



**“The Shed” Vendor Packet
&
Initial Application Information**

July 2011

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This document represents a work in progress and may change.

“The Shed” Mission, Renovation, and Schedule

Introducing “The Shed” at Dallas Farmers Market, a newly renovated, 26,000 sq. ft. public space offering restaurants, specialty food, and food-related products.

The Mission:

The Dallas Farmers Market provides the organization and facilities that connect communities to local farmers, producers, artisans, and other vendors and provides wholesome family activities and educational programs.

Market Analysis & Special Events Strategy

Market Analysis: DFM research indicates that “The Shed” has the ability to support approximately 20,000 sq. ft. of dining and specialty food uses serving the residents adjacent to DFM and other downtown and citywide residents. According to the City of Dallas, Office of Economic Development, approximately 25,000 residents live in downtown. Downtown office employees, (more than 90,000 workers) visitors, and tourists add considerable opportunity for the Shed. As the Shed positions itself to capitalize on these opportunities, DFM will become a catalyst for additional retail opportunities in the district

The following chart summarizes the adjacent residential development for the Dallas Farmers Market:

	Residential	Status
Camden Farmers Market (Canton St. /S. Central Exp/ Farmers Rd.)	610 Rental units	Completed
Camden Townhomes – (Along Canton / E of Central)	17 Owner occupied units	Completed
Camden Lofts & Apartments (Farmers Rd)	284 Rental units	Completed
2220 Canton Lofts	48 Rental units	Completed
Harlan Building	5 Rental (4 office/retail) units	Completed
312 S. Harwood	3 Rental units	Completed
Urban Innovations Townhomes (Canton St.(North-side) & S. Central Expwy	28 Owner occupied units	Under Construction
Perry Homes Townhomes (Central Exp)	44 Owner occupied units	Under Construction
Camden future Apts (Farmers between Perry Homes and Camden Lofts)	310 Rental units	Planned
Urban Innovations (4 Acre site)	119 Owner occupied units	Planned
Total	1,260 Rental units 208 Owner occupied units	Completed/Planned
Note: 967 completed units	1,468 Total	

DFM is committed to assisting any developments in any way possible and to partnering with land owners in the future to develop a successful Dallas Farmers Market District for residents and visitors to Dallas.

DFM is committed to a full schedule of special events that will attract local families and customers to the market.

- Two annual festivals are planned including the Farm and Flower Festival in May and a fall harvest festival held in October. These events are designed to increase awareness of the Market and to amplify the Market experience.
- Additional monthly events are scheduled to highlight the spirit of the American farmer, healthy life styles and the many products available at the Dallas Farmers Market.

Note: DFM will promote “The Shed” and its activities, however all vendors must also take an active role in promoting their products and businesses to the community. Each business is responsible for implementing its own strategies to increase sales and to build its customer base.

Approved Products - Product Mix

The Product mix for “The Shed” is designed to be consistent with the core purpose of the Dallas Farmers Market – to provide fresh, locally grown/produced, unique food items from the region, the United States and world. Although a focus on Texas and local products is preferred, DFM will pursue opportunities to broaden the Market’s offerings. It is the goal of the Market to offer as many unique products as possible.

Ground Rules:

1. Currently all “Shed” businesses **must** be open 4 days a week however in the near future 7 days a week will be required. Minimum hours of operation will be from 9:00 a.m. to 5:00 p.m. daily. Eateries and other vendors may operate on extended hours upon approval to accommodate breakfast and/or dinner patrons or other customers.
2. “The Shed” is not a “food court” but a marketplace where customers purchase products for use off site along with the possibility of purchasing some food products for consumption on-site.
3. Vendors may have a maximum of two (2) businesses in “The Shed” pending approval of application.
4. A limited number of businesses will be allowed to sell “non-food” related products such as imports, garden, artisan or handcrafted products. These businesses have been identified, and DFM is **not seeking** additional non-food related vendors at this time.
5. Businesses selling artisan or handcrafted items must demonstrate compliance with approved product guidelines for artisan / handcrafted products.
6. All vendors must outline and provide photographs of products. Additional products cannot be sold without first submitting a written proposal to the Dallas Farmers Market Administrator requesting approval and receiving a written approval. Vendors attempting to sell products not listed on their approved business plan will be required to remove unapproved products immediately.

All “Shed” Vendors are encouraged to purchase products from other Market vendors. The goal is to provide fresh, local, healthful whole food products to our customers.

The following product mix guidelines are included to assist vendors in identifying the types of businesses allowed in “The Shed”. This listing is not all inclusive and vendors are encouraged to submit applications to sell unique, creative suggestions for quality food and food related products.

- A. **Eateries (3):** “The Shed” will accommodate approximately 3 eatery spaces including one café/diner with a broad menu, and two other eateries. The Dallas Farmers Market will seek businesses interested in providing healthy, wholesome foods and fresh menu items. Eateries may include, but are not limited to the following:
 - (1) Mexican
 - (2) Barbecue
 - (3) Fish/ Seafood
 - (4) Pasta / Pizza
 - (5) Vegetarian
 - (6) Asian, Greek or other international foods
- B. **Specialty Foods:** The following specialty food items are suggestions but do not limit you from pursuing other opportunities.
 - (1) Bakery
 - (2) Two (2) meat / butcher vendors
 - (3) Deli meat and cheese case – may also provide sandwiches

- (4) Smoothie/ juices
- (5) Ice cream or gelato
- (6) Coffee and teas
- (7) Soup and salads
- (8) Wine shop
- (9) Fresh pasta
- (10) Confections
- (11) Nuts
- (12) Fresh Herbs
- (13) Fresh Tortillas and Salsas
- (14) Fresh-cut or roasted produce, like pineapples, fruits, onions, peppers, etc..
- (15) Picnics with baskets or Dinners-to-Go

C. **Prepared Foods:** DFM will seek a unique and varied balance of prepared foods . The following prepared food items are suggestions.

- (1) Fine chocolate shop
- (2) Olive oils and vinegars
- (3) Jams & jellies
- (4) Dressings, mustards, condiments, etc.
- (5) Spices / herb blends

D. **Food and Kitchen Related Products:** DFM will seek a balance of other food related products including for example:

- (1) Kitchen store with kitchen products
- (2) Table cloths, napkins, tableware
- (3) Cook books
- (4) Vintage table cloths, or other kitchen items
- (5) Picnic baskets, tailgate party, lunch bags, lunch boxes

E. **Florist**

“The Shed” – Vendor Build-Out Design Standards

DFM has established Vendor Build-Out Design Standards to:

1. Establish and promote a consistently “high standard” of build out of spaces at the Market.
2. Create a unique shopping atmosphere that offers a “variety” of visually pleasing images.
3. Create an environment that stimulates vendor sales & boost revenues and conveys quality.
4. Encourage “vendor creativity and quality” in the promotion and display of their products.

Ground Rules

1. All improvements and equipment must meet applicable federal, state and local regulations including for example, City of Dallas Health Code, Fire Code, Building Codes and the American’s with Disabilities Act (ADA).
2. To assist in the process each stall / business will receive a unique address. All permitting and licenses will be addressed to you at that address. **Note:** While vendors will be allowed to receive certain shipments addressed to “The Shed” (e.g. product shipments sent via FedEx or UPS), no routine United States Postal Service deliveries will be made to “The Shed.” Vendors must make other arrangements (e.g. a Post Office Box).
3. All designs and improvements must be submitted in writing in advance and approved no later than 30 days prior to construction by the Dallas Farmers Market for consistency with the following design standards. This must occur prior to submitting plans for approval to the Building Inspection Departments.
4. All costs associated with build-out of permitted space are the responsibility of the vendor.

Fire Code

From a Fire Protection perspective, “The Shed” is considered a Type IIB building due to the exposed structural elements. The following information is provided to assist you in understanding some of the standards required by Building Inspection as it relates to the Fire Code. Your architect or design professional will be more familiar with specific requirements needed to comply with all Building Permits.

1. Structural elements needed to construct vendor stalls cannot include combustible (wood) framing or wall systems. For example, structural elements require metal framing and sheet rock or other non-combustible wall systems for construction.
2. Non-Structural elements, like shelving and displays, are considered furniture and can be constructed using wood.
3. “The Shed” does include a fire sprinkler system. Vendors adding a ceiling, as required by the health code for cooking, must hire a fire sprinkler company to develop a design and submit plans to the Fire Engineers in the Building Inspection Department for approval and permitting.
4. All exhaust hoods must include the appropriate fire suppression systems and permits.

Display Equipment (Shelving, Counters, Cases etc.)

1. Pre-manufactured or professionally designed and constructed displays are required.
2. All displays **must** be finished, i.e. painted, stained/sealed, plastic laminate etc. No unfinished wood or other unfinished materials are permitted.
3. All display equipment in food service spaces **must** meet Health Code requirements.
4. All product displays **must** be organized, “artistically” presented and well lighted.
5. Product displays can be fixed or moveable. No products are allowed to encroach into the aisles.

6. Products in outdoor areas **must** be brought back into the vendor's space at end of each business day and secured by the vendor. Only specific spaces will accommodate this and it will be limited. Space for this purpose will be defined and vendors must comply with the space definition.
7. Dallas Farmers Market is not responsible for any loss to inventory and vendor is responsible for securing their space and products.

Product Display & Presentation Quality:

1. Vendors will be responsible for securing their own product inventory at the end of each business day.
2. Products/Displays cannot generate noise or unpleasant odors that will disturb customers or other businesses. All requests to cease must be obeyed.
3. DFM reserves the right to make design recommendations & changes to vendor displays.
4. Displays cannot block other vendors products or encroach into the customer circulation aisles

Vendor Space Lighting - Product Display:

1. Vendors must utilize standard overhead track lighting as their primary display lighting source.
2. The use of "custom light fixtures" must be compatible with the "vendors design theme" and be approved in advance by DFM.
3. Other accent or task lighting is acceptable as secondary display lighting only and must be integrated into the product display or equipment. (i.e. shelf lighting, table lamps etc).

Examples of acceptable lighting follow:



Sign & Graphics Design Standards:

1. All businesses must include a minimum of three (3) signs.
 - a. Business Name – It is suggested the business name include a reference to the type of products being sold (example: Cowboy Creamery or Pat's Picnic Baskets). Vendors are encouraged to develop a simple, appealing logo to help communicate the name of business. The business name sign cannot exceed 4 feet by 2 feet.
 - b. Vendor Identification Sign - This sign includes the business name, stall number, and phone number. This sign must be 12 inches x 6 inches and no larger and include font sizes no smaller than ½ inch.
 - c. Vendor Hours – This sign includes the days of the week and hours of operation. This sign must be at least 12 inches x 6 inches and no larger with font sizes no smaller than 1 inch.
2. All signage must be submitted to and approved in advance by DFM for design compliance.
3. Signage must be rigid in construction (no banners or flimsy poster board).
4. For maximum effect, signage must be lighted.
5. Signage must have a professional, high quality “artistic” image.

The following examples are provided:



Menu Boards:

1. Menu boards must follow general signage standards note above. However, the size is not defined.
2. The design, size and placement of menu boards must be submitted and approved in advance.

Examples of menu boards follow:



Vendor Stall Security:

During non-operational hours “The Shed” will be locked. Vendors will be responsible for providing their own product security at all times, including operational and non-operational hours. Cabinets, storage units and display cases that lock are recommended. Vendors may want to provide additional stall security.

Dallas Farmers Market is not responsible for any loss to inventory and vendor is responsible for securing their space and products.

Although several stall security gate systems exist, DFM has identified a source for a system that rolls like a window shade above the stall. For additional information, inquire with DFM management.

Code Compliance and Food Establishment Construction Guidelines

DFM will require copies of all permits, licenses, and certifications required by the City of Dallas. Detailed information about Health Code Guidelines, Food Establishment Construction Guidelines, and applicable fees is contained in City of Dallas Chapter 17, Food and Drug Code. You can seek answers to specific questions by contacting the appropriate City of Dallas office. The following contacts are provided for your convenience.

<p>Code Compliance- Restaurant and Bar Inspections District 7901 Goforth Rd Dallas, TX 75238 (214) 670-8083 Office Hours 8:00 am – 4:30 pm.</p>	<p>Construction Plans & Permitting Office: Cynthia Hardage City of Dallas, Building Inspection 320 E. Jefferson Blvd., Room LL16 Dallas, TX 75203 (214) 948-4429 Office Hours: 8 a.m. to 4:30 p.m. Monday through Friday Permit Hours: 8:30 a.m. to 4 p.m. Monday through Friday</p>
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Vendor Agreement

The Dallas Farmers Market will require an executed Dealer Permit for vendors in “The Shed”.

Dallas Farmers Market License (Currently \$250/ year)

All Dallas Farmers Market vendors shall obtain a vendor’s license from the Customer Services Office of the Dallas Farmers Market before participating in the Market. With execution of the dealer permit, “Shed” vendors will be required to secure annual vendor licenses.

Insurance Requirement

The Dallas Farmers Market will require the following types of insurance from all vendors leasing space in “The Shed” prior to operating at the Market and at least 30 days prior to any renewal dates. As soon as the requirements are finalized we will notify existing “The Shed” vendors and those who have submitted applications for space in “The Shed”.

1. **Workers' Compensation** with statutory limits; **Employers Liability** with minimum limits for bodily injury: a) by accident, \$100,000 per each accident b) by disease, \$100,000 per employee with a per policy aggregate of \$500,000.
2. If vehicles will be used in the performance of services under the contract, then, **Business Automobile Liability Insurance** covering owned, hired, and non-owned vehicles, with a minimum combined bodily injury (including death) and property damage limit of \$500,000 per occurrence.
3. **Commercial General Liability Insurance** including, but not limited to, Premises/Operations, Personal & Advertising Injury, Products/Completed Operations, Independent Contractors and Contractual Liability with minimum combined bodily injury (including death) and property damage limits of \$1,000,000 per occurrence, \$1,000,000 products/completed operations aggregate. Additional coverage shall include: Fire Legal Liability with minimum limit of \$250,000.
4. If Alcoholic Beverages provided, then, **Liquor Liability Insurance** with minimum limit of \$1,000,000 each claim.
5. All vendors will indemnify the City and add the City of Dallas as an additional insured on policies and provide a Certificate of Insurance to the Market Administrator.

Although not required, it is recommended that all vendors purchase insurance to protect their inventory.

Additional Information regarding insurance requirements can be found in Addendum A of this packet.

Additional Information

The following policies relate to rental of stalls in "The Shed" of the Dallas Farmers Market.

1. Insurance and Deposit:

Vendors must provide a certificate of insurance upon execution of and in accordance with dealer permit.

2. 90 Days Free Rent:

Vendors will be given 90 days rent-free (upon execution of the dealer permit) to assist during build-out or renovation of spaces.

3. Rents from January 1, 2009 thru December 30, 2011:

The market will phase the rents over a three year period, beginning January 1, 2009 to December 30, 2011. The phased rents vary based on the use of space in "The Shed". New vendors coming in during the above noted dates will benefit for the applicable remaining time period. New vendors coming in after this period will not be provided discounts.

4. No Guarantee of Exclusivity for Products:

The Market Administrator is responsible for establishing and managing the product mix for "The Shed" and although existing products will be considered in approving applicants, the Market will not provide a guarantee of exclusivity for any product.

5. Seniority:

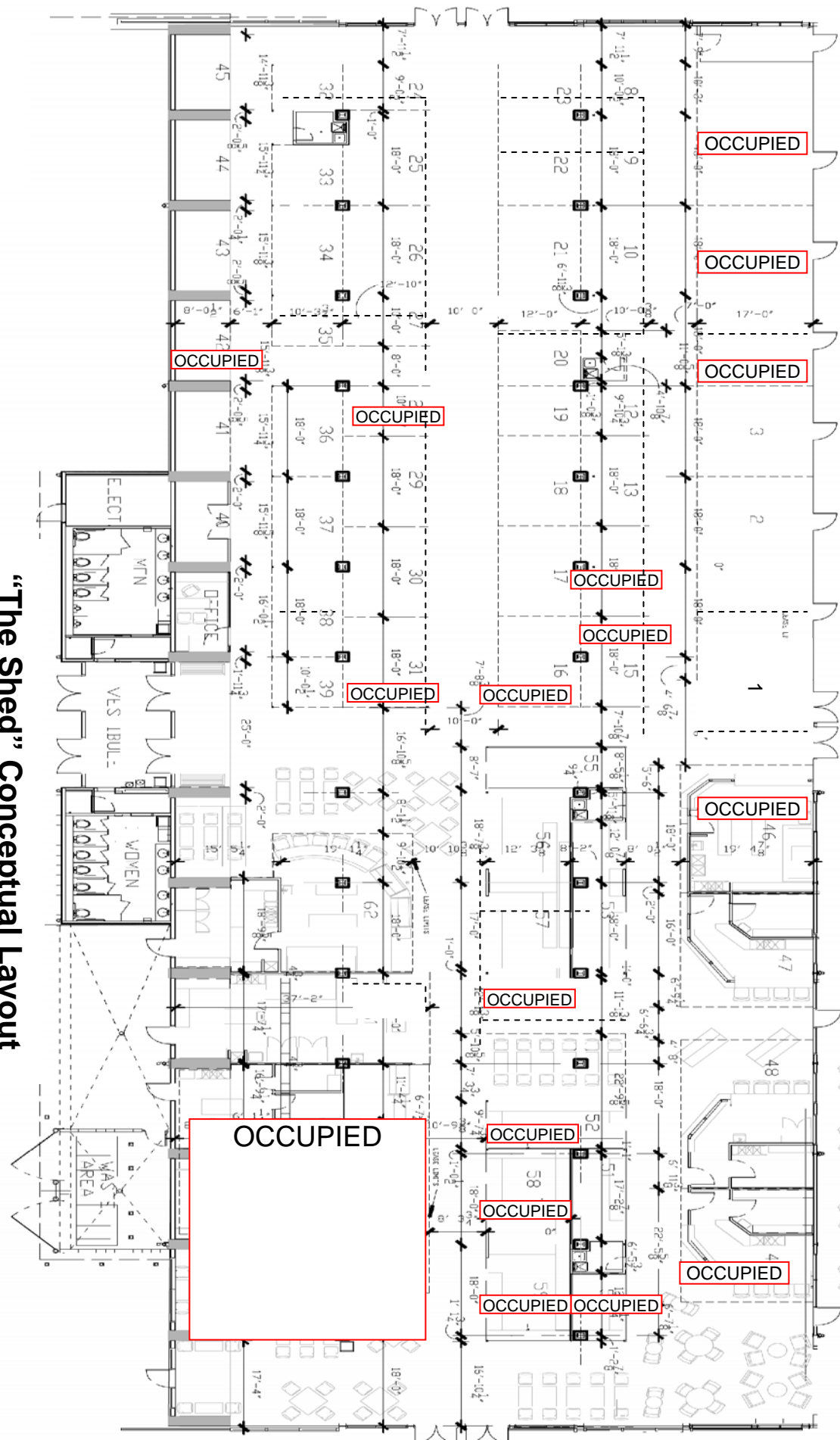
The Market Administrator will establish a committee to review all applications and placement requests. Although the Market will continue to value existing vendors, seniority will not be the **only** basis for selection, placement or approval in "The Shed".

6. Electricity:

Vendors will be assessed a monthly electricity utility fee for commercial food service equipment and other equipment beyond standard retail equipment such as lighting, cash register or a personal computer. Vendors must install a submeter to measure electricity usage beyond standard retail equipment. Vendors are encouraged to use Energy Star rated equipment to reduce utility costs.

PLEASE NOTE: The rental rates for the following are being discounted for the first year. Please call the Dallas Farmers Market 214-670-5880 to make an appointment for a complete list and explanation of rental rates.

Stall#	First Year Monthly Rent	Door & Outdoor Sales	Main Corridor	End Cap	Sewer/ Grease Trap
1	UNAVAILABLE	D	C	N	S
2	\$ 1,353	D			
3	\$ 1,353	D			
4	RENTED	D			S
5	RENTED	D			
6	RENTED	D			
8	\$ 567				
9	\$ 1,013			N	S
10	\$ 1,077			N	S
12	\$ 1,077			N	S
13	\$ 1,013			N	S
14	RENTED				S
15	RENTED				S
16	RENTED		C	N	S
17	\$ 1,247		C		S
18	\$ 1,247			N	S
19	\$ 680				S
20	\$ 760			N	S
21	\$ 1,393			N	S
22	\$ 1,247				S
23	\$ 760				S
24	\$ 760			N	S
25	\$ 1,247			N	S
26	\$ 1,247				S
27	\$ 760				S
28	RENTED				S
29	\$ 1,247			N	S
30	\$ 1,247				S
31	RENTED				S
32	\$ 538		C	N	S
33	\$ 667			N	S
34	\$ 1,013				S
35	\$ 595				S
36	\$ 1,077			N	S
37	\$ 1,013			N	S
38	\$ 1,013				S
39	\$ 633				S
41	\$ 306				
42	RENTED				
43	\$ 306				
44	\$ 306				
45	\$ 283				
46	RENTED				
47	\$ 1,450	D	C		S
48	\$ 1,750	D	C		S
49	RENTED	D	C		S
50	RENTED	D	C	N	S
51	\$ 840		C	N	S
52	RENTED		C		S
53	\$ 1,096		C	N	S
55	UNAVAILABLE		C	N	S
56	\$ 887		C	N	S
57	RENTED		C		S
58	RENTED		C	N	S
59	RENTED		C		S
60	RENTED	Eatery	Eatery	Eatery	Eatery
61	\$ 1500	Eatery	Eatery	Eatery	Eatery
62	\$ 1875	Eatery	Eatery	Eatery	Eatery



“The Shed” Conceptual Layout

July 2011

Request a larger plan at 214-670-5880

“The Shed” – Vendor Application

The vendor application is divided into two parts. The Initial Application requirements are provided in this document. Upon approval of the Initial Application a more formal and detailed application will be provided for completion by the prospective vendor. Completion of the Initial Application does not guarantee acceptance as a vendor.

Purpose of Initial Application:

The Initial Application is designed to seek sufficient information for the Dallas Farmers Market to determine:

1. If proposed product mix, source of raw materials and price ranges are consistent with the Market's plans for “The Shed”.
2. If the applicant's business history and experience indicate the potential for success as a vendor in “The Shed”
3. If the applicant's space and other facility requirements are able to be accommodated and are consistent with plans for “The Shed”

All costs associated with applying to become a vendor and all costs associated with design and construction of tenant space is the sole responsibility of the applicant.

Typed or electronic applications are preferred. Applications that are illegible or incomplete will not be considered.

Initial Application

Cover Page

Today's Date:

Type of Business:

Business Name:

Day Phone:

Contact Name:

Title:

Contact Phone No.

Years with Business:

Mailing Address

Email:

Website (if applicable):

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A. Description of Business / Legal Structure of Business:	
1.	Provide a short description of your business history and the number of locations where you are currently operating your business.
2.	Describe the legal structure or type of business (partnership, corporation, sole proprietor, co-op)
3.	Describe your financial strategies to fund start up costs including build out of space
B. Products or Services	
1.	Provide a listing and attach photographs of products you would like sell.
2.	Provide prices or price ranges for each type of product listed. Note: once approved vendors are not allowed to add additional products without written approval from Market Management.
3.	Describe how the product is manufactured and the source for raw materials. How will product be packaged?
4.	Describe how the product supports the goal of the Dallas Farmers Market, to provide farm-fresh, local food products whenever possible along with other unique food and food related products and a limited number of home, garden and artisan gift items:

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C. Personnel and Management Resources	
1.	Describe your plans to ensure sufficient staffing to operate your business in a safe, customer friendly manner.
2.	Provide a summary of your experience, skills and background that make you qualified to successfully operate this business. Attach resumes for key personnel.
D. Marketing Plan	
1.	Describe your strategy for marketing your product and building your business
2.	Describe your target customer. Who would be interested in your product?
3.	Describe seasonal or other marketing opportunities or trends that may apply to your product?
E. Space Requirements and Location Request	
1.	Using the Shed 2 Layout (found on Page 25) provide the location and stall space number(s) requested for your business.
2.	Describe conceptual plans for the types of equipment, utility needs, grease trap and exhaust/suppression hoods needed to operate your business in Shed 2 - Dallas Farmers Market.
3.	Describe or attach conceptual (not detailed) drawings/plans for proposed space at the Dallas Farmers Market in Shed 2.

Please submit your Initial Application to:
Administrator
Dallas Farmers Market
1010 S. Pearl Expressway
Dallas, TX 75201
or
info@dallasfarmersmarket.org

Addendum A

Permittee's Insurance Requirements and Endorsements

Permittee's Insurance Requirements and Endorsements.

(a) It is understood and agreed, and a condition hereof, that Permittee shall procure and keep in full force and effect Commercial General Liability Insurance (CGL) coverage issued by an insurance company authorized and approved by the State of Texas, acceptable to the City and issued in the standard form approved by the State Board of Insurance. The policy must be endorsed to name the City of Dallas, its officers, agents and employees, as an additional insured, by using endorsement CG2026 or broader, protecting the City against any and all claims for injuries or damages to persons or property as a result of or arising out of Permittee's activities, or the use, operation, repair, and maintenance by Permittee of the Permitted Location and Permittee's installations, improvements, and equipment in connection therewith and located therein. The commercial general liability coverage must provide combined single limits of liability for bodily injury (including death) and property damage of not less than \$1,000,000 for each occurrence, \$2,000,000 annual aggregate. The coverage must be on an "occurrence" basis and must include coverage for premises operations, independent contractors, products/completed operations, personal injury, contractual liability, and medical payments. This insurance shall also include coverage for fire legal liability in the amount of \$250,000.

(b) In addition, Permittee shall carry Workers' Compensation insurance with statutory limits as required by Texas law; and Employer's Liability with minimum limits for bodily injury: (a) by accident, \$100,000 per each accident, (b) by disease, \$100,000 per employee, with a per policy aggregate of \$500,000. The policy shall include a waiver of subrogation as to the City of Dallas, its officers, agents and employees.

(c) In the event Permittee is using a motor vehicle in connection with its activities at the Market, Permittee shall carry Business Automobile Liability Insurance, with a minimum combined bodily injury (including death) and property damage limit of \$1,000,000 per occurrence. Such insurance shall include coverage for loading and unloading hazards. The City of Dallas, its officers, agents and employees, shall be named as an additional insured.

(d) With regard to the foregoing insurance:

1. Each policy must include a cancellation provision in which the insurance company is required to notify Permittee and the City of Dallas in writing not fewer than 30 days before canceling, failing to renew, or making a material change to the insurance policy. Evidence of renewal must be provided to the Market Administrator 30 days prior to renewal.
2. Permittee shall carry said insurance at its expense and shall periodically furnish the Market Administrator a certificate of insurance, showing the insurance to be in full force and effect, and including the required endorsements. In the event said insurance should terminate during the Permit term hereof, or Permittee fails to furnish proof of insurance coverage as required by this section, the Market Administrator, or her designee, may terminate this Permit.

(e) Mutual waiver of subrogation. Permittee and the City hereby mutually waive subrogation rights for loss or damage for bodily injury (including death), property damage or any other loss, to the extent covered by the proceeds of insurance.