



Agricultural Community Events Farmers Markets
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www.communityfarmersmarkets.com

Garrett Toy
Town Manager
Town of Fairfax
142 Bolinas Road
Fairfax, CA 94930
email - gtoy@townoffairfax.org

Fairfax City Council,

Agricultural Community Events Farmers' Markets, a nonprofit mutual benefit corporation, was created in 2010 with the goal of creating and strengthening communities through farmers' markets. Our organization has a strong vendor and customer relationship. We work with Laguna Farm and Ortiz Farms, who have been long term vendors at the Fairfax Farmers' Market. Our organization was requested by these vendors to work with the town of Fairfax and offer our services to run the market. Our organization is excited to participate in the RFP process.

Our team successfully runs 3 farmers' markets, one in San Rafael at Marinwood Plaza (Marinwood Community Farmers' Market) and two in Sonoma County (Glen Ellen Community Farmers' Market and The Petaluma East Side Farmers' Market). In the attached proposal it will illustrate our staff's collective experience and ability to run Fairfax Farmers' Market in the fashion that the town of Fairfax is accustomed.

Sincerely,

Kelly Smith
Executive Director
Agricultural Community Events Farmers Markets

SUMMARY

- **Experience**
- **References (includes letter from Laguna Farm & Letter from Susan Adams)**
- **Staff Bios**
- **Vendor Recruitment (Old, New & Local)**
- **Green Strategy**
- **Marketing Strategy**
- **Map**
- **Budget**
- **Photo Gallery**

Experience

Agricultural Community Events Farmers Markets (ACEFM) currently runs 3 markets. All of which were started by ACEFM organization. Our first market, Marinwood Community Farmers' Market was opened April 2010, with a strong local government and community support. We are currently 20 vendors with most of the vendors being agriculture based either in Sonoma or Marin County. We encourage small, new farms to grow within our market place.

Glen Ellen Community Farmers' Market was our second market and was opened in May 2011 with approximately 30 vendors and is a seasonal market running May through October. We reached out to the community at large to enjoy the market either as a vendor or customer by going on local radio doing interviews and speaking with the local press. We even helped a community member establish her farm across the street from our location at Jack London Village. The historical society located at Jack London Village participates weekly. At this market we have 12 farm vendors, 3 of which are in a 10 mile radius of the market. We hope going into our third year that we will have 15 farm vendors.

The Petaluma East Side Farmers' Market is our most recent market. It was started September 2012 with help from the existing farmers' market in Petaluma and Petaluma Health Care District. The goal in this new market is to bring healthy eating and community to the East Side of Petaluma. We currently have 49 vendors but will grow to 60 by summer. Almost all of our vendors are from Sonoma County. Our farm vendors are 22 to 25 during the summer months. We have a knife sharpener, 6 hot food vendors, 7 artisans, master gardeners and the rest are packaged foods with emphasis on fresh and healthy ingredients.

With all three markets we worked with local government agencies, the county agriculture department and county health department to obtain permits and to ensure we followed proper procedures for the county and cities. In Marinwood we were required to go through the county planning department to obtain a planning permit to allow for the farmers' market to start up. This was a four month process that required our organization to submit maps, property title report, car counts, and much more. We met all requirements in an efficient and professional manner. We have a great relationship with our county planner, Lorene Jackson. To this day Lorene still shops the market when she can as does our local Supervisor, Susan Adams.

In summary, ACEFM is a strong farmers' market organization with emphasis on local, sustainable farming and vendors. We create a family environment that is fun and friendly with a competent staff who have been and in some cases still are vendors. We keep our vendor fees low to encourage a stronger vendor relationship. Our organization focuses on hospitality and customer service by creating a fun and comfortable environment with sitting, live music and free children's activities.

Section 1

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REFERENCES

- Susan Adams, Supervisor District 1
3501 Civic Center Drive
Room 329
San Rafael, CA 94903
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SAdams@marincounty.org
- Susan Ventura, Agriculture Inspector
AGRICULTURAL INSPECTOR III
County of Marin
Department of Agriculture | Weights & Measures
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415 473 6700 T
415 473 7543 F
sventura@marincounty.org
- Graham Wheeler
Laguna Farm
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Sebastopol, CA 95472
707-694-7381

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Laguna Farm
Sebastopol, CA

Laguna Farm is a 25 acre worker-owned and operated sustainable vegetable farm located 40 miles north of Fairfax in the rich Laguna de Santa Rosa floodplains. We have been pesticide and chemical fertilizer free for 27 years and were a founding member of CCOF in the north bay. We operate a Community Supported Agriculture box scheme and attend north bay farmers' markets including Fairfax for the past 9 years.

Fairfax farmers' market has been our only evening farmers' market since 2004 and we have continued to attend because -

- (1) Fairfax has been the ONLY evening farmers' market with the emphasis on farmers and produce which is often lacking in street fair style evening markets
- (2) Fairfax farmers market is well supported by a strong and loyal local customer base who value fresh local produce available in town without needing to drive to San Rafael
- (3) Wednesday evening timing allows us to harvest fresh on the day of market and sell within hours at a beautiful shaded location in Bolinas Park

We initially approached Kelly at Agricultural Community Events Farmers' Markets (ACEFM) to try to continue this market when we first learned Agricultural Institute of Marin (AIM) were ending there management of this market. Kelly and ACE have a strong track record of successfully running farmer friendly farm markets in Petaluma, Glen Ellen and Marinwood with an emphasis on -

- (a) high quality growers and craftspeople
- (b) supporting small-scale local businesses
- (c) extensive community involvement and local knowledge

It is our belief that ACEFM can continue and improve upon the success of Fairfax farmers' market by supporting existing vendors, encouraging and simplifying bureaucracy for smaller producers and eventually expanding the scope and season of the market to include the fall when many great crops are plentiful.

If there are any questions regarding our farm and involvement please contact myself or view our website at lagunafarm.com

I look forward to a successful new year at Fairfax farmers' market,

Graham Wheeler
Laguna Farm
Sebastopol, CA

February 18, 2013

To whom it may concern,

I recommend working with Agricultural Community Events Farmers Markets. Executive Director, Kelly Smith and her team have been successful creating a viable farmers' market at Marinwood Plaza where there was not one before. They have been a great addition to the community and compliant with all the county's requirements. Kelly and the market staff were able to bring the community together to clean up a property that had been a blight in the neighborhood. They have made a real contribution to the area.

It's been a pleasure to watch how Agricultural Community Events Farmers Markets have integrated the community needs into the farmers market, from inviting in local community groups to bringing in small local farms for the community to buy from. They create a happy, festive community feel at Marinwood Community Farmers Market. They have been able to help turn Marinwood Plaza into a place where the community wants to go to enjoy and meet their neighbor. The staff and vendors are always smiling and happy to be of assistance.

You can not find a better organization to work with when it comes to farmers markets. Agricultural Community Events offer professionalism with a lot of heart which is why they have been able to build a vibrant market place that I enjoy going to every Saturday when I am available to be at Marinwood Community Farmers Market.

Susan L. Adams
County Supervisor, District 1

STAFF BIOS



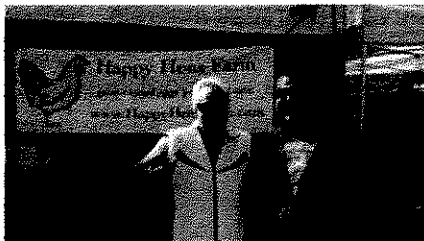
Kelly Smith, Executive Director and Lead Market Manager~ Kelly, a Marin County resident, raised in West Marin has been working at farmers' markets for over 14 years. She started a small handmade soap business in 1997 called Rubber Ducky Soap Co. Kelly decided to sell her handmade products at farmers' market in 1999. In 2001, in addition to selling her soap and lotions she assisted with the artisan program at Marin County Farmers Market Association. From 1999 to 2009, Kelly had been going to markets in Marin County including Fairfax, Novato and Civic Center Sunday and Thursday markets. Kelly was an integral part of creating Agricultural Community Events Farmers Markets with the desire for lower vendor fees, understanding staff and a greater sense of community. Kelly brings her light hearted attitude mixed her attention to detail to ensure a strong market place for the community and vendors.



James Fenton, Market Manager Marinwood and Glen Ellen ~ James has worked at farmers' markets for 23 years. His experience comes from many different capacities working at farmers markets. Before working with ACEFM, James managed both the Sunday Civic Center Farmers' Market and the Thursday Civic Center Farmers' Market for 8 years. Prior to managing those markets he managed the Fairfax Farmers' Market when the market was at the theater and assistant managed when it was in the parkade. James worked with local public works department in bringing the Fairfax Farmers' Market to the park and was proud to be there on opening day. He also spent time managing the Novato Farmers' Market. James brings his ability to recruit new vendors as well as his knowledge of creating new markets, such as the Oakland Grand Lake Farmers' Market to the team. James' long term experience brings extensive knowledge of rules and regulations on running Certified Farmers' Markets.



AJ Scholp, Assistant Market Manager~ AJ, a Petaluma resident, has been working as a vendor and assisting market managers at farmers markets for the past 5 years. He started working with ACEFM September 2012, assisting with manager duties, putting up tents, traffic control, creating sitting area for customers, vendor relations and all around good attitude creator. AJ likes to focus on helping others eat healthy and be happy.



Brian Sublow, Assistant Market Manager~ Brian has lived in Sonoma County for over 15 years. In this past year he has started working with Happy Hens Farm in Petaluma as Market Booth Manager, bringing fresh from the farm food to happy customers. He also assists ACEFM as an assistant market manager. For Brian farmers' markets are a great way to connect people with where their food comes from. He has also found great relationships with vendors and customers that extend beyond the farmer's market. He feels that farmers' markets are a great necessity and enjoys being a part of them on multiple levels.

Vendor Plan

Agricultural Community Events Farmers' Markets has been in contact with some of the vendors from 2012 season at the Fairfax Farmers' Market. We have received a list of previous vendors from Laguna Farm. Should we receive the bid for the Fairfax Farmers' Market our organization will make it a priority to allow previous vendors precedence in the market. Since we have an extensive family of vendors we will add in vendors to fill voids in to offer a good product mix. We make farms and local vendors a high priority and radiant out from there with our vendor selection.

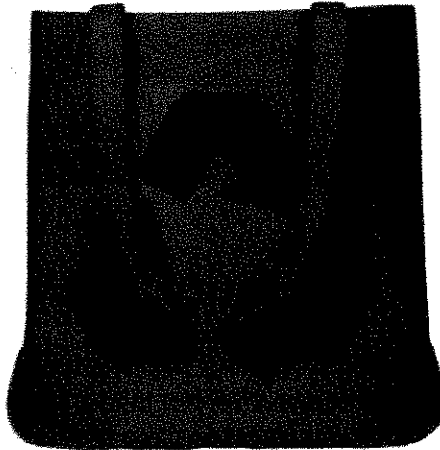


Integration For Local Vendors

Agricultural Community Events Farmers' Markets believes buying local is a strong part of farmers' markets. We find that the closer a vendor is to a market the more consistent they are in attending the markets. We understand Marin County and Fairfax community members love to support their local vendors.

Green Strategy - Waste Management

- Recycling will be available at several places within the market.
- ACEFM will work with Sustainable Fairfax towards their goal of zero waste market.
- When Sustainable Fairfax is not available to be at the market ACEFM will include any printed materials at the information booth and help educate the consumer.
- ACEFM works with a vendor who offers washable/reusable produce bags. ACEFM will work with this vendor to allow farmers to offer the bags to consumers.
- ACEFM will not allow plastic or single use bags to be used at the farmers' market.
- ACEFM will have at least 2 market seminars/demos at Fairfax Farmers' Market to demonstrate upcycling and/or sustainability.



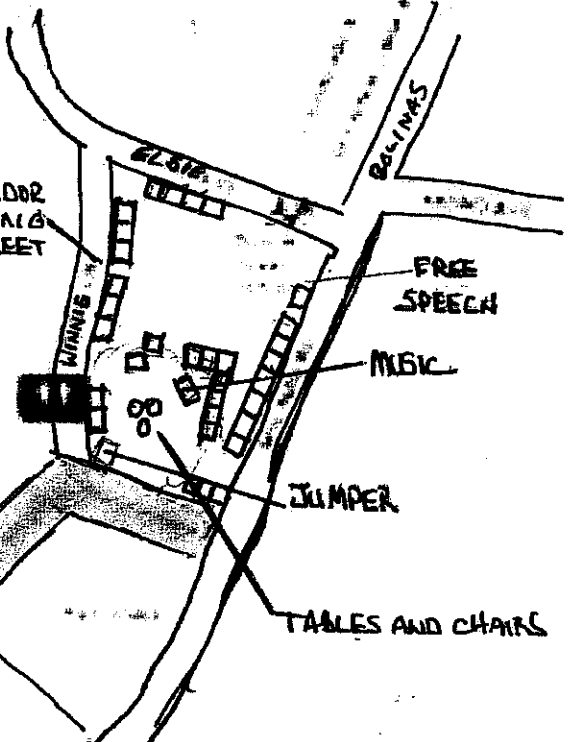
MARKETING PLAN

- Facebook Page designed specifically for the Fairfax Farmers' Market ~ Our Executive Director/Market Manager is an expert at creating and maintaining our different market facebook pages.
- Working with our Graphic Designer to create an identity specific to Fairfax Farmers' Market.
- Postcard hand out designed specifically for Fairfax Farmers' Market
- Monthly Email Newsletter designed specifically for the Fairfax Farmers' Market's vendors and customers.
- Fairfax Farmers' Market added to our new mobile friendly website to be launched in April
- 9 x 18 Posters for merchant windows
- Monthly free kid activities offered at the information booth (i.e. making lavender sachets)
- Featuring live music weekly

FAIRFAX FARMERS MARKET 2013



NO VENDOR
PARKING
IN STREET



ALL UNMARKED SQUARES
REPRESENT VENDOR BOOTHS

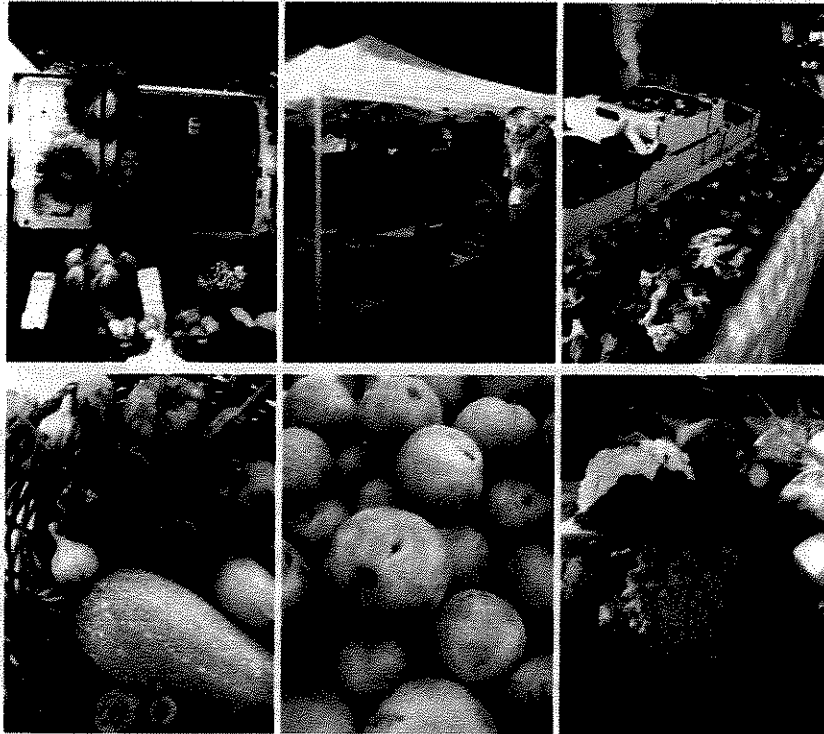
BUDGET

Agricultural Permit	\$350.00
Health Permit	\$1061.00
Special Event Permit	\$2675.00 (* see below for more detail)
Business License	\$16.00
Portable Restroom	\$1000.00 (for 5 months)
Insurance	\$1,200.00
Staffing	\$5,000.00
Travel	\$750.00
Marketing/Advertising	\$1500.00
Phone/Office	\$1000.00
Musicians	\$2250.00
Children Activities	\$1000.00

Revenues	\$19,800.00 (based on 30 vendors paying \$30 per booth for 22 days in the season)
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We understand in emailing Garrett Toy that the normal fee for the park is \$300 a day plus \$475 which includes a refundable \$200 clean up fee. We are requesting the park at \$100 a day plus the \$475. We would like to lower the booth fees to \$30 per market day. AIM is reported to have charged vendor fees of \$40 and up. We believe that having lower fees will be best for the longevity of the farmers' market. Additionally, we understand that there is space for 30 vendors but sometimes not all 30 show up so the list of revenues may not be the total reflected here.

PHOTO GALLERY OF OUR OTHER MARKETS AND VENDORS



Wonderful farms offering a wide variety of produce





We work with unique professional vendors.



Fun Family Environment with Kids Entertainment and Live Music



Local Artisans with emphasis on upcycling



Local community booths like the Master Gardeners are always welcomed!