

## **New Farmers' Market Considerations:**

1. Land use:
  - a. Is the property zoned for that commercial use?
  - b. How about traffic and parking?
  - c. Is parking sufficient and are traffic patterns sufficient (turn lanes, etc, these are CDOT issues) for the lot and the size of farmer's market projected?
  - d. Is parking and are traffic patterns sufficient for the frequency of the market and times of day?
  - e. Will you be able to erect and maintain a sign on the premises for advertising?
2. Market management:
  - a. Who will manage the market?
  - b. Will this person be paid or volunteer?
  - c. Will this person receive any training first?
3. Market size and composition:
  - a. How many vendors can the site hold?
  - b. What type of infrastructure will be available for vendors and consumers? Electricity, water, any refrigeration, restrooms, wash station, trash collection, recycling, tents, tables?
4. Product management, will your market:
  - a. Allow craft items to be sold?
  - b. Have guidelines for ensuring product diversity throughout the marketplace to reduce product overlap?
  - c. Offer exclusivity (i.e., allowing only one bison vendor)?
  - d. Require that all produce be grown within the state of Colorado?
  - e. Specify that all produce must be grown by the vendor?
  - f. Require farmers to document the location of products they grow?
  - g. Conduct farm inspections to verify origin authenticity of the product?
  - h. Verify authenticity if you do not make inspections?
  - i. Allow daily/temporary vendors?
  - j. Allow vendors to sublease their space?
  - k. Require that the owner(s) or employee(s) of the farm/business occupy their own stall?
    - l. Will you require any certifications such as organic, sustainably grown, grown using fair labor practices or humane treatment, etc.?
5. How will your market generate revenue?
  - a. Flat fee
  - b. Dues from vendors
  - c. Fee per square foot of stall area
  - d. Percentage of sales
  - e. Donations
  - f. Other methods, or no revenue generation?

6. Sales tax revenue management, will your market:
  - a. Require farmers/vendors to show proof of a sales tax license to sell products at your market?
  - b. Pay sales tax for your vendors?
  - c. Report earnings to the Department of Revenue?
  - d. Require farmers/vendors to report daily sales to your market?
  - e. Require farmers/vendors to report seasonal sales to your market?
7. Liability and risk management, will your market:
  - a. Require farmers/vendors to show proof of liability insurance?
  - b. Have specific liability coverage requirements?
  - c. Require farmers/vendors to show proof of product liability insurance
  - d. Have specific liability coverage requirements?
  - e. Have an umbrella policy regarding liability insurance?
  - f. Buy insurance through the Colorado Farmers Market Association?
  - g. Have a checklist of safety precautions that the manager will follow (for example, checking tents, cables and cords, licenses)?
  - h. Have someone on the premises with emergency medical or first responder training?