Directors.

There are no anticipated capital needs at the Market site that Mainly Manitowoc is aware of or is planning. The future purchase of capital needs is addressed in item #7 of this proposal. The use or purchase of barricades, signs, picnic tables and the like is addressed in item #6 of this proposal.

10. Provide information on whether the Market operating guidelines in Exhibit "B" will be utilized, or if changes are anticipated, please detail those anticipated changes.

Minor changes would be made to the "Downtown Manitowoc Farmers' Market 2014 Market Information and Policies" to account for the change to Mainly Manitowoc as the organization responsible for the Farmers' Market operations, replacing the City. Changes would also be made, as needed, to list updated contact information, dates, and the website URL. All other information and policies will remain the same as 2014.

11. Provide how liability and property damage insurance will be addressed at the Market.

The Farmers' Market would be added to the current Mainly Manitowoc policies, purchased locally from Ansay and Associates. Mainly Manitowoc carries Commercial General Liability, Business Auto,


Workers' Compensation, and Not-For-Profit Director and Officer Liability insurance. We add additional insurance for events as needed or required. The City of Manitowoc is currently a Certificate Holder. According to the insurance carrier, verification will be requested from vendors that they have insurance and that Mainly Manitowoc is listed as Additional Insured on their policies.

12. Provide a schedule for annual presentation(s) to the Council regarding the performance of the Market, so as to keep the City informed.

Mainly Manitowoc, in accordance with its current Services Agreement with the City, gives presentations to the Council annually. Performance of the Market would be included in those presentations.

Again, thank you for your consideration of this proposal to manage the Downtown Farmers' Market. Please feel free to contact me or any of the Board members listed below with any questions, clarifications, or if additional information is needed. We look forward to your decision.

Sincerely,



Jamie Zastrow
Executive Director

MAINLY MANITOWOC, INC. BOARD OF DIRECTORS

Patricia Roth, President
Self-Employed

Tony Fodden, Secretary
Architect, C. Anthony Fodden LLC

Mary Maurer, Vice President
VP-Business Development/Chief Innovation Officer, Holy Family Memorial

Justin Wallace, Treasurer
Attorney, Nash Spindler, Grimstad, and McCracken

Erin LaBonte
Assistant Art Professor, Silver Lake College

Catherine Egger
Realtor Associate, Keller Williams Realty

Emilee Wagner
Branch Manager/Assistant VP, US Bank

John Stelzer
Owner, Rose Colored Glasses Salon

Lisa Nelson
Operations Manager, Doneff Companies
Co-Owner, Manitowoc Trading Co.
Downtown Property Owner

Doug Mrotek
Retired

Sue Johnson
Retired

Abby Garcia
Owner, 8th & York Restaurant and Lounge

Eric Sitkiewitz
Sales Manager, First Chrysler
City of Manitowoc Alderman, District

FARMERS MARKET MANAGER JOB DESCRIPTION

JOB PURPOSE

Mainly Manitowoc Inc. is responsible for management of all aspects of the Farmers Market of Manitowoc and is seeking a part time seasonal employee to assist with this duty. This position reports directly to the Executive Director at Mainly Manitowoc.

JOB RESPONSIBILITIES

- Support the long term growth and success of the Market
- Provide development and support of the Market to enhance the Market's role as a civic resource.
- Connect and promote local and regional producers and farmers within the greater Manitowoc community.
- Supervise, direct, control, and coordinate the Market providing on-site coordination of the Market, promotion of the Market to the community, coordination of special events, and serving as a liaison between the Market vendors and Mainly Manitowoc Inc.
- Manage coordination of vendor selection and placement.
- Initiate and maintain vendor relationships.
- Maintain progress reports for Board of Directors and Executive Director

QUALIFICATIONS/EXPECTATIONS

- Interpersonal and consensus-building skills with high level of professionalism.
- Ability to work closely with and direct efforts of vendors, volunteers, the Mainly Manitowoc Board of Directors, and staff.
- Excellent communication skills, including writing, proof reading, and speaking.
- Ability to manage multiple projects and work assignments.
- Premiere customer service ethic.
- Dependable, self-starter, demonstrating initiative.
- At least 3 years experience organizing, coordinating, or managing significant community event or program, preferably a Farmer's Market.
- Proficient at using Microsoft Office programs, email, social media, and the internet.

COMPENSATION

The position of Farmer's Market Manager is expected to require between 12 to 15 hours per week, from May 1 through October 31. In addition, hours will be required during the months of February through April to assist with planning and set-up. Employee will be paid twice monthly at a negotiated rate commensurate with skills and experience.

Exhibit B

PROPOSED 2015 FARMERS' MARKET BUDGET

2008-2013 Farmers' Market Income & Expense Summary

	2008	2009	2010	2011	2012	2013	2015 3 yr average	2015 Start-up Expenses
Income								
Stall Rental	\$ 8,900.00	\$ 9,935.00	\$ 12,610.00	\$ 12,390.00	\$ 13,390.00	\$ 13,280.00		
Interest Income	\$ 533.03	\$ 100.18	\$ 28.68	\$ 36.60				
TOTAL INCOME	\$ 9,433.03	\$ 10,035.18	\$ 12,638.68	\$ 12,426.60	\$ 13,390.00	\$ 13,280.00	\$ 13,032.20	
Expenses								
Consultant Services (market manager)	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 5,356.00	\$ 5,517.00	\$ 5,682.00	\$ 5,518.33	
Vendor Stall Rental Refunds	\$ 2,870.76	\$ 1,370.96	\$ 1,890.16	\$ 1,902.50	\$ 1,323.50	\$ 1,171.35	\$ 1,465.78	\$ 1,871.58
Advertising	\$ 275.00	\$ 275.00	\$ 275.00	\$ 225.00		\$ 125.00	\$ 175.00	
Downtown Advertising/membership fees	\$ 189.30	\$ 123.51					\$ -	
Printing/Design Services	\$ 884.92	\$ 825.81	\$ 1,005.00	\$ 1,535.00	\$ 1,225.00	\$ 1,225.00	\$ 1,328.33	
Port-o-Potty Rental	\$ 111.33	\$ 200.00	\$ 406.23			\$ 210.57	\$ 308.40	\$ 232.03
Postage	\$ 307.40	\$ 137.97	\$ 370.96	\$ 742.51	\$ 312.82	\$ 877.20	\$ 644.18	
Miscellaneous	\$ 45.00	\$ 175.00	\$ 367.84			\$ 175.00	\$ 175.00	
Sign Maintenance/Modification								
TOTAL EXPENSES	\$ 9,883.71	\$ 8,313.25	\$ 9,308.96	\$ 10,167.24	\$ 8,543.32	\$ 9,906.12	\$ 9,917.53	\$ 2,103.61
Administrative (\$15/hr)	\$ (450.68)	\$ 1,721.93	\$ 3,329.72	\$ 2,259.36	\$ 4,846.68	\$ 3,373.88	\$ 3,114.67	
Administrative (\$15/hr)	\$ 4,260.00	\$ 4,260.00	\$ 4,260.00	\$ 4,260.00	\$ 4,260.00	\$ 4,260.00	\$ 4,260.00	
	\$ (4,710.68)	\$ (2,538.07)	\$ (930.28)	\$ (2,000.64)	\$ 586.68	\$ (886.12)	\$ (1,145.33)	

**Downtown Manitowoc
Farmers' Market
2015 MARKET Participation and License Agreement**
(Return by TBD)

For participation in Downtown Manitowoc's 2015 Farmers' Market (the "MARKET"), a non-transferable, revocable license agreement to occupy, use and participate in the MARKET, subject to the terms and conditions set forth herein (the "AGREEMENT") between MAINLY MANITOWOC and the undersigned vendor (the "VENDOR"). The parties agree as follows:

A. VENDOR Responsibilities

1. VENDOR will comply with all local, State and Federal health and licensing requirements and regulations, including nutrition certification requirements. VENDOR is solely responsible for contacting the Manitowoc County Health Department (920-683-4155 or <http://www.healthdepartment@co.manitowoc.wi.us>) to determine if the products VENDOR will sell at the MARKET comply with all health regulations; to contact the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) to determine that VENDOR's food processing operation is properly licensed (920-224-5048), and their scale is legal and approved for usage at the MARKET (920-224-4945); and the Department of Revenue for collecting and reporting any required sales tax (608-266-2776).
2. VENDOR agrees to not enter the MARKET:
 - A. On Saturday MARKET days, before 7:00 A.M., and agrees to be set up and open for business in their assigned display area space(s) no later than 8:00 A.M. on the day of the MARKET, unless permission to do so has been expressly granted pursuant to the "2015 MARKET Information & Policies". VENDOR agrees to make no sales before 8:00 A.M.
 - B. On Tuesday MARKET days, before 11:00 A.M., and agrees to be set up and open for business in their assigned display area space(s) no later than 12:00 P.M. on the day of the MARKET, unless permission to do so has been expressly granted pursuant to the "2015 MARKET Information & Policies". VENDOR agrees to make no sales before 12:00 P.M.
 - C. **NO CUSTOMER SALES PERMITTED BEFORE 8:00 A.M. ON SATURDAY, AND BEFORE 12:00 P.M. ON TUESDAY MARKET DAYS.**

EXHIBIT C

3. VENDOR will clean their assigned display area space(s), remove any garbage, and leave the MARKET property no later than:

A. On Saturday MARKET days, 3:00 P.M.

B. On Tuesday MARKET days, 7:00 P.M.

4. All VENDORS shall support the MAINLY MANITOWOC Farmers' Market Manager in sharing the responsibility of maintaining traffic barricades to keep vehicle traffic out of the MARKET during MARKET hours, and to advise all drivers who evade the barricades to leave slowly and immediately. All VENDORS share the responsibility of asking all customers with dogs or other pets to leave the MARKET immediately.

5. VENDOR agrees to participate in the FoodShare/SNAP program in the 2015 MARKET (check 1 box only):

Yes No

B. MAINLY MANITOWOC Responsibilities

1. MAINLY MANITOWOC will support the general marketing and promotion of the MARKET which shall be led and coordinated by Mainly Manitowoc Farmers' Market Manager as MAINLY MANITOWOC-designated MARKET representative. All MARKET-related expenditures will be funded by VENDOR fees paid to, and collected by MAINLY MANITOWOC, which shall be placed in a fund retained by MAINLY MANITOWOC for marketing, maintenance and enhancement of the MARKET.

2. MAINLY MANITOWOC does not assume responsibility for VENDOR compliance with any local, State and Federal licensing requirements and regulations.

3. MAINLY MANITOWOC will arrange for logistical support for the MARKET, which may include providing portable bathroom facilities, barricades and signs.

4. MAINLY MANITOWOC will establish VENDOR display area rental fees and shall enforce MARKET policies and procedures.

5. MAINLY MANITOWOC will identify and assign all VENDOR display area (parking) spaces and settle disputes involving VENDORS and between VENDORS, and will be responsible for terminating VENDOR participation in the MARKET as a result of improper MARKET conduct including racially discriminatory actions, or for a violation of any local, State or Federal licensing requirement or regulation.

EXHIBIT C

- 6. MAINLY MANITOWOC reserves the right to refuse participation to VENDORS in the MARKET who do not comply with MARKET rules and regulations, and who fail to meet MARKET standards which include acceptable MARKET conduct and dress, and adhering to all local, State and Federal licensing requirements and regulations. MAINLY MANITOWOC shall have the right to terminate this AGREEMENT for cause.

This AGREEMENT shall be effective upon:

- 1. VENDOR delivery to MAINLY MANITOWOC of the entire AGREEMENT including the attached "Acknowledgment" filled out and signed by the participating VENDOR, plus a completed "2015 VENDOR (Seller) Questionnaire";
- 2. MAINLY MANITOWOC receipt of the required VENDOR fee payment;
- 3. MAINLY MANITOWOC receipt of a copy of all required VENDOR certifications, licenses and a photo ID;
- 4. Crafters are required to submit photographs of the type of items they intend to sell at the MARKET; and
- 5. The authorized signature of MAINLY MANITOWOC below.

Note: Display area (parking) space(s) will not be assigned to a VENDOR until items 1-5 above have been completed, and all information required (ie. copies of all required operating licenses) is provided to MAINLY MANITOWOC and to the satisfaction of MAINLY MANITOWOC. At any time during the MARKET season, Mainly Manitowoc Farmers' Market Manager is authorized to direct VENDORS to locate in display area spaces to accommodate overall MARKET appearance and customer flow.

DISPLAY AREA SPACE(S) DESIGNATION

THE UNDERSIGNED VENDOR IS ASSIGNED TO THE FOLLOWING DISPLAY AREA SPACE(S) AT THE 2015 MARKET:

Display Area Space Assignment

VENDOR

Vendor Signature

Date

MAINLY MANITOWOC

Authorized Signature

Date

Downtown Manitowoc
Farmers' Market
Acknowledgment

2015 MARKET Participation and License Agreement

(Return by TBD)

Rental of Stalls - The maximum number of display area spaces that may be available to any VENDOR that participated in the 2015 MARKET is four (4). All new or first-time VENDORS are limited to a maximum of two (2) display area (parking) spaces.

Display Area Spaces - Display area spaces are defined as parking stalls that are leased by MAINLY MANITOWOC to VENDORS. VENDORS may lease display area spaces at a rate of \$110.00/parking space, if a completed application and all fees are paid to MAINLY MANITOWOC on or before TBD, 2015.

Applications and payments received by MAINLY MANITOWOC after TBD, 2015 shall be at the lease rate of \$160.00/parking space.

The attached map identifies display area spaces available in the MARKET. For both Tuesday and Saturday MARKET days, assigned display area spaces can only be occupied by the VENDOR to which the stalls are assigned, except as follows:

Unless authorized otherwise by Mainly Manitowoc Farmers' Market Manager, VENDORS shall be required to only occupy and use their designated display area spaces between June (date TBD) and September (date TBD). Between May (date TBD) and June (date TBD), and between September (date TBD) through October (date TBD), VENDORS may elect to relocate to other available stalls in the MARKET, as long as VENDORS first contact the official VENDOR occupant(s) of those stalls to make sure they are available and not committed to usage.

For payments on or before (date TBD), 2015:

Rental fee for **DISPLAY AREA SPACES** for 2015 is \$110.00 per 10 foot x 20 foot space (1 parking space).

_____ spaces x \$110.00 = \$ _____

For payments after (date TBD), 2015:

Rental fee for **DISPLAY AREA SPACES** for 2015 is \$160.00 per 10 foot x 20 foot space (1 parking space).

_____ spaces x \$160.00 = \$ _____

TOTAL PAYMENT: \$ _____

FoodShare/SNAP - VENDOR agrees to participate in the FoodShare/SNAP program in the 2015 MARKET.

VENDOR Location in MARKET - Answer "A" or "B" below, but not both:

- A. **Same Location as in 2014?** Do you want to occupy and use the same display area space(s) that you occupied in the 2014 MARKET? (check one) ___ Yes ___ No. If "Yes", please check the enclosed map and identify the display area space numbers that you occupied in 2014:

Requests by VENDORS to occupy and use the same display area space(s) that they had in the 2014 MARKET, will be approved as long as the VENDOR files their application, including the required fee, on or before (date TBD), 2015, and if MAINLY MANITOWOC determines that the number of display area spaces requested are available, and don't negatively impact the overall mix of VENDORS at the MARKET. Vendors utilizing generators in the MARKET may be relocated from their assigned display area space(s) to an alternative location in the MARKET, if it is determined by MAINLY MANITOWOC that the active usage of the generator is a disturbance to other MARKET vendors or the general public. These requests will not be approved if an incomplete application is filed, or if an application is filed and a payment of a fee is received by MAINLY MANITOWOC after (date TBD), 2015.

- B. **MARKET Location?** Please choose four (4) locations (each location can range from one (1) to four (4) display area spaces) in the MARKET (see the attached map), that would be your choice of location in the 2015 MARKET. Note that these display area spaces must be adjacent to one another (ie. spaces 1,2,3 and 4):

#1 _____
#2 _____
#3 _____
#4 _____
(most preferred)
(least preferred)

VENDOR preference? If you would like to be located next to a particular VENDOR, please indicate your preference by identifying the name of the VENDOR(S) below:

VENDOR Name	VENDOR Name
1. _____	3. _____
2. _____	4. _____

To enhance the likelihood of being located next to a VENDOR(S) of your choice, AGREEMENTS and fees from the effected VENDORS listed above must be submitted to the MAINLY MANITOWOC office together in the same envelope. Requests that are not submitted in this fashion will not be honored.

Completing the "VENDOR Location in MARKET" section is not an absolute guarantee that your MARKET location preferences will be honored. Priority consideration will be given to VENDORS who file a completed application and pay all fees on or before (date TBD), 2015, but MAINLY MANITOWOC reserves the right to authorize a lesser

number of display area spaces than requested by a VENDOR, if MAINLY MANITOWOC determines that the overall mix of VENDORS at the MARKET is enhanced by allocating fewer display area spaces to a particular VENDOR. All VENDOR space assignments will be based largely on the order in which applications and payments are received at the MAINLY MANITOWOC offices, with priority given to 2014 MARKET VENDORS whose payments and location requests are first received by MAINLY MANITOWOC. The information will help in the assignment of display area stalls in April, (date TBD), 2015. Every effort will be made to accommodate VENDOR preferences. ***VENDORS that participated in the 2014 MARKET under a "Flex Space" arrangement shall not be given any priority or preference status.***

VENDOR applications and fee payments received by the MAINLY MANITOWOC office on or after (date TBD), 2015 will be placed on a waiting list, and allocated display area spaces based on availability. All display area assignments made for applications and fees paid after (date TBD), 2015 shall be at a cost of \$160.00/display area stall.

In the event two (2) or more VENDORS identify and request the same display area space(s), MAINLY MANITOWOC will make a final determination of a VENDOR's location in the MARKET.

All display area assignments will be made after (date TBD), 2015. MAINLY MANITOWOC will contact VENDORS in April with their official display area designations for the 2015 MARKET.

All payments shall be mailed or delivered along with a completed application to: Mainly Manitowoc, Attn: Jamie Zastrow, Executive Director, 805 Quay Street, Manitowoc WI 54220. If payment is by check, please make it payable to the **Mainly Manitowoc.**

In consideration for the right to participate in the 2015 Downtown Manitowoc Farmers' MARKET, the undersigned VENDOR has read, understands and agrees to all terms and conditions contained in the "2015 Participation and License Agreement", in the "Acknowledgment", and in the "2015 MARKET Information & Policies", which are all incorporated herein by reference and are made part of this AGREEMENT. Only the individuals named as a VENDOR in the "VENDOR Information" section below may sell at the MARKET.

VENDOR agrees to abide by all applicable local, State and Federal licensing and regulations, and agrees that a violation by VENDOR of such requirements or regulations, or improper MARKET conduct, may be deemed by MAINLY MANITOWOC to be a material breach of this AGREEMENT and MAINLY MANITOWOC may, at its sole discretion, immediately remove VENDOR from the MARKET property for the remainder of the 2015 MARKET season.

VENDOR, by its signature below, further authorizes MAINLY MANITOWOC to enter the VENDOR's homestead property in the event a determination is needed regarding whether or not VENDOR product featured at the MARKET is home grown.

VENDOR Information

Print VENDOR Name

Print Name of Business

VENDOR Signature

Date

VENDOR Mailing Address: _____

Telephone # _____ (home) _____ Work Telephone # (if different from home #)

Fax # (if applicable) _____ E-Mail Address (if applicable) _____

If any employees, family members or friends will be selling product in your VENDOR display area spaces(s), please identify them by name below:

All VENDORS are required to complete the 'Manitowoc Farmers' Market - 2015 Vendor Questionnaire' which is attached and part of this AGREEMENT.

☞ All payments are final.

☞ No refunds will be issued, regardless of the number of days the VENDOR participates in the MARKET.

☞ VENDORS are required to provide copies of all applicable certifications and licenses to MAINLY MANITOWOC. **DO NOT OVERLOOK THIS REQUIREMENT! IF YOU DO NOT SUBMIT YOUR CERTIFICATIONS AND LICENSES WITH YOUR APPLICATION, YOU WILL NOT BE ASSIGNED A PERMANENT DISPLAY AREA SPACE(S) IN THE 2015 MARKET.**

☞ MAINLY MANITOWOC reserves the right to refuse participation to a VENDOR who does not comply with MARKET rules and regulations contained herein.

☞ Get your payments in early to assure your location preferences in the MARKET!

☞ The information contained in this AGREEMENT is a public record.

EXHIBIT D

	HRS
Dave	
1. Prepares and updates Market policies and all licensing forms, applications, questionnaires etc. (approximately 8 hours).	8
2. Prepares "Agreement for Management Services" (AMS) or independent contractor agreement with Market Manager (approximately 2 hours).	2
3. Participates in final review of the monopoly board for the vendor layout at the Market (approximately 2 hours).	2
4. Interface with Council for approvals (1 hour).	1
5. Placement and updating Market on other websites ie. USDA, savorwisconsin.com and localharvest.org.	1
6. Review of ads and marketing efforts with Market Manager (1 hour).	1
7. Handles vendor issues/concerns (approximately 2 hours).	2
8. Prepares annual financial report (approximately 3 hours).	3
Michelle	
1. Placement of Market materials on website, plus updates (approximately 3 hours).	3
2. Prepares Market maps, signs and mailing lists (approximately 3 hours).	3
3. Customer/vendor general support (approximately 3 hours).	3
4. Placement of Market reminders on vehicles in Quay Street parking lot (approximately 1 hour, May and June).	1
Lisa	
1. Compile and mail Market application forms and information to previous year's vendors (approximately 2 hours).	2
2. Handles vendors applications, payments and inquiries (approximately 4 hours/day February and March; May+, approximately 1 hour/week).	191
3. Deposit fees with the City Treasurer. Maintains a current financial report of vendor payments throughout the market season (approximately 1 hour/week, February – May).	17
4. Maintain a current master database of vendor names, contact information and products to be vended for City records and submittal to Manitowoc County Health Department and DATCP for vendor licensing compliance throughout the Market season (approximately 1 hour/week, February – May).	17
5. Assign vendor space stalls with the assistance of the Market Manager and City Planner (approximately 2 hours).	2
6. Update web page utilizing Civic Plus webpage software (approximately 1 hour).	1
7. Makes arrangements for port-o-potty and DPW services at Market (approximately 2 hours).	2
8. Issues payments to Market Manager as per AMS, as well as processing all other invoices and reimbursement requests (approximately 1 hour/month).	6
9. Respond to potential vendor inquiries about the Market or inquiries by the general public throughout the Market season (approximately 1 hour/month).	6
10. Respond and resolve concerns about the Market from vendors or the general public where appropriate or with the assistance of the City Planner or Market Manager throughout the Market season (approximately 1 hour/month).	6
11. At the request of the Market Manager provide display material assistance for special events as needed, and laminated vendor placards for market stalls (approximately 4 hours).	4
TOTAL ADMINISTRATIVE HOURS	284
FTE	0.14
(example) \$15/HR \$	4,260

the Chamber Manitowoc County

City of Kiel
City of Manitowoc
City of Two Rivers
Town of Cato
Town of Centerville
Town of Cooperstown
Town of Eaton
Town of Franklin
Town of Gibson
Town of Kossuth
Town of Liberty
Town of Manitowoc
Town of Manitowoc Rapids
Town of Maple Grove
Town of Meeme
Town of Mishicot
Town of Newton
Town of Rockland
Town of Schleswig
Town of Two Creeks
Town of Two Rivers
Village of Cleveland
Village of Francis Creek
Village of Kellnersville
Village of Maribel
Village of Mishicot
Village of Reedsville
Village of St. Nazianz
Village of Valders
Village of Whitelaw

June 12, 2014

City of Manitowoc
Licensing, Permitting and Inspections Committee
900 Quay Street
Manitowoc, WI 54220

To Whom It May Concern,

On behalf of The Chamber of Manitowoc County, I am writing this letter to express support of Mainly Manitowoc in their bid to fill the role of Management of the Manitowoc Farmer's Market.

Mainly Manitowoc's is committed to securing the success of the downtown. They have the skills, experience, and resources to not only maintain a successful Farmer's Market but to promote its growth and development into the future. With a Board of Directors composed of an excellent variety of community supporters, a strong organizational structure, an expansive network of associated organizations including state and national programs, and a committed Executive Director, I feel confident that Mainly Manitowoc is the right choice for the for the Management of the Manitowoc Farmer's Market.

Warm regards,



Karen Szyman
Executive Director
The Chamber of Manitowoc County

PROGRESS
LAKESHORE
Accelerating business success

202 N. 8th St., Suite 410
Manitowoc, WI 54220
Phone: 920-432-0540
Fax: 920-632-6316
www.progresslakeshore.com

10 June 2014

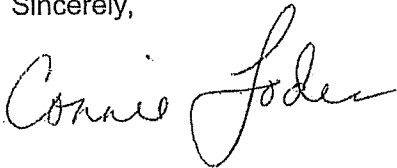
City of Manitowoc
Licensing, Permitting and Inspections Committee
900 Quay Street
Manitowoc, WI 54220

To Whom It May Concern,

Progress Lakeshore, formerly the Economic Development Corporation of Manitowoc County, would like to express full support for Mainly Manitowoc in their bid to fill the role of Management of the Manitowoc Farmer's Market.

Mainly Manitowoc's commitment to a dynamic and successful downtown is undeniable. The group of enthusiastic individuals comprising Mainly Manitowoc is interested in the economic revitalization of downtown Manitowoc, and they have the drive, experience, and resources to promote the growth and future of the Farmer's Market. Their strong organizational structure, expansive network of associated organizations, and committed Executive Director make Mainly Manitowoc the best choice for the position.

Sincerely,



Connie Loden, CEcD
Executive Director; Progress Lakeshore
[Formerly the Economic Development Corporation-Manitowoc Co.]

"Accelerating business success."



Capitol Civic Centre, Inc.

The Lakeshore's Performing Arts Center

913 South 8th Street • P.O. Box 399
Manitowoc, WI 54221-0399

Administrative Office (920) 683-1937
Box Office (920) 683-2184
FAX (920) 683-0272
E-mail ccc@cccshows.org
www.cccshows.org

June 11, 2014

City of Manitowoc
Licensing, Permitting and Inspections Committee
900 Quay Street
Manitowoc, WI 54220

To Whom It May Concern,

I am writing this letter in support of Mainly Manitowoc's bid to manage the Manitowoc Farmer's Market.

Mainly Manitowoc's commitment to a vital and successful downtown is significant and ongoing. Having worked closely with Mainly Manitowoc on a number of projects benefitting our downtown and community, I know firsthand that Mainly Manitowoc has the skill, experience, and resources to not only maintain a successful Farmer's Market but to promote its growth and development into the future. With a strong and steadfast Board of Directors, a proven organizational structure, an expansive network of associated organizations including state and national programs, and a talented and dedicated Executive Director, I very much believe that Mainly Manitowoc is the only logical choice for the position.

I share these thoughts both as a downtown business executive for one of the Lakeshore's highest profile cultural institutions AND as a downtown property owner, with my own building located directly opposite the Farmer's Market location.

Sincerely,

Matthew Schliesman, Executive Director
matts@cccshows.org / 920-686-6420